

GOP's Future: Adapting Professional Writing to Engage and Attract Gen Z Voters

Kerry McKim

Thesis Submitted in Partial Fulfillment of the Requirements

for the degree of Master of English

College of Arts and Science

Liberty University

Table of Contents

Abstract.....	5
Chapter One: Introduction	6
The Importance of Reaching Gen Z Voters for political success	6
Purpose of thesis	8
Chapter 2: Literary Review	10
Analysis of effective professional writing strategies- Studies on persuasive political writing.....	10
Examples of successful professional communication in political campaigns.....	11
Gen Z’s Preferences: Formal vs informal communication	12
Response to different professional writing styles and tones	13
Demographic trends and diversity within Gen Z	14
Exploration of voting habits between different races within Gen Z	16
Exploration of Gen Z female voters vs Gen Z male voters.....	18
Identifying values and priorities of Gen Z.....	23
Gen Z perspectives on Socialism vs Capitalism	25
Social, environmental, and economic concerns	26
Could the Democratic Party be overconfident	31
Chapter 3: Brief history of the recent generations and their differences.....	33
Introduction.....	33
GI Generation	37
Silent Generation	37
Baby Boomers.....	38
Generation X.....	39
Millennials	40
Generation Z	41
Generation Alpha.....	42
Chapter 4: Exploring GOP failures in communicating issues	44
Exploration of how the Democratic Party frames their arguments	44
Speech writing and speeches geared toward younger people	45
GOP strategy adjustments	47
Chapter 5: Professional writing techniques.....	55
Crafting a professionally written message	55

Utilizing language and tone: formal vs informal	56
Ensuring clarity and conciseness	56
Tailoring the professional writing style to Gen Z preferences.....	56
Incorporating authenticity without compromising professionalism.....	57
Identifying and adapting to Gen Z’s preferred communication channels	57
Chapter 6: Dissemination strategies, case studies and examples.....	59
Harnessing digital platforms for effective dissemination	59
Utilizing professional writing on digital platforms.....	60
Developing relatable narratives for Gen Z voters	60
Developing narratives that connect with Gen Z experiences	60
Successful examples of professional writing in political campaigns	61
Case studies and examples	61
Explore marketing strategies of companies that produce to Gen Z	61
Adapting successful professional writing strategies to the GOP’s context.....	62
Chapter 7: Conclusion and future research.....	63
Recap of key findings	63
Recommendations for the GOP in crafting and disseminating professional writing	64
Potential areas for further study	64
Understanding evolving trends in professional writing for political communication.....	64
Maintaining continuous assessment of the effectiveness of different professional writing strategies....	64
Political trends with Generation Alpha and other future generations	65
References.....	66

“Don’t let anyone look down on you because you are young, but set an example for the believers in speech, in conduct, in love, in faith and in purity.”

1 Timothy 4:12 (NIV)

Abstract

In an evolving political landscape dominated by digital media, the Republican Party faces significant challenges in connecting with Generation Z (Gen Z) voters. This thesis explores the critical role of professional writing in bridging this communication gap between generations. With the rise of social media platforms such as TikTok and YouTube, traditional communication strategies are becoming increasingly obsolete. Gen Z's unique consumption habits, values, and communication preferences necessitate reevaluating how political messages are crafted and disseminated.

This research highlights the importance of professional writing in political communication, focusing on its impact within the GOP. By examining Gen Z's demographics and preferences, the thesis identifies the key areas where the GOP's current strategies fall short. It also comprehensively analyzes effective writing techniques and their application in political campaigns, particularly in engaging younger voters.

The thesis offers practical recommendations and solutions for the GOP through case studies and examples of successful professional writing in political contexts. These include adapting writing styles to be more authentic and relatable, utilizing digital platforms effectively, and crafting messages that resonate with Gen Z's values and concerns. By embracing these strategies, the Republican Party can enhance its appeal to Gen Z, strengthening its voter base and ensuring political success in future elections.

Chapter 1: Introduction

Political communication has expanded from traditional platforms such as newspapers, magazines, and the nightly news on TV into a dynamic world of social media platforms and online forums. Professional writing is essential, especially in a political climate where two major political parties vie for the support of various demographic cohorts. In an era when TikTok and YouTube dominate, it is imperative not to ignore the importance of professional writing in politics. In the modern political arena, the mastery of professional writing is a vital tool for the Republican Party to bridge the communication gap with Generation Z (Gen Z). Gen Z stands out from other groups due to their unique consumption habits, values, and communication preferences.

The Republican Party has a rich history and an evolving message and sharing it on a new digital platform brings new challenges. As the political landscape in America evolves, it is increasingly evident that the GOP is having trouble connecting to younger voters and growing its party among younger generations. Recent elections are showing an increasing gap between young voters who vote Democrat versus Republican. The Republican Party prides itself on being the party of personal freedom. Is the problem what the party stands for, or the breakdown in crafting their message and getting it into the hands of younger voters, or onto the screens of the smart phones that are in those hands?

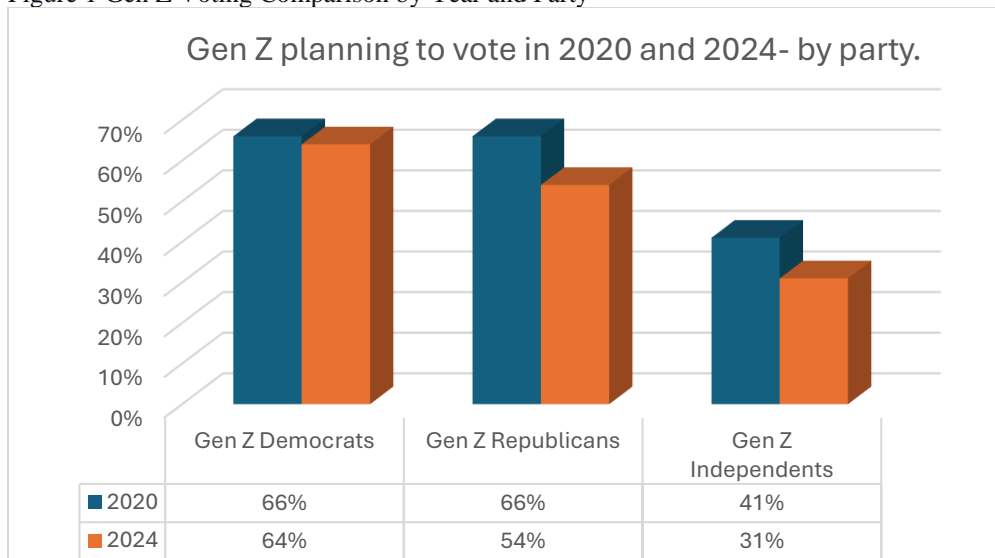
The importance of reaching Gen Z voters for political success

The biggest challenge for the GOP is its struggle to communicate its written messaging effectively to Gen Z voters. The generational divide between Gen Z and the older generation regarding media consumption, political priorities, and social values further amplifies that challenge. Unlike the previous generations, Gen Z's political engagement primarily consists of

social media platforms. The GOP should reevaluate traditional communication strategies, determine their future role, and implement new strategies. According to a 2024 article written by Politico covering the Run GenZ convention, Gen Z Republicans are frustrated with the GOP’s unwillingness to embrace social media and use it effectively (Janfaza, 2024).

At the time this thesis is being written, the 2024 Presidential election is four months away. It has been traditionally believed that Gen Z is left leaning. According to the Fall 2023 Harvard Youth Poll by the Harvard Kennedy School: Institute of Politics, young voters are less likely to turn out to vote in the 2024 election than they were in 2020, which was a record-breaking year (see Figure 1). The amount of Gen Z voters who definitely planned on voting decreased from 57% in 2020 to 49% in 2024. The decrease of Gen Z democrats is small, from 66% of Gen Z Democrats definitely voting in 2020 as opposed to 64% in 2024. Conversely, Republicans and Independents had a larger decrease with 66% of Gen Z Republicans planning to vote in 2020 compared to 56% in 2024 and 41% of Independent/Unaffiliated Gen Z voters planning on voting in 2020 compared to 31% in 2024 (Harvard Kennedy School, 2023).

Figure 1 Gen Z Voting Comparison by Year and Party



Source: Harvard Kennedy School (2023, December 5). Harvard Youth Poll. Harvard Kennedy School: Institute of Politics.

The results of the 2023 Harvard Youth Poll are troubling for Republicans. The decline in Gen Z Republican engagement shows that the GOP is having trouble connecting with its youngest members. To achieve success in the future elections, the GOP must address this disconnect and bridge the gap.

In her book *The End of the Alphabet: How Gen Z Can Save America*, conservative Gen Z activist Isabel Brown states that Gen Z is "throwing in the towel on the two-party political system, instead gravitating toward independence from the political machine" (Brown, 2024, p. 49). Unlike previous generations, who primarily needed convincing within the existing party frameworks, today's challenge is compounded by a fundamental distrust in the political system. To overcome this challenge, the GOP must show adaptability and responsiveness to the evolving values and concerns of younger generations and take the necessary steps to craft and disseminate messaging that appeals to Gen Z voters.

Purpose of Thesis and Research Methodology

This thesis explores the nuanced role that strategic, professional writing will play in the current political landscape, especially in dealing with the challenges and opportunities in the Republican Party's process of crafting messages that resonate with Generation Z. Professional writing plays an integral role in the GOP's communication with Generation Z and encompasses many mediums including speech writing, copy for social media posts and ads, online newsletters and editorials, and website content. This thesis will correlate a detailed explanation of professional writing techniques, Gen Z's demographic traits and communication preferences, and how the Republican Party needs to change its writing strategies.

Grounded theory was employed as a key methodological approach in this research by systematically collecting and analyzing data to develop theories grounded directly in the data

rather than relying on pre-existing theories or hypotheses. This approach is beneficial for exploratory research, as it allows new insights to emerge naturally from the experiences and behaviors of Generation Z. By using grounded theory, this researcher uncovered patterns and themes in Gen Z's communication needs and preferences, providing a fresh perspective on how the Republican Party can refine its political messaging to resonate with younger voters.

The effectiveness of political messaging hinges not just on the content but also on the adaptability of its delivery to appeal to younger voters. During the future election cycles, the Republican party can improve its reach with Gen Z voters by exploring and utilizing professional writing strategies that make messages resonate with Gen Z. The Republican Party can increase its appeal to Gen Z by adapting its professional writing strategies in crafting messages on key issues, embracing social media platforms, and employing Gen Z-friendly communication methods to effectively appeal to and engage with Gen Z voters. This will positively impact the party's ability to better communicate its policies and values to the Gen Z voter base.

Chapter 2: Literature Review

Introduction

In recent years, Generation Z's political behaviors and preferences have caught researchers' attention. Understanding these shifts in political affiliations and the distinct ways Gen Z consumes and engages with political content is crucial. This literature review examines the effective professional writing strategies used in political campaigns and how persuasive political writing can influence Gen Z voters. Additionally, it explores successful communication tactics that resonate with Gen Z's preference for digital media over traditional print, providing insights into their response to various writing styles and tones.

Recent literature and news analyses indicate a political gap between Gen Z men and women, driven by social media influence, educational disparities, and different views on issues, such as abortion and social justice (Agnew, 2024; Berbernes, 2024; Brown, 2022; Croxford & Bailey, 2022; Roeloffs, 2024). Shifts in political affiliations and the unique ways in which Gen Z consumes and engages with political content further underscore this division (Bump, 2024; Cox, 2024).

Analysis of effective professional writing strategies- Studies on persuasive political writing

Understanding the politics of persuasive political writing and professional communication within political campaigns is essential to grasp how messages influence Gen Z voters. Research indicates that, to be effective, political communication must resonate with the values and concerns of a Gen Z audience (McBeth, Belyea, & Perry, 2021; Parmelee, Perkins, & Beasley, 2023).

It is important for the GOP to reach out to members of Gen Z who feel alienated by liberal indoctrination that surrounds them. Understanding their social values, such as the

disapproval of stay-at-home dads (Beresford, 2024), along with the shame that stay-at-home mothers feel (Agnew, 2024; Roeloffs 2024) can help political campaigns tailor their messaging to resonate more effectively with Gen Z. Kirk (2024) cautions that the GOP is lazy and assumes that the “real world” will sort out liberal college students.

Examples of successful professional communication in political campaigns

Campaigns that successfully market to Gen Z voters utilize social media platforms, using both formal and informal messaging. These strategies acknowledge Gen Z's preference for digital media over printed media and benefit from reach and engagement from platforms such as Instagram and TikTok (Boulianne, 2015; Seemiller & Grace, 2016). Stillman and Stillman (2017) discuss how Gen Z's digital fluency and multitasking abilities shape their communication preferences, reinforcing the need for political campaigns to adopt dynamic and engaging digital strategies.

Koulopoulos and Keldsen (2014) identify six forces shaping the future of business and communication, highlighting how Gen Z's unique characteristics influence their interactions with technology and information. These forces include the convergence of digital and physical worlds, the shift from traditional to experiential learning, and the increasing importance of personalization and customization. Their insights emphasize the need for political campaigns to leverage these trends to effectively reach and engage Gen Z voters.

Strauss and Howe (1991) provide a broader context for understanding Gen Z by situating them within the recurring generational cycles in American history. According to their theory, each generation has distinct characteristics shaped by historical events and social trends, which can help explain the unique behaviors and attitudes of Gen Z.

Twenge (2023) offers a contemporary perspective, comparing Gen Z with other generations such as Millennials, Gen X, Boomers, and Silents. Twenge's analysis underscores the significant differences in values, behaviors, and communication styles among these generations, further highlighting the unique nature of Gen Z. Her work emphasizes the importance of understanding these generational differences to effectively engage with each demographic.

Gen Z's Preferences: Formal vs. informal communication

Gen Z prefers to get their news from social media instead of printed media and legacy media, both of which previous generations prefer (Greico, 2020; Paton, 2013). Unlike legacy media, which tends to be biased, social media platforms allow both parties to participate. This dynamic presents an opportunity for Gen Z to become a more open-minded generation as they are exposed to diverse viewpoints. Could Gen Z become more open-minded than previous generations, who are more likely to read legacy media, which is partisan and creates the proverbial "echo chamber" (Jurkowitz et al., 2020)? However, as Ranalli and Malcom (2023) argue in *What's so bad about echo chambers?* the risk of echo chambers persists even on social media, where algorithms can create filter bubbles that reinforce existing beliefs. To mitigate this risk and foster a more informed and open-minded electorate, Republicans must be active on social media. By engaging with Gen Z on these platforms, Republicans can help ensure that young voters are exposed to a broader spectrum of political perspectives, thereby diminishing the formation of social media echo chambers. Despite Gen Z's decline in traditional media consumption, we cannot entirely discount its role. The question remains whether the lack of a bipartisan following in legacy media compared to the more inclusive nature of social media platforms could pave the way for a more open-minded Gen Z. This generation's engagement with diverse political content on social media might offer unique opportunities for political parties,

particularly Republicans, to connect with young voters in new ways (Foster & Markiewicz, 2023).

Response to different professional writing styles and tones

Gen Z's reaction to various writing styles and tones in political writing and messaging supports the need to be authentic and relatable. Gen Z responds well to content that feels genuine, is relatable, and prioritizes empathy over formality (Parmelee et al., 2023). Backer (2024) exemplifies this approach in his advocacy for conservative environmentalism, utilizing a tone that is both genuine and urgent to engage young voters on climate issues.

Isabel Brown's firsthand accounts provide valuable insights into conservative Gen Z individuals' political engagement and activism. In *The End of the Alphabet: How Gen Z Can Save America*, Brown (2024) emphasizes the importance of mobilizing young conservatives to influence political discourse and policy. Her experiences highlight the challenges and opportunities conservative Gen Z activists face in a predominantly liberal college environment, as detailed in her earlier work, *Frontlines: Finding My Voice on an American College Campus*. Brown, who served on student government at Colorado State University, recounted a debate about the Standing Rock protests with the Sioux Tribe. Brown, who is one-eighth Cherokee, brought up that some Native Americans may disagree with the protests, and she was called racist. She was told that her ancestry didn't matter because she appeared entirely white and received privileges and opportunities that people of color do not have (Brown, 2021, p. 69).

Gen Z Demographics and Values

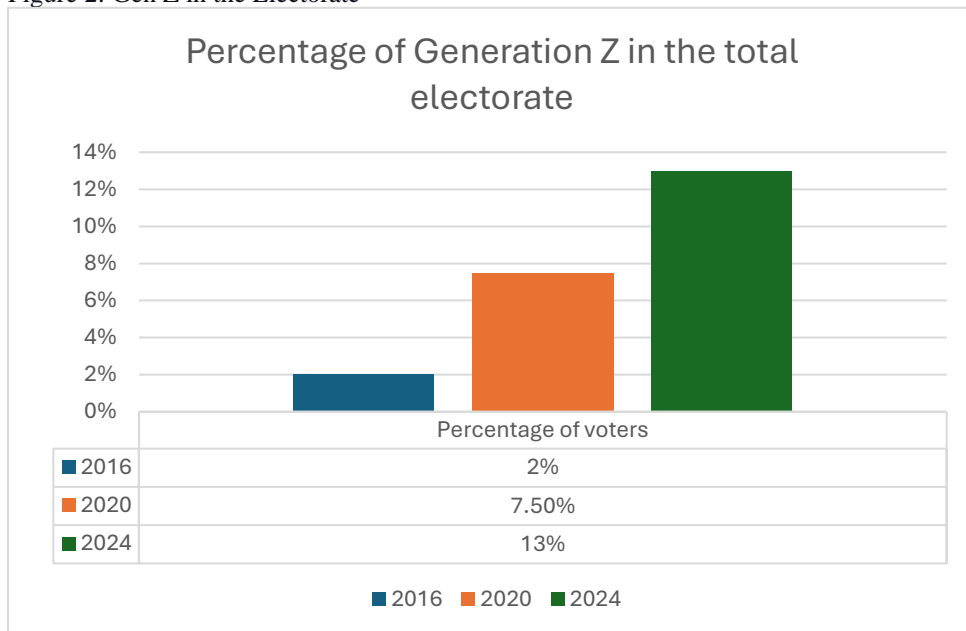
Exploring the demographics and values of Generation Z (Gen Z) provides a deeper understanding of their influence on contemporary politics and society. Born between 1997 and 2013, Gen Z is rapidly becoming a significant voting bloc, accounting for an increasing

percentage of the electorate with each election cycle. This chapter delves into Gen Z's demographic trends and diversity, highlighting their unique characteristics and how they differ from the preceding Millennial generation. We can better comprehend Gen Z's distinct identity by examining factors such as educational attainment, career aspirations, political engagement, and social values. Understanding these nuances is crucial for the GOP as it seeks to engage effectively with this emerging generation, tailoring its strategies to resonate with their digital nativity, progressive tendencies, and varied socio-economic concerns.

Demographic trends and diversity within Gen Z

Gen Z describes the generation born between 1997 and 2013. In 2016, Gen Z accounted for just 2% of voters (see Figure 2). That number rose to 7.5% of all voters in the 2020 election and is projected to hold 13% of the electorate in 2024 (Brownstein, 2023). The number will continue to rise until the 2032 election, when all members of Gen Z are eligible to vote.

Figure 2: Gen Z in the Electorate



Source: Brownstein, R. (2023, June 8). *Is Gen Z Coming for the GOP?* *The Atlantic*.

Gen Z voters differ in many ways from Millennials (born between 1981 and 1996), the generation before them. Millennials were born into an analog world but adapted to a digital

world at a young age. In contrast, Gen Z was born in a digital world and is considered "digital natives." Their connection with technology is more innate than previous generations, affecting their consumption habits, social interactions, and political engagement. Millennials follow a traditional career path and value "work-life balance."

Gen Z is often cited as the most educated generation, and educated voters tend to be more engaged and have more access to information (Fry & Parker, 2018). According to an article by Gallup and Walton Foundation Poll in 2023, 83% of Gen Z view having a college education as "very important" or "fairly important" though when the results are broken down, the oldest members of Gen Z, those between the ages of 22 and 26, were the less likely to view college as important than the younger members of Gen Z (Nicola, 2023). However, much of the college curricula presented may be biased, predisposing Gen Z to more progressive ideologies (Sage, 2022; McBeth et al., 2021). Brown (2023) recounts that the day after the 2016 election, her Spanish professor at Colorado State University stated that Trump was literally Hitler and that when she looked around the room, every other student was somberly nodding in agreement (pp. 19-20).

Student loans have also become a prominent topic since so many people from Gen Z attended college. However, Gen Z has witnessed Millennials' struggles with student debt and questioned the role of college education considering the student debt crisis (Kent & Ricketts, 2022; Parker & Igielnik, 2020). At the time of this writing, there is some belief that Gen Z may not follow the typical college education path. According to the *Wall Street Journal* in 2020, many younger Millennials and Gen Z were rethinking how to obtain education (WSJ Noted, 2020). The article states that college graduates that are born in the 1980's are less able to build wealth due to student loans and since 2013, student loan debt has grown by \$600B. The *Wall*

Street Journal article also highlights the fact that many students are exploring other avenues to obtain higher education, such as vocational schools and apprenticeships which have doubled to 700,000 between 2012 and 2019.

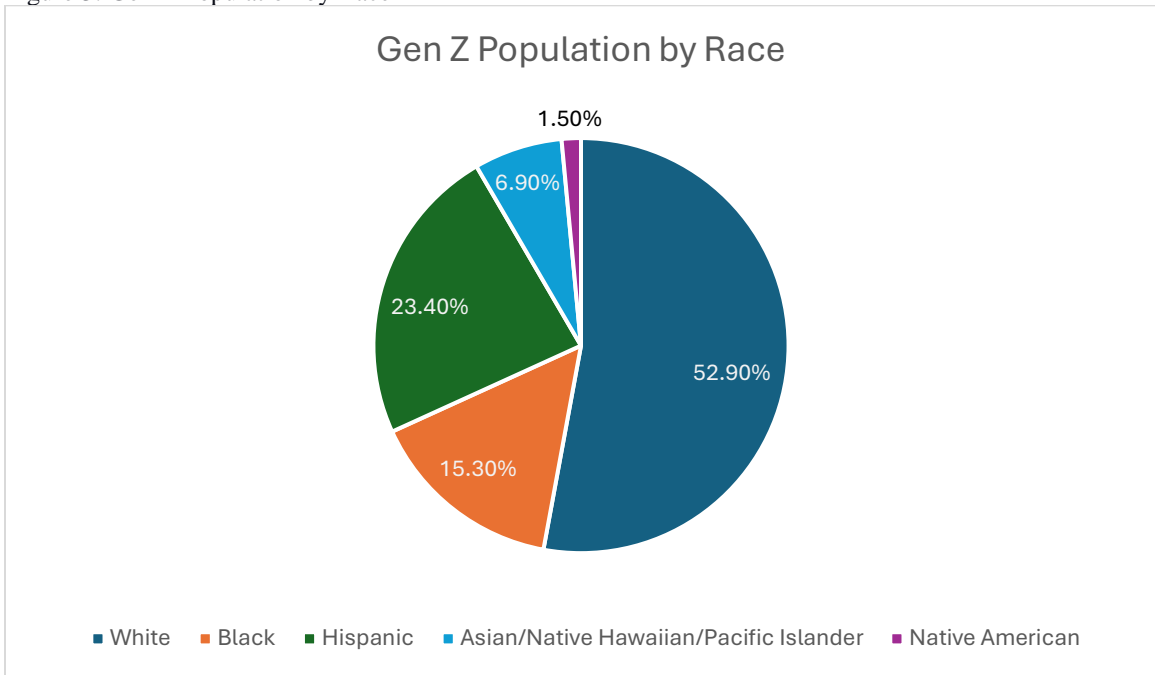
Another article from the Wall Street Journal (Chen, 2024) supports the claim that many members of Generation Z are exploring vocations and are exploring careers in the trades, such as construction, HVAC, electric, and plumbing. According to the article, many students always believed that they would attend four-year colleges, but that route seemed less appealing after watching their parents spend hours at the computer during the pandemic. The trades also tend to pay higher, which is appealing to young people starting out and can be seen as a greater value. Also, with the rise of artificial intelligence, blue collar jobs appear to be more secure than many white-collar jobs (Chen, 2024).

Exploration of voting habits between different races within Gen Z

Gen Z is more ethnically and racially diverse than previous generations, impacting voting habits and political priorities (Gramlich, 2020; Parker & Igielnik, 2020). Understanding these patterns is vital for crafting messages that resonate across this multifaceted demographic. Different racial groups' varied experiences and histories within Gen Z influence their priorities, from social justice to economic policies.

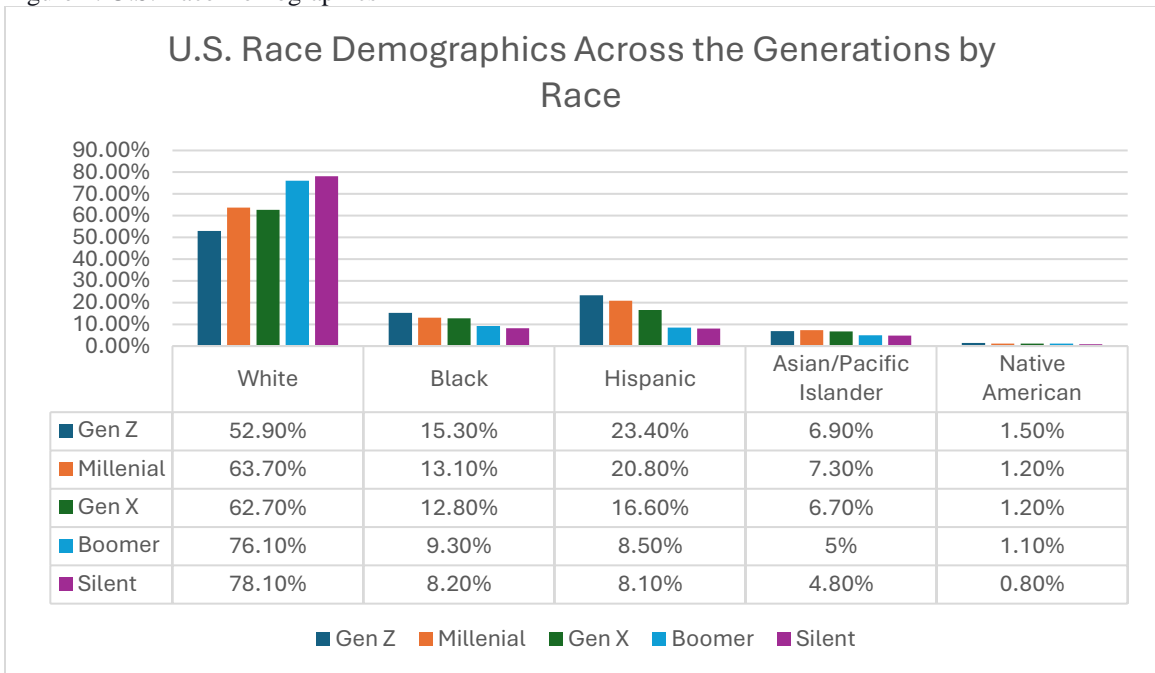
The GOP could benefit by highlighting how the party has helped minorities. For example, President Trump advocated for funding Historic Black Colleges and Universities (Dennard, 2020). President Trump first declared that Juneteenth would become a national holiday (Holland & Lambert, 2020). In a 2020 opinion piece in *USA Today*, Patrice Onwuka that during the Trump administration unemployment rates for Black Americans hovered for months at or near historic lows, the labor force participation rates of Blacks increased, and Black median

Figure 3: Gen Z Population by Race



Source: Twenge, J.M. (2023). *Generations: The Real Difference Between Gen Z, Millennials, Gen X, Boomers, and Silents- and What They Mean for America's Future*. Atria Books.

Figure 4: U.S. Race Demographics



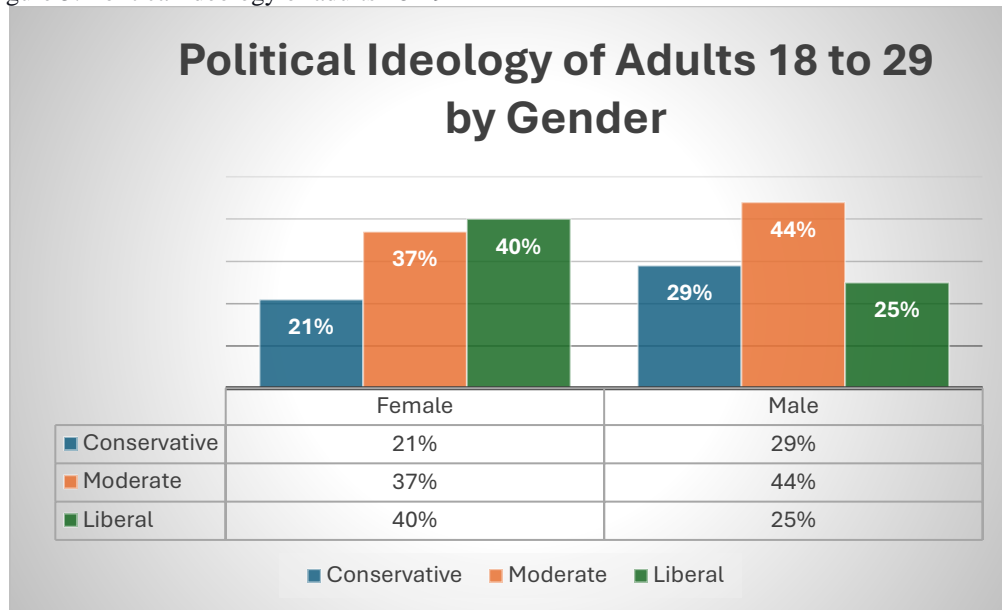
Source: Twenge, J.M. (2023). *Generations: The Real Difference Between Gen Z, Millennials, Gen X, Boomers, and Silents- and What They Mean for America's Future*. Atria Books.

income growth surpassed income growth rates from the Obama administration.

Exploration of Gen Z female voters vs. Gen Z male voters

Gen Z females are much more likely than Gen Z men to be more progressive, and the gap between Gen Z females and males is wider than in any other generation. Since 2014, women have become more liberal each passing year, and men have not (Berbernes, 2024). According to a 2023 *Gallup* poll, Gen Z woman and women over 65 have become more liberal since 1999 (Saad, 2024). However, the women polled in 1999 would have likely been in different generational groups, Millennial and G.I. Generation. This poll can show how attitudes in political leaning may have changed among age groups, but it does not follow those specific groups over the lifetime (see Figure 5).

Figure 5: Political Ideology of adults 18-29



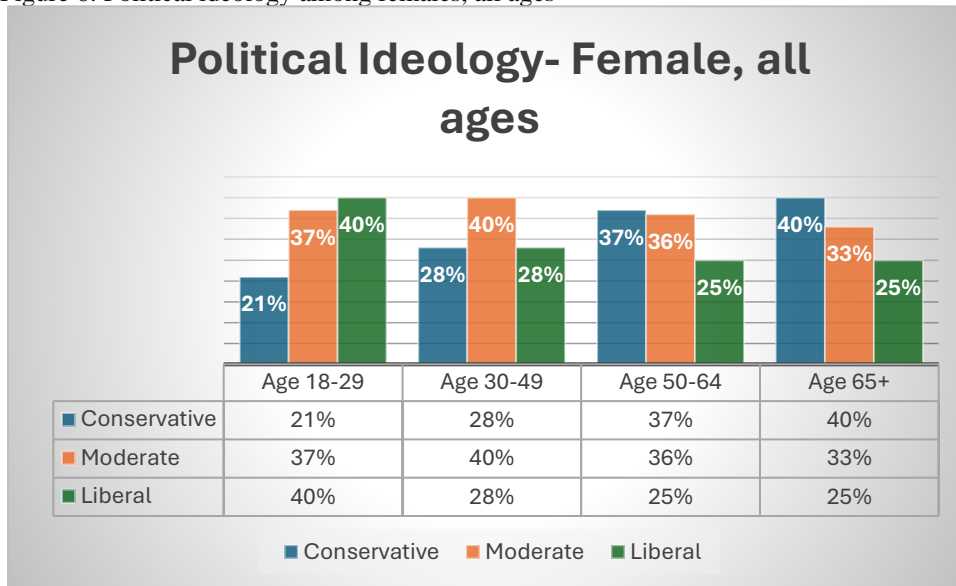
Source: Saad, L. (2024, February 7). *U.S. woman have become more liberal; Men mostly stable.* Gallup

When looking at political ideology of 18-20 men had the highest percentage of moderate attitudes (44%) while women had the highest percentage of liberal attitudes (40%). Men were more likely to be conservative (29%) than liberal (25%). Women were more likely to be liberal

(40%), slightly less were moderate (37%) and only 21% of women aged 18 to 29 were conservative.

When looking at the political ideology of females throughout all the ages, women ages 18-29 were most liberal (40%), women ages 30-49 were significantly less liberal (28%) while women 50-64 and 65 and above were the least liberal (25%) (see Figure 6). Women age 65 and above were still the most conservative (40%) with the percentage going down in each age bracket; age 50-64 (37%), age 30-49 (28%) and women age 18-29 had the lowest number of conservatives at 21%. The number of moderate females remains steady throughout all the ages; age 18-29 (37%), age 30-49 (40%), age 50-64 (36%) and age 65 and above (33%).

Figure 6: Political ideology among females, all ages

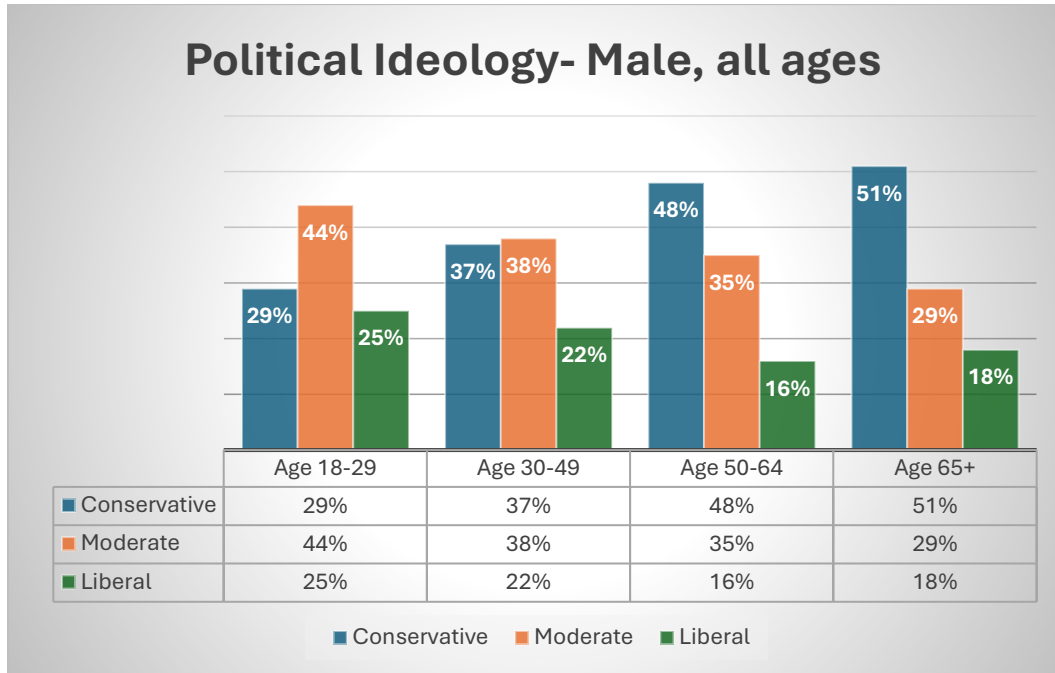


Source: Saad, L. (2024, February 7). U.S. woman have become more liberal; Men mostly stable. Gallup.

Men age 65 and above were still the most conservative (51%) with the percentage going down in each age bracket; age 50-64 (48%), age 30-49 (37%) and men age 18-29 had the lowest percentage of conservatives at 29%. Men 18-29 were most likely to be moderate (44%) with the percentage going down in each age bracket; age 30-49 (37%), age 50-64 (35%) and only 29% of

men over 65 being moderate. Men over the ages 50-64% were less liberal (16%), and men over 65 were slightly more liberal (18%). 22% of men 30-49 were liberal and 28% of men 18-29 were liberal (see Figure 7).

Figure 7: Political ideology among males, all ages



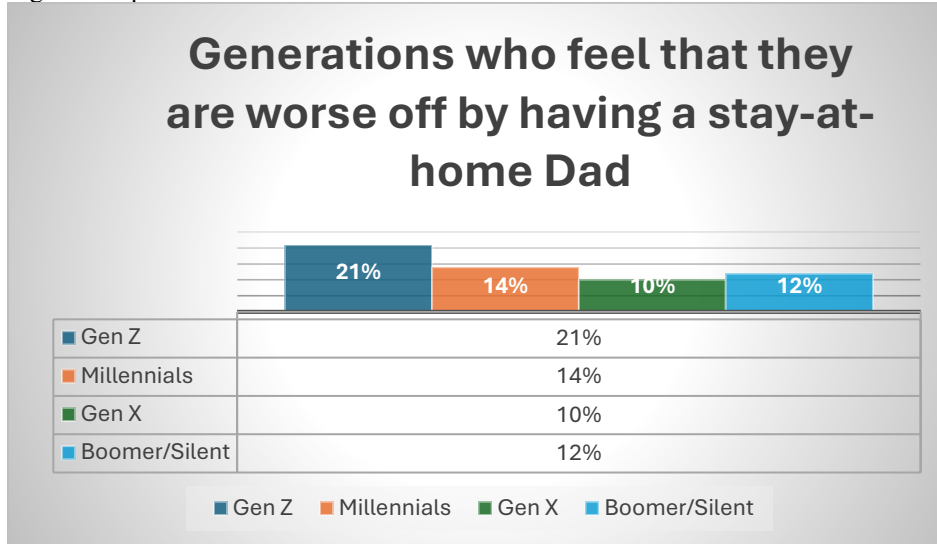
Source: Saad, L. (2024, February 7). *U.S. women have become more liberal; Men mostly stable.* Gallup

Since Gen Z women and men have differing political views, the GOP should create separate messaging that appeals to the different genders.

Regarding views on parents, Gen Z is quite different from other age groups. According to a *Newsweek* article in March 2024 (Beresford, 2024), a poll of Gen Z respondents aged 18 to 26 stated that having a stay-at-home father is worse than having a stay-at-home mother (see Figure 8). The article cites a poll by Redfield & Wilton Strategies where Gen Z was asked “Do you think having a stay-at-home father is better, worse, or just as good for a child as having a stay-at-home mother?” 21% of Gen Z recipients state that they are worse off from having a stay-

at-home dad compared to 14% of Millennials, 10% of Generation Xers and 12% of participants over the age of 59.

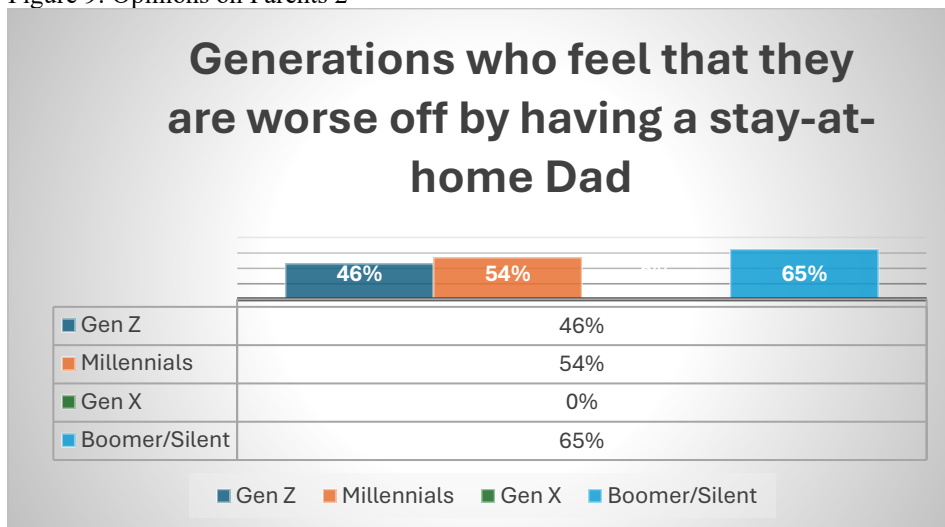
Figure 8: Opinions on Parents 1



Source: Beresford, J. (2024, March 9). *Gen Z Doesn't Agree with Stay at Home Dads*. Newsweek.

When asked if having a stay-at-home dad was just as good as having a stay-at-home mother, 46% of Gen Z agreed with that statement, as opposed to 54% of Millennials and 65% of participants over the age of 59. There was no data presented regarding Generation X (see Figure 9).

Figure 9: Opinions on Parents 2



Source: Beresford, J. (2024, March 9). *Gen Z Doesn't Agree with Stay at Home Dads*. Newsweek.

These findings suggest a complex landscape within Gen Z regarding views on traditional gender roles. Despite the overall trend of increasing liberalism among Gen Z women, a subset within this generation may long for or value traditional roles. This social pressure is further evidenced by the current social media attacks on "trad wives," a term referring to women who embrace traditional, stay-at-home roles. Megan Agnew (2024) wrote an article for *The New York Times* featuring Hannah Neeleman, a former Juilliard dancer who is now a wife and owner of Ballerina Farm. Agnew (2024) describes Trad wives as “an internet phenomenon; women who have rejected modern gender roles for the more traditional existence of wife, mother and homemaker — and who then promote that life online, some to millions of followers.” Many on social media were concerned for Neeleman, and criticized her husband, implying that she was the victim of a patriarchal society and viewing their lifestyle as a blow to feminism (Roeloffs, 2024). These attacks highlight the ongoing cultural debate and the existence of a counter-narrative that seeks to preserve or return to traditional family structures.

This comes at a time when Republican Vice-Presidential candidate and older Millennial, J.D. Vance, criticized older, childless women, stating, "We are effectively run in this country ... by a bunch of childless cat ladies who are miserable at their own lives and the choices that they've made, and so they wanna make the rest of the country miserable, too" (Russell, 2024). Vance has defended his statement, clarifying that it isn't an attack on individuals who are childless but rather a critique of what he perceives as the Democratic Party's anti-kid and anti-family stance. He further expressed his support for in-vitro treatments, provided that Christian hospitals are allowed to operate according to their beliefs (Samuels, 2024).

To navigate this landscape effectively, the GOP must engage actively on social media platforms, where these debates are most prominently featured. By addressing both progressive

and traditional sentiments within Gen Z, Republicans can craft messages that resonate broadly across the gender spectrum. For instance, acknowledging and validating the choice of some Gen Z women to pursue traditional roles while also promoting policies that support career advancement and gender equality can help bridge the ideological divide.

Moreover, by highlighting stories and policies that emphasize family values, parental choice, and support for various family structures, the GOP can appeal to those Gen Z members who might feel alienated by the prevailing progressive narratives. Engaging in these discussions with sensitivity and inclusivity can foster a more nuanced understanding and connection with this diverse and evolving generation.

Identifying values and priorities of Gen Z

Understanding Gen Z's demographics and values is vital to engage this generation effectively. The GOP's strategy must understand Gen Z's digital nativity, educational background, social justice issues, and education and economic concerns. A message that resonates with Gen Z must show an understanding of their priorities, a commitment to addressing their concerns, and authentic engagement that involves their preferred social media platforms.

In examining these dynamics, it's crucial to acknowledge the perspectives within this generation regarding their political and social engagement. Icewarya Loganathan, a management major at Baylor University states in a 2023 *Wall Street Journal* opinion piece that Gen Z appears to be narcissistic and disinterested in government and politics. Loganathan states “those who have the loudest voices are the ones who dictate the direction the culture takes. It’s no secret that social-media users tend to lean Democratic. To top it off, studies have found that roughly 50% of Americans rely on social media to get their news” (WSJ Opinion, 2023). As such, the GOP must

navigate these perceptions and strategically tailor their messages to effectively capture the attention and support of Gen Z voters and utilize social media platforms to offset the Democrats' messaging.

In a surprising reversal of the trend of increasing sexual activity among youth in previous generations, Gen Z is less sexually active than previous generations. According to Twenge (2023), Gen Z is having markedly less sex than Millennials and Gen X. This can be attributed to the accessibility of sexual materials on the internet, as well as the fear that a bad date can be exposed on a Reddit thread. Shane, a 20-year-old junior at Penn State who can't bring himself to sign up for dating apps, states, "A lot of my anxiety ties back to the openness and honesty that people have on the internet. It shows me that there is a lot to be worried about. People aren't so forgiving all the time" (Twenge, 2023, p. 371). Gen Z has grown up in an age when anything can be shared online and that puts them in a vulnerable situation. The pervasive nature of digital exposure not only affects their dating lives but also shapes their broader social interactions and sense of privacy.

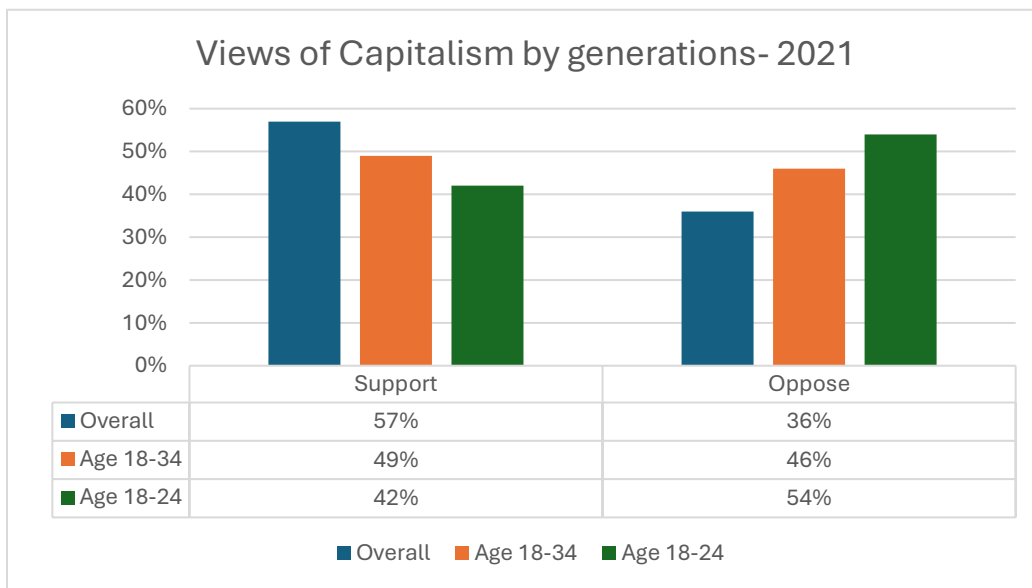
Twenge (2023) asserts that the values of dating from Gen Z are different than previous generations by sharing some anecdotes on X, formerly Twitter, where Gen Zers wrote that befriending a person in hopes of sleeping with them is manipulative and predatory and a non-Gen Z user responded that Gen Z stresses them out (p. 372). The elder members of Gen Z were denied a chance to meet people organically and in person and therefore have anxiety when it comes to dating. Many are turned off by meeting people on dating apps and prefer to meet people in person but struggle with the act of flirtation. Gen Zers are more likely to ask each other for their Instagram username to show interest (Tolentino, 2024). Brown (2024), states that her "younger peers have spent far more time interacting with their friends through a screen than

hanging out before a high school football game” and “their first sexual experiences aren’t happening with awkward kissing or sneaking out: they’re happening through screens watching pornography or chatting on dating apps” (p 18).

Gen Z perspectives on Socialism vs. Capitalism

Axios conducted a poll in January 2021 that stated that while 57% of Americans had a positive view on Capitalism, 18-34-year-olds were evenly split on their support for and opposition to Capitalism, 49% viewing it positively and 46% viewing it negatively. When narrowed down to Gen Z (ages 18-24), the results are reversed with 42% having a positive view of Capitalism and 54% having a negative view.

Figure 10: Opinions on Capitalism 1

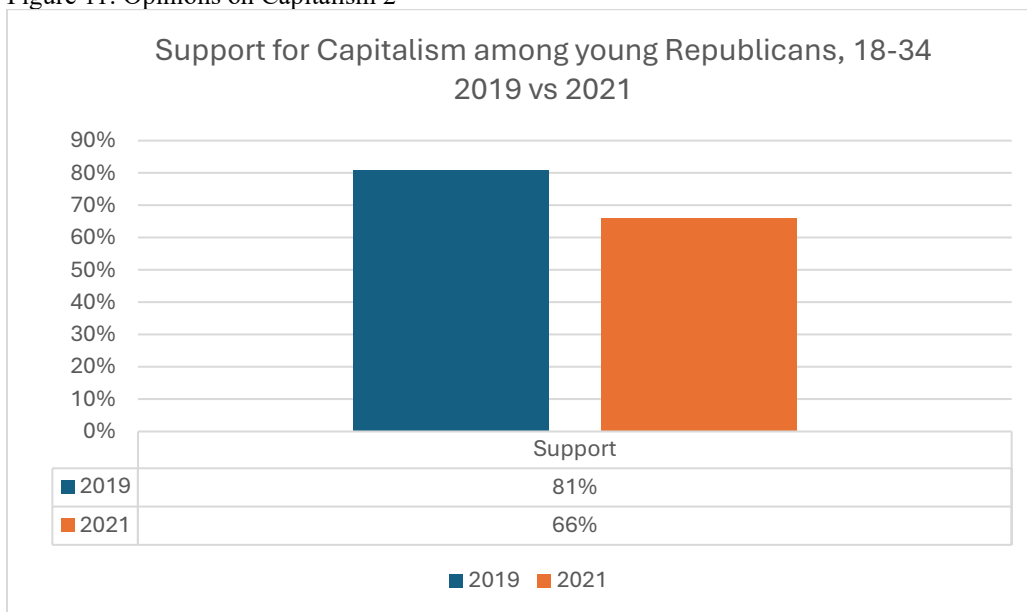


Source: Wronski, L. (2021) Axios Survey Monkey poll: Capitalism and Socialism. Axios.

According to an opinion piece by the *Wall Street Journal*, written in 2023, where college students were interviewed about their views on socialism and capitalism, Dane Alivarius, a business administration student at Harvard, brings up the concept of capitalism being in flux.

Alivarius states, “My peers sit in the uncomfortable space between two interwoven worlds: the economic order that brought wealth and innovation and the untenable forces that same system has unleashed.” Thomas Mortimer, a political science major at Loyola University Maryland states that “Our childhood followed the War on Terror’s less-triumphant years through the deregulatory effects of the financial crisis, colliding with the exasperating inequalities revealed by Covid” (WSJ Opinion, 2023). Many in Generation Z increasingly view capitalism negatively, often confusing it with corporate greed, which they see as a driving force behind these systemic inequalities. This confusion is unsurprising considering many members of Gen Z are progressives. Unlike conservatives who realize Capitalism rewards people who work hard and incentivizes innovation, progressives think that the state, not individuals, is best positioned to "help" people. Figure 11 illustrates the confidence conservatives have in Capitalism.

Figure 11: Opinions on Capitalism 2



Source: Wronski, L. (2021) Axios Survey Monkey poll: Capitalism and Socialism. Axios.

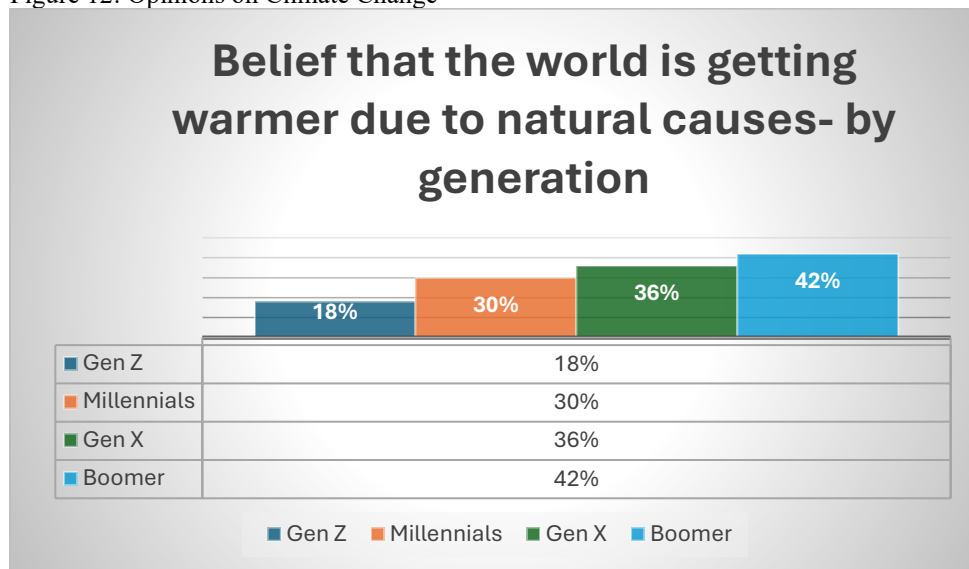
Social, environmental, and economic concerns

Gen Z tends to be more liberal on issues such as abortion, climate change, and LGBTQ+.

Abortion remains a pivotal issue for Gen Z voters, raised in a society that labels abortion as

"women's rights" and "reproductive rights." Moreover, Gen Z tends to be concerned about social justice, autonomy, and privacy. Most of 54% of Gen Z believes that the Earth is getting warmer due to human activity, conversely only 18% of Gen Z Republicans believe that climate change is due to natural causes, compared to 30% of Millennial Republicans, 36% of Generation X Republicans and 42% of Baby Boomer Republicans (Taylor, 2019).

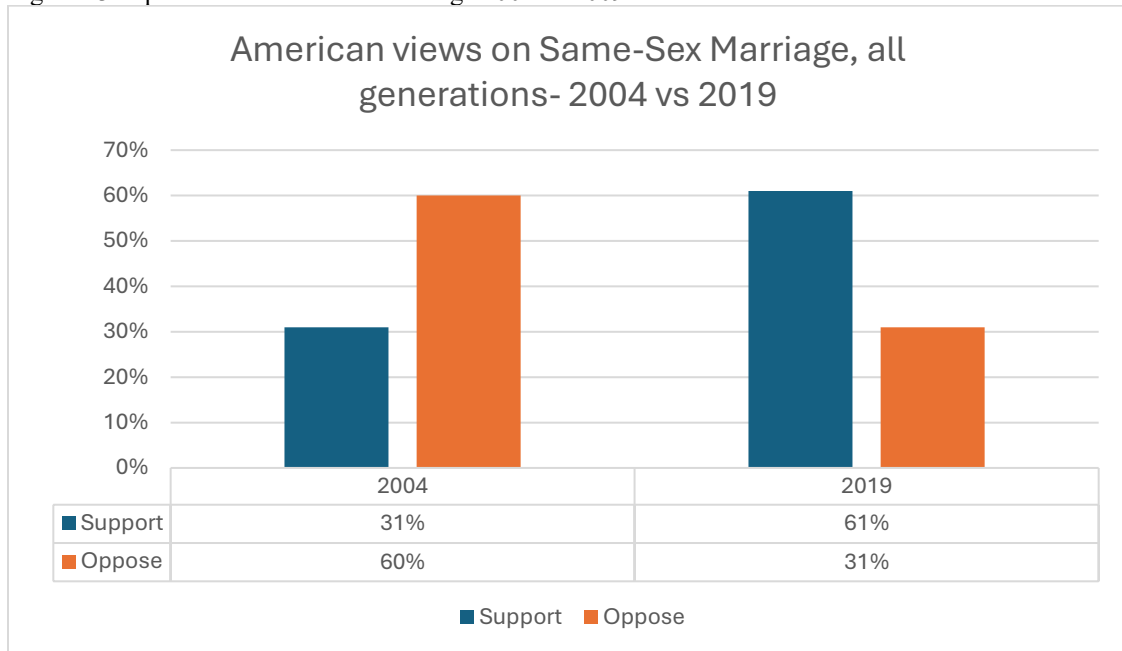
Figure 12: Opinions on Climate Change



Source: Taylor, K. (2019, July). *Gen Z is more conservative than many realize- but the Instagram-fluent generation will revolutionize the right.* Business Insider.

Gen Z is more supportive of the idea of same-sex marriage. According to the *Pew Research Center*, polling in 2019 shows that 61% of Americans support it while 31% are against it, compared to 2004 data which showed that 60% of Americans opposed same-sex marriage, while 31% supported it.

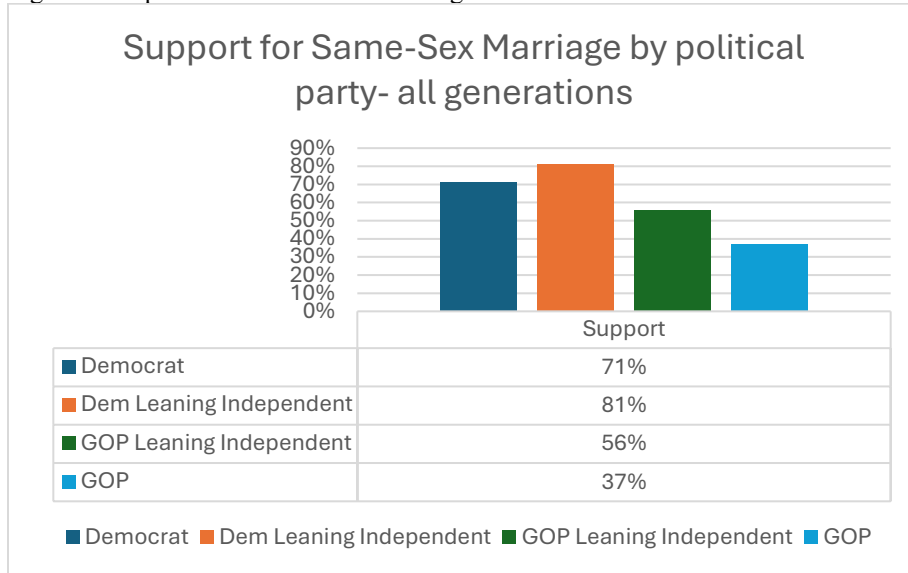
Figure 13: Opinions on Same-Sex Marriage 2004 vs 2009



Source: Taylor, K. (2019, July). *Gen Z is more conservative than many realize- but the Instagram-fluent generation will revolutionize the right.* Business Insider.

According to the 2019 data, there is a clear differentiation between political parties with 75% of Democrats and Independents and 44% of Republican and Republican leaning voters supporting same-sex marriage (Pew Research Center, 2019). The Pew Research Center states that independents who lean toward the Democratic Party (81%) favor gay marriage than Democrats (71%). Republican leaning Independents are more supportive (56%) than Republicans (37%).

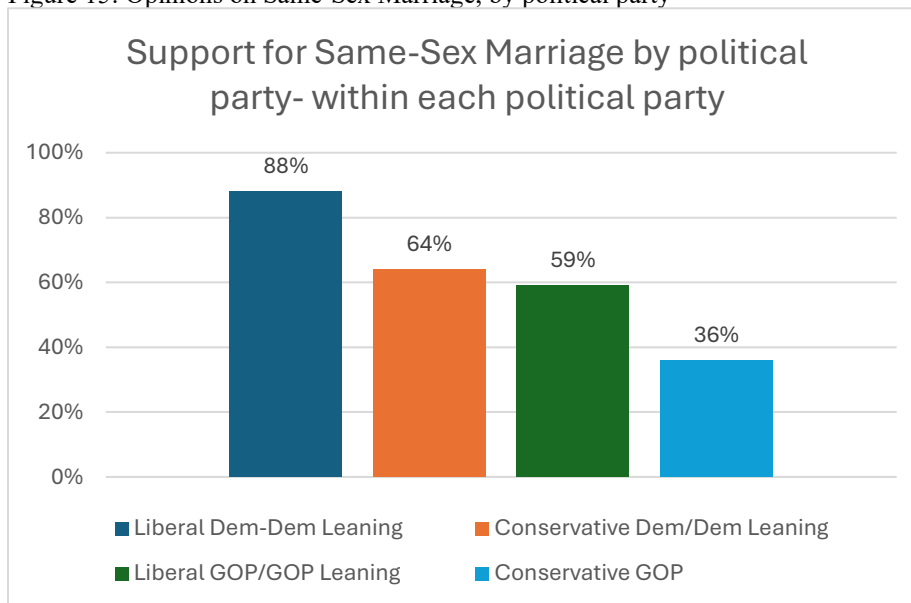
Figure 14: Opinions on Same-Sex Marriage



Pew Research Center. (2020). "Same-Sex Marriage in the United States." The Pew Research Center.

When broken down further within each political party, support for same-sex marriage now stands at 88% among self-described liberal Democrats and Democratic leaning Independents and 64% among conservative and moderate Democrats. Fewer conservative Republicans and Republican leaners (36%) support same-sex marriage than moderate and liberal Republicans (59%).

Figure 15: Opinions on Same-Sex Marriage, by political party



Pew Research Center. (2020). "Same-Sex Marriage in the United States." The Pew Research Center.

Twenge (2023) states that Gen Z views gender as more fluid and states that Gen Z believes that not only can people be transgender (where a person identifies with the gender that is not their biological gender), but that people can identify as neither gender (non-binary), as well as other identities such as gender fluid and gender queer. There are also other terms one uses to identify, such as cisgender (someone whose biological sex is the same as the one they identify with), AMAB (assigned male at birth), and AFAB (assigned female at birth). Gen Z is aware of all these terms of identity but to members of older generations, Gen Z speaks a language that is barely understood by their Millennial and Gen X parents and is the only generation where the majority believe that there are more than 2 genders (p.349-351).

Another interesting trend in gender identity among Gen Z is that among Gen X and Boomers, most transgendered people were biological male who identified as female. Millennials were evenly distributed between biological males identifying as female and biological females identifying as male, but among Gen Z, most transgendered people were biological females identifying as male (Twenge, 2023, p.355).

Movements like Black Lives Matter resonate deeply with Gen Z, who are particularly attuned to social justice issues and eager to engage in activism. This generation's concern for systemic inequalities, including racism, extends to economic disparities as well. Having come of age during a time when owning real estate has become increasingly difficult, especially in the wake of the post-pandemic real estate boom, many in Gen Z are turning to alternative investments like cryptocurrency (Ross, 2024). This shift reflects their broader desire for economic justice and equitable opportunities, reinforcing their commitment to social justice across various domains.

Could the Democratic Party be overconfident?

It is commonly believed that each generation becomes more conservative as they get older. Will that be true for Generation Z? John Della Volpe, author of the 2021 book *Fight: How Gen Z is Channeling Their Fear and Passion to Save America*, claims that Generation Z will not abandon liberalism as they get old (p. 13). Instead, Volpe (2017) suggests that Gen Z, who has grown up during an era of rapid societal change and technological advancement, will not become more conservative as they get older. Gen Z's exposure to diverse perspectives and a sense of global citizenship has fostered progressive values deeply ingrained in their identity.

Rikki Schlot, New York Post Columnist, told Fox News that "By the 2028 election cycle, half of all eligible voters will be either millennials or Gen Z, and I think that there's just a lot of issues that Republicans are kind of abdicating to the left because they think that young people are an unwinnable progressive monolith, but I would argue that's not entirely true" (Penley, 2023). Schlot goes on to further state "that some issues, including finances, can be reframed to better appeal to Gen Z, one example being the issue of saving money for a down payment instead of for retirement" (Penley, 2023)

Conclusion

The exploration of Generation Z's political behaviors and preferences underscores the critical role of social media influence, educational disparities, and diverse viewpoints on issues such as abortion and social justice in shaping their political landscape. As political campaigns adapt to the evolving media landscape, strategies prioritizing empathy, authenticity, and dynamic digital engagement will be crucial in influencing and mobilizing Gen Z voters. Understanding their distinct communication preferences and political engagement patterns offers valuable opportunities to bridge the political gap and foster a more informed and active electorate.

The insights into Gen Z's demographics and values underscore the importance of adapting political strategies to engage this diverse and dynamic generation. Gen Z's digital fluency, progressive social values, and pragmatic approach to education and career choices distinguish them from previous generations. By acknowledging these traits and addressing their unique concerns, the GOP can craft messages that resonate with Gen Z voters. This approach includes leveraging social media platforms, emphasizing authentic engagement, and aligning with Gen Z's social justice, economic security, and environmental sustainability priorities. As Gen Z grows in electoral significance, understanding and appealing to their values will be essential for any political party seeking to secure their support and influence the future political landscape.

Presenting younger candidates and encouraging youth participation will innervate the GOP. Already, the addition of J.D. Vance to the Republican ticket has also energized younger voters. 18-year-old Caroline Joyous, conservative and Christian podcaster, told Fox News that "He's young, he's energetic, and he's got a fresh face, and he's just so fiery." Joyous continues, "Gen Z is tired of these politicians who are just sitting up in DC and doing nothing, and we take a look at JD Vance, and we're like, 'Oh my goodness, he's actually gone up there in a short amount of time, and he's fighting harder than pretty much everyone in D.C.'" (Penley, 2024). If the GOP can continue offering younger candidates like Vance as the Democrats persist in aligning themselves with older candidates, like Harris' VP pick Tim Walz, and if the GOP also engages in the strategies described in this paper, Republicans may have great success engaging Gen Z.

Chapter 3: Brief history of the recent generations and their differences

Introduction

Understanding the relationships between recent generations is essential for exploring the dynamics between Generation Z (Gen Z) and the GOP. Each generation brings unique experiences, cultural traits, and interactions that shape its worldview and political engagement. This chapter overviews recent generations, highlighting their defining characteristics and interactions. By placing Gen Z within this broader framework, we can uncover insights into how the GOP can effectively communicate and resonate with this digitally savvy and socially conscious generation. Adapting to modern communication methods, leveraging social media, and refining professional writing strategies are key steps crucial for the GOP to engage and support Gen Z voters, ensuring its policies and values are effectively conveyed.

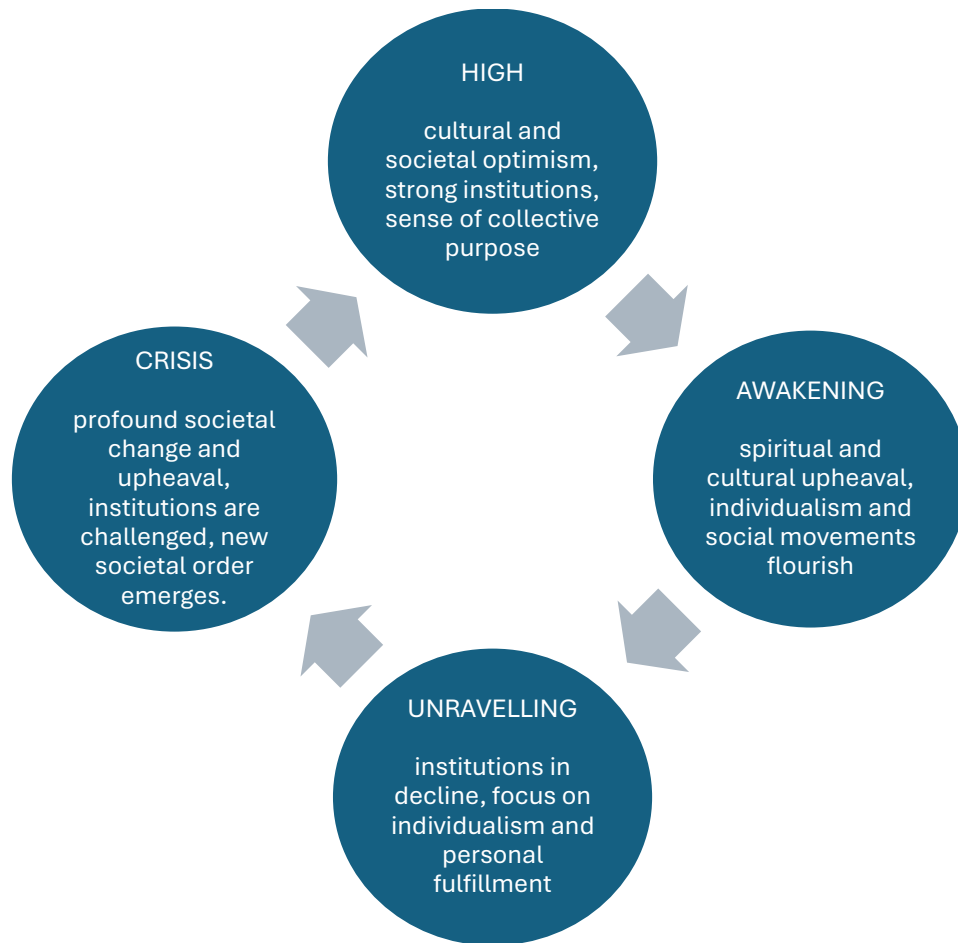
To explore Gen Z's uniqueness and its relationship with the GOP, it is helpful to briefly review the characteristics of recent generations and how they interact. This understanding will reveal how the GOP can increase its appeal to Gen Z through targeted communication strategies. William Strauss and Neil Howe's *Generations: The History of America's Future, 1584 to 2069*, explores generational theory, categorizing generations into archetypes based on shared experiences. David and Jonah Stillman, co-authors of *Gen Z @ Work*, note that generations before the Baby Boomers were named retroactively, with the Baby Boom named for the post-WWII birth rate surge. As Baby Boomers grew up, marketers successfully targeted this cohort (Stillman & Stillman, 2017, pp. 21-22).

Strauss and Howe describe American history in cycles of roughly 80 years, each consisting of four phases: high (cultural and societal optimism with solid institutions), awakening (spiritual and cultural upheaval with flourishing individualism), unraveling

(institutional decline and focus on personal fulfillment), and crisis (profound societal change with challenged institutions and new societal order).

Figure 16: U.S. Historical Cycle (1991)

The Four Periods within the United States Historical Cycle



Source: Strauss, W. & Howe, N. (1991) Generations: The History of America's Future, 1584 to 2069. Harper Perennial.

Strauss and Howe (1991) categorize generations into four archetypes based on their birth years and formative historical events: idealist, reactive, civic, and adaptive. Idealists, born during a post-crisis high, are visionary and value-driven, aiming to reshape society. Reactives, born during an awakening, are pragmatic and focused on survival. Civics, born during societal

unraveling, are resilient and institutionally minded. Adaptives, born during crises, are sensitive and resilient, adapting to challenges.

They also divide the lifecycle into four phases: childhood (0-21), where formative experiences occur; young adulthood (22-43), marked by societal participation; midlife (44-65), where leadership and institutional shaping happen; and elderhood (66-87), focused on reflecting and influencing society. Those over 87 are termed "post-elders" (Strauss & Howe, 1991, pp. 60-61).

Figure 17: Life-Cycle Stages and Corresponding Age Ranges

Lifecycle stage	Age
Childhood	Age 0-21
Young adulthood	Age 22-43
Midlife	Age 44-65
Elderhood	Age 66-87
Post-elderhood	Age 87+

Source: Strauss, W. & Howe, N. (1991) *Generations: The History of America's Future, 1584 to 2069*. Harper Perennial.

Generations are fluid, with no strict formula or even spacing. Not every Boomer has Millennial children, nor every Gen Xer has Gen Z kids. For example, the writer of this thesis, born in 1978 (Gen X), has early Baby Boomer parents, married an elder Millennial, and has a Gen Alpha daughter. Generational traits can also blur; younger children may exhibit traits from older siblings' generations. Birth years are not definitive either—Strauss and Howe (1991) initially set Millennials as born between 1981 and 2000. However, they adjusted the end date post-9/11, determining that the ability to remember 9/11 marks the Millennial cutoff.

Strauss and Howe (1991) explain that a generation's parents or children often span across two preceding or succeeding generations. Early cohorts of one generation may align more with

earlier parents' generations, and each generation significantly influences the second succeeding one (p. 63). Stillman and Stillman (2017) further explore the differences between how Gen X parents Gen Z compared to how Baby Boomers parented Millennials (p. 28).

Understanding these generational patterns is crucial to seeing how Gen Z fits into the broader landscape. Isabel Brown (2024), a Conservative Gen Z activist, notes that America struggles with intergenerational dialogue, missing opportunities to learn and support each other (p. 6). The writer of this thesis, a younger Gen Xer, experienced this firsthand, having been told to "wait her turn" in politics despite being involved since age 25. Even as a county GOP chairwoman at 45, she faced resistance from Silent Generation and Boomer members who doubted her experience. Brown (2024) aptly captures this struggle, stating, "We battle for relevancy and control over a society that is slipping away from all of us" (p. 6).

Figure 18: 2024 Demographics

Generation	Birth Years	Age in 2024 Election
GI Generation	1901-1924	100+
Silent Generation	1925-1945	79-96
Baby Boomers	1946-1964	60-78
Generation X	1965-1980	44-59
Millennials	1981-1996	28-43
Generation Z	1997-2012	12-27
Generation Alpha	2013-present	0-11

Source: Strauss, W. & Howe, N. (1991) *Generations: The History of America's Future, 1584 to 2069*. Harper Perennial.

The GI Generation (born 1901-1924)

The GI Generation, also known as the Greatest Generation, came of age during the Great Depression and World War II, significantly shaping their values and societal contributions. According to Strauss and Howe, this civic generation experienced these pivotal events as young adults and witnessed the Boom Awakening of the 1960s as elders. While most of the GI Generation are now deceased, those still living are nearing or have passed the century mark. Their importance lies in their role as parents to the Baby Boomers and grandparents to Generation X and Millennials, influencing the values passed down to Gen Z.

Tom Brokaw's 1998 book *The Greatest Generation* highlights the experiences of this generation through personal histories, emphasizing their modesty and towering achievements forged through sacrifice. Although the GI Generation may seem distant from Gen Z, their legacy is significant. They were elders when Gen Z was born, and their influence has shaped the Baby Boomers and Millennials, the generations that directly preceded Gen Z. Understanding the GI generation's impact provides deeper insights into the foundational elements affecting Gen Z's perspectives and interactions with GOP. This historical context helps the Republican Party adapt strategies to engage and appeal to Gen Z voters, leveraging enduring values passed down through generations.

Silent Generation (born 1925-1945)

The Silent Generation, born between 1925 and 1945, will be between 79 and 96 years old during the 2024 election, occupying life's elder and post-elder phases. This generation, likely parents of Baby Boomers and Gen X and grandparents of Millennials and Gen Z, is an adaptive generation shaped by the Great Depression and the Boom Awakening (Twenge, 2023, p. 36; Strauss & Howe, 1991, p. 279). The Silent Generation's name, coined by Baby Boomers,

inaccurately implies invisibility, yet they survived the Depression and World War II and put a man on the moon (Stillman & Stillman, 2017, p. 22). Despite living in the shadow of the larger Baby Boomer generation, they held significant power, with many, like Nancy Pelosi, maintaining roles in Congress well into their post-retirement years (Twenge, 2023, pp. 59-60).

This generation's prolonged grip on leadership has sparked criticism, as their decisions often seem out of touch with the needs of younger generations. Twenge (2023) notes their conservatism, exemplified by Supreme Court Justice Ruth Bader Ginsburg's disapproval of Colin Kaepernick's 2020 protest. While Baby Boomers are often credited with leading the civil rights and women's liberation movements, these were initiated by the Silent Generation. Martin Luther King Jr. and Gloria Steinem, key figures in these movements, were both from the Silent Generation (Winograd & Hais, 2021). Despite their contributions, the Silent Generation's impact on pop culture, including rock 'n' roll driven by stars like Elvis Presley and Paul McCartney, is often overshadowed by the Baby Boomers (Winograd & Hais, 2021).

Baby Boomers (born 1946-1964)

The Baby Boomer Generation, born between 1946 and 1964, will be between 60 and 78 during the 2024 election, with most in elderhood or late midlife. This generation dubbed the Baby Boom due to the post-WWII fertility surge, defied a 200-year declining birth rate trend, peaking at 3.8 children per woman in 1957, resulting in 76 million births by 1964 (Twenge, 2023, p. 75). As an idealist generation, Baby Boomers came of age during the Boom Awakening, continuing movements initiated by the Silent Generation (Strauss & Howe, 1991, p. 299; Winograd & Hais, 2021). Typically, Baby Boomers had GI and Silent Generation parents and are likely the parents of Gen X, Millennials, and Gen Z, as well as grandparents of Gen Z and Generation Alpha (Twenge, 2023, p. 81).

Four of the last five U.S. presidents were Baby Boomers, starting with Bill Clinton in 1992. Compared to the Silent Generation and Gen X, their large size has given them substantial political power (Twenge, 2023, p. 119). Despite being known for their youth activism, Baby Boomers have evolved from the hippie youth of the 1960s to the yuppies of the 1980s, now often dismissed by Gen Z with the phrase "OK, Boomer" (Twenge, 2023, p. 78). Raised in a collectivistic culture by GI Generation parents, Baby Boomers championed individualism, a value instilled in their Millennial children (Twenge, 2021, p. 84; Stillman & Stillman, 2017, p. 32). Their upbringing in crowded environments fostered a competitive spirit, which some projected onto their children, leading to the "helicopter parent" phenomenon (Stillman & Stillman, 2017, p. 32). This generation's emphasis on communication helped Millennials become optimistic, idealistic, and collaborative (Stillman & Stillman, 2017, pp. 33-34).

Generation X (born 1965-1980)

Generation X, born between 1965 and 1980, will be between 44 and 59 years old during the 2024 election, with most in midlife. As a reactive generation, Gen X grew up during the Boom Awakening, spending less time with their parents, leading to the term "latchkey kids" (Strauss & Howe, 1991, p. 317; Stillman & Stillman, 2017, p. 35). Often overshadowed by Baby Boomers, Generation X grew up after major cultural events like Woodstock and the Vietnam War protests, which shaped the previous generation (Twenge, 2023, p. 149). Unlike Boomers, Gen X does not share the same guilt over "selling out" in the 1980s, as they were too young to fully engage in the movements of the 1960s. They also faced economic challenges, being the last generation to grow up under the threat of the Cold War and the first to be heavily influenced by television (Twenge, 2023, p. 150; Stillman & Stillman, 2017, p. 37).

As the middle generation, situated between older Silents and Boomers and younger Millennials and Gen Z, Gen X leans more progressive than previous generations but less socially progressive than the younger generations (Twenge, 2023, p. 151; Davis, 2023). Despite never having produced a U.S. president, Gen X has been shaped by political and economic pressures, including growing up during the Carter administration and the rise of Reagan (Thomas, 2024; Davis, 2023). Currently, Gen Xers are balancing the responsibilities of caring for aging parents, raising children, working, and saving for retirement, all while coping with rising living costs (Davis, 2023). They likely had Silent Generation or Baby Boomer parents and are now the parents of Millennials, Gen Z, or Generation Alpha (Twenge, 2023, p. 152).

Millennials (born 1981-1996)

Millennials, born between 1981 and 1996, will be between 28 and 43 years old during the 2024 election, with the eldest entering midlife. Neil Howe and William Strauss coined the term "Millennial." According to Twenge (2023), Millennials, born during an era of birth control and legal abortion, are "the most wanted and planned generation in American history" (p. 231). Raised in a time of optimism, with a strong economy, technological growth, and the end of the Cold War, Millennials' fortunes shifted as they experienced 9/11 and the 2008 recession (Twenge, 2023, p. 232).

In the early 2020s, Millennials began entering national politics. Sarah Huckabee Sanders became Arkansas Governor in 2022, and Jon Ossoff of Georgia was the first Millennial elected to the U.S. Senate in 2020, followed by Katie Britt and JD Vance, who became the first Millennial on a major party ticket in 2024 as President Trump's running mate. The U.S. House of Representatives now includes 40 Millennials, with 23 Republicans and 17 Democrats, despite the generation's liberal leanings (Twenge, 2023, p. 305).

Millennials likely had Baby Boomer or Generation X parents and are now the parents of Gen Z or Generation Alpha (Twenge, 2023, p. 234). As they age, Millennials realize they are no longer the youngest and are often teased by Gen Z online, though they still have three older generations ahead of them (Twenge, 2023, p. 233).

Generation Z (born 1997-2012)

Generation Z, born between 1997 and 2012, will be between 12 and 27 years old during the 2024 election. Its older half is in the rising adulthood stage of their life, while its younger members are still in the childhood stage. In today's lifecycle, Generation Z likely had Generation X and Millennial parents and is likely to be the parents of latter end Generation Alpha and Post-Gen Alpha (Twenge, 2023, p. 347).

Notably, September 11th does not exist in the memories of Generation Z; the oldest member of their generation was just 4 years old when the 9/11 tragedy occurred. The oldest members of Gen Z were still young children during the 2008 recession and the election of former President Barack Obama, and the youngest members of the generation would be born the year of his re-election. Brown (2024) states "Our young childhood was characterized by the merging of politics and culture in the 'hope and change' era of the Obama administration, coupled with the devastating economy that drove our parents out of their jobs and even out of our homes" (p. 20).

Thomas Mortimer, a political science major at Loyola University Maryland states, "It is unhelpful to understand Gen Z's politics through 20th-century fault lines. Gen Z's sympathy for universal healthcare isn't the result of academic indoctrination but a sincere dissatisfaction with rising costs and a lack of coverage (WSJ Opinion, 2023).

According to commentary published by the Brookings Institute and written by Morley Winograd and Michael Hais (2021), Gen Z "are much more impatient for change than

Millennials and less willing to suffer fools who stand in their way. Few supported Biden's primary campaign especially with much more ideologically aligned Democratic candidates to choose from." According to an article in *Newsweek*, Gen Z voters took issue with the age of Joe Biden and Donald Trump, stating that both candidates were out of touch (Blake, 2024).

Generation Alpha (born 2013 – present)

In today's lifecycle, Generation Alpha likely has Generation X, Millennial, or Gen Z parents (Twenge, 2023, p. 453). The eldest Gen Alpha children are entering middle school, while the youngest are not yet born. They are expected to be the younger siblings or even children of Gen Z. Not much is known about Gen Alpha yet. However, USA Today dubbed them "mini-Millennials," projecting them to be the largest generation worldwide, with 2.8 million births weekly (Munson, 2024). As of 2023, the U.S. has 42.75 million Gen Alphas (Korhonen, 2024). Described as overconfident yet socially anxious due to the COVID-19 pandemic, Gen Alpha children are mostly offspring of Millennials and are aware of their parents' financial struggles (Weekman, 2024). Brand-conscious, they favor brands their parents use, as many traditional "tweener" brands have faded away (Lindsay, 2024). Whether they will adopt their Millennial parents' politics remains to be seen, but their eyes are on their parents and Gen Z peers as they shape their views.

Conclusion

The generational landscape of America is a complex tapestry of diverse experiences, values, and perspectives that shape the nation's social and political fabric. We gain valuable insights into the forces shaping Gen Z's worldview by examining the traits and historical contexts of the GI Generation, Silent Generation, Baby Boomers, Generation X, Millennials, and Generation Alpha. This understanding is crucial for the GOP as it adapts to a rapidly changing

political environment. By embracing lessons from past generations and integrating Gen Z-friendly communication methods, the GOP can better connect with this emerging voter base. Bridging generational gaps and fostering intergenerational dialogue will enable the Republican Party to build a more inclusive and responsive platform, ensuring its relevance and influence in the future.

Chapter 4: Exploring GOP failures in communicating issues

Introduction

The GOP's struggle to connect with younger voters, especially Gen Z, is a growing concern as generational shifts reshape the electorate. This chapter examines the GOP's failures in addressing Gen Z's concerns, highlighting the disconnect between the GOP's traditional focuses—such as rising taxes, high inflation, and right-to-life issues—and Gen Z's priorities, like social justice, climate change, and inclusivity. This misalignment also extends to differences in communication styles and platforms. To bridge this gap, the GOP must adapt its strategies to resonate with Gen Z's digital nativity and progressive leanings without abandoning its core values. The GOP's resistance to change exacerbates the issue as the party struggles to align its policies and communication methods with the concerns of younger voters (Janfaza, 2024).

Exploration of how the Democratic Party frames their arguments

Anecdotally, the Executive Director of the Maine GOP said that the Republicans need to stop having old White men speaking about abortion in the same manner as they speak about building regulations. He stated that Republicans need to have more compassion for women who must make or have had to make difficult choices. In contrast, the Democratic Party has been notably victorious in framing its arguments to appeal to younger voters. Several factors contribute to this success.

For example, the left does an excellent job at making it appear that the GOP does not care about social and environmental issues and frames its messaging around empathy, inclusivity, and social justice issues. Moreover, Democrats focus on storytelling and personal experiences to make their issues more relatable. The Democratic Party uses young influencers and shareable content on social media platforms to share their messaging. Democrats prioritize issues that Gen

Z cares about, such as climate change, LGBTQ+ rights, and racial justice, aligning themselves with the values and priorities of Gen Z voters. Moreover, the Democratic Party tends to use language and communication methods that foster inclusivity and is mindful of the more diverse backgrounds of Gen Z. Ironically, despite their sensitivity, Democrats also use many emotional appeals, including fear. For example, Julie Chavez Rodriguez, Biden's campaign manager stated that "A vote for Joe Biden and Kamala Harris is a vote to restore Roe, and a vote for Donald Trump is a vote to ban abortion across the country" (Long & Mergerian, 2024).

Speech writing and speeches geared toward younger people

One significant area where the GOP can improve its communication with younger voters is through speech writing and delivering speeches that resonate with this demographic. Effective speech writing for Gen Z involves incorporating content that is relatable to Gen Z, such as social justice, climate change, and mental health. By speaking directly to their concerns, the GOP can make a more meaningful connection.

Engaging narratives and personal anecdotes can make speeches more relatable and memorable. The GOP should highlight stories of young conservatives making a difference or overcoming challenges that align with GOP values. The tone and style of speeches should reflect the informal, direct, and authentic communication that Gen Z prefers. Writers and speakers should avoid jargon and focus on clarity and straightforwardness.

Involving younger, relatable spokespeople in delivering speeches can help bridge the generational gap. These individuals can connect with their peers more effectively and present the GOP's message in a way that feels authentic and relevant. Donald Trump, Jr. demonstrated this at the 2024 Republican National Convention in Milwaukee, when he deferred some of his speech time to his daughter Kai Madison Trump. Kai Trump is a member of Generation Z and wanted

to have the opportunity to talk about her grandfather, former President Donald Trump, to speak about the side of him that one doesn't see. She explained that she did not think that the media portrayed him correctly, and that he was just like any grandfather, who was proud of her high grades and golf expertise. In addition to her close relationship with her grandfather, Kai Trump also has a large social media presence, which makes her an ideal representative (Mathur, 2024).

Robert Lehrman and Eric Schnure, co-authors to the 2020 book *The Political Speechwriter's Companion: A Guide for Writers and Speakers* state when giving a speech, speakers aren't just delivering a speech to those in the audience, but they are also giving a speech to a secondary audience. A secondary audience consists of everyone who will hear about the speech through the press or on social media (Lehrman & Schnure, 2020, p.40). When writing political speeches, there will be sound bites and clips that will be shared on platforms popular with Gen Z, such as YouTube, Instagram, and TikTok, therefore expanding the reach. A speech can go viral on social media; therefore, it is important to be cognizant of the GOP's message among younger audiences.

Former presidential candidate Vivek Ramaswamy gave a speech at the Republican National Convention that was receptive to secondary audiences. Ramaswamy included a message that was inclusive to Black Americans: "Our message to black Americans is this: The media has tried to convince you for decades that Republicans don't care about your neighborhoods, but we do. We want for you what we want for every American: safe neighborhoods, clean streets, good jobs, a better life for your children, and a justice system that treats everyone equally, regardless of your skin color, and regardless of your political beliefs."

Ramaswamy, whose parents are immigrants, also had an inclusive message for legal immigrants; “You’re like my parents,” Ramaswamy said. “You deserve the opportunity to secure a better life for your children in America.”

And Ramaswamy had a message for Gen Z; “You’re going to be the generation that actually saves this country. You want to be a rebel, you want to be a hippie, you want to stick it to the man. Show up on your college campus and try calling yourself a conservative. Say you want to get married, have kids, teach them to believe in God and pledge allegiance to our country” (O’Neil, 2024).

By focusing on these rhetorical strategies, the GOP can craft speeches that not only convey their policies and values but also connect with younger voters on a personal level. This approach can help to modernize the party's image and make it more appealing to the next generation of voters.

GOP Strategy adjustments

The GOP may consider the following strategies to appeal to Gen Z voters and find a balance between their traditional values while adapting to a changing political landscape. This approach would help close the gap with Gen Z voters.

Strategy 1: Compassionate conservatism

The GOP should craft compassionate messages that resonate more with Gen Z voters. These messages would include showing empathy and understanding toward the complex issues facing this generation, such as student debt, climate change, abortion, and mental health. Gen Z is not an apathetic generation. Conservative Gen Z activist Isabel Brown (2024) states in the introduction of her book *The End of the Alphabet: How Gen Z Can Save America*, “we aren’t apathetic, and we aren’t waiting for permission from older generations to make culture our own.

We're rejecting the prescribed boxes of society we were presented with and building our own destiny" (p. 6). Brown (2024) states that the older generations are missing the mark and losing out on the opportunity for generations to learn from each other and instead are focusing on a battle of which generation is more relevant (p. 6).

Strategy 2: Environmental messaging

In Charlie Kirk's (2020) book, *The MAGA Doctrine: The Only Ideas That Will Win the Future*, Kirk states that most environmental movements from the left began advocating in the 1970s for less energy consumption, using fear as a motivator (p. 59). The GOP should frame its environmental policies by highlighting conservation efforts and the economic benefits of sustainable practices, such as the efforts by Maine Lobstermen, who have been attacked by far-left economic groups, to preserve the breeding population of Maine lobsters. The GOP should also question the financial motives behind specific green initiatives and investigate who benefits from implementing these restrictive policies, as well as present green strategies that are less restrictive and pro-economic, such as the idea of eco-tourism presented in the Green Market Revolution (Barnard & Weiss, 2020). This approach could appeal to Gen Z's concern for the environment and their economic concerns while staying true to conservative principles.

Young conservative environmental activist, founder, and executive chairman of the American Conservation Coalition, Benji Backer (2024), wrote in a guest piece in *The New York Times* about the fact that the Republican Party historically was the champion of environmental causes, stating that Republican presidents were responsible for the Clean Air and Water Acts, creating the Environmental Protection Agency, expanding the National Park System and even initiating the country's most authoritative report on climate change, the National Climate Assessment.

Backer continues “the Democratic Party has also alienated voters with calls for an immediate transition from fossil fuels and with the Green New Deal’s top-down, one-size-fits-all approach” and that “For someone like me who grew up surrounded by farmland, the Democratic messaging on climate has felt elitist, condescending and out of touch with a large portion of America’s needs.” The GOP can provide an alternative environmentalism that balances the environment with constituents' needs instead of bludgeoning them with heavy-handed environmental policies.

Strategy 3: Inclusive spokespeople

Diversifying the voices representing the GOP could help make the party's messaging more relatable to Gen Z, including younger spokespersons, and ensure a representation of a range of backgrounds and perspectives. One example would be Jonathan Isaac, an African American basketball player who played for the Orlando Magic. Isaac refused to bend the knee during the national anthem. Isaac, an ordained minister, stated, "I did not feel like putting that shirt on and kneeling went hand in hand with supporting Black lives. I believe that my life has been supported by gospel, Jesus Christ, and everyone is made in the image of God and that we all forge through God's glory" (Quinn, 2020).

Another example would be C.J. Pearson, a 21-year-old currently running for the Georgia House of Representatives (Hotchkiss, 2024). C.J. Pearson became known nationally at age 13 when he posted a video criticizing President Obama for inviting Ahmed Mohamed to the White House, stating that he was using Mohamed as a political prop (Begley, 2015). C.J. Pearson told *The New York Times* that he has plans to introduce Influence America in August that will feature a network of popular conservatives on platforms, such as TikTok and Instagram before the 2024

election. Pearson supports the need of this network by stating that “People follow people. They don’t follow organizations; they don’t follow parties” (Janfaza, 2024).

The GOP needs to communicate that while many Republicans are religious, we are not hateful to LGBTQ+ individuals nor are all Republicans religious. Many Republicans follow the teachings originated from St. Augustine, in the year 211 A.D., coined the Latin Phrase "*Cum dilectione hominum et odio vitiorum*" which loosely translates to "With love for mankind and hatred of sins" (Serpa, n.d.). Many believe this quote is the origin of the well-known phrase, "Love the sinner, hate the sin." However, the phrase "Love the Sinner, hate the sin" can be seen as a platitude, and Gen Z may interpret that as inauthentic. Therefore, the GOP would benefit by building coalitions with members of the LGBTQ+ community within the GOP. For example, Scott Pressler, activist, and founder of "Gays for Trump" (Levine, 2017), has 1.5 million followers on X (formerly Twitter), and he traveled around the country, cleaning up cities (CBS Baltimore, 2019) and registering voters (Avilucea, 2022). Presler had offered his services to former Republican Party Chairwoman Ronna McDaniel in a Tweet on April 15, 2023, and did not get a reply. He followed up daily for 304 days and suspended his efforts when McDaniel resigned (Daugherty, 2024).

The Republican party would also benefit by including more young Republicans to participate in the party and support the candidacy of Gen Zers who run for office. In discussing political engagement, Sweeney (2024) emphasized the inclusivity of the Democratic Party: "I think the Democratic Party is doing a very good job at allowing young students to have a voice. When you look at two parties, and one says, 'We want to accept you, we want to listen to what your concerns are.' And the other one says, 'Sit down, you're too young, you're not ready.' You're going to be more receptive to the other" (Janfaza, 2024).

Strategy 4: Digital engagement

The GOP would benefit by enhancing digital engagement strategies to utilize social media and other online platforms better. This process involves the content produced for messaging and genuine interactions with young voters. Millennial presidential candidate Vivek Ramaswamy embraced TikTok in his presidential run, and Gen Z embraced him in return. Sweeney (2024) stated, "He's the only candidate that's on TikTok, where the youth is, when all the other candidates say, 'Let's ban this. They're banning the very thing that is giving kids across the country a voice'" (Janfaza, 2024).

Thomas Koulopoulos and Dan Keldsen (2014), businessmen and co-authors of *The Gen Z Effect: The Six Forces Shaping the Future of Business* state Gen Z is more than just digitally native, they are hyperconnected and that their expectations will radically change business forever (p. 3). Therefore, it is crucial to shift communication tactics toward a more digital-savvy, authentic, and interactive approach, which is essential for effective political outreach moving forward.

David Stillman and Jonah Stillman (2017), a father-son research team and co-authors of the 2017 book, *Gen Z @ Work: How the Next Generation is Transforming the Workplace* state that Gen Z is the first generation where every aspect of the physical world has a digital equivalent and the real world and the virtual world overlap. According to the authors, 91% of Gen Z are swayed by the technological savviness of a company and that would affect their decision to work there (p. 10). David Stillman, the Gen X parent, discusses how disorienting it is to talk on the phone through an Apple watch while it is completely natural for his Gen Z son Jonah (Stillman & Stillman, 2017, p. 75).

David and Jonah Stillman further demonstrate that the barriers between the physical world no longer exist. In their book, they coin the term “phigital” to denote the combination of the physical and the digital. One can buy something in store or online. One can work at the office or dial in remotely. But while the older generations see the separation between the physical and the digital, Gen Z doesn’t see the line at all (Stillman & Stillman, 2017, p 76). David Stillman states that “It’s not that the other generations don’t know how to live in the phigital world; and of course they love to use the GPS just as much. It’s that Gen Z knows no other world” (Stillman & Stillman, 2017, p.76). Gen Z's digital nativity poses a challenge for members of the GOP who are trying to resist adaptation and change.

The writer of this thesis paper, who was born during the final years of Generation X, has experienced this “digital resistance” firsthand when she served as a chairwoman of her county GOP committee in Hancock County, Maine. The treasurer of the committee was a member of the Silent Generation and did not use electronic banking and completed all treasurer reports on paper. It was suggested that the committee accept donations through an online platform. However, the treasurer and his peers got mad at the idea and suggested that there was nothing wrong with writing a paper check. The problem with that thinking is that many of the younger generations don’t use paper checks, but will donate using Paypal, Venmo, Winred, Anedot, Google Pay, or Apple Pay. The GOP committee or candidate that refuses to do this is missing out on a major opportunity as a link to any of these platforms can be added to any email or social media post.

By refusing to adapt to these modern payment methods, the GOP committee or candidate misses a crucial opportunity. This opportunity would not be without challenges as it would require that members of the committee receive fundraising training to ensure that any fundraising

letters, emails, or social media posts are well written and persuasive. These fundraising letters, emails, and social media posts can be enhanced by including links to these online platforms, thus broadening the potential donor base as well as expand messaging that would be more receptive to these younger generation who use these digital platforms. Embracing these digital tools not only streamlines the donation process but also ensures that the campaign remains accessible and relevant to supporters of all ages.

Strategy 5: Research and adaptation

The GOP would benefit by actively researching and understanding the language, writing techniques, and social media methods that resonate with Gen Z, regardless of whether they originate from the left or right of the political spectrum. Politicians should learn from successful campaigns, regardless of political affiliation, and adapt those strategies to fit GOP principles without compromising core beliefs. An example would be to study the tactics used by former Maine State Senator Chloe Maxmin, author of *Dirt Road Revival: How to Rebuild Rural Politics and Why Our Future Depends on it*. Maxmin, a Harvard-educated Democrat in her twenties, used new strategies to run for the Maine House and, subsequently, the Maine Senate in a Republican district with an average age of 51.2 years. Chloe Maxmin's success in a traditionally Republican district illustrates the power of adapting new strategies to connect with voters. Maxmin took the time to understand the community that she was running in and listened to her constituents. Maxmin employed creative communication strategies that broke from traditional campaigning methods, such as having supporters make homemade signs instead of traditional signs. Maxmin also evaluated whether old “tried and true” processes were still efficient, noting that Facebook ads were not as effective in 2020 as opposed to 2018 and, while she didn’t abandon using Facebook, she was able to pivot to organic content on social media and letters to

the editor created by volunteers (Maxmin, 2022. p. 153). The GOP can benefit from studying successful campaigns across the political spectrum for winning strategies. By analyzing what worked for Maxmin, they can identify adaptable strategies that align with conservative values while still appealing to younger, and more liberally aligning demographics.

At the very least, the GOP can benefit from adopting Gen Z's vocabulary. For example, according to Twenge (2023), Gen Z is less likely to use the words *class, status, nation, religious* or *spiritual*, and is more likely to use the words *stressful, relatable, gender identity, free, true, honest, fake, cancel, ghost, block, fam, and squad*. Twenge adds that these terms describe Gen Z, a generation that is “concerned with authenticity, confronting free speech issues, pushing the norms of gender and struggling with mental health” and needs our attention (p. 347).

Conclusion

Addressing the GOP's communication failures with Gen Z is crucial for the party's future relevance and success. By learning from the Democratic Party's effective framing of issues and adopting more compassionate, inclusive, and technologically savvy approaches, the GOP can better align its messaging with Gen Z's values. Emphasizing narratives that resonate personally, diversifying spokespersons, and enhancing digital engagement are vital steps. Additionally, embracing modern fundraising tools and conducting thorough research on effective communication strategies will ensure that the GOP remains accessible and appealing to younger voters. By integrating these strategies, the GOP can foster a stronger connection with Gen Z, bridging generational divides and securing a more robust and inclusive political presence.

Chapter 5: Professional writing techniques

Introduction

Engaging Gen Z voters through professional writing requires a delicate balance between maintaining professionalism and embracing authenticity. This chapter explores the techniques to craft messages that resonate with this diverse and digitally savvy demographic. Effective communication with Gen Z involves understanding their preferences for clear, concise, and relatable content delivered through the channels they frequent. By adapting traditional professional writing styles to meet the expectations of Gen Z, political communicators can create impactful messages that engage and inspire. This approach ensures that the integrity of political communication is upheld while evolving to fit the modern landscape of digital engagement.

Professional writing that engages Gen Z voters requires an approach that balances professionalism with authenticity and adapting messages to the platforms and communication styles this demographic prefers. Engaging Gen Z through professional writing involves an authentic and flexible approach that respects their intelligence, diversity, and preferences. It is about crafting clear, concise, and authentic messages delivered through the channels where Gen Z is most active and engaged (Caleb, 2024). This strategy respects the professionalism expected in political communication and adapts to the evolving landscape of digital engagement.

Crafting a professionally written message

Professional writing traditionally emphasizes clarity, conciseness, and a formal tone. However, blending formal and informal writing styles is essential to creating authentic and relatable content when targeting Gen Z.

Utilizing formal language and tone vs. informal language and tone

Formal language and tone, suitable for policy papers, official statements, and professional correspondence, convey respect and seriousness. However, writers should use formal language wisely, as it may seem distant and unrelatable to a Gen Z voter. When used appropriately, an informal tone can make messaging more relatable to Gen Z voters. An informal tone may be effective on social media, email newsletters, and blog posts. However, it is still essential to maintain professionalism, even while using informal language.

Ensuring clarity and conciseness

Clear and concise messaging is essential. Gen Z values straightforward communication that gets to the point without unnecessary jargon. This process does not mean oversimplifying complex issues but presenting them understandably and engagingly in a way that respects one's intelligence (Caleb, 2024).

Conservative Gen Z activist, Isabel Brown mentions the often-quoted Ben Shapiro, who states that “facts don’t care about feelings.” Brown (2024) supports that assertion, stating that the left uses feelings to manipulate facts: “if it wasn’t for manipulation of feelings...we wouldn’t have arrived in a time where there are an unlimited number of genders or ‘shout our abortion’ campaigns. It’s got to be cold, hard facts, or nothing” (p. 58).

Tailoring the professional writing style to Gen Z preferences

Adapting professional writing to meet Gen Z preferences involves balancing authenticity and professionalism and utilizing the most effective communication methods. David and Jonah Stillman (2017) discuss how the “tears of joy” emoji was the 2015 Oxford Dictionary word of the year (p.98). According to Twenge (2023), Gen Z considers themselves the trend setters and

consider the common “tears of joy” emoji is passe and prefers to use the skull or coffin emojis to denote that something is so funny that they “are dead” (p.347).

On X, formerly Twitter, Gen Z commonly chides Millennials on their broken “text speak” which Millennials had to use in the years of flip phones where messages would be brief and in code due to the fact that the texter was limited to the numbers (and the letters assigned) to the 10-digit keypad (Twenge, 2023, p. 347). That said, the GOP would do well to avoid such outdated jargon and "text speak" in favor of more up-to-date vocabulary.

Incorporating authenticity without compromising professionalism

Authentic messaging is essential when communicating with Gen Z because members of Gen Z can detect and reject content that feels disingenuous or fake (Caleb, 2024). Authentic messaging can be beneficial, including sharing real stories, backing up claims with data, and showing vulnerability or acknowledging mistakes. It is important to note that professional language cannot be flexible. It is possible to be sincere and respectful while also being genuine, being mindful of the tone, ensuring accuracy, being inclusive, and respecting the diversity of the audience (Johnson, 2023).

Identifying and adapting to Gen Z's preferred communication channels

Effective platforms for communicating with Gen Z are social media, email newsletters, and blog posts. Social media platforms like Instagram, TikTok, and Twitter are popular among Gen Z, and Gen Z is more likely to consult a social media platform over Google (Grape, 2023). Content for these platforms should be visually appealing, concise, relatable, and shareable (Kontos, 2023). Social media posts should encourage interaction, such as comments or shares, to increase engagement (Grape, 2023; Kontos, 2023). While email might seem outdated, creatively

designed newsletters that offer value can effectively reach Gen Z. Incorporating interactive elements, visuals, and concise, impactful messages can enhance engagement (Caleb, 2024).

Conclusion

Mastering professional writing techniques that engage Gen Z voters is crucial for political success in the digital age. By blending formal and informal tones, ensuring clarity and conciseness, and incorporating authenticity, the GOP can create messages that resonate with Gen Z's values and preferences. Utilizing platforms like social media and email newsletters effectively further enhances this connection. As the GOP adapts its communication strategies to align with Gen Z's expectations, it can foster stronger relationships with this influential generation, ensuring its messages are heard and embraced. This adaptive approach modernizes the party's image and strengthens its ability to engage with the next generation of voters.

Chapter 6: Dissemination Strategies, Case Studies, and Example

Introduction

Developing effective dissemination strategies is crucial to ensure messages reach and resonate with Generation Z (Gen Z), who are deeply entrenched in digital platforms and possess unique media consumption habits. This chapter explores strategies for utilizing professional writing on digital platforms, incorporating storytelling and narrative techniques that align with Gen Z's preferences and experiences. By creating shareable and professionally crafted content, political communicators can effectively engage this demographic, ensuring their messages have the potential to go viral. Given Gen Z's significant presence on digital platforms, a nuanced approach is essential to capture their attention and foster engagement successfully.

Harnessing digital platforms for effective message dissemination

Developing effective dissemination strategies ensures messages reach and resonate with Gen Z, who are deeply entrenched in digital platforms with unique media consumption habits (Janfaza, 2024; Gomez, 2023). A prime example is conservative Gen Z activist Isabel Brown, author of *Frontlines: Finding My Voice on an American College Campus* and *The End of the Alphabet: How Gen Z Can Save America*. The writer of this thesis discovered her on TikTok (@theisabelbrown), where she effectively dismantles the common liberal talking point that the United States was founded by "old white men." Brown (2024) highlights that the average age of the Declaration of Independence signatories was 44, with more than a dozen under 35, contrasting this with the much older current U.S. Congress and the election of the oldest president in history at 78 years old (pp. 51-52).

Utilizing professional writing on digital platforms

Given that a large portion of Gen Z consumes news through social media, it is essential to adapt the professional writing tone to be engaging yet authoritative on these platforms. Short, impactful messages that convey key points succinctly can mirror the rapid consumption habits on social media (Kontos, 2023). Content that provides valuable insights or unique perspectives, delivered with a professional tone, can stand out and foster engagement. Brown (2024) states that “we scroll through TikTok or Instagram for hours on end to understand what’s happening in the world and how we should feel about it” and that “YouTube has become our hub for commentary, and we trust it far more than CNN or MSNBC” (p. 55). Since this is the case, the GOP should invest more effort in YouTube, TikTok, and Instagram to reach Gen Z voters.

Developing Relatable Narratives for Gen Z Voters

Gen Z responds to storytelling, making it a powerful tool for making professional messages resonate on a personal level. By weaving real-life examples, personal stories, or hypothetical scenarios into professional communications, the content becomes more relatable to Gen Z audiences. This approach helps illustrate abstract concepts or policies in a way that feels relevant to their lives and aspirations.

Developing narratives that connect with Gen Z experiences

To effectively engage Gen Z, narratives should reflect their values, concerns, and experiences. These narratives should address topics such as climate change, social justice, mental health, and the impact of technology on society. Stories highlighting individuals or communities taking action on these issues or outlining policies' direct impact on these areas can foster a deeper connection and encourage active engagement.

Case Studies and Examples

The GOP should explore successful examples of professional writing and communication strategies in political campaigns and other industries that can provide valuable insights for engaging Gen Z. By analyzing these examples, we can understand how to adapt and implement similar strategies within the context of the GOP or any political campaign aiming to connect with this demographic.

Successful examples of professional writing in political campaigns

Many brands excel by engaging Gen Z by leveraging social media platforms, influencer partnerships, and content that resonates with this demographic's values and interests. These companies use concise, impactful messaging, prioritize authenticity, and actively support social causes important to Gen Z.

Explore marketing strategies of companies that produce to Gen Z

Gen Z participates in influencer culture because social media allows ordinary people to become influential with their social media followers. Average citizens can find that they have a voice in this world. Consequently, there is a phenomenon where readers will demand that an influencer give their stance on a political topic, even if they are a niche content creator.

For example, many content creators had to give their stance on BLM and the overturning of Roe v. Wade, even if their content was niche and had nothing to do with politics. The rise of social media influencers has significantly impacted how Gen Z perceives authenticity and engagement (Grape, 2023). Influencers often build their platforms on transparency and personal connection, which can powerfully shape opinions and behaviors. Political campaigns can learn

from this by identifying and collaborating with influencers who share their values and can authentically engage with Gen Z voters and identify the issues that concern Gen Z.

Adapting successful professional writing strategies to the GOP's context

Political campaigns can adapt these strategies by creating content that is not only informative but also engaging and relatable, using storytelling to convey policy positions and values, collaborating with influencers who resonate with Gen Z, and leveraging digital platforms to reach and engage this audience effectively.

C.J. Pearson, co-chair of the RNC Youth Advisory Council and 2024 candidate for the George House of Representatives, stated that the RNC Youth Council has invited social media influencers and content creators to GOP debates to give them face-to-face time with presidential candidates (Janfaza, 2024).

Conclusion

The GOP's struggle to connect with younger voters, especially Gen Z, is a growing concern as generational shifts reshape the electorate. This chapter examines the GOP's failures in addressing Gen Z's concerns, highlighting the disconnect between the GOP's traditional focuses—such as rising taxes, high inflation, and right-to-life issues—and Gen Z's priorities, like social justice, climate change, and inclusivity. This misalignment also extends to differences in communication styles and platforms. To bridge this gap, the GOP must adapt its strategies to resonate with Gen Z's digital nativity and progressive leanings without abandoning its core values. The GOP's resistance to change exacerbates the issue as the party struggles to align its policies and communication methods with the concerns of younger voters (Janfaza, 2024).

Chapter 7: Conclusion and Future Research

Exploring Gen Z's demographics, values, and communication preferences and analyzing the GOP's challenges in engaging this demographic reveals a clear path forward. This section will recapitulate the key findings and offer actionable recommendations for the GOP and other political entities aiming to craft and disseminate messages that resonate with Gen Z through professional writing. This research was conducted in real time, capturing the current trends and sentiments of Gen Z. However, writing in real time presents its own challenges, as the rapidly evolving nature of Gen Z's preferences and digital culture means that what resonates today may shift quickly. The author was conscious of the possibility that a member of Gen Z might feel that certain nuances were missed despite the efforts to address their concerns fully.

Recap of key findings

The GOP should explore the dynamics of Gen Z's demographics, values, and communication preferences, alongside the analysis of the GOP's current challenges in engaging this demographic, to illuminate a clear path forward. This section will summarize the key findings and offer recommendations for the GOP to craft and disseminate messages that resonate with Gen Z through professional writing. The GOP faces significant challenges in connecting with Gen Z voters, mainly due to the inability to bridge the gap between the party's traditional messaging focuses and the issues that matter most to Gen Z, such as climate change, social justice, and inclusivity (Janfaza, 2024). Engaging with Gen Z requires a combination of professional writing and strategic digital dissemination, utilizing a tone that balances authenticity with professionalism, embracing storytelling, and leveraging digital platforms where Gen Z is most active (Janfaza, 2024).

Recommendations for the GOP in crafting and disseminating professional writing

The GOP needs to adopt a communication style that resonates with Gen Z's preference for authenticity by being transparent, honest, and genuine in messaging while maintaining a professionalism that reflects respect for the audience's intelligence and concerns. Priorities must align with Gen Z priorities, such as climate action, social justice, and economic opportunity, without abandoning core GOP principles. Utilizing storytelling makes complex policy issues relatable and compelling by sharing stories of real people who have been positively impacted by policies, emphasizing how GOP initiatives can benefit Gen Z individuals and their communities. The GOP should partner with influencers and community leaders who share the GOP's values and can authentically connect with Gen Z. This strategy can amplify the party's message and authentically reach younger voters.

Potential areas for further study

1. Understanding evolving trends in professional writing for political communication

GOP strategists should investigate how digital language influences political communication and professional writing, including slang, emojis, memes, hashtags, and shorthand (Caleb, 2024). This development can assist in creating messages that resonate more deeply with younger audiences. Each social media platform has its own unique culture and set of expectations, and it would be beneficial to research how professional writing adapts to these nuances and can provide insights into more effective platform-specific strategies. Strategists should also examine how political messages can be professionally written and adapted for cross-cultural communication while maintaining authenticity and effectiveness.

2. Maintaining continuous assessment of the effectiveness of different professional writing strategies

Long-term studies that measure the effectiveness of various professional writing strategies over time can provide insights into how generational shifts affect political messages. From a scientific perspective, researching the neuroscience and psychology behind how different demographics process political messages can guide the development of complex and impactful writing strategies. Investigating the relationship between engagement metrics (likes, shares, comments) and actual political engagement or conversion (voting behavior, campaign support) could help understand the impact of professionally written political messages.

Political trends with Generation Alpha and other future generations

As stated in Chapter 4, *Statistica* states that 47.1% of Gen Alpha was White and it is the first generation in American history where less than half of the population is White. *Statistica* states that 47.1% of Gen Alpha and 25.9 percent of Gen Alpha was Hispanic, 12.8 percent was Black, 7.6% was two or more races, 5.2% Asian/Pacific Islander, 0.6% Native American, and 0.9% as other (Statisica, 2024). Could Gen Z be the last generation in the U.S. that is over 50% White? As the demographic landscape of the United States continues to evolve, these shifts indicate a move toward an increasingly diverse population. This raises important questions about how political strategies and communication methods must adapt to engage a more multicultural electorate effectively. Undoubtedly, the GOP would do well to start evolving its messaging strategies and techniques now to be prepared for the future.

References

- Agnew, M. (2024, July 20). Meet the Queen of ‘Trad Wives’ and her Eight Children. *The New York Times*. Retrieved from <https://www.thetimes.com/magazines/the-sunday-times-magazine/article/meet-the-queen-of-the-trad-wives-and-her-eight-children-plfr50cgk>
- Avilucea, I. (2022, June 16). GOP Voter Registration GURU Scott Presler Brings His Magic to Bucks County. *Delaware Valley Journal*. Retrieved from <https://delawarevalleyjournal.com/gop-voter-registration-guru-scott-presler-brings-his-magic-to-bucks-county/>
- Backer, B. (2024, April 27) I’m a young conservative and I want my party to lead the fight against climate change. *New York Times*. Retrieved from <https://www.nytimes.com/2024/04/27/opinion/climate-change-conservatives-gen-z-voters.html>
- Backer, B. (2024). *The Conservative Environmentalist: Common Sense Solutions For a Sustainable Future*. Sentinel.
- Barnard, C. & Weiss, K. (2020). The Green Market Revolution: How Market Environmentalism Can Protect Nature and Save the World. *Austrian Economics Center and the British Conservation Alliance*.
- Begley, S. (2015, September 18). Conservative Black Teen Goes Viral Criticizing President Obama for Ahmed Invitation. *Time*. Retrieved from <https://time.com/4039972/cj-pearson-obama-viral-video-ahmed/>
- Berbernes, M. (2024, January 31). What’s causing the growing political gap between Gen Z men and women? *Yahoo News*. Retrieved from <https://news.yahoo.com/whats-causing-the-growing-political-gap-between-gen-z-men-and-women-220452057.html>
- Beresford, J. (2024, March 9). Gen Z Doesn’t Agree with Stay at Home Dads. *Newsweek*. Retrieved from <https://www.newsweek.com/gen-z-dont-agree-stay-home-dads>
- Blake, S. (2024, June 24). Gen Z’s Issues with Trump and Biden’s Ability to Understand Them. *Newsweek*. Retrieved from <https://www.newsweek.com/half-gen-z-doesnt-think-trump-biden-understands-them-1916638>
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524-538. <https://doi.org/10.1080/1369118X.2015.1008542>
- Brokaw, T. (1998) *The Greatest Generation*. Random House.
- Brown, I. (2024). *The End of the Alphabet: How Gen Z Can Save America*. Center Street.

- Brown, I. (2021). *Frontlines: Finding My Voice on an American College Campus*. Houndstooth Press.
- Brownstein, R. (2023, June 8). Is Gen Z Coming for the GOP? *The Atlantic*. Retrieved from <https://www.theatlantic.com/ideas/archive/2023/06/gen-z-millennials-vote-republican/674328/>
- Bump, P. (2024, January 23). Are younger American's shifting back to the right? *MSN*. Retrieved from <https://www.msn.com/en-us/news/politics/are-younger-americans-shifting-back-to-the-right/>
- Caleb, N. (2024, January 4). *5 Writing Strategies to Master for Gen Z*. LinkedIn. Retrieved from <https://www.linkedin.com/pulse/5-writing-strategies-master-gen-z-njoku-caleb-lxhc/>
- Chen, T. (2024, April 1). How Gen Z is becoming the Toolbelt Generation. *Wall Street Journal*. Retrieved from <https://www.wsj.com/lifestyle/careers/gen-z-trades-jobs-plumbing-welding-a76b5e43>
- CBS Baltimore (2019, September 9). Conservative Activist Leads Second Trash Clean-Up in Baltimore After Trump Tweets About the City. *CBS News*. <https://www.cbsnews.com/baltimore/news/scott-presler-trash-cleanup-baltimore/>
- Cox, D. (2024, January 23). Gen Z's gender divide is huge- and unexpected. *Yahoo News Business Insider*. Retrieved from <https://news.yahoo.com/americas-gender-war-105101201.html>
- Croxford, R & Bailey, C. (2022, August 7). Anti-abortion GenZers see cause as social justice. *BBC News*. Retrieved from <https://www.bbc.com/news/world-us-canada-62273461>
- Daugherty, E. (2024, February 26). Scott Presler Suspends 304-day Effort to get in Contact with Outgoing RNC Chair McDaniel. *Florida's Voice*. <https://flvoicenews.com/scott-presler-suspends-304-day-effort-to-get-in-contact-with-outgoing-rnc-chair-mcdaniel/>
- Davis, S. (2023, December 27). Gen X and President Biden: Reality Bites. NPR. Retrieved from <https://www.npr.org/2023/12/27/1217878506/gen-x-conservative-disapprove-biden>
- Dennard, P. (2020, September 24) HBCUs Have a Champion in President Trump. *Diverse Education*. <https://www.diverseeducation.com/demographics/african-american/article/15107830/hbcus-have-a-champion-in-president-trump>
- Edmonson, V. C., Edmonson, B. S., & Perry, T. B. (2017, October 6). Stay Woke: The Black Lives Matter movement as a social tool to develop critical voice. *Communication Teacher*, 33(4). <https://doi.org/10.1080/17404622.2019.1575433>
- Foster, O. & Markiewicz, P. (2023, May 15) How younger voters will impact elections: how legacy media impact old and young voters. *The Bookings Institution*. Retrieved from

<https://www.brookings.edu/articles/how-younger-voters-will-impact-elections-how-legacy-media-and-social-media-impact-old-and-young-voters/>

Fry, R. & Parker, K. (2018, November 15). Early benchmark shows ‘Post-Millennials’ on track to be more diverse, best-educated generation yet. *The Pew Research Center*. Retrieved from <https://www.pewresearch.org/social-trends/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/>

Gomez, R. (2023, May 4). How to Make Sure You Are Marketing to Gen Z the Right Way. Sprout Social. Retrieved from <https://sproutsocial.com/insights/marketing-to-gen-z/>

Gramlich, John. (2020, October 26). What the 2020 electorate looks like by party race and ethnicity, age, education and religion. *The Pew Research Center*. <https://www.pewresearch.org/short-reads/2020/10/26/what-the-2020-electorate-looks-like-by-party-race-and-ethnicity-age-education-and-religion/>

Grape, C. (2023, December 11). How to Tailor your Writing for Gen Z and Millennials. *Wordtune*. Retrieved from <https://www.wordtune.com/blog/gen-z-and-millennials>

Greico, E. (2020, April 1). Americans main sources for political news vary by party and age. *The Pew Research Center*. Retrieved from <https://www.pewresearch.org/short-reads/2020/04/01/americans-main-sources-for-political-news-vary-by-party-and-age/>

Harvard Kennedy School (2023, December 5). Harvard Youth Poll. *Harvard Kennedy School: Institute of Politics*. Retrieved from <https://iop.harvard.edu/youth-poll/46th-edition-fall-2023>

Holland, S & Lambert, L. (2020, September 25). Trump Pledges to Make Juneteenth a Federal Holiday in a Bid for Black Voters. *Reuters*. Retrieved from <https://www.reuters.com/article/idUSKCN26G325/>

Hotchkiss, J. (2024, January 10). Conservative Activist CJ Pearson Enters Race for Georgia House District 125 seat. *The Augusta Chronicle*. Retrieved from <https://www.augustachronicle.com/story/news/politics/state/2024/01/10/conservative-activist-c-j-pearson-to-run-for-house-district-125-seat-georgia-fox-news-prageru/72177768007/>

Janfaza, R. (2023, October 24). Meet the Gen Z Candidates Running for Congress in 2024. *Teen Vogue*. Retrieved from <https://www.teenvogue.com/story/meet-the-gen-z-candidates-running-for-congress-in-2024>

Janfaza, R. (2024, January 23). Gen Z Republicans to the GOP: Hello? *Politico*. Retrieved from <https://www.politico.com/news/magazine/2024/01/23/gen-z-conservatives-gop-00136632>

- Janfaza, R. (2024, July 19). The voices that young conservatives are listening to online. *The New York Times*. Retrieved from <https://www.nytimes.com/2024/07/19/style/young-conservative-republican-social-media-influence.html>
- Johnson, J. (2023, November 6). Generation Z and the Future of Print Marketing. *Business.com*. Retrieved from <https://www.business.com/articles/nicholas-brown-generation-z-and-the-future-of-print-marketing/>
- Jurkowitz, M., Mitchell, A., Shearer, E., & Walker, M. (2020, January 24). Americans are divided by party in the sources they turn to for political news. *The Pew Research Center*. Retrieved from <https://www.brookings.edu/articles/younger-voters-are-poised-to-upend-american-politics/>
- Kent, A.H. & Ricketts, L.R. (2022, August 25). How does Gen Z Student Debt Compare with Millennials? *Federal Reserve Bank of St. Louis*. Retrieved from <https://www.stlouisfed.org/on-the-economy/2022/aug/how-does-gen-z-student-debt-compare-millennials>
- Kight, S. (2023, July 26). Charted: Baby Boomers Rule Congress. *Axios*. Retrieved from <https://www.axios.com/2023/07/26/generations-congress-boomers-gen-z>
- Kight, S. (2024, July 9) Some Republicans Unhappy with RNC's Abortion Platform. *Axios*. Retrieved from <https://www.axios.com/2024/07/09/abortion-ban-gop-rnc-platform>
- Kirk, C. (2020) *The MAGA Doctrine: The Only Ideas That Will Win the Future*. *Broadside Books*.
- Kirk, C. (2024) *Right Wing Revolution: How to Beat the Woke and Save the West*. *Winning Team Publishing*.
- Kontos, W. (2023, April 10). Social Media Marketing to Gen Z is Changing Brand Promotion. *Linked In*. Retrieved from <https://www.linkedin.com/pulse/social-media-marketing-gen-z-changing-brand-promotion/>
- Korhonen, V. (2024, Jul 3). Generation Alpha in the United States - statistics & facts. *Statista*. Retrieved from <https://www.statista.com/topics/12495/generation-alpha-in-the-united-states/#topicOverview>
- Koulopoulos, T. & Keldsen, D. (2014). *The Gen Z Effect: The Six Forces Shaping the Future of Business*. *Bibliomotion*.
- Lehrman, R. & Schnure, E. (2020). *The Political Speechwriter's Companion: A Guide for Writers and Speakers, 2nd Edition*. Sage.
- Levine, J. (2017, March 4). They're Here, They're Queer, and They're for Trump: Gays for Trump Rally Around the Country. *Media-ite*. Retrieved from

<https://www.mediaite.com/online/theyre-here-theyre-queer-and-theyre-for-trump-gays-for-trump-rally-around-the-country/>

Lindsay, K. (2024, February 27). Gen Alpha are ready to spend and they want to be treated like adults. *BBC*. Retrieved from <https://www.bbc.com/worklife/article/20240226-gen-alpha-spending-power-shopping-trends>

Long, C. & Mergerian, C. (2024, January 21) Democrats Believe that Abortion Will Motivate Voters in 2024. Will it be enough? *The Associated Press*. Retrieved from <https://apnews.com/article/roe-biden-abortion-reproductive-rights-election>

Mathur, A. (2024, July 17). Trump's 17-year-old granddaughter Kai Speaks at RNC. *Politico*. Retrieved from <https://www.politico.com/live-updates/2024/07/17/rnc-live-updates-coverage/kai-trump-speech-00169276>

Maxmin, C. & Woodward, C. (2022) *Dirt Road Revival: How to Rebuild Rural Politics and Why Our Future Depends on it*. Beacon Press.

McBeth, M. K., Belyea, J., & Perry, A. (2021). Dalton and Putnam: Teaching Political Polarization to Generation Z Students. *PS, Political Science & Politics*, 54(4), 750-754. <https://doi.org/10.1017/S1049096521000561>

Munson, O. (2024, April 23) What years are Gen Alpha? Meet the Mini-Millennials. *USA Today*. Retrieved from <https://www.usatoday.com/story/news/2024/04/23/what-years-are-gen-alpha/73261058007/>

Nicola, T. (2023, September 14). Majority of Gen Z Consider College Important. *Gallup*. Retrieved from <https://news.gallup.com/opinion/gallup/509906/majority-gen-consider-college-education-important.aspx>

O'Neil, T. (2024, July 16). Vivek Ramaswamy Has Pointed Message for Black Americans, Youth. *The Daily Signal*. Retrieved from <https://www.dailysignal.com/2024/07/16/vivek-ramaswamy-has-pointed-message-black-americans-young-americans/>

Onwuka, P. (2020, Nov 1) Election 2020: A vote for Trump is a vote for economic progress for African Americans. *USA Today*. Retrieved from <https://www.usatoday.com/story/opinion/2020/11/01/donald-trump-african-american-black-economic-progress-vote-column/6081310002/>

Parker, K & Igielnik, R. (2020, May 14). On the cusp of adulthood and facing an uncertain future: what we know about Gen Z so far. *The Pew Research Center*. Retrieved from <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>.

- Parmelee J.H., Perkins, S.C. & Beasley, B. (2023) Personalization of politicians on Instagram: what Generation Z wants to see in political posts, *Information, Communication & Society*, 26(9), 1773-1788, DOI: 10.1080/1369118X.2022.2027500
- Paton, E. (2013). Generation Z: Younger generation invites digital attention. *FT.Com*, <https://go.openathens.net/redirector/liberty.edu?url=https://www.proquest.com/trade-journals/generation-z-younger-invites-digital-attention/docview/1366050095/se-2>
- Penley, T. (2023, August 7). Gen Z voters urge Republicans not to 'sleep on' the young vote: 'We're still up for the pickings' *FoxNews*. Retrieved from <https://www.foxnews.com/media/gen-z-voters-urge-republicans-sleep-young-vote-still-pickings>
- Penley, T. (2024, July 22). Gen Z influencers rave about Trump VP pick JD Vance: 'He has what it takes to win over my generation.' *FoxNews* Retrieved from <https://www.foxnews.com/media/gen-z-influencers-rave-trump-vp-pick-jd-vance-win-generation>
- Pew Research Center. (2020). "Same-Sex Marriage in the United States." *The Pew Research Center*. Retrieved from <https://www.pewforum.org/fact-sheet/changing-attitudes-on-gay-marriage/>
- Quinn, S. (2020, August 1). Magic's Johnathan Isaac explains why he didn't take the knee or wear Black Lives Matter shirt Friday. *CBS Sports*. Retrieved from <https://www.cbssports.com/nba/news/magics-jonathan-isaac-explains-why-he-didnt-take-knee-or-wear-black-lives-matter-shirt-friday/>
- Ranalli, C., & Malcom, F. (2023). What's so bad about echo chambers? *Inquiry*, 1–43. <https://doi.org/10.1080/0020174X.2023.2174590>
- Roeloffs, M.W. (2024, Aug 1). Ballerina Farm TikToker Defends Marriage, Life After Article Thrust 'Trad Wife' Influencer into Turmoil. *Forbes*. Retrieved from <https://www.forbes.com/sites/maryroeloffs/2024/08/01/ballerina-farm-article-tiktoker-defends-marriage-farm-life-after-times-megan-agnew-trad-wife-influencer-controversy/>
- Ross, K. (2024, April 9) Gen Z more likely to own crypto than stocks: Survey. *Blockworks*. Retrieved from <https://blockworks.co/news/survey-genz-more-likely-to-hold-crypto-than-stocks>
- Roth, C. (2024, July 17). JD Vance Could Give Millennials a Seat at the Senior Citizen Table of National Politics. *Fox News*. Retrieved from <https://www.foxnews.com/opinion/jd-vance-gives-millennials-seat-geriatric-table-national-politics>
- Russell, N. (2024, July 31). I love being a mom. But JD Vance is horribly wrong about 'childless cat ladies.' *USA Today*. Retrieved from

- <https://www.usatoday.com/story/opinion/columnist/2024/07/31/jd-vance-childless-cat-ladies-moms/74542711007/>
- Saad, L. (2024, February 7). U.S. woman have become more liberal; Men mostly stable. *Gallup*. Retrieved from <https://news.gallup.com/poll/609914/women-become-liberal-men-mostly-stable.aspx>
- Sage, R. (2022, June). A New Woke Religion: Are Universities to Blame. *Journal of Higher Education Policy and Leadership Studies*, 3:2, 29-51, DOI: <https://doi.org/10.52547/johepal.3.2.23>
- Samuels, B. (2024, July 26). Vance defends ‘sarcastic’ ‘childless cat lady’ remarks amid blowback. *The Hill*. Retrieved from <https://thehill.com/homenews/campaign/4794753-vance-childless-cat-ladies-blowback/>
- Seemiller, C., & Grace, M. (2016). *Generation Z Goes to College*. Jossey-Bass.
- Serpa, V. (No Date Given) “Who Said ‘Love the Sinner, Hate the Sin.’” *Catholic Answers*. Retrieved from <https://www.catholic.com/qa/who-said-love-the-sinner-hate-the-sin>
- Statistica (2024, January). Share of Generation Alpha in the United States in 2022, by race and ethnicity. *Statistica*. Retrieved from <https://www.statista.com/statistics/1473013/gen-alpha-by-race-and-ethnicity-us>
- Stillman, D. & Stillman, J. (2017) *Gen Z @ Work: How the Next Generation Is Transforming the Workplace*. *Harper Business*.
- Strauss, W. & Howe, N. (1991) *Generations: The History of America’s Future, 1584 to 2069*. Harper Perennial.
- Taylor, K. (2019, July). Gen Z is more conservative than many realize- but the Instagram-fluent generation will revolutionize the right. *Business Insider*. Retrieved from https://www.businessinsider.com/gen-z-changes-political-divides-2019-7?utm_medium=referral&utm_source=yahoo.com
- Thomas, E. (2024, July 5) Gen X Itches for the White House. How Long Will We Wait? *Kansas Reflector*. Retrieved from <https://kansasreflector.com/2024/07/05/gen-x-itches-for-the-white-house-how-long-will-we-wait/>
- Tolentino, D. (2024, July 4). Gen Z’s Biggest Dating Hurdle: They Don’t Know How to Flirt. *NBC News*. Retrieved from <https://www.nbcnews.com/news/gen-z-cant-flirt-dating-hurdle-rcna157763>
- Twenge, J.M. (2023). *Generations: The Real Difference Between Gen Z, Millennials, Gen X, Boomers, and Silents- and What They Mean for America’s Future*. Atria Books.

- Tyson, A., Kennedy, B. & Funk, C. (2021, May 26). Gen. Z, Millennials stand out for climate change activism, social media engagement with issue. *The Pew Research Center*. Retrieved from <https://www.pewresearch.org/science/2021/05/26/gen-z-millennials-stand-out-for-climate-change-activism-social-media-engagement-with-issue/>
- Volpe, J.D. (2021). *Fight: How Gen Z is Channeling Their Fear and Passion to Save America*. St. Martins Griffin.
- Weekman, K. (2024, March 29) Want to know more about Gen Alpha? Meet their mostly Millennial parents. *Yahoo News*. Retrieved from <https://www.yahoo.com/news/want-to-get-to-know-gen-alpha-meet-their-mostly-millennial-parents-193919444.html>
- Winograd, M. & Hais, M. (2021, July 8). President Biden’s Generation: Silent No More. *The Bookings Institution*. Retrieved from <https://www.brookings.edu/articles/president-bidens-generation-silent-no-more/>
- Winograd, M., Hais, M. (2023, April 24). How younger voters will impact elections: generation change divides GOP, unites Democrats. *The Bookings Institution*. Retrieved from <https://www.brookings.edu/articles/generational-change-divides-gop-unites-democrats/>
- Winograd, M., Hais, M., & Ross, D., (2023, August 29). How younger voters will impact elections: what happened in the GOP debate. *The Bookings Institution*. Retrieved from <https://www.brookings.edu/articles/how-younger-voters-will-impact-elections-what-happened-in-the-gop-debate/>
- Winograd, M., Hais, M., & Ross, D., (2023, February 27). How younger voters will impact elections: younger voters are poised to upend American politics. *The Bookings Institution*. Retrieved from <https://www.brookings.edu/articles/younger-voters-are-poised-to-upend-american-politics/>
- Wronski, L. (2021) Axios Survey Monkey poll: Capitalism and Socialism. *Axios*. Retrieved from <https://www.surveymonkey.com/curiosity/axios-capitalism-update/>
- WSJ, Noted. (2020, November 18) Millennials and Gen Z are Rethinking the Value of a College Education. *Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/millennials-and-gen-z-are-rethinking-the-value-of-a-college-education-11605734014>
- WSJ Opinion (2023, December 5) Gen Z Flirts with Socialism. *Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/gen-z-flirts-with-socialism-economics-politics-generational-divide-3aa89ad7>
- Zeng, J & Abidin, C. (2021) ‘#OkBoomer, time to meet the Zoomers’: studying the memefication of intergenerational politics on TikTok, *Information, Communication & Society*, 24(16), 2459-2481, DOI: 10.1080/1369118X.2021.1961007