



TRUMP

THE UNPRESIDENT

2016



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Almost everything Trump says would sink any other politician. Close the USA to Muslims. Build a wall to keep out Mexican drug dealers and rapists. Punish women who choose abortion. The EU is to blame for the migration crisis, and the French are to blame for last year's massacre in Paris – because 'only the bad guys' had guns. He has insulted nations, women, ethnic minorities, journalists, politicians. Anyone who disagrees with him is stupid, dishonest, ugly or menstruating. Analysis of his statements sug-

status says more about his supporters. The 2015 American Values Survey describes a nation with an identity crisis, and the most anxious have flocked to Trump. 69% of his supporters see immigration as a critical issue, vs 50% of those supporting his former rivals. 80% of them (vs 55%) believe that immigrants are taking jobs and houses from 'real' Americans. 74% say white Americans suffer discrimination, especially white American men. This group is much broader than right-wing red-necks. The average household income of a Trump supporter is



gests that 60% of everything he says is untrue, and 26% a deliberate lie (PolitiFact). Yet, amazingly, his hostile takeover has made the Republican Party look powerless, and in November he may become leader of the free world. Trump's parallel world of reality TV is fast becoming our reality.

How? Why? Here are three possible explanations.

The Great Man brand

Some believe history is explained by heroic figures, not circumstances or events. The Great Man theory was developed by 19th century writers like Carlyle and Nietzsche. For obvious reasons it went out of fashion after World War II, but Donald J Trump is proof that the Great Man brand is alive and well in the state of Indiana – and New York, Michigan, Florida, New Hampshire and many more. In fact the Trump brand is now 'as hot as it gets', to quote the great man himself. Those who love him say 'I wish I had balls like him' (whether or not they're a man). A famous basketball coach has praised Trump because 'he would have the guts' to drop an atomic bomb. But his

\$72,000 (Fivethirtyeight, May 2016). That's not poor, but their income has stagnated since the 2008 credit crisis, and they fear that nothing will change. Many of Trump's supporters are the products of downsizing, outsourcing and the decline of union power. These developments have interrupted the lives of the American middle class as much as its labourers. So Trump has become the voice of everyone who feels enraged and powerless. For them he has special powers in the style of Superman or Captain America. (Marvel is the USA's most successful ever movie franchise, after all). If he says he will reduce taxes and remove the USA's \$19 trillion debt in 8 years, they want to believe him. If he promises to Make America Great Again, he must know something they don't. It must also be true that his solutions to their problems are as simple as he says they are.

The Strict Father brand

A variation of the Great Man theory sees the US President as the strict father of a family in danger. Everyday language reinforces this idea: the USA has 'founding fathers'; domestic security is called 'homeland' security; the

US sends its 'sons and daughters' to war. And when a family is under threat, faith must be placed in the judgment of its strong father figure. This is a metaphor that worked for George W Bush after 9/11 (see 'Don't Think of an Elephant', George Lakoff). As with President Bush, when Trump's critics try to undermine the metaphor, all they do is confirm it in the minds of believers. Better still, the strict father brand appeals powerfully to groups that would normally oppose Mr Trump. His religious credentials are weak compared to other Republican candidates, yet many Evangelical Christians believe his strict father brand will help them to promote family values.

The Outsider brand

Brands are often known best by what they are not. What's the Labour Party in the UK? Not Conservative. What's Pepsi? Not Coke. And Trump? He's the antidote to all politicians who have ever failed to protect the jobs of his followers, cure terrorism, or make the rest of the world more grateful to the USA. Trump brands himself a successful businessman, not a politician. His wealth proves that he's a winner, and

that the Washington machine cannot buy him. His style is untamed, unscripted, unprogrammed. He happily offends everyone and his supporters love it. In fact the more he horrifies his critics the happier they are, because it just reinforces that he is outside the establishment they resent so deeply.

The only obstacle Donald Trump sees between him and Making America Great Again is Hillary Clinton. There is also the question of the blacks, Latinos, women etc he has insulted. Trump has record disapproval ratings among voters, while the rest of the world watches with growing alarm. In a recent Yougov poll of G20 countries, only Russians want him to win. But his followers believe him capable of anything (so do his critics), and desperately want him to make their dreams come true. Let's hope reality wins.

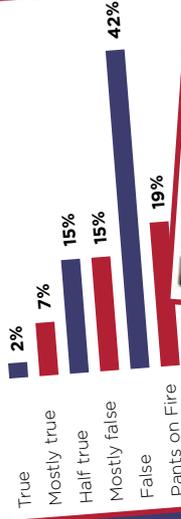
by **Jamie Priestley**

Trump's Top Tips for building your personal brand

1. Know that your brand has never been hotter - unless you're a loser.
2. Keep it simple. People are easily confused.
3. Fire your speechwriter. Conviction eats content for breakfast.
4. Fire your researcher. If you don't know, guess.
5. Change your mind often. Consistency is for pussies.
6. If you need to insult someone, do it in public. Public = free publicity.
7. Property billionaire/global statesman - same thing. I mean, how hard can it be?

Trump has become the voice of everyone who feels enraged and powerless.

Truth of Trump Statements



Source: Politifact

Donald J. Trump
 @realDonaldTrump
 @arianahuff is unattractive both inside and out. I fully understand why her former husband left her for a man- he made a good decision.

The Boston Globe

DEPORTATIONS TO BEGIN

Markets sink as trade war horns blare

The United Kingdom is trying hard to disguise their massive Muslim problem. Everybody is wise to what is happening. Very sad! Be honest.

