Topics on urban insecurity became a central part of local electoral strategies in recent years.

**Objective**
Analyze the electoral strategies in dispute based on the discourses about urban crime in the City of Buenos Aires.

**Tools**
The approach is qualitative based on the technique of political discourse analysis. Fragments referring to the issue of urban security within a corpus of campaign material are analyzed.

**Results**
The results show how the majority political spaces incorporated urban security and defined their electoral positions based on this topic.

**Modalities**

**Speech of the Pro**
Descriptive components with diagnostic and propositive elements were used.

**Speech of the FPV**
Stressed the evasive key of the security issue to focus on the Social issue.

**Speech of the +BA**
It reinforced the prescriptive order (we must continue like this).