

Abstract

This bachelor's thesis focuses on the topic of transgender rights in US presidential elections. Specifically, it illuminates how these are addressed by Democratic and Republican election platforms in the last four presidential elections, namely those in 2008, 2012, 2016, and 2020. The analysis answers the following research question: how has the prominence of the topic of transgender rights evolved in US presidential campaigns over time? Furthermore, the differences between the two parties' approaches, formulated in the hypothesis that transgender rights are more often addressed by Democrats than by Republicans, are explored. The method of content analysis was selected to analyze the party platforms, the research is both quantitative and qualitative. The results show that, over the chosen period of time, the topic gains prominence for both Democrats and Republicans. Even though each party's approach is unlike that of the other, both appear to assign higher priority to addressing transgender rights with every new platform. Additionally, in the first two elections covered, Republicans discuss the topic more frequently than Democrats, whereas in the last two elections it is Democrats who dedicate it more space.