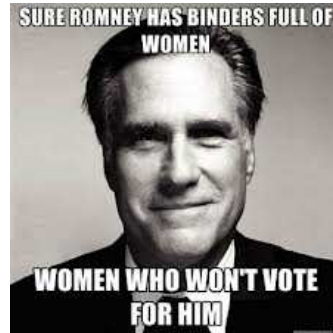


## Presidential Election Glossary: 2012 Update

### 1) “binders full of women”

1) Asked about building a gender-balanced cabinet, Mitt Romney stated that “binders [‘Ordner’] full of women” were available for cabinet positions. Women’s groups filled the social media with cartoons and comments about this image.



### 2) “Bronco Bamma”

2) Nickname for President Barack Obama that was made popular by four-year-old Abby. In a video which spread virally through the web, she complained that she was “tired of Bronco Bamma and Mitt Romney.”

<http://www.youtube.com/watch?v=OjrthOPLAKM>

### 3) “Crackdown on China”

3) Romney advocated a “crackdown on China,” a “get tough” approach to America’s economic rival. Romney blamed China for the U.S.’s financial woes, saying that it artificially held down its currency value. This phrase became an election theme.

### 4) DS200

4) A digital voting machine using paper ballots. The voter blackens an oval to indicate his/her choice and inserts the completed ballot into the DS200 machine to cast the vote. In the social media, voters reported on machine breakdowns and irregular incidents in connection with electronic voting!



### 5) Election slogans

5) e.g. “I Bark for Barack”  
→ “uttered” by the Obama dog, aimed at pet lovers



“A Better Amercia [sic]”

→ Romney was mocked for this inexcusable mistake



**6) Hurricane Sandy**

Wirbelsturm Sandy

6) Sandy was a hurricane that arrived at the East Coast of the United States in late October 2012, causing severe damage. The way he dealt with this urgent situation was seen as a test for the current president Barack Obama so close to the election in November.

**7) Late-breaking voters**

7) These were the undecided voters, especially in the swing states, whom the candidates wanted to appeal to in the media blitz in the final weeks and days of the campaign. The phrase is derived from the standard term “late-breaking news” or news which is released just before the press deadlines.

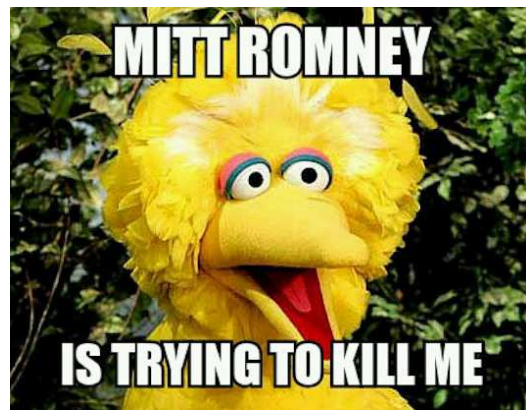
**8) memes**

8) Usually, a meme is a unit of cultural information. But the internet meme which we are dealing with here is a new phenomenon. A concept spreads via the internet and takes the form of an image, hyperlink, video, or picture. Examples are:

a) In one of the televised debates, Obama criticized Romney’s understanding of military needs by saying “We also have fewer horses and bayonets.” Here is just one of millions of listeners’ reactions:



b) Romney mentioned that one way federal tax money could be saved would be to end support for public radio, including Sesame Street and its Big Bird:



9) mosh pit

Moshpit

9) Usually the area at a metal, hardcore or punk concert, where people are dancing violently and running into each other; this term was frequently applied to the tough campaign tactics during the 2012 election.

10) Obamacare

Name von Obamas Gesundheitsreform

10) *Obamacare* is a common name for the controversial **Patient Protection and Affordable Care Act (PPACA)**, which was signed into law by President Barack Obama in 2010.

11) Obama's stare

11) Also called Obama's "death stare". He used his staring method in some of the debates. The phrase was deliberately meant to rhyme with "Obamacare."



**12) provisional ballot**

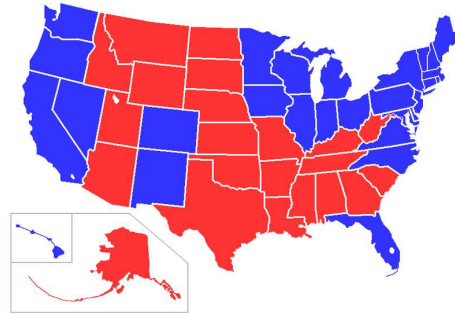
12) If a citizen appears at a polling station but is not listed as a “registered voter,” in some states he can nonetheless cast a “provisional ballot,” which is counted as soon as his status has been clarified. In 2012 the provisional votes were believed to be important in hotly contested battleground states.

**13) rant** Tirade, Wutrede

13) Radio show hosts, especially conservative ones, are making increasing use of the “rant” as a rhetorical device to persuade their listeners.

**14) red states and blue states**

14) Terms used to refer to states whose residents predominantly vote for the Republican (red) or Democratic (blue) presidential candidate; employed since 2000 to show the election results by state. Obama often alludes to this, e.g. “We are not a nation of red states and blue states, but the United States...”



**15) Super PAC(s)**

15) A Super PAC is a political action committee for raising campaign funds. In contrast to traditional political action committees, the Super Pacs have no limitations regarding the amount of money or number of persons who can make a donation, and they are not permitted to be directly connected to a candidate’s campaign. Thus, the candidate has no control over the way the Super PAC money is spent! Super PACS played a large role in the 2012 election.

**16) swing states / battleground states >**  
die unentschlossenen Staaten

16) Ca. 40 of the 50 states are known for being dominated by Republican or Democratic impulses. The remaining states can still be won over by either candidate, and are thus the main arenas for election campaigning.

**17) “winner-take-all” system >**  
der Gewinner bekommt alles

17) This is not a new phrase, but one that gives German student difficulties. Note that this is in subjunctive form, with NO third-person singular “s.” It refers to the *simple majority* system of voting; if the Republican candidate receives a majority of the people’s votes in Ohio, for

instance, then he receives ALL of Ohio's Electoral College votes!

*compiled by Sarah Muhlack and Daniel Kamal*