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MAS 74 (Section 07)  
Prof. Barrera

Title: The Election

General Purpose: To inform my audience of issues affecting Latin America.

Specific Purpose: To inform my audience of the disillusionment the Mexican people feel towards their government, and the new shift in power that has come with the recent presidential election.

Introduction

- I. The past twelve years have not been kind to Mexico. A new ruling political party, and a promise for a better tomorrow, has been for naught. The National Action Party, or PAN, have dominated Mexican politics for the entirety of these twelve years, and the people feel that the party has done nothing to further Mexico's standing in the world. Rampant drug wars and the worst economy in years have done their part to ensure that.
- II. The PAN's biggest effect on the country has been a massive drop in government approval ratings. The Mexican people no longer trust their government to make things better.
- III. As one of our biggest trade partners and closest neighbor, Mexico's state of affairs should be important to us.
- IV. I've been reading a few articles, and was surprised to learn the political story of the past 12 years, as well as the back half of the 20<sup>th</sup> century.
- V. A. There is cause for some hope, despite the dismal outlook most Mexicans have on their government. The recent presidential election has ousted the PAN. The

voters instead seemed to favor Pena Nieto, the candidate of the Institutional Revolutionary Party, or PRI.

- B. But this election has not been without its controversies. The PRI ruthlessly ruled politics for 71 years before the PAN arrived on the scene. The PRI had been accused as simply being a “dictatorship in democratic clothing,” guilty of rigging elections and striking deals with criminal organizations. They were finally removed from power in 2000. Now, Mexico is putting its old rulers back in charge. Amidst accusations of election fraud, Nieto has made some lofty promises, hoping to end the drugs wars and set up an economy of self-growth.

[Transition: Despite the new administration, many citizens, particularly the older voters, are still skeptical of any change Nieto will bring to the table. Why is this?]

Body

- I. The PAN has done little to transform the economy into a machine of growth and innovation.
- A. The rich have gotten richer, and the poor have gotten poorer.
1. Since the debt crises of the 1980s and ‘90s, the Mexican economy has been fairly stable and able to record a certain level of growth. Last year, the government reported a four percent overall growth.
  2. But the economy isn’t growing in a way that most citizens would like. In the words of a NY Times article, “Mexico – after nearly 20 years of expanded free trade and minimal economic reform at home – has essentially become a country of the stuck-in-place glaring at the upwardly mobile.”

B. “Everything is worse.”

1. People across Mexico have asked themselves a simple question: Am I better off now than I was twelve years ago?
2. The nearly universal answer: no.

[Transition: But the PAN is gone now. The PRI has taken over once again.]

II. The PRI, despite their questionable history and doubts by the voters, has promised that it’s different now, and that their administration will lead to a successful Mexico.

A. Before the PAN, the PRI ruled with an iron fist for 71 years.

1. Accused of villainies such as fraud, authoritarianism, and taking bribes, pretty much everyone knew that the PRI had been up to no good.
2. The general consensus of their rule was that, despite the corruption, “there were also more opportunities.” And opportunities, the voters feel, are what Mexico really needs right now.

B. Despite a fair amount of disenchantment towards the return of the PRI, Nieto has promised that the party has turned over a new leaf.

1. Nieto was elected with a 37.6 percent majority, which is hardly a decisive win. Many voters are worried that the PRI will simply bribe the drug cartels into inactivity, rather than actually stop them. The other primary concern is the economy. Many Mexicans believe that the PRI will focus on helping the rich and well-connected, rather than work for the betterment of all.
2. Nieto has largely refuted such claims, stating that “Mexicans have given our party another chance. We are going to honor it with results.”

[Transition: Let us hope that the next six years are as fruitful as have been promised.]

## Conclusion

- I. With the PAN out of power, Mexico has a renewed chance at a brighter future. Nieto's goals of higher employment and "results," while lofty and slightly vague, can at least provide a new beacon of hope in the shadow of a stymied economy and vicious drug wars.
- II. I just hope that Nieto is truthful about his party's new leaf. I doubt the Mexican people are ready to accept more lies and failure.

## Bibliography

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