

ANALYZING THE SENTIMENTS PORTRAYED BY THE GUARDIAN TOWARDS THE IMMIGRATION POLICIES OF DONALD TRUMP AND KAMALA HARRIS: A CORPUS-BASED STUDY

Sundas Faryal¹
Saqlain Hassan²
Hijab Zahra³
Kisaa Zahra⁴

Abstract

This study examines The Guardian's coverage of Donald Trump and Kamala Harris' stances on immigration during the 2024/25 pre-election campaign. The researchers have analyzed 70 articles published in October of 2024 employing a mixed-methods approach for corpus analysis, that incorporates both qualitative thematic analysis and quantitative sentiment analysis with the help of the Orange software based on the Vader (Valence Aware Dictionary), which is a pre-trained sentiment parser that polarizes texts into positive, negative, neutral and compound sentiments and based on their sentiment score. The results show that The Guardian primarily highlights Harris's stances on immigration in a positive light, focusing on human rights and inclusivity. On the contrary, Trump's rhetoric is commonly associated with fear-related stories, national security issues, and exclusionary rhetoric. The study concludes that media framing plays a significant role in shaping public perceptions and influencing political polarization regarding immigration, and it also highlights the role of the press in shaping political debates. The study contributes to the existing research on media bias, emotional framing, the language of politics, and immigration coverage.

Keywords: Donald Trump, Kamala Harris, Immigration, Sentiment Analysis, Orange, Corpus.

Introduction

Immigration refers to the process by which individuals move to another country to reside there permanently (Parry, 2025). In other words, it can be defined as the process of relocating from a country of origin to a country of residence, to stay there permanently (Gale, 2023). Immigration plays a significant role in the country's social, economic, and cultural development. It results in the development of multicultural societies. A considerable number of modern states appear to have diverse cultures and ethnicities that have developed as a result of Immigration (Shen et al., 2023).

Immigration happens for a variety of reasons. In the post-World War II period, particularly during the 1950s and 1960s, it was significantly influenced by the war's aftermath and the decline of British colonization in Asia and Africa (Parry, 2024). Many factors lead people to migrate. Some individuals seek better employment opportunities, while others move for access to quality education. Additionally, many leave their home countries to escape conflicts such as war, persecution, and human rights violations (Hassan, 2022; 2023). People may also migrate due to adverse climate changes, natural disasters, and other environmental factors.

¹ BS scholar, Department of English Linguistics and Literature, Riphah International University, Malakand Campus. Email: 37704@students.riphah.edu.pk

² Assistant Professor, Riphah International University, Malakand Campus. Email: saqlain.hassan@riphah.edu.pk
ORCID: <https://orcid.org/0000-0001-8861-6800>

³ M.Phil. Scholar, Department of English Linguistics and Literature, Riphah International University, Islamabad. Email: 65516@students.riphah.edu.pk

⁴ M.Phil. Scholar, Department of English Linguistics and Literature, Riphah International University, Islamabad. Email: 63161@students.riphah.edu.pk

The International Organization for Migration has launched the World Migration Report (2024),⁵ revealing a significant shift in global migration patterns, showing the records of the number of displaced people (Riaz et al., 2025). The World Migration Report (2024) helps to understand the complexity of human displacement/migration through evidence-based data and analysis (Ullah et al., 2025). The report highlights that migration has led to a significant increase in international remittances from 2000 to 2022, rising from USD 128 billion to USD 831 billion. The report further highlights that while international migration plays a significant role in human development, challenges also persist (Rabi et al., 2024). Among the estimated 281 million immigrants worldwide, the number of migrants driven by conflicts, violence, disasters, wars, and other factors has reached the highest levels in current-day records, at an estimated 117 million (Satti et al., 2025).

According to Gramlich and Passel (2023), research indicates that approximately 47.8 million immigrants reside in the US, comprising about 14.3% of the total US population. The immigrants belong to various countries and regions around the world. The largest of these groups is comprised of individuals from Mexico, China, India, the Philippines, and El Salvador. Mexican immigrants comprise 23% of the total immigrant population in the United States. The Chinese make up approximately 5% of the immigrants. Indian immigrants account for approximately 6%, while those from the Philippines and El Salvador count about 4% and 3%, respectively.

Immigration remains a central and ongoing issue in global politics, with media outlets playing a significant role in shaping political discourse. In US politics, the immigration policies of Trump and Harris have garnered public attention, with various media outlets presenting differing perspectives. The Guardian, a renowned newspaper recognized for its comprehensive political coverage, serves as the focal point for this study. This research examines how The Guardian portrays the immigration policies of Donald Trump and Kamala Harris, specifically analyzing the dominant sentiments expressed in news articles regarding immigration. The study aims to analyze the portrayal of these politicians' immigration policies and identify prevailing sentiments in their coverage. This research offers a deeper understanding of how major news outlets, such as The Guardian, influence political discourse through their coverage of immigration and key political figures. By analyzing dominant sentiments and policy representation, this study sheds light on the media's role in shaping societal attitudes towards immigration.

Literature Review

Immigration is a dynamic phenomenon that affects the affairs of various countries. It affects a country's status in various ways, either reinforcing the country's development or posing challenges. A common concern in immigration is that immigrants may pose a threat to native citizens, particularly in terms of job opportunities and wage drops (Hayo & Roth, 2024). However, according to Wharton (2016), research suggests that this is not true. Although immigration increases labor availability, companies adjust by providing more tools, machines, or technologies that help workers become more productive, thereby preventing a long-term decline in wages (Shen et al., 2025). Immigration has a minimal to no negative impact on the wages of native-born workers and, in some cases, may even increase wages. Immigrants may vary in skills from the natives. Lower-skilled immigrants often take on manual jobs, while highly skilled immigrants are frequently employed in fields such as science, technology, and engineering. This creates opportunities for native-born workers to secure higher-paying jobs (Wharton, 2016).

⁵ [World Migration Report | International Organization for Migration, IOM](#)

Apart from economic sanctions, immigration also has an impact on the host country's culture, leading to cultural diversity, hybridization, and cultural assimilation. Immigrants bring their Language, customs, Art, food, and traditions, thus bringing a new and unique way of living and thinking. Immigrants' communities often introduce unique culinary traditions, festivals, and artistic practices, gradually becoming part of the broader culture. For example, foods like Pizza, Tacos, and Sushi are widely accepted in many countries. Similarly, specific festivals, such as Diwali and Holi, are celebrated in various European countries (Admin, 2025). It not only affects host cultures but also poses challenges to the immigrant communities as well. The challenges not only persist in language and communication barriers but sometimes lead to discrimination and psychological challenges. Ennin and Manariyo (2023) examine the challenges that immigrants face in language and communication, particularly in the educational field. Immigrants are often less proficient in the host country's language, making it challenging for them to excel academically. They are unable to interact with teachers and peers, thus hindering their personal growth and social development (Akram et al., 2029, 2020). In addition, institutions may struggle to provide proper support to multilingual individuals (Ramzan et al., 2025, 2023), especially in regions where the native language is dominant (Ahmad et al., 2022; Amjad et al., 2021).

The impact of immigration is felt primarily across the globe, with nearly every country experiencing a certain level of immigration. According to the World Population Review, 225 countries are primarily impacted by immigration. Among them, the United States is home to a large number of immigrants, comprising approximately 50.6 million immigrants.⁶ Although the US holds a large number of immigrants, the country's security, along with cultural and economic issues, is a prevailing topic of debate. The public and politicians exhibit varying attitudes towards immigration, which are influenced by cultural and economic crises, as well as national security concerns. This particular attitude plays a significant role in shaping immigration policies. Javdani's (2020) work highlights that variation in public attitudes results from differences in age, country, and education. The study states that the majority of individuals favor restrictive immigration policies. Sociopsychological factors such as ethic or cultural identity also play a crucial role in shaping anti-immigrant attitudes (Chen & Ramzan, 2024; Nawaz et al., 2021). Additionally, Sigmon's (2024) work presents the views of two presidential candidates on immigration and their differing immigration policies.

Similarly, the current study compares the immigration policies of Donald Trump and Kamala Harris, highlighting key differences in their approaches to border security, deportation, and asylum processes. Trump's 2024 campaign focuses on reinstating hardline policies, promising the largest deportation operation in U.S. history, and hints at restoring zero tolerance. He aims to reintroduce measures such as the Migrant Protection Protocols and Title 42, which allows for the expelling of migrants. In contrast, Harris follows President Biden's policies, emphasizing her record on cross-border issues and supporting a bipartisan immigration bill that seeks to enhance border security and raise asylum standards, despite potential republican opposition.

Research Methodology

Research Design

This study adopts a mixed-methods approach to analyzing the collected corpus. The quantitative part of the analysis utilizes Orange software to identify the dominant sentiments expressed in The Guardian newspaper's news coverage. In contrast, the qualitative part employs thematic analysis,

⁶ <https://worldpopulationreview.com/country-rankings/immigration-by-country>

as outlined by Braun & Clarke (2006), to examine how these portrayals are carried out and to identify the major themes emerging from the analysis.

Corpus Design

Data Collection was facilitated through an API key provided by the Guardian newspaper, enabling secure and authorized access to the newspaper's online content via the Orange data mining capability. The primary dataset consisted of news articles related to immigration, published between October 1 and October 30, 2024. The collected corpus was then preprocessed and prepared for further analysis, including tasks such as text mining and sentiment analysis, which collectively contributed to the broader objectives of the study.

Corpus Analysis

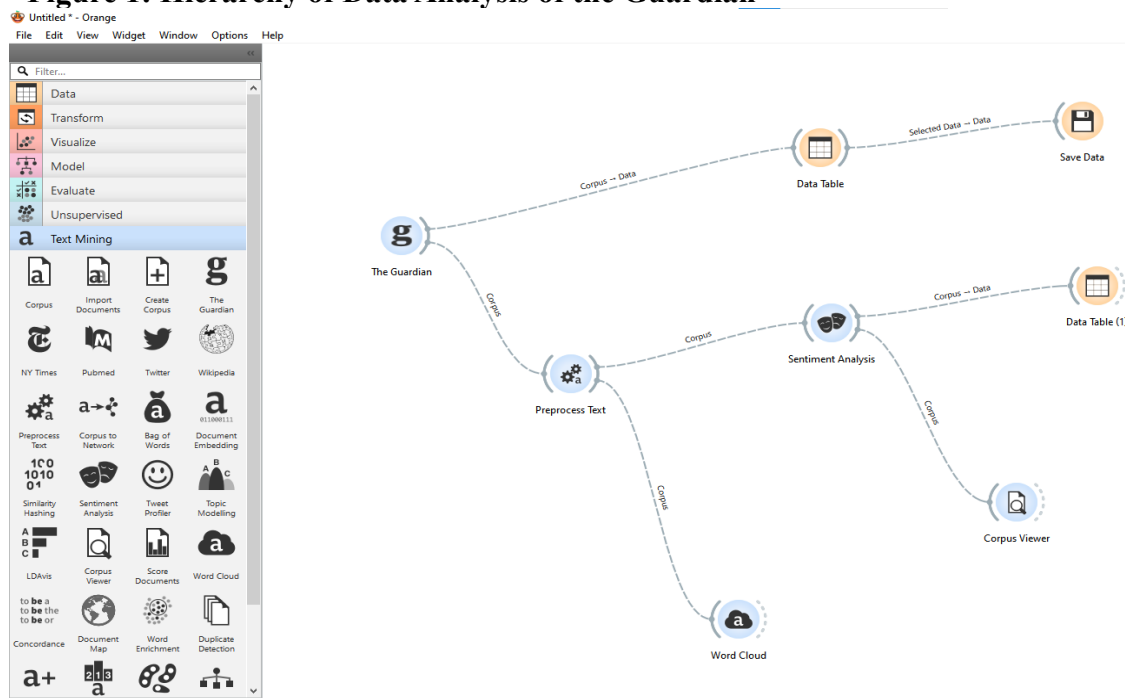
The researchers have utilized Orange, an open-source data mining and machine learning software developed by the Bioinformatics Laboratory at the University of Ljubljana, Slovenia, to access and extract sentiments. It provides a visual interface that facilitates the Collection and analysis of data (Manguri et al., 2020; Appiahne et al., 2022; Breeze & Hassan, 2024).

The corpus was analyzed to examine its sentiment, frequency of emotional words, and the most common and recurring themes, with a focus on immigration and the policies of Donald Trump and Kamala Harris. A clear overview of the text entries was obtained using the Data Table widget in Orange to assess the availability of the texts. To prepare the data for further study, it was processed through the *Preprocessing Text* feature of the software. The preprocessed corpus was then analyzed using the Sentiment Analysis feature of the software, which categorized the sentiment into positive, negative, neutral, and compound sub-sentiments based on the Vader classification of sentiment.⁷

After collecting the sentiment results, they were displayed in the Data Table to simplify the analysis of the trends in the data. During the exploration process, a *Word Cloud* was created to identify the terms that occurred most frequently in the dataset. This approach made it simple to represent the significant topics related to immigration in the media reports. The corpus viewer helped the researchers to view the context of the selected sentiments.

⁷ Vader stands for Valence Aware Dictionary and Sentiment Reasoner. This term was first coined by Hutto and Gilbert (2014). It is a lexicon and rule-based sentiment analysis tool designed to detect the emotional tone behind words, especially in social media and short texts like tweets, reviews, or comments.

Figure 1: Hierarchy of Data Analysis of the Guardian



Results and Discussion

Analysis of the Guardian's Corpus

The table below lists the most frequently used words in the dataset, highlighting the primary language utilized in the reporting. As indicated, words like "burden" and "threat" were frequently used by Donald Trump to emphasize the dangers of immigration posed by immigrants to the host country. In contrast, words such as "inclusion," "culture," "cheap," "labor," and "beneficial" are commonly associated with Kamala Harris, who discusses the importance of fostering an inclusive American society. She argues that immigrants can provide essential cheap labor and that their integration into the local culture can enhance cultural and linguistic diversity.

Table 1: Statistics of the Frequently Occurring Keywords

Rank	Frequency	Word
1	4,186	Trump
2	3,553	Harris
3	3,550	Immigrants
4	3,443	Refugees
5	3,433	Migrants
6	3,307	Asylum

government actions such as increasing border control, deportations, and barriers to asylum seekers. It is important to note that this negativity was directed not at immigrants themselves but at the consequences of institutional actions. Overall, The Guardian aims to present a perspective focused on care and human rights regarding U.S. immigration issues, striving to broaden understanding by allowing migrants to share their experiences and promoting more inclusive narratives.

Figure 3: Sentiments in The Guardian

id	Section	Headline	Content	ail Te	HTML	ation	Type	ngua	Tags	URL	rd Co	positive	negative
1	news	Key takeaways f...	Kamala Harris f...	Th...	Kamala Ha...	202...	arti...	en	Kamala Harris, ...	htt...	587	0.052	0.093
2	news	Where do Trum...	The economy l...	Pol...	The	202...	arti...	en	US elections 20...	htt...	1040	0.156	0.065
3	edia	'Fundamentally...	Furious Washin...	Re...	Furious Wa...	202...	arti...	en	Washington Po...	htt...	665	0.062	0.133
4	news	Trump marks 7 ...	Donald Trump ...	Re...		202...	arti...	en	US news, World...	htt...	917	0.118	0.158
5	news	Harris and Che...	This blog is clo...	Thi...	<div id="block...	202...	live...	en	US elections 20...	htt...	102...	0.107	0.084
6	world news	Why immigrati...	EU leaders met ...	Th...	EU leaders ...	202...	arti...	en	European Unio...	htt...	1119	0.071	0.061
7	news	Harris embarks ...	Kamala Harris h...	De...	Kamala Ha...	202...	arti...	en	US elections 20...	htt...	1063	0.059	0.033
8	news	What to know a...	With 13 days u...	Th...	With 13 da...	202...	arti...	en	US elections 20...	htt...	420	0.084	0.018
9	news	Mark Cuban on...	As the US presi...	Th...	As the US p...	202...	arti...	en	US elections 20...	htt...	1234	0.103	0.041
10	news	Harris edges ou...	Donald Trump ...	Pol...		202...	arti...	en	US elections 20...	htt...	591	0.05	0.035
11	inion	Trump and Har...	With two weeks...	No...	With two w...	202...	arti...	en	Opinion, Com...	htt...	1178	0.098	0.146
12	inion	Endorsements f...	Kamala Harris a...	On...		202...	arti...	en	Opinion, Com...	htt...	1104	0.114	0.098
13	news	Will white wom...	White female v...	Tru...	White fem...	202...	arti...	en	US elections 20...	htt...	1336	0.101	0.034
14	news	Harris and Bide...	This blog is no...	Thi...	<div id="block...	202...	live...	en	US elections 20...	htt...	9651	0.082	0.102
15	news	Joe Rogan leav...	The popular po...	To...	The popula...	202...	arti...	en	US elections 20...	htt...	534	0.118	0.06
16	news	Harris stresses a...	Kamala Harris h...	Th...	Kamala Ha...	202...	arti...	en	US elections 20...	htt...	870	0.104	0.052
17	news	Kamala Harris v...	Kamala Harris c...	No...		202...	arti...	en	US elections 20...	htt...	1270	0.087	0.092
18	news	Harris and Tru...	More than 1.4 ...	Mo...	More than ...	202...	arti...	en	US elections 20...	htt...	842	0.143	0.03
19	news	A small town in...	Brown's Town, i...	Th...	Brown's To...	202...	arti...	en	Kamala Harris, J...	htt...	1198	0.146	0.042
20	news	Waltz and Vance...	Tim Waltz and J...	VP ...		202...	arti...	en	US elections 20...	htt...	1290	0.056	0.11
21	world news	Simon Harris sa...	The Irish prime ...	Iris...	The Irish pr...	202...	arti...	en	Ireland, Busines...	htt...	680	0.091	0.067
22	news	US presidential ...	Kamala Harris t...	Do...		202...	arti...	en	US elections 20...	htt...	722	0.123	0.061
23	news	Harris and Tru...	Kamala Harris a...	Pre...		202...	arti...	en	US elections 20...	htt...	1190	0.106	0.068
24	news	Inside the medi...	The View, Amer...	Th...	The View, ...	202...	arti...	en	US elections 20...	htt...	2563	0.1	0.067
25	news	Obama tells me...	Barack Obama ...	Ex...	Barack Oba...	202...	arti...	en	US elections 20...	htt...	915	0.106	0.053
26	news	How a Harris wi...	On a chilly after...	Ab...	On a chilly ...	202...	arti...	en	Democrats, US ...	htt...	765	0.06	0.037
27	news	Nobel prize win...	More than 80 N...	Op...	More than ...	202...	arti...	en	US elections 20...	htt...	422	0.139	0.034
28	news	Kamala Harris a...	With Hurricane ...	Vic...	<div id="block...	202...	live...	en	US politics live ...	htt...	4397	0.12	0.077
29	news	Liz Cheney cam...	Liz Cheney, one...	Re...		202...	arti...	en	US elections 20...	htt...	1119	0.102	0.076
30	news	...	...	...	...	202...	arti...	en	...	...	...	0.089	0.078

Themes based on the Positive Sentiments of the Corpus

The analysis identifies the key themes that are frequently highlighted about the immigration policies of Donald Trump and Kamala Harris in the selected articles. It explores the main themes along with their related sub-themes to understand how the news addresses these stances.

Contrast in the economic vision of both Trump and Harris. The analysis revealed that articles extensively discussed the economic ideas presented by the presidential candidates, particularly about taxation, business policy, housing, and labor. Several articles reported how Trump and Harris offered different opinions on solving voters' concerns about the country's economy before the election. Each candidate has a different view on economic policy, especially about taxes, business laws, housing, and labor, which substantially relates to their stance on immigration. In Trump's opinion, immigration was a danger to both American workers and the country's economy. Trump is of the view that deporting more people and tightening border control is necessary to defend the American economy. Trump viewed immigration mainly as a cost to the economy that needed handling for the advantage of those who were born in the United States and businesses. In contrast, Harris describes immigration as bringing value to the economy by encouraging all to contribute their skills and efforts. According to Harris, immigrants should be considered as people who enrich the overall wealth and make the economy more equitable.

Immigration and the Changing White Women's Votes in 2024. There is a noticeable shift in the views of white women when it comes to immigration, and this is a significant subject in this year's election. In prior elections, a lot of white women opted to vote for Republican candidates such as Donald Trump. These days, more young white women are supporting Kamala Harris. The shift is happening mainly after the Roe v. Wade ruling and the loss of reproductive rights. On the other hand, immigration is making a significant contribution. Women aged 18 to 29 are typically concerned about fairness, human rights, and helping others. Most of them are in favor of supporting immigrants. On the other hand, white women who are over 65 usually feel mixed about the president. Social topics, including abortion, are a point of agreement for some, but most people favor Trump due to his solid stance on immigration and the way he handles the economy. Trump mentions that he plans to remove undocumented immigrants, create a stronger border, and help American workers keep their jobs. Women in swing states, for example, Pennsylvania, Michigan, and Wisconsin, still find these ideas appealing.

Themes Based on the Negative Sentiments in the Corpus

As discussed earlier, 28 out of 70 articles were classified as negative. This section will further explore the key themes of the negative articles.

Figure 4: Negative Sentiments in the Guardian

title	Headline True	Content	Trail Text	HTML	Publication Date	Type	Language	Tags	URL	Word Count	ositiv	negative
50	Kamala Harris a...	With just 18 da...	Contenders visi...	<div id="block...	2024-10-19 01:3...	liveblog	en	US elections 20...	https://www.th...	7983	0.09	0.095
51	Donald Trump i...	With less than 4...	Trump, widely r...	With less t...	2024-10-01 12:0...	article	en	Opinion, Com...	https://www.th...	1010	0.101	0.094
52	US voters want ...	Tim Walz and J...	The pair, who h...		2024-10-01 08:0...	article	en	US elections 20...	https://www.th...	816	0.059	0.05
53	'I don't have m...	Ta-Nehisi Coate...	One of the mos...	<figure class="...	2024-10-23 14:1...	interactive	en	Books, Ta-Nehi...	https://www.th...	2188	0.096	0.106
54	'Biden has faile...	People on the e...	At Saginaw city...	People on t...	2024-10-29 14:0...	article	en	Deadlocked: dis...	https://www.th...	1164	0.082	0.095
55	US election brie...	Donald Trump ...	Trump's team r...	D...	2024-10-12 06:1...	article	en	US elections 20...	https://www.th...	875	0.074	0.094
56	Gigging Elon ...	Elon Musk has ...	Billionaire says i...		2024-10-08 20:2...	article	en	US politics, Elo...	https://www.th...	617	0.095	0.205
57	Trump visits bat...	Thanks for joini...	Republican no...	<div id="block...	2024-10-20 22:3...	liveblog	en	US politics live, ...	https://www.th...	5041	0.099	0.076
58	First Thing: Ka...	Good morning...	VP addresses cr...	Good mor...	2024-10-30 12:0...	article	en	First Thing new...	https://www.th...	1087	0.046	0.085
59	Kamala Harris d...	This blog is clos...		<div id="block...	2024-10-30 01:5...	liveblog	en	US elections 20...	https://www.th...	13864	0.084	0.086
60	To defeat Trum...	I don't know ab...	US vice-preside...	I don't kno...	2024-10-29 15:0...	article	en	Opinion, Com...	https://www.th...	969	0.138	0.079
61	First Thing: Har...	Good morning...	Democratic pre...	Good mor...	2024-10-29 11:2...	article	en	First Thing new...	https://www.th...	1137	0.092	0.1
62	Harris campaig...	Kamala Harris a...	Vice-president t...	Kamala Ha...	2024-10-27 22:1...	article	en	US elections 20...	https://www.th...	735	0.103	0.058
63	Harris and Tru...	Polls! What are...	The latest surve...	Polls! What...	2024-10-15 12:2...	article	en	Opinion, US ele...	https://www.th...	768	0.12	0.031
64	US election brie...	Donald Trump ...	Polls published ...	D...	2024-10-14 02:2...	article	en	US elections 20...	https://www.th...	593	0.047	0.037
65	Kamala Harris d...	Kamala Harris h...	VP gives surpris...		2024-10-23 21:3...	article	en	US elections 20...	https://www.th...	927	0.063	0.072
66	Keir Starmer un...	Keir Starmer's h...	Downing Street...	Keir Starme...	2024-10-24 06:3...	article	en	Keir Starmer, Ka...	https://www.th...	299	0.09	0.036
67	Harris faces trip...	"100" was spell...	As Biden fights ...	"100" was ...	2024-10-02 09:4...	article	en	US elections 20...	https://www.th...	992	0.097	0.117
68	Liz Cheney urg...	Liz Cheney, a fo...	Ex-Republican ...	Liz Cheney...	2024-10-22 03:4...	article	en	Kamala Harris, ...	https://www.th...	1441	0.085	0.095
69	Arab American...	Arab American...	Poll shows a de...	Arab Ameri...	2024-10-22 17:1...	article	en	US elections 20...	https://www.th...	552	0.075	0.064
70	Kamala Harris p...	Kamala Harris a...	The Democrat s...	<figure class="...	2024-10-19 14:3...	interactive	en	US elections 20...	https://www.th...	972	0.125	0.058
71	First Thing: 'Ou...	Good morning...	Democratic no...	Good mor...	2024-10-25 10:0...	article	en	First Thing new...	https://www.th...	965	0.06	0.119
72	Biden-Harris ad...	The Biden-Harri...	Latest round bri...	The Biden...	2024-10-17 15:3...	article	en	US student deb...	https://www.th...	463	0.153	0.129
73	Harris accuses T...	Kamala Harris h...	Remarks come ...		2024-10-11 16:1...	article	en	US elections 20...	https://www.th...	642	0.045	0.13
74	Groping, greed ...	'America is rea...	US politics may...	'America is ...	2024-10-28 11:1...	article	en	Opera, Richard ...	https://www.th...	1428	0.15	0.066
75	Is Kamala Harri...	As the daughte...	The vice-presid...	As the dau...	2024-10-28 14:0...	article	en	US elections 20...	https://www.th...	1177	0.119	0.094
										3025	0.116	0.077

Use of rhetoric to influence public attitude towards immigration. The difference between Donald Trump and Kamala Harris is evident in their approaches to addressing the issue. The Guardian's address to Trump's labeling immigrants as "scum" and "vermin" is similar to authoritarians' efforts to reduce people to mere bug-like things. He threatened to use the military to suppress political actions more than once, and this has previous connections to acting on

immigration enforcement since he first became president by using policies like family separation and building up the border. At the same time, news-making claims, such as those from Elon Musk that undocumented immigrants are being moved into swing states by the Democrats to violate voting laws, only increase people's worries and confuse information. They portray immigrants in the wrong way and support strict voter laws, which make political divisions worse. Still, the texts only briefly mention Kamala Harris. However, they depict her as someone who helps keep up the Biden administration's aim to include more people, as she lifted the Muslim travel ban and supported maintaining protections for DACA recipients established by President Trump. In her campaign speeches, she focuses on legal immigration, respect for human rights, and inclusivity, all of which differ from the approaches of the other candidates. This theme highlights that, besides laws, political discussions, and the media, can influence decisions on immigration. The way leaders communicate can either validate prejudices or foster understanding, which may influence what the public thinks and wants regarding policies. Since immigration remains a highly debated topic, the way politicians speak can either exacerbate disagreements or reinforce the values of democracy.

Framing Immigration: Fear, Identity, and Electoral Strategy. Framing the issue of immigration, particularly by Donald Trump, proved to be another key finding in the analysis. Trump talked about migrants trying to cross the southern border at a Pennsylvania town hall, labeling immigration as a significant issue and the main reason stability was at risk. He promised to continue his strict policies against illegal immigrants if chosen again as president. Using such language demonstrates how Trump aims to rally his supporters. Besides details on his policies, Trump made many statements accusing Democrats of being the enemy, even suggesting that military force could be required against them. Though saying the word "immigrant" was avoided, Donald Trump's words were meant to suggest that people from other countries make America more vulnerable, less stable, and less safe. This sounds very much like Trump from the past, and it underlines how immigration is used in political ads to appeal to people's emotions. Unlike Senator Klobuchar, Kamala Harris did not mention immigration in her rallies, town halls, and speeches. However, focusing on virtues and moral guidance, including religious references, indicates that her political outlook emphasizes more inclusive ideas for people. Although it is not direct, this difference reveals the two candidates' differing views: Trump is based on fear and strict actions, while Harris promotes empathy and addressing social needs.

Conclusion

The study aimed to examine how The Guardian newspaper frames the issue of immigration about Donald Trump and Kamala Harris. By analyzing sentiment polarity and recurring themes, this research highlights how media narratives influence public perceptions of immigration based on the distinct rhetorical strategies employed by both politicians. The findings reveal a significant emotional and ideological contrast between Donald Trump and Kamala Harris's stances on immigration. Sentiment analysis of the selected 70 articles indicates that Trump is portrayed more negatively, while Harris is depicted more positively. Additionally, Trump's ideology on immigration is primarily linked to the perception of immigration as a threat and an economic burden. In contrast, Harris views immigration as a blessing, beneficial for boosting the economy through skilled and inexpensive labor, as well as enhancing the cultural and linguistic diversity of the United States.

The use of corpus-based sentiment analysis offers valuable insights into the emotional framing and rhetorical patterns employed by political figures. This analysis reveals how media coverage

reflects and reinforces biased representations. For instance, media coverage of Trump often emphasizes fear and conflict, while coverage of Harris tends to highlight empathy and reform. These biases shape public perception by selectively framing immigration issues through emotionally charged narratives. Ultimately, this influences how audiences understand and react to immigration policies and debates. Therefore, this study emphasizes the importance of critically examining media discourse to uncover underlying biases and to better comprehend how language and sentiment influence the construction of public perception.

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