



Welcome to American History

...Module 8: MAGA (Make
America Great Again)



Module 8: MAGA America

“Make America Great Again” is a political Movement that has dominated US politics since 2016

This module tries to explain why and how this has happened and its implications on the USA andus




Talk 56: “Road to Trump.

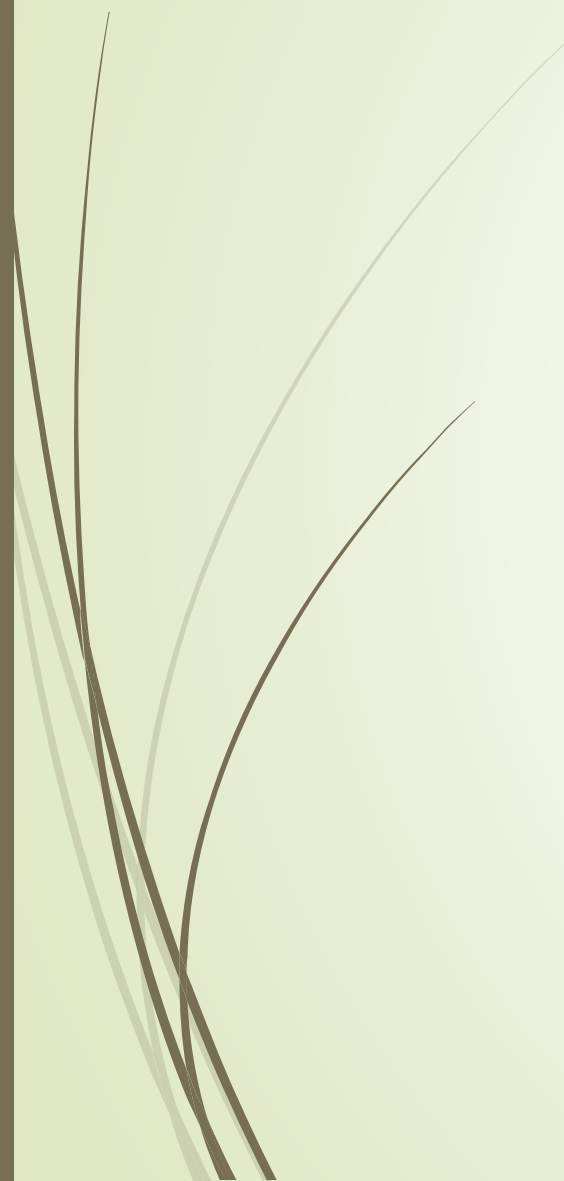
.....American society 2001-2017

Module 8: MAGA America....ends July 6th

Talk	US	Time Period	Date of Talk
56	The road to MAGA..	2001-2017	June 1st
57	MAGA 1.0: First Trump Presidency	2017-2021	June 15th
58	The Biden interlude	2021-2025	June 29th
59	MAGA 2.0 and potential futures	2025+	July 6th

Talk 56: MAGA America

- 
- A Changing USA 2001-2020
 - The “on-line” world and profusion of “memes”
 - Intermission
 - Reality TV and the rise of Donald Trump
 - Creation of MAGA
 - The election of 2016

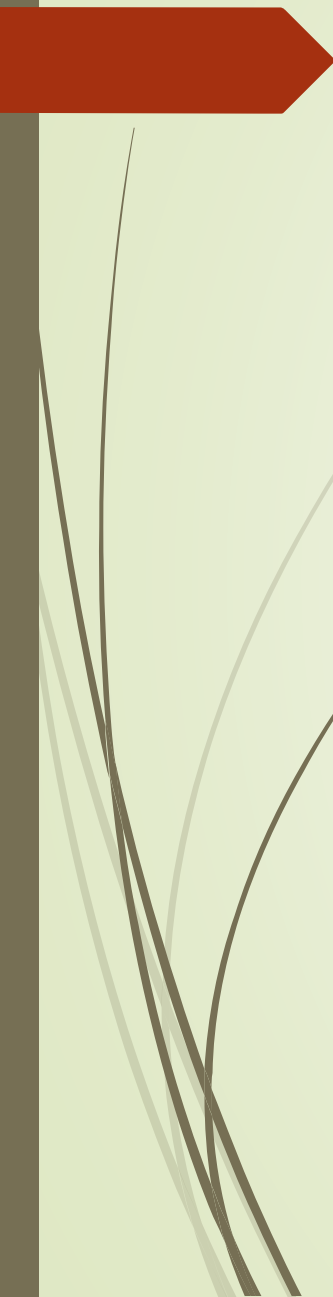


The Changing USA



A rapidly diversifying society

Immigration drivers 1990-2016

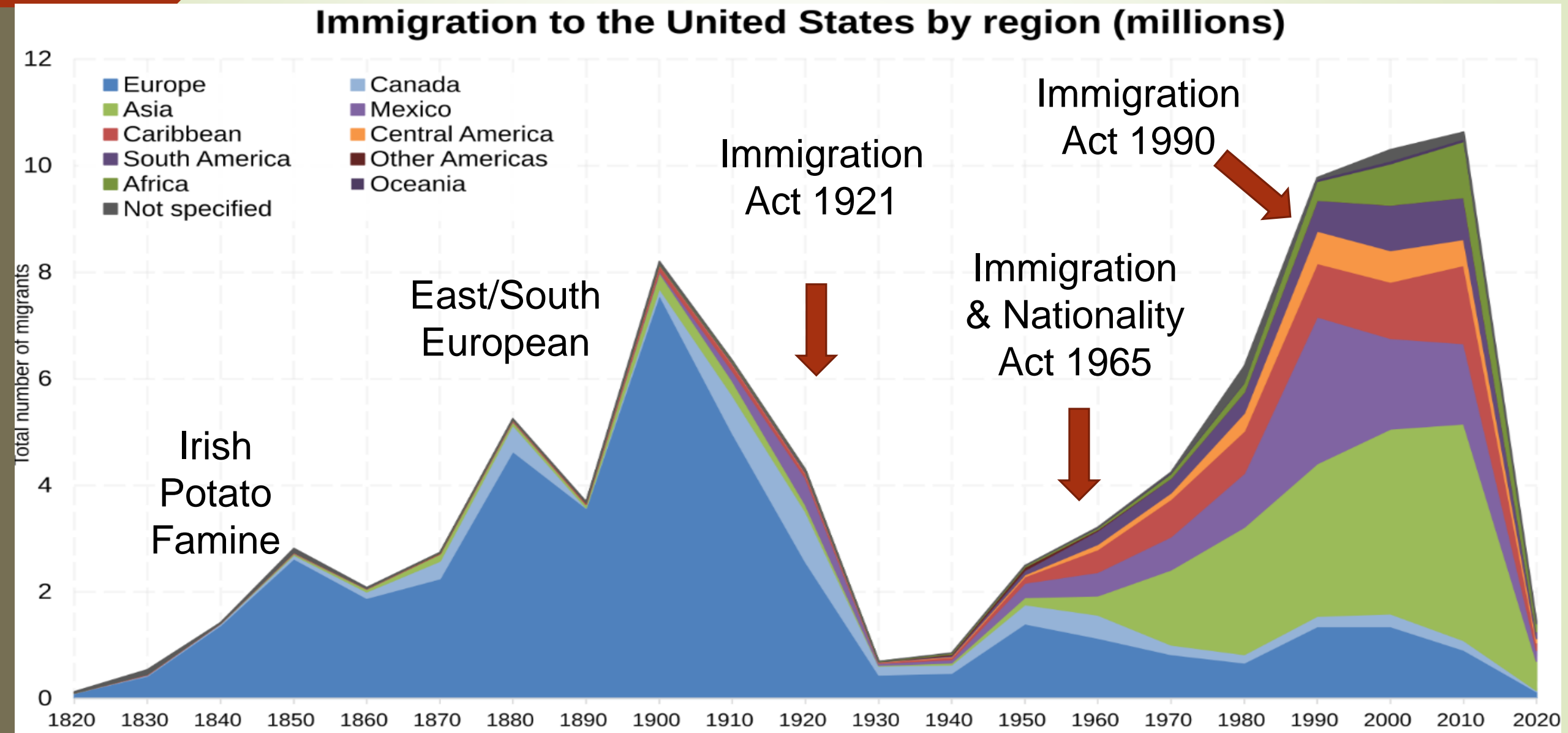
- 
- Pull of US economy
 - IT boom and demand for tech workers > domestic supply
 - Aging population demand for physicians & carers > domestic supply
 - Global communications, internet, media = awareness & access
 - Globalisation....US employers seeking lower cost labour
 - Rising Indian Asian education standards....IT and Medical field
 - Social unrest Central South America
 - Cartel and drug warsfuelled by US demand
 - Economic collapse of Venezuela

A brief over of US immigration Policy

19th Century:

- Mass European migration from UK and Ireland 1800-1850
- German East European immigration 1850-1914
- Chinese/ Japanese exclusion---too successful
- 1920's Ethnic based and Quota Acts.....limited European only
- 1965: Immigration and Nationality Actends racial discrimination
- 1990 Immigration and Nationality Act (Bush Administration)...new economy/ aging society: expand quotas, “temporary” Work Visas

The result: rising immigration & shift to Asia, Mexico, and Africa



US Demographics 1990-2020

.....increasingly diverse, and happening fast

	1990	2000	2010	2020
White	74%	69%	64%	58%
Hispanic	9%	13%	16%	19%
Black	12%	12%	13%	12%
Asian	3%	4%	5%	6%
Other	2%	2%	2%	5%
% Foreign Born	8%	11%	14%	14%



An increasingly unequal society

Inequality drivers

- Globalisation and automation reduce skilled manufacturing jobs
- De-regulation....ending “cartel” industries....trucking, docks, air pilots
- Expansion of lower pay logistics and health care jobs
- “Gig” economy...zero hour contracts, “jobs without benefits”
- Rise of high pay niche Tech jobs in Silicon Valley, Seattle, Boston

Compounded by impact of 2008 Financial Crash

Financial Crash of 2008 Impact

Economic impact 2009-2011

- ▶ 6 million lost homes due to foreclosure 2008-2012
- ▶ 9 million unemployed...rises from 5% to 10%
- ▶ “Wealth destruction” : 30% reduction in house prices (UK 15%)

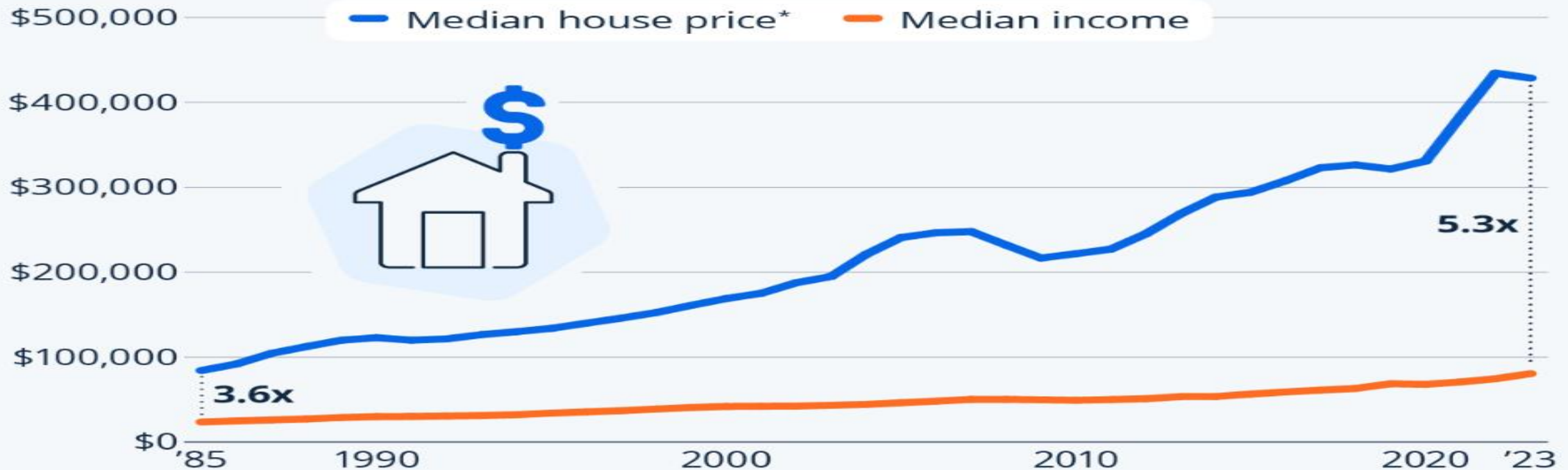
- ▶ Financial Impact 2011-2016: 10 years low interest rate policy
 - ▶ Asset prices (Stock and Housing markets) rise 200% real income 0%
- ▶ Social Impact : “owners” vs “renters”...”winners” vs “losers”

Inequality rises to levels of “Gilded Age” (1880-1900’s)...and 1920’s

Asset prices rise faster than income

House Prices Outpaced Income Growth Over the Past 40 Years

Median household income and median house price in the United States (in current U.S. dollars)



* Median sales price of new privately-owned houses

Sources: U.S. Census Bureau, U.S. Department of Housing and Urban Development

Annual U.S. income share of the Top 1%

25%

20%

15%

10%

5%

1910

1930

1950

1970

1990

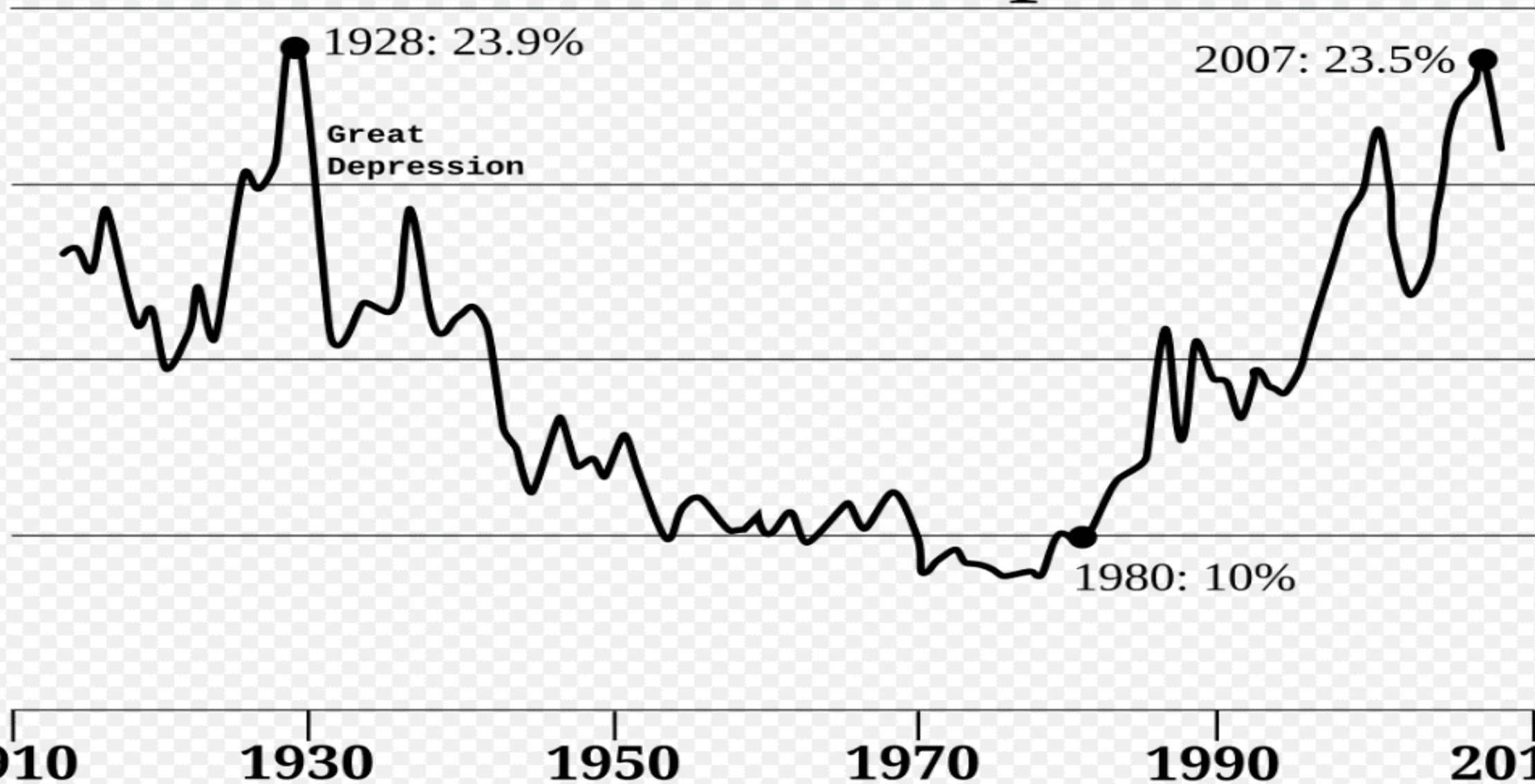
2010

1928: 23.9%

2007: 23.5%

Great
Depression

1980: 10%



Other life-style changes

...less religious, less violent, more stable, tolerant...and yet for afraid

	1990	2000	2010	2019 * (Pre-Covid)
Weekly Church attendance	42%	44%	43%	35%
Home owners	64%	67%	67%	66%
Divorced	47%	44%	42%	37%
Ok for mixed race relationships	48%	70%	83%	94%
Gun owners	49%	41%	34%	42%
Homicide Rate/100K	9.4	5.5	4.8	5.0
Marijuana usage	5%	5%	7%	12%



Opioid epidemic

A brief history of US drug use

The unregulated era

- Opium used widely and legally as “cure all” by general public,
- Widespread opium den “culture” (300 in NY City 1900)...tolerated
- Heroin (chemically synthetic morphine) invented 1875....marketed by Bayer: pain-killer

➤ The regulated era

- USA Harrison Act 1914 (UK Dangerous Drugs Act 1920).. Sporadic enforcement
- “War on Drugs” 1971 ...Anti Drug Abuse Acts
- Marijuana decriminalised from 1980’s....31 states decriminalise by 2026
- Violent Crime Control Act 1994Mass incarceration

➤ Drug epidemics

- Marijuana (jazz sub culture 1930’s -1950’s)Counter culture 1960’s +
- Heroin ...Vietnam veterans.. 1960’s
- Cocaine epidemic 1980’s1990’s

Low death rates (5,000 per year).....till Opioid Epidemic

Purdue Pharmaceutical ...and the Sackler Family

Arthur Sackler 1980



Doctor Richard Sackler 2019
CEO Purdue 1996-



Foundation

- ..3 Galician immigrants
- ...medical students
- ...founds Purdue 1956

Arthur Sackler

-pioneer of direct marketing
- Painkillers to physicians
- ...passionate art collector

Richard Sackler CEO 1999

- ...ambition to grow company
- ...perfect product: OxyContin
- ...semi – synthetic opioid
- ...bogus study for addiction
- ...patented, Govt approved

How to get a nation addictedPurdue marketing techniques

- **Minimized Addiction Risk:** Advertisements and promotional materials heavily pushed the idea that the 12-hour timed-release formula made OxyContin less addictive than immediate-release opioids.
- **"Remember, Effective Relief Just Takes Two":** This was a key tagline a twice-daily dosing regimen.
- **Targeted Medical Professionals:** Instead of just traditional journal ads, Purdue targeted general practitioners and family physicians rather than just pain specialists.
- **Educational Materials & Swag ("Stuff we all get)** sponsored websites about chronic pain, published "educational" books for doctors, distributed branded items, including pens, fishing hats, plush toys
- **Promotional Videos:** The company produced and sent videos to doctors featuring patients discussing how OxyContin helped them return to work, which the FDA later found minimized the drug's risks.
- **Patient Coupons:**, Purdue provided "coupons" for a free 30-day trial of OxyContin, drive demand

Purdue sales increase from \$44M 1996 to £3BN by 2016!

Targeted advertising medical journals

“Scientific Study”...small sample size
...addiction level not researched

Proven pain relief....addiction unmentioned

IN A STUDY OF 133 PATIENTS WITH MODERATE TO SEVERE OSTEOARTHRITIS PAIN*

- OxyContin provided smooth and sustained pain control over a two-week period*
- All patients were dosed q12h*
- 94% of peak pain reduction was achieved by Day 3 of therapy*
- Quality of life benefits—relative to placebo, OxyContin significantly decreased pain and improved quality of life, mood, and sleep*
- Single-entity agent—contains no acetaminophen or aspirin—can be used concomitantly with NSAIDs

For patients with moderate to severe pain requiring opioid therapy for more than a few

Q12h
OXYCONTIN® II
(OXYCODONE HCl CONTROLLED-RELEASE) TABLETS

Small, color-coded tablets (actual size)

Prompt onset, prolonged control

In noncancer patients: A prn opioid or OxyContin may be appropriate as initial opioid therapy, as judged by the prescriber.

When initiating any opioid in opioid-naïve patients, significant side effects such as dizziness, nausea, vomiting and hypotension may be seen in the first days of therapy. Most side effects with OxyContin, except constipation, diminish over time.

Please read brief summary of professional prescribing information on adjacent page.

For more information about pain management and prevention, visit our Web site: www.partnersagainstpain.com
Co-promoted by Purdue Pharma L.P. and Abbott Laboratories.

Copyright 1999, Purdue Pharma L.P., Norwalk, CT 06850-3590

A5972

PUR4000324

Proven EFFECTIVE in ARTHRITIS PAIN



OxyContin Tablets are to be swallowed whole, and are not to be broken, chewed or cut. Taking broken, chewed or crushed OxyContin Tablets could lead to the rapid release of

Supplement by “Reputational laundering”Smithsonian Sackler Art Gallery 1985



Covering all the bases ...Sackler Museum of Feminist Art..2007



The path to mass addiction

1990's -2010

- ▶ OxyContin overprescribed...covered by insurance
- ▶ Highly addictive...effective 3x power of morphine
- ▶ Rising number of deaths, addiction levels spur intervention
- ▶ Improved regulations....prices increased, prescriptions limited

▶ 2010-2015...Alternative 1: the return to heroin

- ▶ Addicted millions search for alternatives
- ▶ Heroin available...requires harvesting, complex logistics,
- ▶ Enter the Cartels...Central America. Mexico....no government regulation

What was needed: a low cost mass produced more effective product

The Fentanyl Epidemic

- ▶ Invented 1959 Belgium as entirely synthetic pain reliever
 - ▶ Expanded legal usage anaesthetic 1960's – 1990's
- ▶ Fentanyl the OxyContin/ Heroin “perfect” low cost substitute
 - ▶ Cheap to make....tightly regulated in USA , easy to detect due to heat
 - ▶ Mexican Cartels “happy to help” but poor “quality control” and “customer service”
..And very powerful

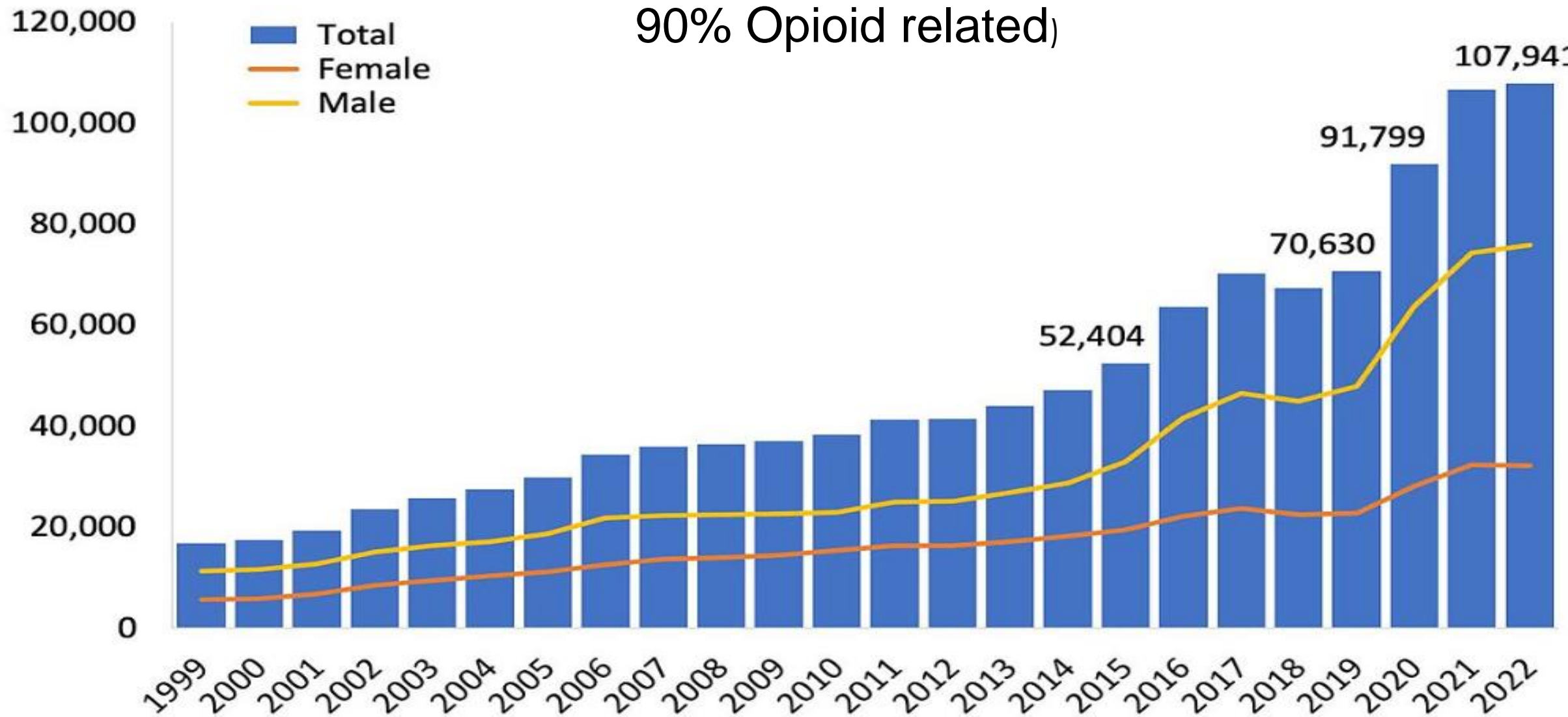
	Strength vs Opium	Effect
Morphine	10 x	Slow extended
Oxycontin	20X	
Heroin	30X	Instant Rush
Fentanyl	750x !	

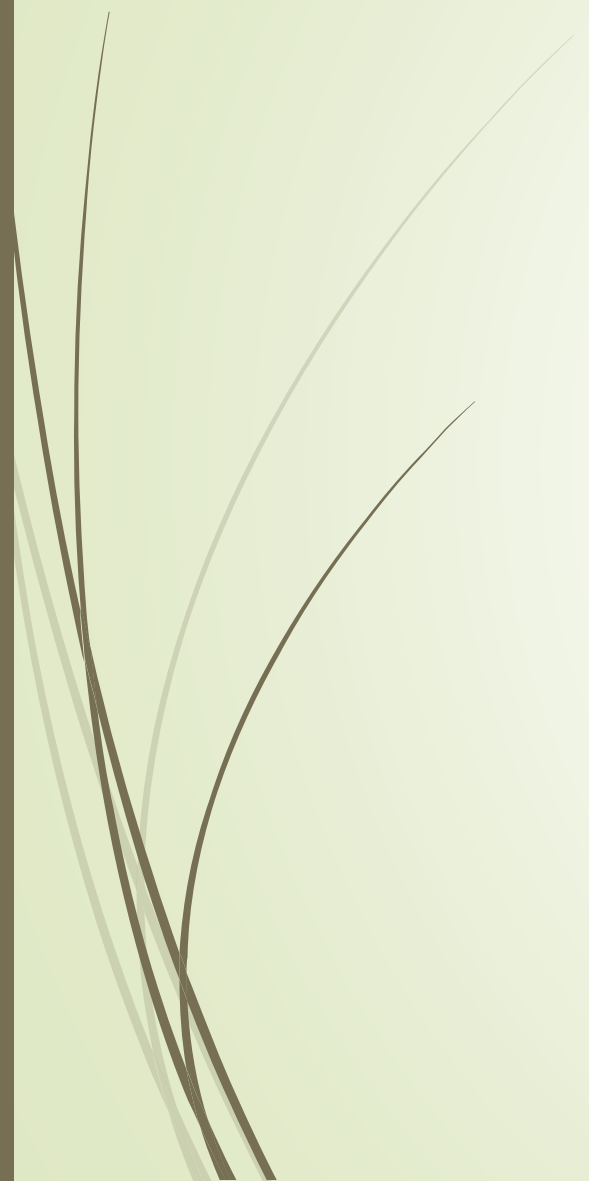
And Deadly

This is how much Fentanyl can kill!



Figure 1. National Drug Overdose Deaths*, Number Among All Ages, by Sex, 1999-2022



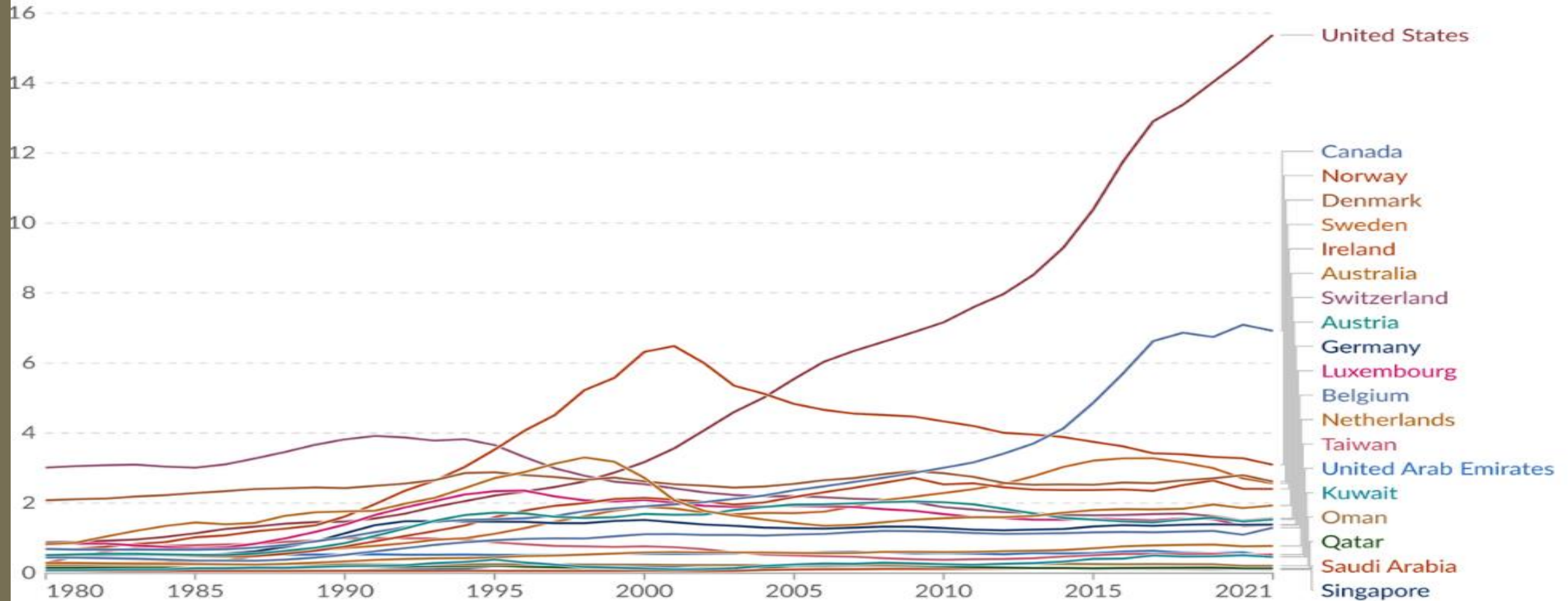


The On Line World

A global problem...US catastrophe

Opioid use disorder death rate, 1980 to 2021

Estimated annual number of deaths from opioid use disorders per 100,000 people.



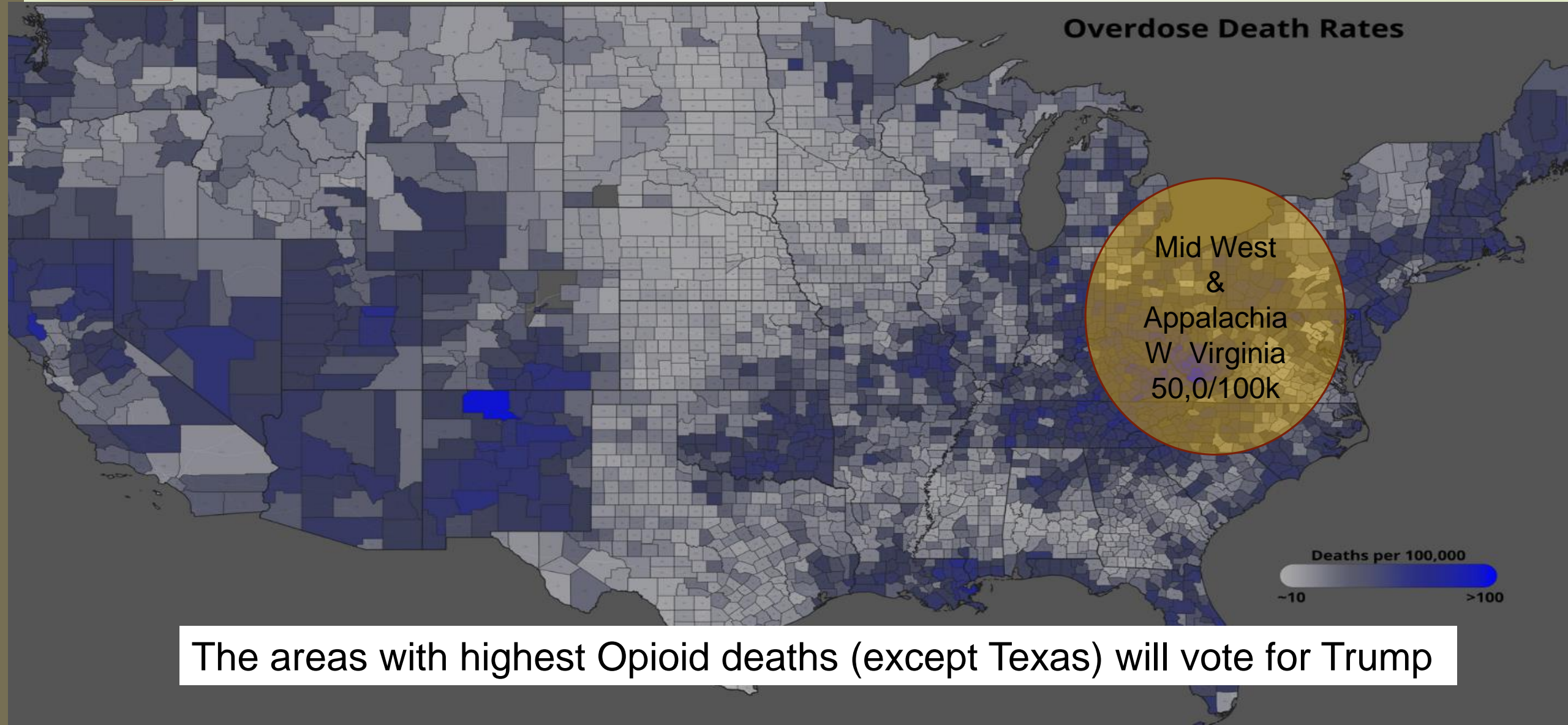
Data source: IHME, Global Burden of Disease (2024)

Note: To allow for comparisons between countries and over time, this metric is age-standardized¹.

UK rate 2021 2.5 se | CC BY

USA Opioid Epidemic by area

.....850,000 deaths since 1999 the effects of despair



The areas with highest Opioid deaths (except Texas) will vote for Trump

Impact of Opioid Epidemic

- ▶ Purdue Pharmaceuticals.....Legal claims reduce to bankruptcy
- ▶ Increased pharmaceutical regulation.....advertising claims, incentives
.....direct advertising to public remains !
- ▶ Rise of Cartels Mexico, Central America
 - ▶ No regulations...Cartels become alternate governments
 - ▶ Border Security inadequate...ease of smuggling
 - ▶ Rising xenophobia vs Central Americans, Chinese
- ▶ Increasing distrust towards government, health officials
.....sense of powerlessness.....government..."others" (immigrants)

Sackler Family protected by Corporate liability blame.....lose names from buildings...wealth intact



gettyimages
Credit: Pacific Press

Social Change: Life 1990

LIFE 1990



The “Brave New World”

LIFE 1990



LIFE 2020



Brief History of “On Line” Culture

Technology

- 1970-1980's: Messaging
Mini computers- Desktops
Basic mobiles...voice only,
- 1990's-early 2000's: 2G Networks
Desk tops to mobile phones/ Cell
Towers...Nikea...Palm-Pilots
- 2005-2010...smartphone/ images..3G
Blackberry – Apple--- Android
- 2010+enhancement + apps: 4G
Algorithms....user directing
“Bots”.....automated messaging,

Products

- Bulletin Boards, Chat Rooms, Instant Messaging
- Social Networking / Search Engines/On-Line
US: “Six Degrees”, UK “Friends Re-united”.
Amazon, Yahoo...Google..eBay
- Enter the giants Facebook, Twitter
....Amazon dominant on-line
- App/ Store, Cloud computing
cameras, video streaming...Netflix

Social Media Universe



A different “reality” for everyone
...user generated content...directed by algorithms
...multiplied by “Bots”creating Memes



All about “Memes”

Meme= a unit of culture spread from person to person about an idea

... can act like a virus...mutating , adapting, spreading

.....always existed: witch mania 1600's-----“WMD” 2000's Iraq

.....amoral.....beneficial or destructive

➤ Characteristics of “successful memes”

➤ Credible...based on real issue

➤ Simplifies

➤ Emotional

➤ Adaptable

Social Media turbo-charges expansion of memes

Occupy Wall Street



- Rage at “bankers bail-outs” & cash loans to failed banks & businesses
- No relief for victims
- Anarchist & Socialists led
- “Addbuster” web site summons “revolt”..occupy Wall Street
- Obama blamed for “sell-out”
...so much for “Hope & Change”

5,000 Demonstrators march on Wall Street



Set up camp to occupy Wall Street 60 days
.....peaceful...library...health centre



Demonstration across USA ...and worldwidespread anti Banker/ Greed



.....Even the Nurses



Black Lives Matter (2014-2020)



- ▶ Triggered by killing of black teenager: Florida: “stand your ground”
- ▶ Black Lives Matter Facebook hashtag 2013..spreads awareness. Small scale
- ▶ Multiple police killings 2014-2015...some videotaped...go viral
- ▶ Anti racism global demonstrations ...Wokism”...awareness of others ...”Critical Race Theory”.US race history

Demonstrations across US...white & blacks



New York demonstrations

"Defund the Police" (move police \$ to social programmes)
...disastrous push back...end law enforcement?



Peaceful protests –Ferguson Missouri August 2014

.....minor disturbances (20 hurt) dominates US news
...Fox “News” race war!...BLM-= riots



Demonstration across USA (Hollywood)



“Tea Party”

Begins as spontaneous small gatherings

➤ Origins

- 1773 “Boston Tea Party”
- Bush/Obama bailouts to banks
- “Obamacare (not ACA) immediate benefit to only 15%)

➤ Spread

- Initially live tv “Santori Rant”
- Funding by Koch brothers
- Facebook. Twitter, Fox TV



Mass march on Washington 2009 ... "Government the problem"



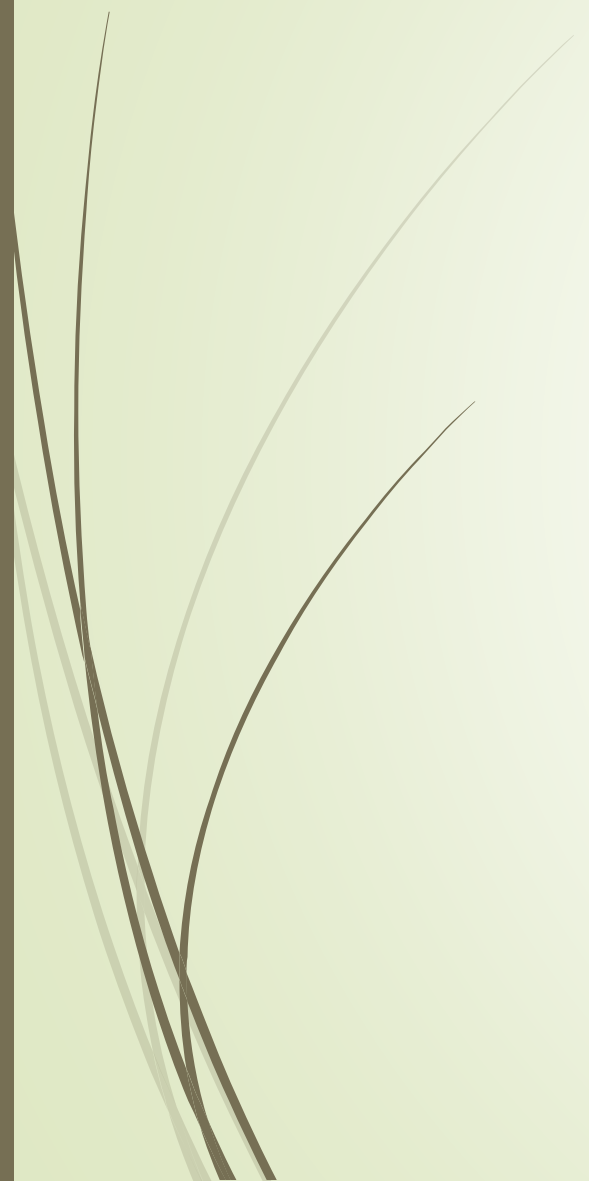
The “meme” growing amok

...A growing mass movement....looking for a leader

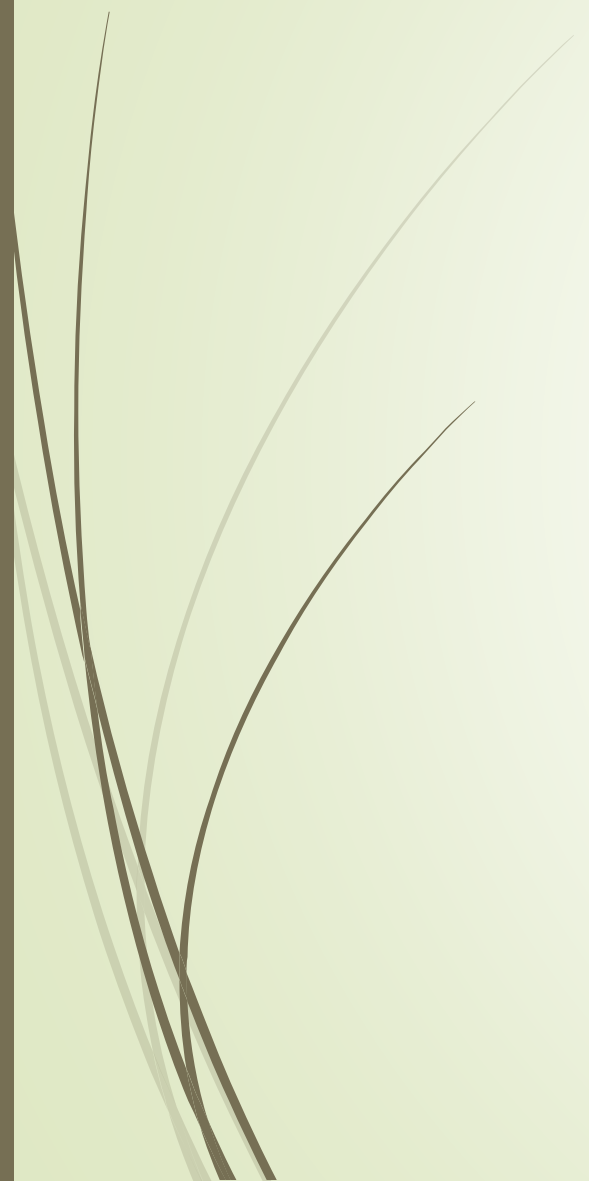




.....and in 2016 it will get one



Intermission



The birth of MAGA:



Reality TV and the Rise of Donald Trump

American Family (1973 PBS tv series)

The Loud Family, Santa Barbara California



12 episode series

Public “educational tv”

“All American upper middle

Class “tooth brush
based affluence”

broadcast for 7 months

“Live” family disintegration

Pat: “makes us look like
a bunch of freaks and

monsters . . . We’ve lost
dignity, been humiliated

, our honour is in question.”

Low cost, high ratings

Big Brother 1999



Launched Netherlands 1999

US and UK import 2000

Install strangers into House

...competition, humiliation

....intimacy, normalised cruelty

Blurred reality and artificiality

....addictive viewing

.... Real life exposed

....compelling model...low cost

...high viewings

Keeping up with the Kardashians (2005-2025)



- ▶ “Famous for being famous”
- Wealthy Los Angeles sisters
- Father... one of OJ Simpson lawyers
- Mother...married to athlete, daughter hair stylist/ shop owner

Impact

-”Curated authenticity”
- ...promotes entrepreneurship
- ...idealisation of wealth displays
-maps to “prosperity gospel”

Rise of “Fox News””news as a tv show”



- US News Media ---1990's
 - Dominated by CBS, NBC, ABC
 - “News” events to be reported
- Rise of cable news dedicated News tv
 - CNN dominates. News as “facts”
 - Balanced debates....liberal bias
- Master of the “News” cycle
 - Murdoch Australian Media “Gap in market”
 - News “entertainment” Conservative bias
 - News to be “created” to maximise ratings

News as a 24/7 “Reality Show”

Sean Hannity
Conservative Conference 2016



Fox dominates Network News 2010's
...94% viewers Republican (2013)
...69% viewers 50+, dedicated, isolated

News anchors as entertainers: Tucker
Carlson, Sean Hannity.....Fox and Friends

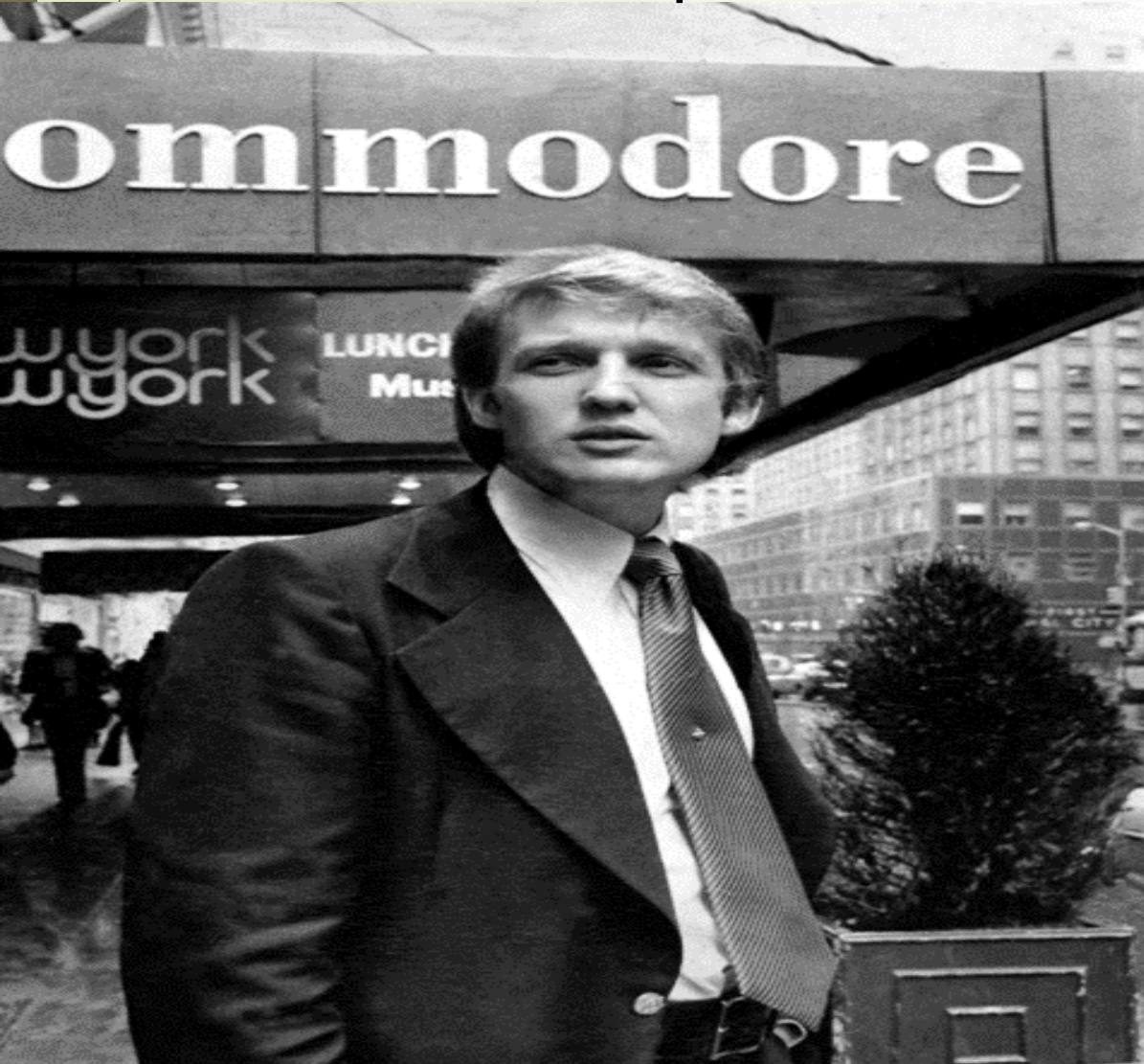
Conspiracy theories as “facts” to discuss
...Obama birth certificate, “Great Replacement
Theory”. Elite replacing “whites”, Seth Rich
(email leak source) murdered Dem leaders

Celebrity contributors invited for input...opinion
....anything for ratings

The most credible celebrity Donald Trump

Donald Trump (1946.....)The Business Celebrity

Donald Trump 1979



Father NY real estate Fred Trump

....inner city property low cost segregated

....private education...avoid draft to Vietnam

....business school ...enters business 1970's

....rent collector to CO by 1971

Changes strategy to luxury buildings

...expands from suburbs to Manhattan

...Trump Tower 1979-1981

...Grand Hyatt 1980

...Replaces father as Chairman 1983

Celebrity Businessman 1980's...1990's

Trump mid 1990s.



1980's Premium Properties t
...Trump Plaza 1985
....Plaza hotel 1989
...Mira Largo

1990's Diversification & Expansion
....Airlines.. "Trump Shuttle"
....Atlantic Casinos
....Miss Universe
....World Wide wrestling

Debt financed, direct
Ownership avoided

Trump: Private life as public product



1980's... "Man about town"
marries Ivana Zelnikova, Czech
immigrant, .model. Actress
...3 children..turbulent....affairs
Tabloid target.

1990's ..Marla Maples
...Rape accusation
...divorce \$14m settlement
...Maria Marples 93-99
...affairs , divorce

Late 1990's....actively dating

Melania /.\ (Trump) 1970-

Melania at 19



Donald & Melania 1999



Born Melanijla Knavvs
Slovakia...father chauffeur,
...mother children's clothes
...child model...attends
design school...drops out

European career...
...modelling career...
...wins awards/ moves to Paris
...Paolo Zampoli (Trump
"friend"...sponsored to US

To US 1996..visitor visa...secu
Modelling jobs & H1B Skilled v
..permanent residency

Meets Donald at "Kit Kat Club"
...New York "dating centre"
...dates Trump 1999-2005

The marriage 2005...Celebrity Wedding Miro Largo.

Melania, Bill Clinton, Hilary Clinton ...and Donald Trump..."friends"



Trump business 1990' ..the restructure

Taj Mahal Atlantic City 1990

Debts excessive

...avoids personal bankruptcy

...Chapter 11...closes

Failing business

Businesses closed

..Taj Maja 1991

..Plaza hotel 1993

...Resorts 2002

..Trump Shuttle

Change strategy

...from ownership, finance

...to licensing and branding

Needs vehicle for
self promotion



Solution: "The Apprentice" 2005-2017

.....leads ratings, \$1.5m fees per year---\$200m expansion
licensing and branding



Trump...Apprentice tv show 2004
...high ratings, runs for 11 years,



STARBUCK COFFEE

THE PUBLIC 8 AM to 10 PM

Political Impact of “The Apprentice”

- Establish Trump as “Brand” to national audience
 - Successful. Wealthy, dominant
 - Focus on personality and not actions
 - Untamed, fearless, intolerant of failure,
- Normalisation of loutish behaviour
 - Public humiliation, dramatic confrontation, personal attacks
 - Simplification of issues, emotion over rational
 - The “art of the insult” perfected

Trump Political Evolution

Republican 1969-1999: criticises allies, wants tariffs, death penalty

➤ Independent.....1999-2009

➤ Runs as 3rd Party candidate for “Reform Party”...but withdraws

➤ Donates to both parties to secure influence

➤ Fox News guest contributor....vs Iraq war, “Obamacare” immigrants

➤ 2009-2015---now Republican

➤ Increasingly conservative views: anti immigration, diversity

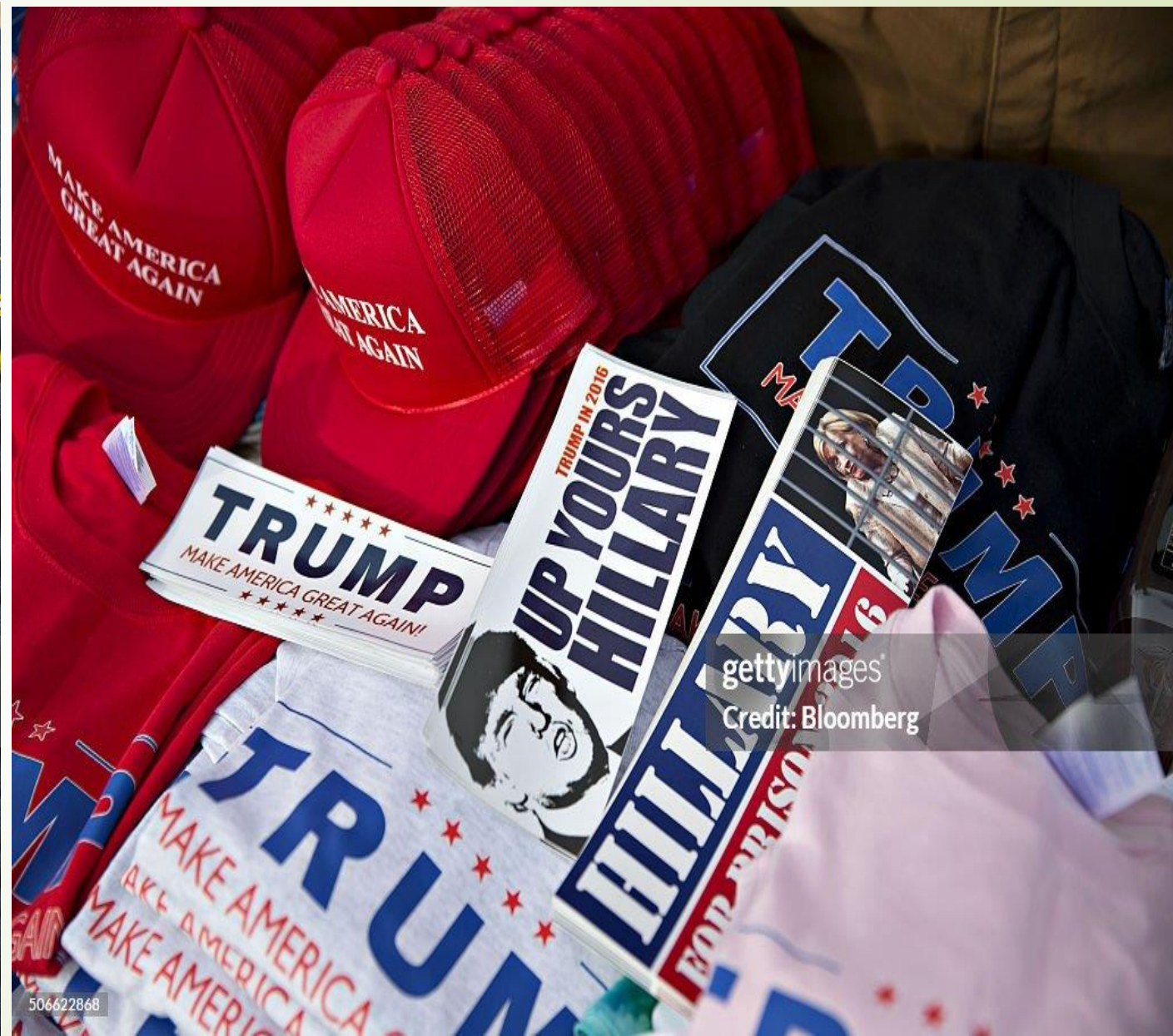
➤ Endorses and endorsed by “Tea Party”....builds “MAGA brand”

➤ Reaches out to Evangelicals: “Pro-Life”, pro Israel

And what better source?



MAGA merchandise for sale 2015



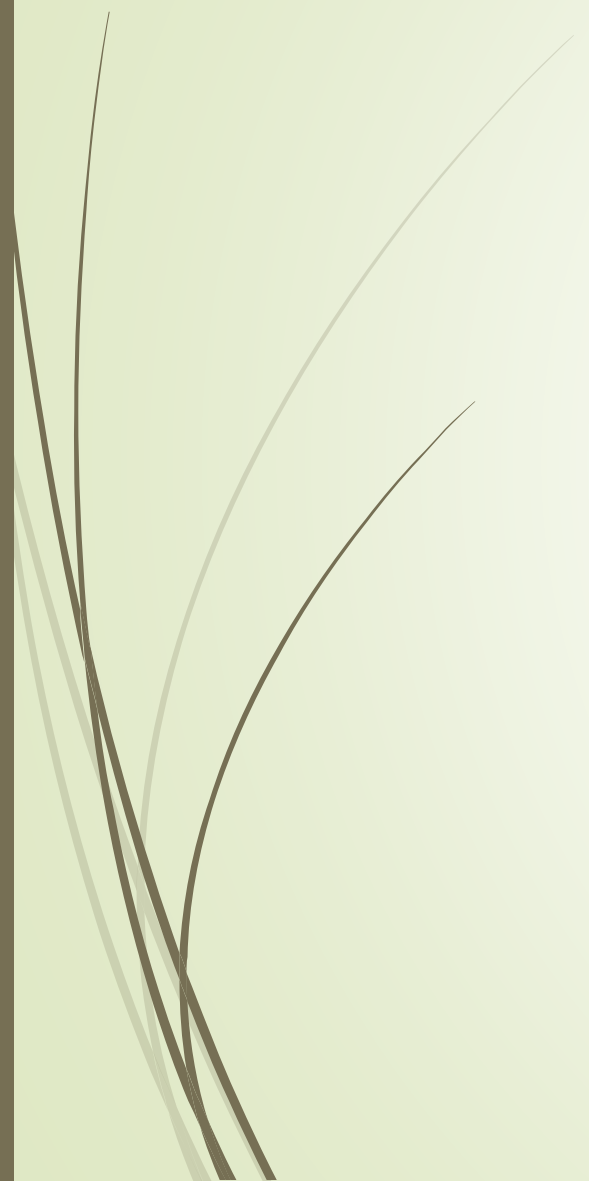
The Decision to Run for President

- “National Brand awareness” - 11 years “Apprentice” show
- Mainstream politics discredited ...political vacuum
 - Obama/ Clinton Democrats weakened by unpopular ACA
 - Mainstream Republicans weakened by WMD, Recession
- Right messages, money, to media control to win

June 15, 2015....launches Presidential Campaignthe “ultimate game-show”



gettyimages®
Credit: Christopher Gregory



The 2016 Election

Political battleground 2015/2016

DEMOCRATS

REPUBLICANS

Parties

Progressives Conservative

Moderates

Right
MAGA0

Memes

Occupy
Wall ST

ME 2

None for
The Unloved
Middle

Tea
Party

Christian
Nationalist

BLM

Candidates

Bernie
Sanders

Hilary
Clinton

Bush/ Reagan
...NeCons

Donald
Trump



The Democratic Nomination

The Bernie Sanders phenomena

Bernie Sanders campaign launch May 2015



Born 1941 New York

..Jewish immigrant parents

Student Socialist activist Chicago

....community organiser

...graduates ...moves to Vermont 19

....Socialist activist....and carpenter

Political career

...elected mayor of Burlington 1980

....House of Reps 1991---and ever

Reputation maverick

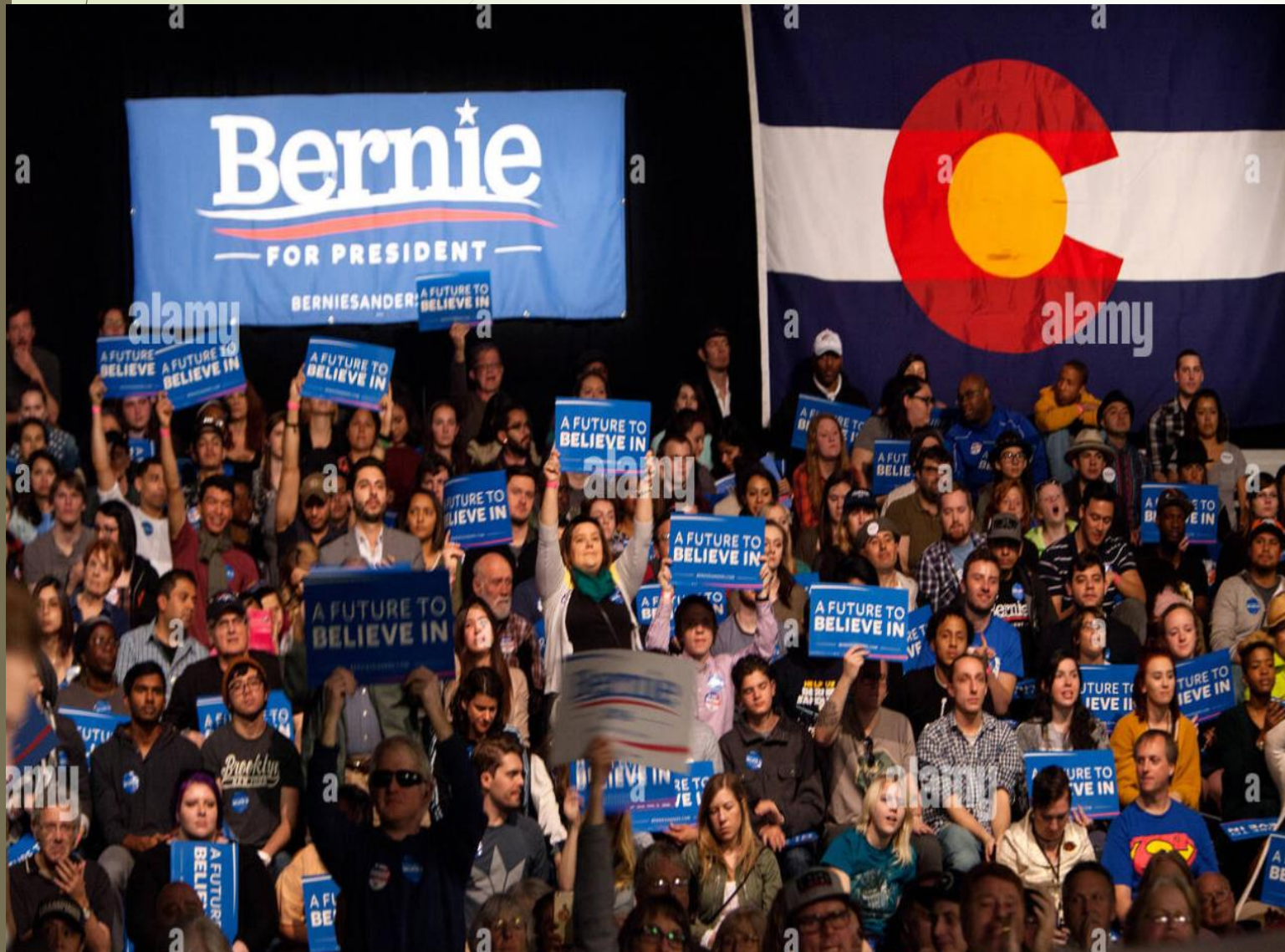
....opposes "Patriot Act"

...opposes Iraq war/ Trade Agreement

...considers Obama & Hilary Clinton

Sell outs to big business

Sanders campaign...enormous enthusiastic crowds
....."A future to believe in" ... "Feel the Bern"



Campaign goals

- ... "Medicare for All" ... universal health care
- ... free university & college
- ... break up big banks
- ... regulate Wall Street
- ... aggressive climate change action

Support

- youth focused, social media focused
- enthusiastic, hopeful,
- small donor funded

“Feel the Bern”



- “I am going to do my best to try to create a country in which children are not living in poverty, in which kids can go to college, in which old people have health care. Will I succeed? I can't guarantee you that, but I can tell you that from a human point of view it is better to show up than to give up.”
- “The problems we face, did not come down from the heavens. They are made, they are made by bad human decisions, and good human decisions can change them.”
- Hilary Clinton...”Establishment”, elitist

Hilary Clinton campaign

Hilary May 2015

- First Lady 1993-2001
 - Advocate failed Health Care Reform
 - Defends Bill from scandals
 - Passion for secrecy
- Political career
 - Senator New York 2001-2008
 - Runs for Dem nomination 2008..loses o Obama
 - Secretary of State for Obama 2009-2013
- Decision to run..natural progression
 - Supported by Obama
 - Institutional support
 - Announces decision to run April 2015



The Hillary Clinton nomination campaign



Campaign goals: .preserve Obama legacy
....Improve Affordable Care
...Retain International Agreements/ climate
...support LGBTQT rights,
...citizenship for children of illegal migrants
....Oppose Russian aggression

Style:

....Intellectual, logical
...”Stronger Together”
....complex answers to questions

Passion for secrecy ..use of private e mail se
.....discovered when emails vs Sanders leak
...Russian hacked
....fuels Trump campaign

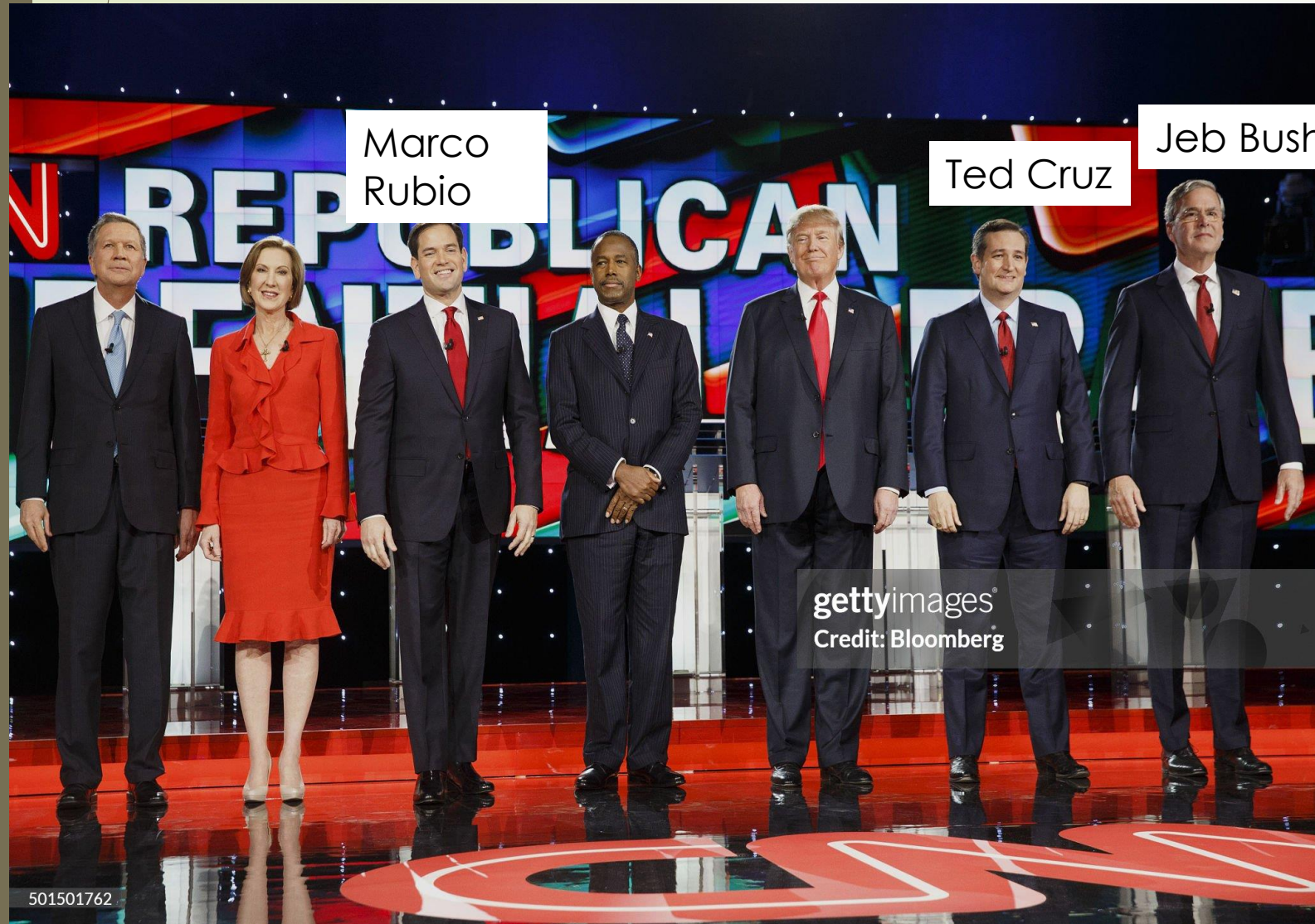
Democratic nomination

- ▶ Highly competitive race
 - ▶ Sanders wins “caucuses” ...small groups, enthusiasm, crowd sizes
 - ▶ Hilary Clinton deeper more organised ...focuses on large states
 - ▶ Bernie too radical..cannot compete with Trump
- ▶ Sanders withdraws from race July 2016....endorses Clinton
- ▶ Hilary wins nomination
 - ▶ Unable to retain enthusiasm of Sanders supporters
 - ▶ Credibility damaged by server issue (memories of Bill Clinton)
 - ▶ Defence “too vigorous”

Meanwhile....Trump demolishes his “moderate” Republican opposition

Trump & Debates as Reality TV Show

Republican candidates 2016 Nomination: the Radical vs Centre!



“Art of the Insult perfected

“Low energy Jeb”

“Little Marco”....

“Lying Joe Cruz”....

Attacks on wives families, no
Bar too low

Trump quotes to marvel

“My fingers are long and beautiful, as, it has been well documented, are various other parts of my body.”

“I could stand in the middle of Fifth Avenue and shoot somebody and I wouldn't lose any voters.”

“I don't do things wrong. I do things person. Actually, throughout my life, my two greatest assets have been mental stability and being, like, really smart.”

Trump secures nomination July 2016

Trump Acceptance Speech

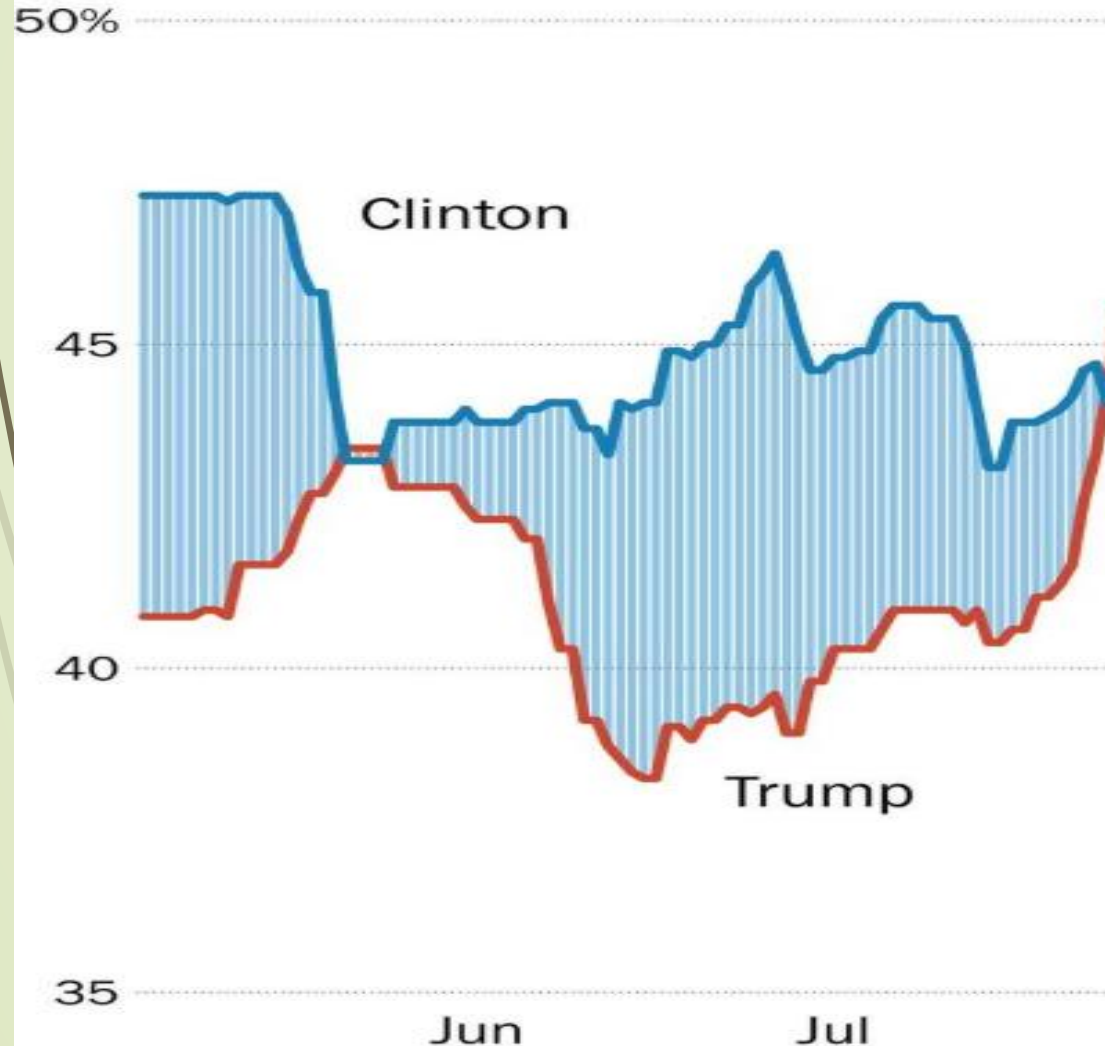


- Capitalises on widely publicized terror
 - ISIS attacks in US and Europe
 - “Peak” ISIS terror videos
- Key themes
 - Law and Order
 - “Build a Wall” to stop rapists, drugs
 - America in decline
 - “Christian values” ..pro Life, Israel
 - Elites betraying ordinary man

The election campaign July- AugustTrump gains in polls

National polling average

Data from RealClearPolitics.



2015-June ..Trump as “joke” candidate
.....Clinton 55% polls
....Trump expected to lose nomination

June- July polls narrow
....Trump bulldozes GOP competitors
.....Hillary 2 X the money
...25% media coverage

“Enthusiasm deficit”
....Sanders base support.....tepid
....Trump...builds and builds

Trump delivers more rallies...focuses
“swing states” (less than 5% margin)



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Credit: Brett Carlsen

Trump Rally August 2016...raucous, emotional, fun
....."insults & slogans".."Lock her Up" ...claim vs use of
private email...ultimate "deflection"



Clinton rallies: smaller, inclusive, intellectual, earnest
.....Policy listings.....catches pneumonia , fitness questioned



...Ugliest debate US history Friends...no more



No debate....exchange of insults

Trump...."Crooked Hilary"(referring to use of private e-mail server use)

- Hilary "I'm sorry I have to keep saying this, but he lives in an alternative reality"
- Trump . "such a nasty woman"
- Hilary" A man who can be provoked by a tweet not to trusted with nuclear weapons."
- Trump: "She's got experience, but bad experience"
- Hilary "It's just awfully good that someone with the temperament of Donald Trump is not in charge of the law in our country."
- Trump (instant response) "Because you'd be in jail!"

“Access Hollywood” vide tape released filmed 2005,,
....hurt Trump ratings...but apologises, quick recovery
.....expected “boys will be boys” behaviour



Trump deliver rallies nationwide. Huge crowds

“Lock her Up” chant offsets Trump “issues”

“Access Hollywood, Russia collusion, funds misuse, University fraud



gettyimages
Credit: ROBYN BECK

Hilary...Trump supporters “basket of deplorables”
.....back-fires...fuels “elitist” look



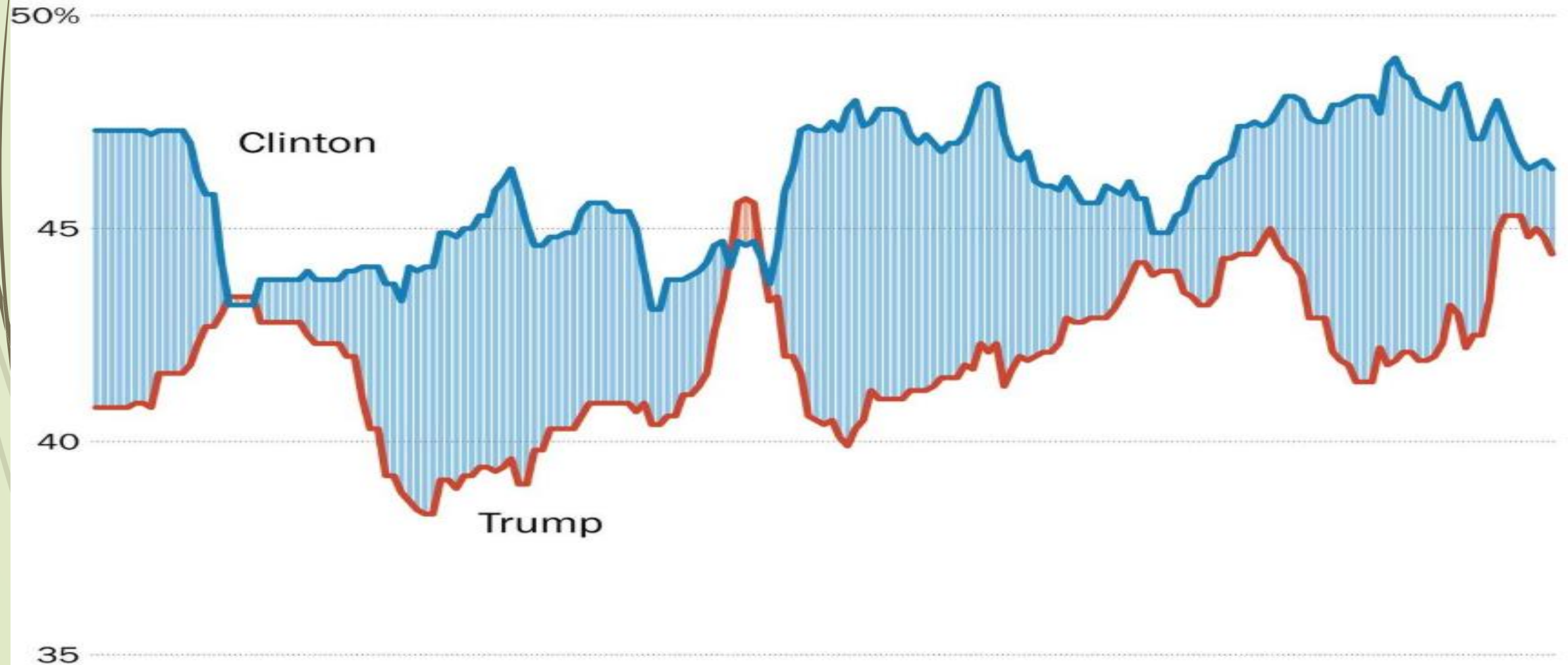
...and indicator of madness: "Pizza Gate" ...October 2016
....Conspiracy theory. Democrat paedophile ring
... coded words in Dem e-mails....attack pizza



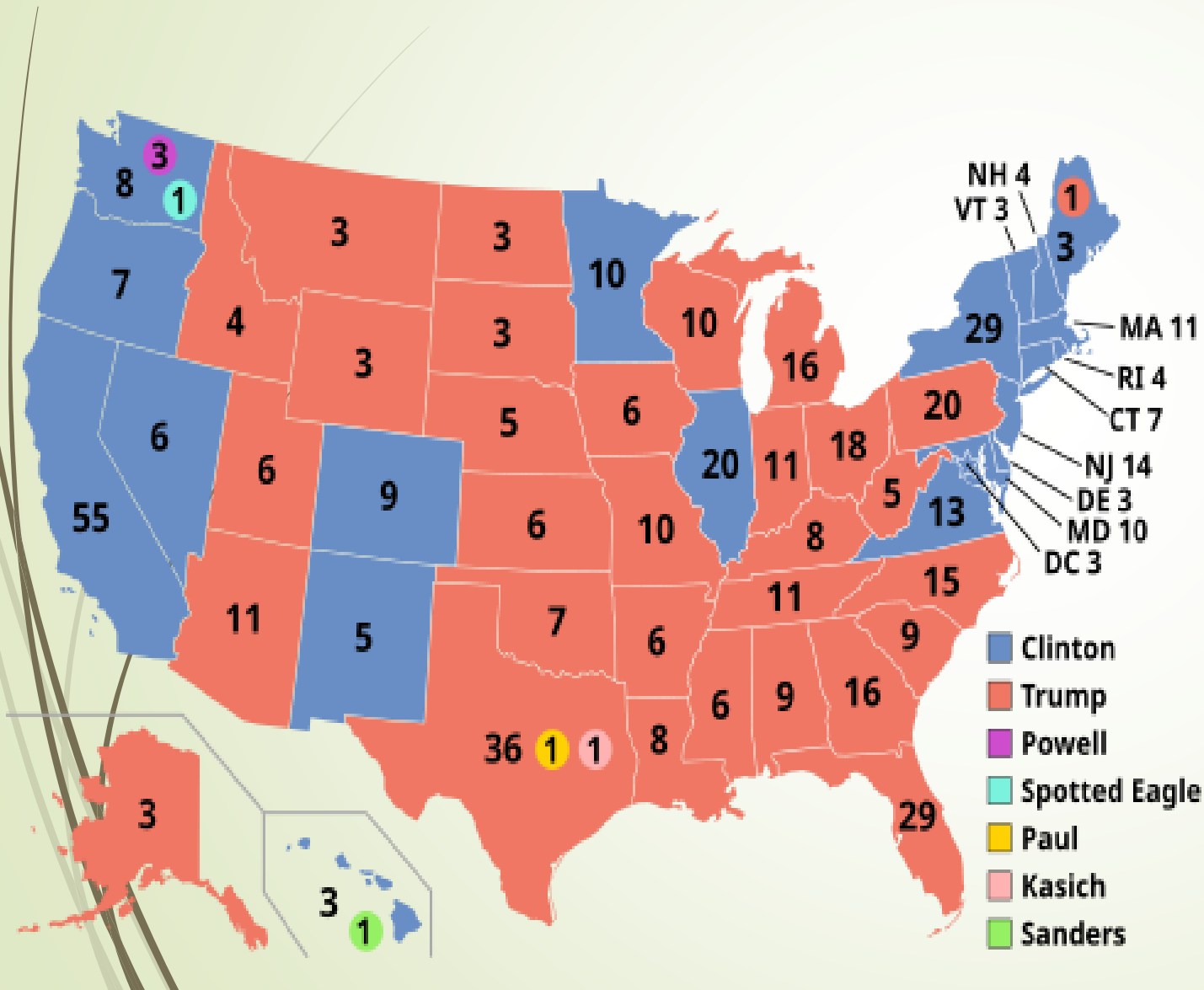
Election Night...Clinton confident of win, Trump expects defeat...polls narrowing but 5% gap

National polling average

Data from RealClearPolitics.



The polls are “right” but not in “swing states
.....Trump wins “college”, Clinton popular vote



Clinton wins 48% vote, Trump 46%
3 million vote majority

Trump 304 electoral college vs 227

Rural bias....winner take all
....Swing states to Trump Florida,
....”Blue Wall (Mid west) Collapses

Republican keep House and Senate

Clinton supporters...shock, disbelief
....certain victory taken away



Trump supporters surprised...and victorious



Hilary admits defeat...with grace



gettyimages®
Credit: Justin Sullivan

To the victory the spoils....Trump to protect “forgotten man, America in decline, about to be “Great Again”



Trump wins uneducated, older whites and evangelicals

..... “MAGA” ...and most turn out to vote.....power of “Mememes”

	Clinton	Trump
Whites	37%	55%
Men	41%	52%
Over 50	44%	56%
Whites non college males	28%	55%
Evangelicals	15%	81%

Misogyny a minor factor , 10% males (and 5% females) never support candidate.....minor influence all that was needed

Hilary wins votes of Blacks , Women (but not white women!...despite Me2), educated, urban and young
.....but many don't turn up to vote due to polls!

	Clinton	Trump
Blacks (low turnout)	89%	11%
Women	51%	41%
Whites college	58%	30%
Under 30	58%	42%

WHY TRUMP#1: A New Model for success?

Changes

Population change

Opioid Epidemic

IMPACTS

US Belief system (Exceptionalism, "Manifest Destiny", "Progress", Legalism)

IMPACTS

Rising Inequality

On Line Media

MEMES

Occupy Wall Street

ME2

BLM

Tea Party

NEW WAYS TO WIN

Emotional
Simplistic
Instant
Brutal
"What", not
"How"

Creates

New Politics

YES

No

Trump

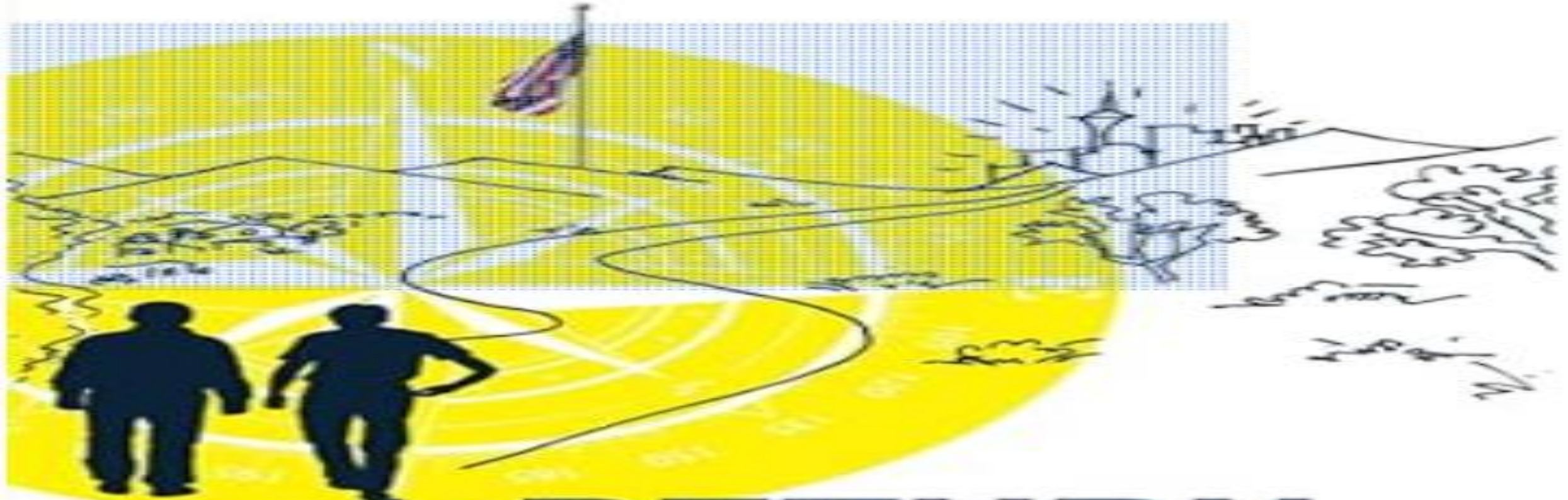
Sanders

Hilary Clinton

Why Trump#2

- ▶ Trump background ideal for “New World”. Refined over decades
 - ▶ Simple messages to uneducated, older, rural whites
 - ▶ Identifies most powerful meme to adopt ...MAGA
 - ▶ Master of social media to secure ratings”art of the insult”
 - ▶ Master of deflection....avoids “how”
 - ▶ Behaviour “normalised” by On Line culture
- ▶ Hilary Clinton, ill prepared, no “master meme”, focused on “how”
.....and far too vulnerable
- ▶ Trump the “master” of what was needed to secure power in 2016

A Good book on this subject



TO A RETURN AMERICA

Stephen Lewis

Father and son return to Trump's America



Next Talk 57 : Trump the First Term
.....How did he use that power

