

THE REPRESENTATION OF POLITICAL IDEOLOGY OF DONALD TRUMP AND KAMALA HARRIS IN THE HEADLINES OF *THE GUARDIAN*: A CORPUS-BASED SENTIMENT ANALYSIS

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Abstract

This research examines how political ideologies are portrayed in The Guardian's headlines, focusing on two key U.S. political figures: Donald Trump and Kamala Harris. The study seeks to reveal ideological bias in how these two political leaders are depicted by employing a corpus-based sentiment analysis. A focused collection of headlines was gathered from the Guardian's digital publication during a specific timeframe. Employing sentiment analysis methods and linguistic annotation instruments, the emotional tone and ideological context were analyzed. Results indicate that Trump is mainly depicted with unfavorable sentiment, whereas Harris attracts a more favorable portrayal. These findings enhance our understanding of how media framing may mirror and potentially reinforce ideological viewpoints in political journalism.

Keywords: Political ideology, Donald Trump, Kamala Harris, Sentiment Analysis, The Guardian, Corpus.

Introduction

Ideology is a complex and multifaceted concept encompassing a coherent and systematic set of ideas, values, and beliefs that provide a framework for understanding and interpreting the world (Eagleton, 1991). According to the Oxford English Dictionary, ideology can be defined as a system of ideas and ideals, especially one that is formed based on economic

Additionally, in political theory, ideologies are often seen as frameworks that rationalize and justify social and economic structures (Heywood, 2017). Political ideologies are based on how society should function, how people should be treated equally, and how power should be distributed and addressed in the context of social and economic issues. Different types of ideologies include liberalism, conservatism, nationalism, communism, and fascism. Each of these ideologies has different perspectives and ideas that shape people's political thoughts and influence their actions. Similarly, many political leaders worldwide represent different political ideologies, which contribute to shaping national and global policies. Understanding political ideologies is crucial for analyzing political systems and the motivations behind political actions (Heywood, 2017).

Furthermore, Donald Trump's political ideology is sometimes referred to as Trumpism (Cambridge Dictionary, 2020). His populist rhetoric, characterized by direct attacks on media and political elites, appealed to disaffected voters who viewed him as a disruptor of traditional political norms (Frum, 2017). It incorporates ideologies such as right-wing populism, national conservatism, and neo-nationalism and features significant illiberal and authoritarian beliefs (Hopkins & Blyth, 2020). Meanwhile, the political ideology of Kamala Harris represents democratic beliefs and values in her political position and ideological stances. Her political ideology upholds equality, liberty, and justice for all human races in the United States (Vibhishana & Maharani, 2023).

However, the political ideologies of Donald Trump and Kamala Harris are based on different perspectives. Their ideologies will be portrayed differently in distinct media platforms. Media consists of traditional forms like newspapers, television, and radio, and other digital

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platforms like social media, websites, and other services. Media outlets, through their framing and editorial choices, play a crucial role in shaping public perception of political figures and their ideologies (Smith, 2020).

Further studies examine how The Guardian framed Kamala Harris after her confirmation as the Democratic Party's vice-presidential nominee. Using media bias analysis, Johansson finds that The Guardian used more positive language when covering Harris, emphasizing her historic achievement as the first female and Black vice president. In contrast, coverage of Donald Trump was often negative, focusing on controversies and policy failures. The study uses media bias charts, such as Ad Fontes Interactive Media Bias, to track sentiment trends. Headlines about Harris often highlighted her qualifications, whereas Trump was frequently portrayed as divisive or controversial (Johansson, 2024).

The findings will help clarify whether mainstream media coverage fosters balanced political debates or maintains ideological divides. Additionally, by exploring the role of language, sentiment, and framing strategies, this study will provide a comprehensive understanding of media influence on political identity construction. Eventually, this study aims to increase our knowledge of the power of language in shaping political identities and influencing public trust in the media.

Problem Statement

In today's news media, newspapers like The Guardian play a significant role in representing and shaping public perception of political figures and their ideologies, despite their prominent contribution to representing and framing public opinion towards the Donald Trump and Kamala Harris political ideologies during the 2024 election. There is still a gap in how their ideologies are portrayed and influence the public's perspective towards them. This can impact their political position and their democratic process. So, in this research, the researcher will conduct a Corpus-Based sentiment analysis of The Guardian headlines. This analysis will determine the sentiments expressed toward Donald Trump's and Kamala Harris's ideologies. This will recognize how their ideologies are framed and represented by media platforms.

Research Questions

1. How are the political ideologies of Donald Trump and Kamala Harris represented in the headlines of the Guardian and the New York Times?
2. What are the dominant sentiments in the headlines of the Guardian and New York Times about the political ideologies of Donald Trump and Kamala Harris?

Research Objectives

1. To analyze the political ideologies of Donald Trump and Kamala Harris represented in the headlines of The Guardian.
2. To examine the dominant sentiments in the headlines of the Guardian and about the political ideologies of Donald Trump and Kamala Harris.

Significance of the Study

This study aims to determine how Donald Trump's and Kamala Harris's political ideologies are represented in the Guardian's headlines and what sentiments are expressed toward them. Additionally, this study provides valuable implications for political communication, helping policymakers, journalists, and readers better understand the role of emotional framing in shaping public perception and political discourse. Finally, this research can help media consumers become more critically aware of how political figures are represented in the press, encouraging more informed and analytical engagement with news content.

Literature review

Media representation plays a pivotal role in shaping public opinion and political ideologies. The media center's role in determining public information justifies increased

attention to how the media shapes public knowledge, attitudes, and behavior (Basely & Burgees, 2002). For instance, studies have demonstrated that headlines influence how audiences interpret and remember news, even if they do not read the full article (Ecker et al., 2014).

According to research, media sources often reflect and reinforce the ideological preferences of their audiences, leading to distinct differences in the news consumed by liberals and conservatives (Pew Research Center, 2014). Previous research has been done on newspaper headlines representing Syrian refugees. Understanding the impact of media coverage on political ideologies is essential for fostering a more informed and cohesive public discourse (Stroud, 2011). The effect of media coverage on political ideologies is crucial in promoting a more informed and cohesive public discourse (Iyengar & Hahn, 2009). Newspapers not only provide readers with a wide range of news and information but also offer in-depth analysis and investigative reporting that is crucial for an informed citizenry (Lacy & Rosenstein, 2015).

Comparative analysis of media representation focuses on how different newspapers, with varying political leanings, portray the same political figures. Conservative and liberal media outlets tend to highlight the various attributes of political candidates, leading to changing public perceptions (Druckman & Parkin, 2005). For instance, The Guardian, known for its left-leaning stance, and The New York Times, often viewed as having a liberal bias, provide a rich context for examining these differences (Garcia, 2020).

The press often personalizes politics, and editorials regularly appraise the actions of political parties in terms of the performance of their leaders (Conboy, 2006). Donald Trump and Kamala Harris are two prominent political figures with varying ideologies.

Trump's portrayal often emphasizes his populist and nationalist rhetoric, while Kamala Harris is often highlighted for her progressive policies and advocacy for social justice (Clark, 2020). Previous studies have shown that media outlets often frame political ideologies according to their editorial stance (Iyengar & Hahn, 2009). These representations can differ significantly between media outlets, reflecting their editorial biases and framing techniques (Taylor & Francis, 2018). Media coverage of politics is a fundamental matter for democracy. Some political elites would have more media coverage than others, depending on their political orientations and the ideological affinities of journalists (van Dalen & van Aslet, 2013). The impact of media framing on political discourse is crucial to understanding the complex relationships between media, public opinion, and political power. Media framing shapes public opinion by reinforcing or challenging pre-existing attitudes. Audiences often adopt the frames presented by media outlets, influencing their views on political figures and policies (Iyengar, 1991).

Corpus-based sentiment analysis is a powerful tool for analyzing a large text dataset to find out the sentiments expressed behind words. Sentiment analysis helps quantify the emotional tone behind words, providing a more objective measure of media bias and representation (Liu, 2012). By analyzing the sentiment and language used in headlines, a corpus-based sentiment analysis approach can tell us about the tones, emotions, and biases present in media coverage of Donald Trump and Kamala Harris.

While significant research has been conducted on how the media represent the different political ideologies of political figures, more comprehensive studies that combine qualitative and quantitative methods, such as corpus-based sentiment analysis, are needed. Comparative studies focusing on how the newspaper represents Donald Trump and Kamala Harris's political ideologies remain underexplored. This study aims to fill these gaps by providing a detailed analysis of the representation of their political ideologies in The Guardian.

Methodology Overview

This chapter outlines the methodological framework used to examine the representation of political ideology and emotional tone in *The Guardian* headlines concerning Donald Trump and Kamala Harris. It describes the research design, corpus collection, and analytical tools employed for sentiment, emotion, and thematic analysis. Sentiment analysis was conducted using the VADER tool in Orange software, while emotional categorization was based on Robert Plutchik's wheel of emotions. The chapter also explains how thematic analysis was applied to interpret the ideological implications of the identified sentiments and emotions.

Research Design

The study adopts a mixed-methods approach, combining quantitative and qualitative analysis. Quantitatively, VADER was used to classify headlines as positive, negative, or neutral. Qualitatively, thematic analysis was applied to selected headlines to explore ideological framing and emotional meaning, enabling a comprehensive examination of linguistic patterns and media discourse.

Corpus Collection

A corpus of 772 headlines was collected from *The Guardian* between 1 October and 30 October 2024, focusing on coverage of Donald Trump and Kamala Harris during the election period. Headlines were retrieved from the newspaper's official website using relevant keyword searches. The data were preprocessed by removing punctuation, stop words, and special characters, followed by lemmatization to enhance analytical accuracy. The cleaned dataset was then imported into Orange for analysis.

Corpus Analysis

Sentiment analysis was performed in Orange using the VADER tool, categorizing each headline as positive, negative, or neutral. Emotional analysis was conducted using Plutchik's eight primary emotions: joy, trust, fear, sadness, anticipation, anger, surprise, and disgust. Emotional distributions were visualized through box plots to identify dominant emotional patterns. Keyword extraction and word clouds were used to highlight recurring terms and framing strategies.

To add interpretive depth, thematic analysis was applied across sentiment and emotion categories, revealing recurring themes such as conflict, hope, instability, and public approval. By integrating computational analysis with qualitative interpretation, the study provides a nuanced understanding of how political ideology is emotionally framed in media discourse.

Results and discussion

This chapter presents the results of the sentiment and emotion analysis of *The Guardian* headlines. It outlines overall corpus trends, dominant sentiment categories identified through VADER, and emotional patterns based on Plutchik's emotion wheel. The findings reveal how political ideologies and leadership narratives surrounding Donald Trump and Kamala Harris are framed in media discourse.

Analysis of *The Guardian* Corpus

The corpus consists of 772 headlines published between 1 and 30 October 2024, focusing on Donald Trump and Kamala Harris. Keyword analysis using Orange identified frequent terms such as *Trump*, *Harris*, *US*, *Election*, *Rally*, and *Voters*, highlighting the media's emphasis on electoral politics and leadership during this period.

Figure 1: Data Table of the Guardian Corpus

title	Section	Headline
1	US news	Kamala Harris agrees to interview with Fox News
2	US news	Harris hits critical battleground Pennsylvania six days before election
3	US news	Giggling Elon Musk revisits 'joke' about Kamala Harris assassination
4	US news	First Thing: Kamala Harris calls for 'new generation of leadership'
5	US news	Kamala Harris delivers 'closing argument' in Washington – as it happened
6	Opinion	To defeat Trump, Harris must talk more about the economy
7	US news	First Thing: Harris seeks to rally youth vote in Michigan
8	US news	Harris and Cheney pitch Republican voters – as it happened
9	US news	Harris campaigns in Philadelphia with promise to win presidential election
10	US news	Kamala Harris denounces Trump as 'fascist' who wants 'unchecked power'
11	Media	'Fundamentally saddened': Washington Post readers on failure to endorse Harris
12	Politics	Keir Starmer unlikely to meet Kamala Harris before US election
13	US news	Harris faces triple trouble, even before October's inevitable surprises
14	US news	Liz Cheney urges conservatives to back Kamala Harris over abortion
15	US news	Arab Americans slightly favor Trump over Harris, says new poll
16	US news	Kamala Harris promises full marijuana legalization – is that a gamechanger?
17	Money	Biden-Harris administration announces \$4.5bn in additional student debt relief
18	US news	Harris accuses Trump of 'playing politics' with hurricane disaster relief
19	Opinion	Endorsements from Republicans and CEOs won't help Kamala Harris win
20	US news	Will white women abandon Republicans and vote for Kamala Harris?
21	US news	Is Kamala Harris alienating progressives as she courts anti-Trump Republicans?
22	US news	Kamala Harris calls for 'new generation of leadership' in Washington speech
23	US news	Harris and Biden visit Hurricane Helene sites – as it happened
24	US news	Trump tells rally Kamala Harris 'wouldn't have won The Apprentice'
25	US news	What to know about the Kamala Harris town hall on CNN
26	US news	Harris edges out Trump on key economic questions, new poll shows

Figure 2: Data Table of the Guardian Corpus

title	Section	Headline
26	US news	Harris edges out Trump on key economic questions, new poll shows
27	US news	Harris stresses abortion rights and early voting in packed Atlanta rally
28	US news	Obamas to bring star power to campaign appearances alongside Kamala Harris
29	US news	Harris maintains lead over Trump among Black swing state voters – poll
30	US news	Trump makes gains as poll figures trigger anxiety for Harris campaign
31	US news	Trump demands CBS be stripped of licence over edited Harris interview
32	US news	Kamala Harris releases medical report saying she is in 'excellent health'
33	US news	Kamala Harris lands second Vogue cover: 'The candidate for our times'
34	US news	Could young voters in Michigan hand the state to Kamala Harris?
35	US news	Trump accuses Harris of 'campaign of hate' one day after controversial rally
36	US news	Anita Hill empathizes with 'irritatingly familiar' insults against Harris in op-ed
37	US news	Where do Trump and Harris stand on housing, taxes and other policies?
38	US news	Joe Rogan leaves door open for Kamala Harris interview on popular podcast
39	US news	Trump marks 7 October anniversary and criticizes 'weak' Biden and Harris
40	US news	A small town in Jamaica watches Harris campaign with glee – and wariness
41	US news	Bill Gates says privately he donated \$50m to Kamala Harris campaign – report
42	US news	First Thing: Harris says US is 'absolutely' ready for a female president
43	US news	Patrick Soon-Shiong: the billionaire LA Times owner who blocked Harris endorsement
44	US news	Harris in Texas, Trump in New York: rivals campaign in surprise spots
45	US news	Barack Obama to campaign for Harris across battleground states next week
46	US news	Kamala Harris visits church on birthday as Trump repeats 'enemy within' rhetoric
47	US news	Bruce Springsteen endorses Kamala Harris for president while criticizing 'dangerous' Trump
48	US news	Trump hosts 'roundtable' as Harris promises policies in bid for Latino voters
49	US news	US presidential election updates: Trump and Harris spar over stamina in Michigan
50	US news	Kamala Harris questions Trump's stamina: 'Is he fit to do the job?'
51	US news	No Labour wrongdoing in Kamala Harris campaign row, says ex-Tory minister

Dominant sentiments in the Guardian's corpus

The sentiment analysis was conducted using the VADER tool in Orange. The dominant sentiments are shown in the Orange dataset after the study. The highest positive sentiment score observed was (0.519) in the headline “*birth at 20: Jonathan Glazer's magnificent, misunderstood masterpiece*”, while the most negative score was (0.572) in the headline “*First thing: Death toll climbs as Florida grieves hurricane Milton's destruction*”. Neutral sentiments dominated articles that were more reportive than opinionated.

2. Table for sentiment scores of headlines

Headlines	positive	negative	neutral
<i>Birth at 20: Jonathan Glazer's magnificent, misunderstood masterpiece</i>	0.519	0.156	0.325
<i>First thing: the death toll climbs as Florida grieves Hurricane Milton's destruction</i>	0.00	0.572	0.428
<i>Tim Walz's Midwestern charm boosts Harris- can he help sell her economic vision?</i>	0.519	0.00	0.481

Table 2 presents sentiment scores for selected headlines, revealing varying degrees of positive, negative, and neutral sentiment.

Positive sentiments. The 772 headlines had positive sentiments; approximately 50-100 headlines reflected positive sentiment. Below is the screenshot highlighting some of the headlines with high positive sentiments.

url	Section	Headline	note	of T	FFR	atio	Page	URL	of C	Type	sguo	positive
674	US news	Tim Woltz's midwestern charm boosts Harris – can he be...	Th...	W...	<...	20...	U...	ht...	12...	ar...	en	0.519
674	US news	Birth at 20: Jonathan Glazer's magnificent, misundert...	Th...	Th...	<...	20...	Jo...	ht...	11...	ar...	en	0.519
166	US news	Mike Johnson promises 'massive' healthcare changes if...	Th...	H...	<...	20...	U...	ht...	430...	ar...	en	0.474
61	US news	Nobel prize winners endorse Harris and warn Trump w...	M...	O...	<...	20...	U...	ht...	422...	ar...	en	0.455
19	Opinion	Endorsements from Republicans and CEOs won't help ...	Ka...	O...	<...	20...	U...	ht...	31...	ar...	en	0.446
9	US news	Harris campaigns in Philadelphia with promise to win p...	Ka...	Vi...	<...	20...	U...	ht...	735...	ar...	en	0.433
165	Sportball	Players responsible for Manchester United results, says...	H...	C...	<...	20...	M...	ht...	509...	ar...	en	0.421
516	US news	Walt and Vance embrace an endangered US political s...	Th...	A...	<...	20...	U...	ht...	978...	ar...	en	0.407
207	Books	Stephen King: 'I loved Lord of the Flies the way kids lov...	M...	Th...	<...	20...	Th...	ht...	417...	ar...	en	0.403
573	US news	'This man is everything': how devoted Trump supporter...	D...	S...	<...	20...	D...	ht...	14...	ar...	en	0.39
538	Education	How to pay less for better special educational needs pr...	Th...	S...	<...	20...	S...	ht...	568...	ar...	en	0.376
433	US news	Trump lately routs endorsement from JP Morgan CEO ...	D...	Ba...	<...	20...	O...	ht...	535...	ar...	en	0.374
440	Opinion	As a Palestinian living in the US, I have lost friends, job...	R...	Ev...	<...	20...	O...	ht...	997...	ar...	en	0.373
676	Opinion	A pause for peace is the best the world can hope for in...	S...	W...	<...	20...	O...	ht...	988...	ar...	en	0.372
332	US news	If Trump wins the election, freedom of the press will be...	Ba...	If...	<...	20...	Th...	ht...	19...	in...	en	0.371
556	US news	Blitz review – Steve McQueen's rousing wartime adven...	St...	Th...	<...	20...	Lo...	ht...	578...	ar...	en	0.36
477	Food	One spicy roast chicken, four brilliant meals – recipe...	M...	M...	<...	20...	Fo...	ht...	21...	ar...	en	0.352
306	Politics	Party conference season needs pepping up ...	Jo...	Lo...	<...	20...	La...	ht...	523...	ar...	en	0.351
412	US news	Republican top Georgia elections officer says voting int...	O...	Se...	<...	20...	U...	ht...	572...	ar...	en	0.335
629	US news	A Philadelphia suburb's novel solution for getting the v...	M...	V...	<...	20...	U...	ht...	948...	ar...	en	0.336
646	US news	Still reeling from Helene, Florida braces for Hurricane ...	Fl...	St...	<...	20...	H...	ht...	917...	ar...	en	0.337
535	News	Welcome to The Long Wave: The Black diaspora is like...	H...	M...	<...	20...	Th...	ht...	13...	ar...	en	0.333
307	US news	JD Vance urges Arizona crowd to 'work our rear ends o...	T...	R...	<...	20...	U...	ht...	917...	ar...	en	0.333
505	Opinion	Trump's greatest feat has been convincing ordinary Am...	D...	Th...	<...	20...	O...	ht...	11...	ar...	en	0.33
579	US news	Democrats are scrambling to keep the Senate. Could a...	T...	Ja...	<...	20...	U...	ht...	18...	ar...	en	0.33
50	US news	Kamala Harris questions Trump's stamina: 'Is he fit to d...	Ka...	D...	<...	20...	Ka...	ht...	709...	ar...	en	0.32

url	Section	Headline	note	of T	FFR	atio	Page	URL	of C	Type	sguo	positive
232	Sportball	Harry Maguire escapes point for 10-man Manchester U...	Th...	Ba...	<...	20...	Eu...	ht...	807...	ar...	en	0.311
118	Opinion	This is the future for Kamala Harris, unless she solves ...	Th...	Sh...	<...	20...	O...	ht...	11...	ar...	en	0.309
609	US news	How local radio plays a pivotal role in securing Latino ...	W...	RL...	<...	20...	U...	ht...	11...	ar...	en	0.309
541	US news	Melania Trump passionately defends abortion rights in ...	M...	Es...	<...	20...	M...	ht...	12...	ar...	en	0.298
697	US news	King Charles makes relaxed start to Australian tour but...	K...	Ch...	<...	20...	K...	ht...	31...	ar...	en	0.296
522	US news	Georgia supreme court reinstates six-week abortion ban	Az...	RL...	<...	20...	RL...	ht...	429...	ar...	en	0.295
614	Life and style	Do you want kids? It's finally OK to simply say no	Th...	H...	<...	20...	Th...	ht...	894...	ar...	en	0.293
462	Entertainment & tv	Saturday Night Live: Kate Bangate anchors strong app...	Th...	Th...	<...	20...	Se...	ht...	13...	ar...	en	0.292
533	World news	Victor Orban would celebrate Trump victory with 'bottl...	V...	Or...	<...	20...	H...	ht...	500...	ar...	en	0.291
24	US news	Trump tells only Kamala Harris 'couldn't' have won. The...	O...	R...	<...	20...	U...	ht...	889...	ar...	en	0.291
456	Australia news	Five Great Roads: Pacific on making The Godfather, E...	Ta...	Gr...	<...	20...	Fl...	ht...	787...	ar...	en	0.29
124	US news	Harris praises John Kelly for sending '911 call' to the U...	Ka...	Ar...	<...	20...	U...	ht...	894...	ar...	en	0.282
246	Business	Are you better off than four years ago? Why US voters...	W...	Ba...	<...	20...	U...	ht...	10...	ar...	en	0.282
571	Entertainment & tv	The Diplomat to Euronext: the seven best shows to stre...	P...	K...	<...	20...	Th...	ht...	708...	ar...	en	0.276
131	US news	US presidential election updates: Trump's results draw ...	Ka...	Ar...	<...	20...	U...	ht...	10...	ar...	en	0.275
584	Sport	Santiago Geronzi's debut double leads Bristol to bits...	Th...	Br...	<...	20...	Pr...	ht...	698...	ar...	en	0.275
210	Sport	Joe Root bats 'masterclass' after England's ...	A...	Ro...	<...	20...	En...	ht...	635...	ar...	en	0.274
230	World news	Tuesday briefing: Some Democrats are grimly convince...	G...	Br...	<...	20...	Fr...	ht...	23...	ar...	en	0.273
726	US news	Alaska governor awards \$7m in state funds to Indigen...	Th...	Al...	<...	20...	Al...	ht...	18...	ar...	en	0.272
731	Opinion	Vance or Woltz: who won the VP debate? Our panel res...	M...	W...	<...	20...	O...	ht...	16...	ar...	en	0.27
104	US news	The pleasure to be found on a delayed train	L...	La...	<...	20...	RL...	ht...	166...	ar...	en	0.269
276	US news	Trump rally comic reportedly tested racist Puerto Rico j...	Th...	Jo...	<...	20...	D...	ht...	850...	ar...	en	0.266
665	Australia news	Afternoon Update: Dutton admits Binetart company has ...	W...	Gr...	<...	20...	AF...	ht...	10...	ar...	en	0.266
326	US news	US supreme court rules Virginia can continue enforce...	V...	Th...	<...	20...	U...	ht...	584...	ar...	en	0.265
454	US news	Delay, delay, delay: Trump's legal strategy proves effect...	Fo...	Th...	<...	20...	D...	ht...	10...	ar...	en	0.263
480	US news	'Zombie-like': the US trade agreement that still haunts...	M...	Th...	<...	20...	M...	ht...	20...	ar...	en	0.262

Positive sentiment themes

Theme 1: Empowered leadership and campaign optimism. Headlines like “*Harris campaigns in Philadelphia with promises to win the presidential election*” present confidence and energy for Kamala Harris. The language here conveys ambition, voter engagement, and grassroots momentum, significantly among key Democratic constituencies; this keeps an image of electoral optimism and determination.

Theme 2: Pledges for reforms, future optimism. Headlines such as “*Mike Johnson promises massive healthcare changes if Trump wins*” reflect positive sentiment through future-oriented reform narratives. Framing political discourse policy change and voter hope, healthcare is positioned as a key issue in shaping public confidence and influencing electoral choice.

Theme 3: Scientific and Economic leadership. Harris is constructed in most headlines, including “*Nobel prize winners endorse Harris and warn Trump would endanger the future of science,*” as a legitimate and pro-science leader. Expert endorsements build her credibility and tie her campaign to themes of innovation, economic security, and evidence-based governance.

Theme 4: Progressive Healthcare and Social Support. The headline “*Harris announces plan for Medicare to cover long-term care at home*” frames Harris as compassionate and reformist. The focus on dignity, caregiving, and social welfare reinforces such an image of policymaking that is inclusive and people-centered.

Theme 5: Crisis Leadership and Public Welfare. Headlines like “*Harris says federal aid for hurricane Helene relief is here for the long term*” depict Harris as a reliable, compassionate crisis manager. Emphasizing long-term federal support and cooperation with local authorities acts to reinforce impressions of responsible leadership. Negative feelings: several headlines in the Guardian show negative feelings. The screenshot of the dominant negative sentiments will be found below.

Negative sentiments. Several headlines in the Guardian show the negative sentiments. Below is the screenshot of the dominant negative sentiments.

True											
id	title	source	url	date	type	topic	category	url	id	score	negative
671	US news	First Thing: Death toll climbs as Florida grieves Hurricane Milton's destruction	G. At...	< 20...	ar...	en	Fr...	ht...	10...	0	0.572
185	US news	Trump fills Madison Square Garden with anger, vitriol and racist threats	A... M...	< 20...	ar...	en	U...	ht...	13...	0	0.568
365	Media	Fake X accounts fool Sky News Australia – twice	R... T...	< 20...	ar...	en	W...	ht...	14...	0	0.545
365	US news	'Frightening to consider': fears grow over Trump's threats to political foes	D... Cr...	< 20...	ar...	en	U...	ht...	13...	0	0.518
321	US news	City of villains: Republicans stoke fears of Democratic-run cities	At... M...	< 20...	in...	en	A...	ht...	23...	0	0.507
389	US news	Judge strikes down Ohio abortion ban as unconstitutional	A... C...	< 20...	ar...	en	O...	ht...	476	0	0.504
514	World news	Missile attack on Israel signals that widely feared regional conflict has ignited	Th... As...	< 20...	ar...	en	Ir...	ht...	982	0	0.489
647	Australia news	Morning Mail: call for new senator penalties after Thorpe protest, salmon death m...	M... O...	< 20...	ar...	en	M...	ht...	995	0	0.488
142	Australia news	Morning Mail: Harris condemns Trump vow to 'protect' women, Canberra bullying...	G... D...	< 20...	ar...	en	M...	ht...	989	0	0.487
575	US news	'I'm terrified I'll be executed': Trump win could bring spree of death row killings	If... Th...	< 20...	ar...	en	U...	ht...	15...	0	0.473
422	US news	Former Puerto Rico governor criticizes racist language at Trump rally	P... Ri...	< 20...	ar...	en	P...	ht...	10...	0	0.444
627	Opinion	Joe Biden's big blunder: how the war in Ukraine became a global disaster	R... Fa...	< 20...	ar...	en	O...	ht...	969	0	0.444
256	US news	Pennsylvania: anger among Puerto Ricans in key swing state after racist remarks	O... C...	< 20...	ar...	en	Ps...	ht...	10...	0	0.435
410	World news	Murder case of unnoticed missing boy 'utterly horrifying', says Irish PM	Ir... P...	< 20...	ar...	en	Ir...	ht...	537	0	0.434
445	US news	Texas woman died after being denied miscarriage care due to abortion ban, repor...	Ju... Jo...	< 20...	ar...	en	Te...	ht...	727	0	0.433
742	World news	Wednesday briefing: What reforms could actually solve the prison capacity crisi...	G... In...	< 20...	ar...	en	Fr...	ht...	24...	0	0.43
720	US news	Shattered residents pick up the pieces after Hurricane Helene's devastation	Af... A...	< 20...	ar...	en	H...	ht...	15...	0	0.424
2	US news	Harris hits critical battleground Pennsylvania six days before election	Ka... Vi...	< 20...	ar...	en	U...	ht...	809	0	0.417
525	Opinion	Israel's killing of Hamas's leader should mean an end to this war. It probably won't	Th... Jo...	< 20...	ar...	en	O...	ht...	12...	0	0.41
577	Culture	Jimmy Kimmel on hurricane conspiracy theories: 'What a stupid time to be alive'	La... La...	< 20...	ar...	en	La...	ht...	666	0	0.405
685	US news	Hurricane Helene: more than 200 dead as search for missing people continues	A... H...	< 20...	ar...	en	H...	ht...	10...	0	0.403
350	Business	Revealed: CEO at heart of US ports strike made crude attacks on Biden and Demo...	A... D...	< 20...	ar...	en	B...	ht...	568	0	0.403
351	Business	Revealed: CEO at heart of US ports strike made crude attacks on Biden and Demo...	A... D...	< 20...	ar...	en	B...	ht...	568	0	0.403
545	Wellness	Can breast implants make you sick?	Br... W...	< 20...	ar...	en	AL...	ht...	13...	0	0.398
418	US news	Racist jokes about Puerto Rico at rally bring anger and disgust: 'Truly how the Tru...	S... To...	< 20...	ar...	en	P...	ht...	10...	0.16	0.396
620	US news	Trump's final pitch to voters: retribution vows, vulgar rallies, fascist accusations	As... Fo...	< 20...	ar...	en	U...	ht...	939	0	0.396
negative											
95	World news	Harris says death of Yahya Sinwar is chance to finally end Israel-Gaza war	Ka... Ot...	< 20...	ar...	en	Ir...	ht...	865	0	0.394
615	Australia news	Afternoon Update: Greg Lynn sentenced for Carol Clay murder; Victoria at risk of L...	G... Lo...	< 20...	ar...	en	AL...	ht...	914	0	0.394
245	World news	Friday briefing: What Hamas leader Yahya Sinwar's death means for the war in Gaza	G... In...	< 20...	ar...	en	Fr...	ht...	23...	0	0.394
18	US news	Harris accuses Trump of 'playing politics' with hurricane disaster relief	Ka... R...	< 20...	ar...	en	U...	ht...	642	0	0.392
463	Politics	Government housing targets unrealistic and unfair, English councils warn	C... Ex...	< 20...	ar...	en	Pl...	ht...	756	0	0.391
705	Opinion	Message to Netanyahu: Sinwar's death is a chance to stop the war and bring the ...	A... Th...	< 20...	ar...	en	O...	ht...	13...	0	0.385
224	Opinion	The Tory leadership farce is no laughing matter – its outcome will pollute Britis...	La... La...	< 20...	ar...	en	O...	ht...	12...	0.2	0.381
553	US news	Stevie Bannon peddles US election conspiracy theories on podcast hours after pris...	St... Th...	< 20...	ar...	en	SL...	ht...	653	0	0.379
589	US news	Trump campaign asks for more security amid fears of Iran assassination attempt	D... Te...	< 20...	ar...	en	U...	ht...	743	0	0.373
670	Opinion	The lesson of Israel's unfathomably cruel war: ours is still a world where might is ri...	M... Al...	< 20...	ar...	en	O...	ht...	11...	0	0.372
437	US news	Trump sparks outrage after calling for army to handle enemies on election day	D... D...	< 20...	ar...	en	U...	ht...	10...	0	0.371
642	World news	Middle East crisis: Al Jazeera accuses IDF of targeting journalists – as it happen...	Th... Th...	< 20...	liv...	en	M...	ht...	11...	0	0.371
173	Media	'Real threat of autocracy': Washington Post editorial staffers resign in forceful lett...	M... Pa...	< 20...	ar...	en	W...	ht...	728	0	0.367
475	US news	'Vengeful' Trump withheld disaster aid and will do so again, ex-officials warn	D... Lo...	< 20...	ar...	en	O...	ht...	13...	0	0.366
760	Business	Anger over 'BP abandoning goal to cut oil output'; 2,000 jobs saved, 1,000 lost, af...	Ti... B...	< 20...	liv...	en	B...	ht...	45...	0	0.363
367	US news	'He's lying': Ohio Senate candidate blames staffers and family for errors	Be... R...	< 20...	ar...	en	U...	ht...	729	0	0.362
164	US news	Democrats panicking for no reason, pollsters say – US race nail-bitingly close	Le... P...	< 20...	ar...	en	U...	ht...	842	0	0.362
660	US news	Melania Trump says she forced Donald to drop headline immigration policy	M... Ex...	< 20...	ar...	en	M...	ht...	975	0	0.362
192	Opinion	It's not just Democrats who fear a Trump victory – it would be a disaster for Europ...	Fr... Th...	< 20...	ar...	en	O...	ht...	932	0	0.36
368	US news	'This is too serious to drown out': six US voters on what they're most anxious about	H... Fr...	< 20...	ar...	en	H...	ht...	14...	0	0.359
132	US news	First Thing: Harris says death of Yahya Sinwar is chance to finally end Israel-Gaza ...	G... Ot...	< 20...	ar...	en	Fr...	ht...	972	0	0.358
711	World news	At least 22 people killed in deadliest Israeli strike on central Beirut since start of w...	Th... Th...	< 20...	liv...	en	M...	ht...	14...	0	0.355
468	US news	Pennsylvania officials investigating 2,500 voter registrations for fraud	Of... EL...	< 20...	ar...	en	Pe...	ht...	287	0	0.352
736	World news	Middle East crisis: Biden, Starmer and Macron say 'immediate necessity' to end Ga...	W... Tri...	< 20...	liv...	en	M...	ht...	14...	0	0.348
177	Culture	Seth Meyers on Trump: 'sleepily rambling about bitter grievances to half-empty a...	La... La...	< 20...	ar...	en	La...	ht...	804	0	0.346
491	Media	Bob Woodward's new book War is a sober but alarming must-read	Th... W...	< 20...	ar...	en	B...	ht...	956	0	0.344

Negative Sentiment Themes

Theme 1: Incitement and Hostile Rhetoric. Media headlines like “*Trump fills Madison Square Garden with anger, vitriol, and racist threats*” show Trump as a leader inciting his supporters with hostility. Inciting rhetoric is evident in this theme with emphasis on emotionally charged words like nativism, exclusion, and fear-based nationalism.

Theme 2: Threats to Democratic Stability.

The headline “*Frightening to consider: fears grow over Trump threats to political foes*” positions Trump as a menace to democracy. The underlying fear is that by talking about striking back, using military action on political adversaries, and disregarding election results, Trump is acquitting himself on behalf of a would-be authoritarian.

Theme 3: Discussion of racially insensitive language. “*Former Puerto Rico Governor Bashes ‘Offensive Language Used at Trump Rally,’ Critics Say*” is an example of headlines featuring racially insensitive language. This theme communicates Trump’s campaign as excluding minorities by comparing it to Harris’s inclusive campaigning.

Theme 4: Authoritarian and Divisive Communication. In the article “*Trump’s final pitch to voters: retribution vows, vulgar rallies, fascist accusations*,” the former President appears as irrational and extremist. Words such as retribution, vulgar, and fascist are lexical selections that portray Trump as a revenge-driven leader and a radical.

Theme 5: Fear and Extreme Policy Outcomes. The title “*I’m terrified I’ll be executed: Trump win could bring a spree of law, death, killing*” connects Trump to harsh and unfair policies and practices, including the federal death penalty. These stories use fear-saturated narratives to construct Trump’s presidency as an issue for human rights and justice.

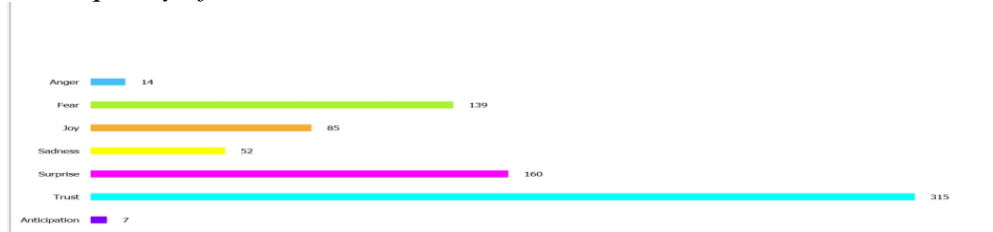
After examining the article, a consistent theme is apparent regarding how political leaders are portrayed: Donald Trump is presented largely negatively, and Kamala Harris is presented more positively. Trump is often linked to misinformation, political maneuvering, and decision-making that negatively impacts public well-being, particularly in relation to disaster

relief, child labor, and immigration. Harris is also often depicted as a principled leader who fights for the well-being of the needy and maintains democratic ideals.

Dominant Emotions in the Corpus of The Guardian

This section explores the emotional framing of the headlines in the Guardian corpus by using Robert Plutchik's wheel of emotions. Plutchik proposes eight primary emotions: joy, trust, fear, surprise, sadness, anger, and anticipation, each with different intensities. These emotions help shape the reader's perception and reflect the newspaper's ideological stances.

Figure 3: Frequency of emotions



Emotion: Trust

Theme: "Restoring and Reimagining American Leadership." The overriding feeling here is Trust. Kamala Harris is presented as a trustworthy and forward-thinking leader who is dedicated to the rebuilding and rejuvenation of democracy. The headlines include issues like transparency, experience, the safeguarding of rights (including the "right to choice," abortions), and the opposition to authoritarianism.

Examples

"Kamala Harris calls for 'new generation of leadership' in Washington speech"

"Harris labels Trump a 'petty tyrant' in final pitch to voters"

Emotion: Surprise

Theme: Disrupting Expectation Politics of Uncertainty. Surprise draws attention to the unexpected developments and shifts regarding voting patterns and unconventional events during the Harris campaign. Media framing surrounds how the candidate and the political atmosphere display elements of unpredictability and unconventionality.

Examples

"Harris hits critical battleground Pennsylvania six days before election"

"Giggling Elon Musk revisits 'joke' about Kamala Harris assassination"

Emotion: Fear

Theme: Governing on the Edge in a Divided America. Alarmist headlines convey the seriousness of the election, which involves close contests and divided citizens, injecting democracy with worry and trepidation. Harris is situated within a theme of turbulence in politics focusing on the politics of loss, social divisions, and the danger of the opposition.

Examples

"They will vote against Harris': Arab Americans in Michigan desert Democrats over Gaza"

"Harris is panicking over the Black male vote – but polls don't show the full picture"

Emotion: Joy

Theme: "The Joy of Progress and Political Possibility". Joy is presented as a symbol of progress and collective optimism. The media representation of Harris emphasizes her policy success, celebrity support, grassroots excitement, and political engagement, thereby projecting hope, success, and optimism around her political campaign.

Examples

"Biden-Harris administration announces \$4.5bn in additional student debt relief"

"Obamas to bring star power to campaign appearances alongside Kamala Harris"

Emotion: Sadness

Theme: Politics of Disappointment and Emotional Load. Sadness is associated with loss, rejection, and collective disillusionment with politics and worldly crises. Harris is located in a politics of disappointment and emotional investment, with a view to encouraging an emotional investment in her experience.

Examples

“Fundamentally saddened”: Washington Post readers on failure to endorse Harris”

“The Los Angeles Times sees resignations and loss of subscriptions after the owner blocks.

Emotion: Anger

Theme: Politics of Confrontation and Resistance. Anger-focused headlines convey the politics of conflict, attack, and opposition. Harris is portrayed as bold and resistant within the toxic political context to emphasize conflict as an important part of the campaign.

Examples

“Kamala Harris delivers ‘closing argument’ in Washington – as it happened”

“First Thing: Trump fills Madison Square Garden with anger and vitriol”

Emotion: Anticipation

Theme: Looking Ahead: Political Momentum and Unfolding Futures. Anticipation emphasizes unresolved outcomes, future actions, and election uncertainty. While not extensive, these articles establish Harris within a proactive thematic framework of possibility, uncertainty, and political intrigue.

Examples

“This swing county saw a job boom due to Biden. Yet, many union members still back Trump.”

“Pennsylvania swing county to keep ballot drop boxes after controversy”

Conclusion

This research examined the representation of Donald Trump's and Kamala Harris's political ideologies in The Guardian's headlines. Using a corpus-based sentiment analysis approach, the study aimed to uncover the ideological bias and framing patterns used by the news media. By analyzing the emotional tone, sentiment polarity, and recurring themes in headlines, the research aimed to find out how their ideologies are framed in the headlines and which dominant sentiments are expressed in their ideologies.

The findings revealed clear emotional and ideological distinctions in how each figure was portrayed. The sentiment analysis was done, which showed that Donald Trump was framed more negatively with emotions such as anger, disgust, and fear. In contrast, Kamala Harris received more positive coverage, with emotions such as trust, joy, and anticipation.

However, headlines related to Donald Trump are associated with negative emotions, such as anger and fear, often reflecting a theme of conflict, division, and populism. Those headlines referencing Kamala Harris were frequently associated with joy, trust, and anticipation, reflecting a theme of progress, hopeful leadership, and social justice. At the same time, she was also linked with emotions like fear and sadness, particularly about electoral risks, policy challenges, or external criticism.

Additionally, the thematic interpretation added depth by analyzing the emotional expressions in headlines to find out the ideological narratives. This interpretation showed how the readers perceive political leaders and their ideologies.

This research demonstrates how a single newspaper, *The Guardian*, constructs ideological positions through emotionally framed headlines. It applies an integrated methodology framework, combining computational sentiment analysis with qualitative thematic interpretation to reveal deeper ideological meaning. It highlights how effective language serves as a tool for ideological representation, especially in high-stakes political contexts.

Moreover, the use of corpus-based sentiment analysis has proven effective in uncovering media biases and sentiment expressions that might not be immediately evident through qualitative analysis alone. Through keyword extractions, sentiment scoring, and frequency distribution, linguistic choices revealed reinforce ideological positioning. Ultimately, the study underscores the importance of critical media literacy in navigating political information and understanding how language reflects and shapes ideological discourse.

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