

## What about personal image? In this key regard, Bush has the clear edge

By Nick Stewart  
News Editor

Odds are, this election, since it is so close, may not be decided by policy, but by personal popularity. Many elections are, especially in the United States. Within his country, Bush's image compares very favorably to Kerry's. Even in the debates where Kerry won, Americans simply found Bush to be more likeable.

It's an image 'Dubya' has carefully constructed. Don't be confused by his painfully unprofessional vocabulary. It's a ploy. By mangling words and stuttering once in awhile, he steadily reinforces his image as personable and folksy. He is a man who doesn't talk above the common man and woman, but a man who talks with common Americans.

On the other hand, the more professional Kerry is more boring. He comes off as proper, stale, and out of touch with ordinary Americans. The language and tone he uses suggests he is speaking to Americans, not talking with them. The aristocratic heritage in Kerry shows up, and it is damaging to his image.

Another thing working against Kerry is his status as a liberal, a dirty word in American politics, long associated with left-wing radicalism and communism. This tainted term may not effect young voters, but the majority of voters remember the Cold War, an era where the words 'left' and 'liberal' instantly aroused deep suspicion. The scars of the Cold War still linger in today's American political culture.

Also, Americans think differently now in the post 9/11 world. They feel threatened and want a strong brave leader to lead the country through the tough times. Once again, Bush has constructed an image of a brave cowboy committed to defending America. He represents patriotism in a very patriotic country, a man who is proud of America. Once again, many Americans want a patriotic leader.

Additionally, the debate questions about faith and family re-enforced a

### **Nova Scotians Reject Sunday Shopping**

In a plebiscite held on Saturday in Nova Scotia, Sunday shopping was rejected by 55 % of the voters. Groups campaigned on both sides, with the religious community leading the campaign against the proposal and the business community organizing support for it. There was a significant rural/urban split in the results. The 'No' side was strong throughout rural Nova Scotia, while the majority in Halifax voted 'Yes'. This vote should be seen as a set back for those favoring Sunday Shopping on PEI. A vote in favor of the idea in neighboring Nova Scotia would have definitely given Island supporters a significant boost. The rejection in Nova Scotia will likely delay developments of the issue on PEI for some time.

Bush advantage. Middle America likes to view itself as having strong family and religious ties. Many voters want their president to represent these traditional American moral values. A commitment to family and religion are paramount values. After the Clinton embarrassment, many Americans want to reinforce these values, qualities Bush repeatedly showcases to Americans. Rudy Giuliani was wrong when he said these questions won Bush the debate because they did not; however, they might win him the election. In a tight election race in the strange world of American politics, Bush's patriotic image as the protector of America and a traditional family man could tip the scales in his favor and give the world, 'Four More Years' of President George W. Bush.

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Where? O'Leary Community Centre  
When? Monday, October 25, 2-9 pm  
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#### Queen's County

Where? North Milton Community Hall  
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Where? Whim Inn, Pooles Corner  
When? Thursday, October 28, 2-9 pm  
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