“You’re hired!”

Do Americans want a business savvy President in 2016?

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Student name: Brynja Kristín Myren
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Abstract

The 2016 U.S. Presidential Election is underway and business real estate tycoon Donald Trump is running as the Republican nominee elect; however “The Donald” is an unlikely candidate as he is not the expected career politician and is better known as the host for the hit TV shows “The Apprentice” and “Celebrity Apprentice” as well for his personal tabloid life. The purpose of this thesis is to gain an in depth understanding of exactly how Donald Trump fits into this role and how the American public is receiving his candidacy. Furthermore based on Trump’s other successes and failures with his businesses, is there a strong likelihood that he has what it takes as a business man and entrepreneurial spirit to re-amp the U.S. economy as well steer the country into greatness? In order to gain the in depth knowledge required for this thesis a quantitative-descriptive methodology will be utilized by reviewing current poll standings, literature and interviews, political plan statements, and celebrity and personal discourse throughout the years to see if there is substance to back up his business leader persona that supposedly equates to a political and/or presidential career. The purpose of this thesis is to gain an understanding of what is the main drive behind what seems as an orchestrated clown show or circus if you may of Trump’s candidacy and on whether or not there is substance behind it as we see it.

KEYWORDS: (Donald Trump, 2016, President, Election, Republican, Nominee)
Preface

This research is inspired by current social and political events. I would like to thank those who helped me with this research, discussed the subject and shared their view points. I would especially like to thank my advisor, Magnús Sveinn Helgason for very helpful comments, advice and guidance. In addition, I would also like to thank my husband for his constant inspiration and encouragement, as well our children for their support and patience.


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Brynja Kristín Myren
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**Preface**

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1. Introduction
As political nominees start vying for the 2016 U.S. Presidential nominee vote, many in the American audience seem to hold Republican nominee Donald Trump in high regard as the right candidate. Trump is a wild card in this term’s nominee race and many are in awe and have no doubt that a man who has had such financial successes and with his brash approach, is the right man for the job this time around. Trump’s main allure is that of his shark-like business sense and straight shooter demeanor.

Trump has a huge economic appeal, yet he also has a less than tasteful stance on other social concerns or at least has a tendency to convey himself in a lesser and unpleasing manner than most would dare to portray themselves – that is when it comes to him addressing the issues. It’s pretty amazing and entertaining to witness how the business man-now-entertainer that we have come to know, love or hate, is fighting his way in to win the ultimate deal or job in his career. Trump seems like an unlikely candidate, yet at the same time seems to be appealing to the masses whether for real or entertainment. One wonders if this is all a ploy for more celebrity or is he for real? He could easily drop out of the race and still leave with a gain perhaps when it comes to notoriety and followers, which might be a strategic business opportunity (Gibson, 2015). I say this with the thought in mind that candidates, in order to win, tend to try to appeal to the masses as voters vote for of course candidates that promise to implement policy they believe in. However Trump doesn’t attempt to necessarily appeal to anyone (perhaps the extremists) or if anything he is just trying to convey his true honest beliefs on the matter which other candidates tend to shy away from. Overall it is really hard to tell as the man has changed stances now from his past which opens up many questions on why he has chosen to run now as a conservative versus an independent. With that and that almost alone is why he is rather fascinating and popular.

"The final key to the way I promote is bravado. I play to people's fantasies. People may not always think big themselves, but they can still get very excited by those who do. That's why a little hyperbole never hurts" (Trump: The Art of the Deal, 1987). This bravado that Trump speaks of is at center stage of his candidacy, but other presidents before him haven’t had to be so extreme. Those who are the most extreme in a political forum are the activists and a president of a nation needs to show his or her cool and calmness at the same
time. Will we expect that from Trump if he continues this path of behavior? I don’t think in the end the American people would want their president to shout at other leaders and “fire them” because he didn’t like what they had to say or what they have done.

Trump seems to have conquered the business world and fair to say the entertainment world, but does he have what it takes to guide a nation and their social needs as well? Who are his audience and how does he fit into the current Republican and presidential race? Is there a chance at all that the big man from the head of the boardroom table can make an authentic impression on the race to the White House?

1.1. Problem statement

It is often understood that economic$^1$ interests tend to help political interests, yet political actors in the United States are perceived to being pressured by economic forces and should perhaps remove themselves from agendas that are weighted by economic influences. This is because many declare (Dorfman, 2014) that politicians shouldn’t work for economic interests as economic power has a tendency to manipulate political interests and purposes. So while economic factors tend to support political factors, the powerful influence of economics hinders political purposes$^2$.

Donald Trump’s candidacy for the 2016 U.S. Presidential bid comes off strong as just that and then some. He has built a persona and brand of being a powerful representative of strategic economic-business force. Trump with his savvy business experience, prowess and politically charged persona, is out to prove that the two sciences and/or philosophies of economics and politics are more or less each other’s mean; both are considered social subjects by providing society with its framework for efficient development (Braunfels, 2014). Donald Trump seems to encapsulate that synergy and perhaps that is his key appeal and

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$^1$ ‘Economics’
A social science that studies how individuals, governments, firms and nations make choices on allocating scarce resources to satisfy their unlimited wants. Economics can generally be broken down into: macroeconomics, which concentrates on the behavior of the aggregate economy; and microeconomics, which focuses on individual consumers (Investopedia, 2015).

$^2$ ‘Political Economy’
The study and use of how economic theory and methods influences political ideology. Political economy is the interplay between economics, law and politics, and how institutions develop in different social and economic systems, such as capitalism, socialism and communism. Political economy analyzes how public policy is created and implemented (Investopedia, 2015).
strategy. Trump is out to set a point that economics and politics are intertwined as economics deals with human wants and their satisfaction and whereas politics has to do with individual and/or group conflicts. What is to be considered with the nature of the question is that economics is relatively more important as there is no purpose of life without the satisfaction of our desires; especially the basic ones and that society can go on despite its conflicts (Braunfels, 2014). However one wonders if there isn’t more to what he is aiming at establishing. Trump is stirring the pot and is changing the G.O.P. game as well any party’s. Two familiar candidates joining Trump are Democratic nominee Hillary Clinton who is leading the Democrat nomination by 55.6% (Huffington Post, 2015), brings along with her undeniable experience and also having been First Lady, and Republican nominee and brother and son of former Presidents George W. Bush and Bush Sr., Jeb Bush who trails Trump and is in fifth place more recently with 5.5%.

1.2. Significance

The purpose of this paper is to identify if Americans are currently concerned about economic policies versus social ones through the support of nominee, Donald Trump. Is there a need now for a more economic focused and business savvy U.S. president elect or is it something else? Since 2008’s financial collapse, current sitting President Barrack Obama has had much backlash on economic matters and the slow re-stabilization of the U.S. economy (Ferrara, 2013). “Over the last 5 years, the number in poverty has increased by nearly 31%, to 49.7 million, with the poverty rate climbing by over 30% to 16.1%. This is another natural result of negligible economic growth, paltry job creation, declining real wages, and the worst economic recovery since the Great Depression” (Ferrara, 2013). Now that Obama’s two terms are almost over, it seems that Republicans and economic surged groups are ready to shift gears and start making America rich again.

The setting and focus is placed in the U.S. because of the 2016 presidential race is well on its way with an already interesting cast of nominees; especially that of business tycoon Donald Trump. The author’s interest is due in part that the author is a political
science student with the focus on philosophy, political and economic student at Bifröst University in Iceland and a politically interested American.

1.3. Review of literature

In order to understand Trump’s economic ideology to other nominees, it is important to look at Trump’s political statements and plans, his knowledge base made in debates, as well include the stance of the importance of the issues to Americans. Donald Trump has also authored a few books that are often referred to in the business world as being inspirational literature for any entrepreneur or leader. In addition to this, it is important to view his public-political persona. This will be done so by reviewing and focusing on the nominee's public and celebrity-based discourse.

1.4. Research question

The subject of this thesis is both timely and interesting as it offers an opportunity for surprising developments as the subject unfolds right before our eyes. Donald Trump isn’t a soft, social candidate but is however very socially appealing. Therefore I ask:

**Does the infamous business leader and celebrity host of the Apprentice franchise Donald Trump have what it takes to get the job at the White House or is this all for show?**

I ask this question throughout because one simply wonders if his intentions are genuine and what is the basis of his ability to be a political leader versus the man we have come to know as a celebrity and entertainer. What if he doesn’t succeed, is he really ready for this magnitude of a failed deal gone wrong?

1.5. Methodology

The methodology that will be used for this research paper will be that of a descriptive-quantitative methodology. This is done so in order to seek the current status of the identifiable variables within the phenomenon. This type of methodology is mixed in order to describe the quantified events and studies aimed at discovering the inferences or their

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3 ‘Political Science’

The systematic study of governance by the application of empirical and generally scientific methods of analysis. As traditionally defined and studied, political science examines the state and its organs and institutions (Roskin, 2014).
causal relationships, as the descriptive study aims at helping find “what is”, therefore observational and survey methods are used to collect such data (Borg & Gall, 1989). This approach in retaining the information needed with literature and data has been collected in regards to this event. Sources that will be used will comprise of books, journals, interviews, polls, and other relative sources. These sources will cover the disciplines of politics, philosophy, economics, sociology and business although the sources will be based within the context of Donald Trump, the American public, the American media, the Apprentice franchise, and other individuals concerning the U.S. 2016 Presidential Nominee race.

This paper will not serve as a conclusion of American opinion but help establish substance on the theory that Americans are looking past the Bush-Clinton-Kennedy era of political royalty and the career politician. It serves to establish that America is changing, open to new ideas, nominees, and so is its political arena.

1.6. Structure of the paper

The structure of the paper is to highlight the methodology used in its revealing form. It is done by looking at the rhetoric of candidate Donald Trump on the campaign trail and the rhetoric of entertainer/businessman “The Donald” Trump in order to define the variables needed to understand Donald Trump as a presidential candidate for 2016.

2. Why the presidential bid now?

Republican nominee Donald Trump seems to be very popular and is showing surprising scores of being the Republican favorite. However those unknown to Trump the candidate versus Trump the entertainer/billionaire makes one wonder, why has the real estate mogul – turned celebrity, decided to run for the presidential seat and why now? In short it seems like something that he has been stewing over for a long time. He has always displayed a strong persona even before his public popularity and “Apprentice” years and has been approached with the question several times it seems. So what got the ball rolling?
2.1. There was this guy in 1987

Trump, it seems, has had the thought for the bid for the White House in his think tank for years. Yet it possibly started in 1987 and perhaps due to the idea of one man, Mike Dunbar. Dunbar, a then New Hampshire Republican activist saw in Trump then what many see now in him it seems (Sargent, 2014). He literally drafted the very first “Draft Trump” campaign proposal back in 1987. His efforts were recognized by Trump and he even entertained the idea and visited with Dunbar in New Hampshire. The event he attended brought in a large crowd and Trump credits Dunbar for possibly “planting the seed”. Dunbar like many now, felt and still feels that Trump has what it takes and is a “force to be reckoned with candidate”. “At the time, Donald Trump interested me. I felt... that he had what we needed in a president. I thought he would be amenable to a grassroots\(^4\) movement” Dunbar exclaimed (Sargent, 2014). Despite Trump being a Democrat at the time; Dunbar felt strongly that Trump was someone who could handle the bigger economic issues back then, for instance issues like the federal deficit (Gutierrez, 2015). This goes to show that Trump is or was universal in appeal.

2.2. 2000 and fed up

The most acknowledging phase of Trump’s enhancing and proactive political voice was in 2000 and in an early October interview with Larry King, he announced that he was launching a presidential exploratory committee (Gutierrez, 2015). Here someone new was inspiring a Trump candidacy, who was then Minnesota Governor Jesse Ventura, a member of the Reform Party which was founded in 1995 by Ross Perot. Later in the month Trump joined New York’s Independence Party (the state’s version of the Reform Party). On “Meet the Press” he exclaimed that “his experience as a casino owner and real estate developer would help him run the country” (Gutierrez, 2015). However Trump is not going to be running a

\(^4\)A grassroots movement (often referenced in the context of a political movement) as defined by Webster’s Third International Dictionary, is one which uses the people in a given district as the basis for a political or economic movement (Gove, 1993).
casino if elected president or let alone be gambling with the resources that the American people have built and fight for. He claims often that he wants to protect this but at the same time such comparison to the ability to run a casino to country doesn’t fare well.

In addition to this, Trump wasn’t shy about starting to express his stance on the issues and authored the book “The America We Deserve” in 2000, where he points out the problems of the U.S. (note this was prior to 9/11 and the 2008 financial collapse) and offers what he deems rational and practical solutions through this unfiltered forum. Within this work Trump claims that he really dove into the issues at hand along with the support and help of both credible domestic and foreign policy advisers that had White House and/or senior policy experience and where he utilized and shared from his exclusive lifestyle and examples from his business failures, successes as well his rise again (Trump & Shiflett, 2000). With an unconventional story telling tone it displayed the candidate’s evolving formulation of a provoking, untamed populist candidacy that we are witnessing today, “This book is my blueprint for how to Make America Great Again. It’s not hard. We just need someone with the courage to say what needs to be said. We won’t find that in Washington, DC” (Trump & Shiflettt, 2000). In short the book is a first look at his policy proposals for a theoretical Trump administration and taking on issues that are still relevant and are much alive in his candidacy today; for example the ongoing competitive issues with taxes, social security, the lack of responsibilities taken by the industries of tobacco and alcohol (which Trump claims to not use either of) and the failed focuses on education. What also stands out is the stern topic on crime which he is very much the current on-taker of and advocates in favor of law-and-order crime policies that effectively ignore the rights of offenders (Trump, 2015). When it comes to foreign policy Trump wants to see a less coddling approach and that America have open eyes to it’s wasting of time on treaties of non-proliferation nuclear weapons and America’s chief rivalry with China which he condemns practice with as everything they do or say is hypocritical of how and what they preach and practice (i.e. their own human-rights violations within their country’s labor practices, etc.) (Sankin, 2015).

Trump proclaims “I’m not going to play the same game politicians have been playing for decades—all talk, no action, while special interests and lobbyists dictate our laws. I am shaking up the establishment on both sides of the political aisle because I can’t be bought. I
want to bring America back, to make it great and prosperous again, and to be sure we are
respected by our allies and feared by our adversaries. It’s time for action. Americans are fed
good with politics as usual. And they should be! In this book, I outline my vision to make
America great again, including: how to fix our failing economy; how to reform health care so
it is more efficient, cost-effective, and doesn’t alienate both doctors and patients; how to
rebuild our military and start winning wars—instead of watching our enemies take over—
while keeping our promises to our great veterans; how to ensure that our education system
offers the resources that allow our students to compete internationally, so tomorrow’s
jobseekers have the tools they need to succeed; and how to immediately bring jobs back to
America by closing our doors to illegal immigrants, and pressuring businesses to produce
their goods at home” (Trump & Shiflett, 2000). This is the Trump that America wants to see,
it sounds rational for even Trump’s style in which he is leading his campaign today. I think he
would be successful returning to this tone, this thought process. The issues laid out are all
sound and insightful.

2.3. Sidelined by stardom and brand building

He didn’t however set out on the campaign trail quite yet after this and instead continued
his focus on his businesses, authored several more business self-help books and
unbeknownst to many, would prepare for the next phase of his career, the upcoming of his
and Mark Burnett’s (creator/producer of many other hit reality shows) the ever so popular
show “The Apprentice” which aired for the first time on NBC in 2004 and hosted for the next
eleven years which was followed up by “The Celebrity Apprentice”. The magnitude of the
show’s popularity on an international level would not have been better predicted or
received. At this moment in his career Trump flourished as the killing boss with the wicked
wit who was to be impressed by some sixteen candidates, vying for the opportunity to win
an apprenticeship for one of his exclusive projects. This isn’t to say was an indicator of his
potential run for future presidency but it defined him as a force to be reckoned with and
eased his integration into American homes. Every ounce of cool and bravado that was on
display; i.e. the opening soundtrack "For the Love of Money", a 1973 R&B song by The O’Jays
and the sterling backdrop setting of New York, helped escalate Donald Trump’s signature
and power we associate him with to this day. The interesting part about the show is Trump’s
interactions with the candidates as some were those who were rags to riches stories and
those from very respectable institutions. In addition, Trump always showcased “his team” of experts from the industry and also his highly business acute children “the next generation”. It was within this observance that we got to witness “first hand” what it may be like if Trump were in charge, how he handles things, how he interacts with the people and cuts a deal.

2.4. Getting serious
Finally and more definitively along the lines of intention to run and on more policy driven statements, Trump authored “Time to Get Tough: Making America No. 1 Again” in 2011 which was to be his platform for an actual run but decided against it, "After considerable deliberation and reflection, I have decided not to pursue the office of the presidency. This decision does not come easily or without regret, especially when my potential candidacy continues to be validated by ranking at the top of the Republican contenders in polls across the country" (MacAskill, 2011). Some might of not of cared back then that he felt it not the best time to run then as no one really saw him as political. But Donald felt it necessary to share his thoughts and in this book evokes a more conservative stance than his former populist one and claims that America needs “a dealmaker in the White House” with the ongoing aftermath of the financial collapse of 2008. This book in particular is an indicator then that his rivals should brace themselves because as Trump exclaims, “I’ll do nearly anything within legal bounds to win” as “Sometimes, part of making a deal is denigrating your competition” which he is famously known for now (Lozada, 2015). Here Trump is starting to get into the attack mode and pin himself against unknown rivals, but if he had he would likely be compared to fellow G.O.P. running mate Mitt Romney who was another wealthy and business savvy nominee then who had an unsuccessful run for 2012 (Reston, 2015). It is here that I feel he started to change and mold himself in the light of a greater force of influence as others start to take notice of his enhanced interest, a force that promotes their agenda with uncalculated attacks.

2.5. Let’s go!
Trump finally announced his official candidacy in June 16th of 2015 and also a day after heavyweight G.O.P. leader and likely candidate Jeb Bush. Since his announcement Trump has been a force to be reckoned with. He shot out like a race horse and has been keeping up with all of the more likely candidates if not haltering them in their tracks. Trump’s campaign
so far has been loud and crude, stirring up all of the media attention as he has so prescribed. This however hasn’t been done in the most politically correct manner that a G.O.P. representative has done which might show for a less favoring. With that Trump has been able to pump out another book and in this, “Crippled America: How to Make America Great Again,” in 2015 which attempts to soften the criticism on his cold and harsh statements so far after his actual run began this year. He attempts to soften the blows on his statements on America’s illegal-immigrant situation which suggested that Mexico only sends the U.S. their “rapists and killers” which was offensively felt by the entire Latino-American community and the overall comprising population of Americans who are quintessentially all immigrants. In addition he addresses his flirtation and flip-flopping with his party affiliation and past support of policies, which he affirms were the evolutionary road in realizing his conservative and Republican beliefs. Regarding the circus act of outrageousness, Trump claims to be playing his part in gaining media attention as he has explained in his past books that he sometimes bends the truth a bit and dives headfirst into “truthful hyperbole” and that he “learned a long time ago that if you’re not afraid to be outspoken, the media will write about you or beg you to come on their shows….. So sometimes I make outrageous comments and give them what they want -- viewers and readers -- in order to make a point," writes Trump. "I’m a businessman with a brand to sell. When was the last time you saw a sign hanging outside a pizzeria claiming ‘The fourth best pizza in the world’?!” (Diamond, 2015). Politicians may be selling themselves to the people but at the same time at what cost and consideration. What is the point in being the antagonist when in the end all you are is not the protagonist?

3. Trump on the issues

So what we know thus far is that Donald Trump is controversial with his stances on the issues and that we are still trying to figure out where he exactly stands on all of them as we must let the dust settle after the whirlwind he has created in the first leg of campaigning. Yet we shouldn’t anticipate that the dust will settle any time soon. With “The Donald’s” (another one if his many well-known nicknames) flip-flopping of party affiliation, Trump has been somewhat inconsistent on the issues in the past when you look back at earlier talks of his candidacy. Below is a chart that illustrates the changes that he has made to his stances on
the issues within the timeframe of 1999 to 2012 and since 2012, he seems to be more consistent with his new candidacy in 2015 (Gordon, 2012).

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<tr>
<td>Abortion</td>
<td>Pro-choice except partial-birth</td>
<td>Pro-life; no federal funding</td>
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<tr>
<td>Gun Control</td>
<td>For assault weapon ban</td>
<td>Opposes gun control</td>
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<tr>
<td>Gay Rights</td>
<td>Prosecute anti-gay hate crimes</td>
<td>No gay marriage; no gay benefits</td>
</tr>
<tr>
<td>Tax Reform</td>
<td>14.25% tax on all wealth to pay off national debt</td>
<td>Extend Bush tax cuts</td>
</tr>
<tr>
<td>Health Care</td>
<td>&quot;Liberal on health&quot;; for universal healthcare</td>
<td>Repeal ObamaCare</td>
</tr>
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(Gordon, 2012).

Trump has gone from being pro-choice to pro-life, from favoring gun control and not for assault weaponry to now opposing all gun control, changing his favor of the prosecution of anti-gay hate crimes to barring all gay rights, taxation has now a “Bush flair” versus a pay-off strategy, and the other big switch is his going from pro universal healthcare to now repealing the now functioning “ObamaCare”. "We have a disaster called the big lie: ObamaCare ... And it's going to get worse, because remember, ObamaCare really kicks in in '16, 2016. Obama is going to be out playing golf“ (Campaign announcement, 2015). Trump really hates “ObamCare” as many refer to it. Trump truly believes that Obama will leave a mess behind after office, but Trump fails to realize that it isn’t “ObamaCare” in the first place, it is the Affordable Care Act that is being greatly utilized by thousands of Americans and that those thousands welcome and will fight for the continuance of that service and care. It isn’t something he can just step in and take away from the people. It would be very inhumane to remove such services to those who need it. One can note that since 1999, Trump has been consistently anti-immigration, anti-free-trade, and pro-defense though (Gordon, 2012). In summary, Trump was a conservative-leaning moderate populist on his positions stated in the then 2000 race and has now positioned himself as a more hard-core conservative one since 2012 and on (Gordon, 2012).

During this term, he however has selected to focus his campaign thus far on the following select issues, for example U.S.-China trade reform, veterans administration reforms, tax reform, second amendment rights, and immigration reform (Trump, 2015).
Here are his plans under the following positions from his campaign website “Make America Great Again!” (Trump, 2015):

**U.S.-China Trade Reform**

1. **Bring China to the bargaining table by immediately declaring it a currency manipulator.**
2. **Protect American ingenuity and investment by forcing China to uphold intellectual property laws and stop their unfair and unlawful practice of forcing U.S. companies to share proprietary technology with Chinese competitors as a condition of entry to China’s market.**
3. **Reclaim millions of American jobs and reviving American manufacturing by putting an end to China’s illegal export subsidies and lax labor and environmental standards. No more sweatshops or pollution havens stealing jobs from American workers.**
4. **Strengthen our negotiating position by lowering our corporate tax rate to 15% to keep American companies and jobs here at home, attacking our debt and deficit so China cannot use financial blackmail against us, and bolstering the U.S. military presence in the East and South China Seas to discourage Chinese adventurism (Trump, 2015).**

"*I know the Chinese. I've made a lot of money with the Chinese. I understand the Chinese mind*" (Xinhua, 2011). It is hypocritical of Trump to say that he has made a lot of money with the Chinese and then threaten to place tripled sanctions on them once he gets into office. But Trump has been after China since his first official thoughts of political candidacy back in 1999 as have most Americans too. One does not go without seeing a tag or label in any store without noticing that the product has been made in China, and probably at a cheaper rate, which we can’t keep up with or match. It also supports the notion that most Americans believe that China leads when it comes to economic strength (Haft, 2015). However, based on China’s untrustworthy inflated GDP, its safety scandals, industry and inhumane working conditions, are all over exaggerated fears that we equate with China. If anything, China presents us with opportunities because American goods are still very much favored and aren’t littered with these issues versus their tendency to try and to inflate their presence and size, which American’s tend to believe about the nation (Haft, 2015). So if
anything Trump it seems is playing to the mainstream and could be leading us into a pit of adverse business deals versus taking advantage of the large yet perforated system.

**Veterans Administration Reforms**

1. Ensure our veterans get the care they need wherever and whenever they need it. No more long drives. No more waiting for backlogs. No more excessive red tape. Just the care and support they earned with their service to our country.

2. Support the whole veteran, not just their physical health care, but also by addressing their invisible wounds, investing in our service members’ post-active duty success, transforming the VA to meet the needs of 21st century service members, and better meeting the needs of our female veterans.

3. Make the VA great again by firing the corrupt and incompetent VA executives who let our veterans down, by modernizing the VA, and by empowering the doctors and nurses to ensure our veterans receive the best care available in a timely manner (Trump, 2015).

When it comes to this issue on veterans, Trump touches on an actual heartfelt string for many. The veterans of the U.S. are often widely displaced after service and the Veterans Administration has come under fire for poor management and other allegations of misconduct. The Obama administration has also been under fire for the lack of handling the situation and Trump has positioned himself as a President that would be a defender of veterans. This particular focus as an issue has been favorable for Trump and many vets see it as an opportunity not only for them but also the American people to see the military in a better light versus being dysfunctional and incompetent in their choosing to defend the nation (Deb, 2015). He has come under fire though here for his denial of Senator John McCain not being an actual prisoner of war which is very counterproductive in the eye of honoring men and women who have selflessly fought for this country (Limbaugh, 2015).

**Tax Reform**

1. If you are single and earn less than $25,000, or married and jointly earn less than $50,000, you will not owe any income tax. That removes nearly 75 million households – over 50% – from the income tax rolls. They get a new one page form to
send the IRS saying, “I win,” those who would otherwise owe income taxes will save an average of nearly $1,000 each.

2. All other Americans will get a simpler tax code with four brackets – 0%, 10%, 20% and 25% – instead of the current seven. This new tax code eliminates the marriage penalty and the Alternative Minimum Tax (AMT) while providing the lowest tax rate since before World War II.

3. No business of any size, from a Fortune 500 to a mom and pop shop to a freelancer living job to job, will pay more than 15% of their business income in taxes. This lower rate makes corporate inversions unnecessary by making America’s tax rate one of the best in the world.

4. No family will have to pay the death tax. You earned and saved that money for your family, not the government. You paid taxes on it when you earned it (Trump, 2015).

"You know the funny thing, I don’t get along with rich people. I get along with the middle class and the poor people better than I get along with the rich people” (Good Morning America, 2011), this is Trump attempting to appeal to the possible beneficiaries of his proposed tax cuts. Under this tax plan it seems the American people could be anticipating a huge tax relief especially for the working class and poor, "Most people could earn more money without owing taxes and not be made worse off than under current law since they would still get their refundable EITC and CTC," commented Tax Policy Center's Elaine Maag to CBS in an interview (Kaplan, 2015). However as generous as this may be, there may be a downside to the plan which could come at a high price to the U.S. government of course. The conservative Tax Foundation estimated that Trump's plan would reduce tax revenues by $11.98 trillion over the next decade which in turn would increase the national debt by over $10 trillion over the next decade (Cole, 2015). This of course is in line with traditional G.O.P. thinking by blowing up the deficit versus expanding the budget. However I think many will be enticed by such tax breaks, I recall the Bush administration myself, I wasn’t fully on board with his philosophy or policies but money speaks very loudly to a very hungry and anticipating crowd, such as Trump has as followers and which extends to other groups.
Second Amendment Rights

1. Enforce the Laws on the books.
2. Fix our broken mental health system.

When it comes to the crowds, Trump is engaging himself with or trying to attain, playing to the song of second amendment rights, Trump quips up a heavily supportive crowd. Trump in the past has not always been as pro-gun and held the stance for such measures as longer wait times and the ban of assault weapons, however it seems he is catering to his audience and is doing so with full force. He acknowledges however another important debate regarding the issue which many are torn on and that is whether or not it is the fault of the ownership of guns or the person behind one. Mental illness is also a kicked up issue as it should be due to the many unfortunate events of the past that seem to be uncontrollable and hindered based on this debate. A nation that is torn on this very important subject and Donald plays on that (Schelzig, 2015).

Immigration Reform

1. A nation without borders is not a nation. There must be a wall across the southern border.
2. A nation without laws is not a nation. Laws passed in accordance with our Constitutional system of government must be enforced.
3. A nation that does not serve its own citizens is not a nation. Any immigration plan must improve jobs, wages and security for all Americans (Trump, 2015).

“What can be simpler or more accurately stated? The Mexican Government is forcing their most unwanted people into the United States. They are, in many cases, criminals, drug dealers, rapists, etc.” (Press statement, 2015). The issue of immigration is probably best kept for last as this is the position that he has bookmarked himself with. After his spectacle and unfiltered statements on illegal immigration and Mexico, Trump really took a chance at ending it all right there. Remarkably though he has managed to uphold his position in polls and one wonders if people in America are really that supportive of an individual who stouts
racist slurs. Trump’s plan is wild and crude, yet many and even some Latino Americans are stepping forward still in support of him. Yet at the same time he knows how to soften his blows with counter offers, "I’ll win the Latino vote because I’ll create jobs. I’ll create jobs and the Latinos will have jobs they didn’t have" (NBC News, 2015). What really is at the helm of his stance on the issue is that he is negligently feeding into the pluraliluty and unearthing radical racism and hate against individuals that comprise a large portion of the American population and make up also a part of its culture (Raygoza, 2015). In addition this building of a wall like the Chinese have! – is just insane and hypocritical of his stance when it comes to social and political governance. It is very unlikely that the entire country of the United States will allow for a wall to be built, not only because it would be very controversial, but it would be costly and not likely. As President alone he would not have the authority to set this in motion.

4. What are Americans saying about Trump?

With all of the hoopla that is surrounded by Trump and what seems to be a good and solid Trump following, one wonders what Americans are saying about Trump. How do his peers deem him too? The Donald can be associated with his stances on the issues but what is the remaining substance that drives people to talk about or consider Trump. If anything, as long as he has your intention he seems like he would be fine with that too, but I can’t say he is a man that loses very well and if on the brink of it he at least will go down with a good fight. Whether you love him or not, it seems he is doing what he does best and that is entertaining people.

**Business savvy**

When it comes to economic issues, Trump appeals to Republicans alike as they are often focused on free enterprise, economic liberty, tax relief, the “American Dream”, and the people’s “God-given talents” being put to use. They stress international trade being imperative for American jobs, yet state that American standards and opportunity are being stolen and used due to the current international environment of trade, which these allegations are namely aimed at China. They also attack the lack of employment for the
youth, minorities and veterans (G.O.P., 2015). Trump succeeds at speaking to these concerns.

When asked in a recent 2015 poll in July, 43% of overall Americans and 44% of registered voters stated that the economy was an issue that they felt most important when deciding on how to vote for president this coming election (CNN, 2015). The number one thing we know or associate with Trump is his business savvy. Trump is a man that has an extensive roll-out resume of business experience not only in America, but on an international level too, and he has certainly cashed in on it. This type of background is not of the standard Presidential nominee or that of any successful sitting President; perhaps Trump is the one to change that. A nominee running for instance on his own dime is not often and having not to worry about it seems to be nice and doesn’t put on any stress or pressure on the man which this type of financial pressure typically ends campaign runs despite potential. With this though, Trump is disputed as being less worth than he claims. For instance in September of this year, Forbes Magazine put his net worth at $4.5 billion whereas Trump claims he's worth $10 billion or more, and that $3 billion of which is the value of his "brand" (Forbes, 2015).

Trump though is a man who is known to flip flopping real estate into gold and has established this branding power of all that he touches. Within the City of Manhattan alone, Trump has taken the family real estate company (which he took over from his father) and started to dig down deep Trump roots. He has made his mark in Manhattan and around the world with his lucrative dealings and real estate conquests. On his website alone, his virtual resume of accomplishments and product lines are in large numbers. As far as Trump contending as the Republican nominee, it seems fitting that he does as Republicans broadly prefer a candidate with more experience as an executive, either in business or in government, with strong leadership skills (74%) (Agiesta, 2015). Therefore suggesting that at least the Republican Party wanting a business experienced President. In addition, in more recent polls, “Americans say they'd prefer a candidate who has had economic success in their life over one who's never been wealthy” with 53% preferring someone who has experienced economic success, compared with some 40% who would prefer a candidate who hasn't been wealthy (Agiesta, 2015).
Entertaining and lethal

Trump is both entertaining and unrivaled right now when it comes to being the most distasteful man in the room. Trump brings to the table some of his board room flare he showed us on The Apprentice, as well plays the constant antagonist to Jeb Bush and his peers. Trump seems to see a weakened Bush and like a scavenger loves picking on him. Jeb Bush seemed the more likely of the two to play on top but Trump seems to of foiled the possibility at least for now it seems and the ongoing back and forth between the two is media fodder. With trying to ignore him, Bush found Trump impossible to ignore. When Trump reposted a nasty tweet a couple of weeks after his contentious announcement speech—“Bush has to like Mexican illegals because of his wife”—the former Florida governor was forced to respond. “You can love your Mexican-American wife,” he told one interviewer before telling another that Trump was “preying on people’s fears” (Isenstadt, 2015). This bantering with Bush does him no justice and once again solidifies his failure in appealing to the masses.

On another instance, heavyweight talkshow host Rush Limbaugh chimed in on when Trump declined to agree that John McCain was a prisoner of war and Limbaugh exclaimed that Trump is gonna do Trump and not apologize for being Trump, “The American people haven’t seen something like this in a long time. They have not seen an embattled public figure stand up for himself, double down and tell everybody to go to hell. Trump can survive this, Trump is surviving this. This is a great, great teachable moment here, this whole thing with Trump and McCain” (Limbaugh, 2015). A question presented for polling was if it were important if, “The candidate stands up for his or her beliefs, even in the face of criticism?” 39% felt it to be extremely important and 42% felt it to be very important (CNN, 2015) and Trump isn’t afraid of not playing nice in the sand box. Although Limbaugh is correct that the American people aren’t accustomed to Trump and his quick punches, there is nothing honorable in the defamation of a prisoner of war, especially here in America. Limbaugh also added later that Trump’s candidacy is the first of its kind: “You gotta admit, folks, this is not the way you’re used to things happening in political campaigns: A candidate talking about how rich he is, how rich his supporters in the audience are, how stupid-jackass dumb his opponents are. You just don’t hear this” (Limbaugh, 2015). Others also like billionaire Mark
Cuban also commented a worth sharing note about Trump recently, “I have to honestly [say] he is probably the best thing to happen to politics in a long long time. I don’t care what his actual positions are. I don’t care if he says the wrong thing. He says what’s on his mind. He gives honest answers rather than prepared answers. This is more important than anything any candidate has done in years.” In an e-mail to me, Cuban explained further: “I like that he is shaking up the status quo. I think we should take him seriously as a reflection of what people want from a politician rather than as a candidate” (Hoft, 2015). It seems that Trump has only an entertainment quality that people can connect with versus actual political and economic factors. But is there any merit to a politician who doesn’t do or hasn’t shown any actual work towards his hyper policies.

5. Donald Trump America’s change agent?

“The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts.” - Malcom Gladwell.

I have a strong belief that Trump is changing the political stage and that is why he is out performing, but I also do think highly of him when it comes to his work ethic when it comes to his campaign. Trump is fresh and new. His stance on things were barely known to the masses and all of the sudden we all seem to know what they are or at least the gist of them as they are shared vaguely for now. On the G.O.P. side of things, “46% say they would rather see someone who is new to the political scene take the White House in 2016. Republicans are near unanimous in their search for a change in most of Obama’s policies: 94% want that” (Agiesta, 2015). As I have been researching articles and other discussion materials, I constantly find that most people whether they like him or not say Donald Trump is breaking all of the rules and changing the game for not only the Republican Party but also candidate behavior. Is Donald Trump that change agent the American people need? Someone replaced from the political arena Trump is known for his financial successes and public life. However, he has become a staple in the cultural phenomena of America.

“They thought man was a creature of rapacious self-interest, and yet they wanted him to be free- free, in essence, to contend, to engage in an umpired strife, to use property to get property.” — Richard Hofstadter.
I like this quote by Hofstadter as he really captures Trump’s essence. Being the property mogul he is Trump is a representative of what all men want based on this statement but at the same time Trump is not free and is set up against the masses to contend for his position and property among other men. Trump’s appearance as the big boss on both “The Apprentice” and “Celebrity Apprentice” allowed Trump to enter American and international homes and show off his political-economic rants, fiery rationale, business logic and also sharing with us his entertaining fierce character. He even coined the phrase "You’re fired!" on The Apprenticeship. A two word phrase not uncommon in the workplace but his delivery of it is now synonymous with his character. American’s anticipated his stern yet entertaining final approval as if the cast members and tasks were real and we entrusted that his final decision were sound. Trump became an American household name and brand instantly. His ability to shake things up is attributed to a few factors.

1. His clear vision

Trump has always seemed very clear and calculated in his decisions and with what he wants. His decision to run took a long time to come to be but at the same time was very calculative to do so regarding when and how. He had tested his chances earlier in 2012 however never took it further than exploring his chances. The Apprentice star and host at the time claimed favor of the private sector and show (MacAskill, 2011). Perhaps Trump still wanted to focus on his branding, fame, and strategy and at the same time by doing so and holding back Trump has been able to build this political persona which he has been heard well from through his Twitter account and other social media.

2. His patience yet persistence

Despite Trump’s go getter and winner takes all attitude, Trump seems to also exude a respect that is visible but can be overshadowed by his brashness we are accustomed to. His confidence then in 2012 towards his potential candidacy was formally addressed in the

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5 I would like to add a personal story. Not so long ago was I working overseas as an English teacher to high school students. I asked them what defined U.S. culture to them and what came to mind when they thought about America. Many mentioned food, big roads and cars, Route 66, New York, the American Dream, and Donald Trump and his popular show The Apprentice and Celebrity Apprentice.
following statement, "After considerable deliberation and reflection, I have decided not to pursue the office of the presidency. This decision does not come easily or without regret, especially when my potential candidacy continues to be validated by ranking at the top of the Republican contenders in polls across the country." In addition to this, he added that if he were to enter that he would win the primary as well as the general election (MacAskill, 2011). With his current standing, Trump sure is proving that he is on top with his patience and is very persistent.

3. One to ask tough questions

Whether it is asking or saying for Trump, he never seems to be timid to ask the big questions at hand. Although frowned upon or non-p.c., Trump is gutsy and gets the questions forth. Back in 2011, he was one of the loudest voices in the room when it came to now sitting President Barrack Obama’s citizenship. In good ole G.O.P. fashion this was done to the President’s mixed background and name which many often question the President for not being a U.S. citizen. Trump showed his relentlessness and stubbornness and it was interesting that he was so adamant on voicing the need for the President to show proof (MacAskill, 2011). However the President after much pestering provided his long form of his birth certificate, dispelling doubts, however Trump being adamant still comments on being not fully satisfied with the proof. This whole spectacle was childish to follow but Trump did in fact stand out and just asked a simple question for the President to answer. Being dissatisfied with the evidence is another thing. Will he be dissatisfied with other answers to his requests and dealings gone wrong as President? Trump’s own blown out of proportion worth has been scrutinized and the facts or not clear (Forbes, 2015).

4. Knowledgeable and leads by example

"Living your words, walking your talk, and talking your walk" (Midas Touch: Why Some Entrepreneurs Get Rich and Why Most Don’t, 2011). Trump is internationally known and not only leads by example he also lives by example. He doesn’t live the way he wants to but lives the way he does because he can. As a prize for winning a task, Trump invited the winning team “upstairs” to his top floor apartment to show the winners the possibilities of being on the winning side. Trump’s apartment is one for the books and is quite lavish and over the
top. Trump is a man that surrounds himself also with good and smart people. He does right it seems by those who he does business and he gets the job done.

5. Strong relationships built on trust

I wouldn’t doubt that many deem Trump to be trusting and stands by his word when it comes to those in the business world who have worked with him. Trump is a man that exudes confidence and will go the required measure to deliver if he already hasn’t, and then he will get the right connections, if not. In a recent interview in Des Moines, Trump was asked when he was going to share with the people policies. Trump told the reporter to watch Sunday's "Meet the Press," when he would present a "very comprehensive" plan for immigration. That would be followed in a few days by a policy on taxes. Good, the reporter said, because "a lot of voters are saying that they really want to see your policies now," which he responded, "Well, I think the press is more eager to see it than the voters, to be honest," he said. "I think the voters like me, they understand me, they know I'm going to do the job." Basically he stated that people trust him and that he means what he says (Bump, 2015).

5.1. Why Donald Trump thinks he is the best candidate?

As a business leader, what makes Trump stand out as the best candidate for the presidency? Among the qualifications and strengths he has laid out in a recent interview were (Sonnenfeld, 2015):

1. Problem framing and communication.
2. Negotiation expertise—taking tough, informed positions and winning with them.
3. Strategic clarity and focus in one’s mission.
4. Metrics of accomplishment, money, participation, growth.
5. Accountability and transparency.
6. Plainspoken direct talk with vivid imagery.
7. Spotting and developing talent for staffing and leadership development.
8. Resilience and overcoming adversity.

(Sonnenfeld, 2015).

All of these factors of success to Trump are surely demonstrated characteristics of him and exudes what the media and public love or hate about him; back in November 1987, Trump was referred to as “one of the most remarkable figures of the roaring eighties” in his
much shared interview and preview of his upcoming book “The Art of the Deal” with New York Magazine. One wonders though, why does Donald Trump himself think he is the best candidate or why does he even want to be President? Especially when you are on top of the world like he is and let alone why anyone would want to rule over the people? Becoming a nation’s leader isn’t a childhood dream for all; it seems only a select few would actually choose it. It takes a certain particular type of individual to take on the mass media attention, scrutiny, responsibility and more. “In my life, there are two things I’ve found I’m very good at: overcoming obstacles and motivating good people to do their best work” (New York Magazine, 1987).

Most of our President’s here in the U.S. come from long political careers and rather affluent lives. Donald Trump fits in this mold but minus the political career bit. Nevertheless he has lived in a world where he has certainly tasted the title of being king and authoritarian of many. America’s presidency would be the ultimate achievement in accomplishing that. The candidates that have arisen from the G.O.P. pool are of a unique kind. Donald Trump is definitely unique. The dogmatic power and appeal of the Republican Party lies in how its consultants and media accomplices have created a highly entertaining and confusing type of absurdist political theater (Devega, 2015).

Since Donald Trump’s candidacy announcement in June 2015 (a day after Jeb Bush’s announcement), Trump soared almost to the top instantly and is holding ground as the G.O.P. front runner still to this day. Mr. Trump although steady, has faltered midway thus far by way of a few poor choice attacks and controversial political statements and has had to go face-to-face with members of the media and the Hispanic community. However among his fellow G.O.P. members Trump as of November is still on top of the leader board with an overall 30% lead in the 2016 National Republican Primary polls (Huffington Post, 2015).
This would be new if Trump were successful in his presidency, as the most successful Presidents in U.S. history are those who were either lawyers or career politicians, and those who had business careers are among the least liked and unsuccessful (Egan, 2012), for instance former President George W. Bush and former 2012 G.O.P. candidate Mitt Romney.

“Both George W. Bush and Romney are Harvard Business School graduates, further padding their business cred. Once they started governing, both men failed to improve the economic lives of those under them” (Egan, 2012). Mitt Romney even tried to endorse the idea that the President should have at least three years of actual business experience, “I’d like to have a provision in the Constitution that in addition to the age of the president and the citizenship of the president and the birth place of the president being set by the Constitution, I’d like it also to say that the president has to spend at least three years working in business before he could become president of the United States” (Egan, 2012). Mitt Romney fell short though in selling this and since Trump has an extensive business background it doesn’t seem to prove that this element is all that important after all. Also, people must understand, Donald Trump is not the average American or the rags to riches story, Trump inherited his business from his

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(Huffington Post, 2015)
father and also started his business with a million dollar loan from his father. Anyone can start a business with that kind of startup money.

6. Criticism

From my studies thus far was I so humbled by the remarkable work of American historian and public intellectual, Richard Hofstadter (1916–1970), who wrote the essay “The Paranoid Style in American Politics” (1964), and sought to identify and answer what the significance is for our understanding of American politics today.

In his enlightening essay, Hofstadter shares with his reader about “the essence of heated exaggeration, suspiciousness, and conspiratorial fantasy” within political mindsets in America; also defined as the paranoid style, but not in the clinical sense and concludes that this particular individual is one who wears all of the fears and stresses of their world, of “the” upcoming threats; that the individual is the gate keeper of the realm and that he or she can mystically foresee these looming threats. Hofstadter also speaks in this light that this individual can specifically predict actual time frames or set dates to when these events will occur. In addition to this, the author speaks of the obsessive-ness of the individual, at what lengths they will stand to uphold their goals, but at the same time these goals are ridiculous and unattainable. It is the classical characteristics of any obsessive, they thrive and feed off of any small gain and will never stop until all sense of the threat is gone (Hofstadter, 1964).

As I have examined and gone through the articles and interviews about Trump and his hyper fear pressing, I have seen a consistency in what Hofstadter has to say when it comes to Trump and the entire G.O.P., and was also elated to see that other authors have referred to the same essay of Hofstadter as well. With this though we must think of that which Trump is doing and saying as it is quite alarming. This is perhaps the biggest issue at hand with Trump’s candidacy. The hatred and ugly side and fear fueling through politics is being unleashed by him and accepted by the American people.

With all that is so exciting and appealing about the powerhouse and brand that is Donald Trump, Trump as a presidential candidate is unfortunately less appealing and fails to live up to what could possibly be one of the most exciting and of successful candidates. That
is, Donald Trump fails to speak sensibly and instead rants ridiculously to the populous crowds he attracts. He has the attention of the world, but oddly enough fails to deliver and is if anything is a disappointment of a candidate. Even the Donald hasn’t presented a very strong or unique economic plan. His immigration stance and policy knocked the wind out of everyone and was so shocking. He might have had or still has an active audience but to even the slightest of those who are curious about his potential or lack of policies are thrown off and put off. Democrat Hillary Clinton is quoted as saying that Mr. Trump wants to bully his way into the presidency which seems to be accurately stated and if anything, Clinton says her intentions on the other hand is to “build people up; build up our country” (Nicholas, 2015).

In addition he has attacked not only a certain portion of the U.S.-Latino population regardless of whether they are legal or not but also women and is incredulous when it comes to other social groups. The Spanish-language broadcaster Univision dropped his Miss Universe and Miss U.S.A. pageants, another franchise he dabbles in. The network NBC also announced that it was also dropping the pageants it co-owned in a joint venture with Trump immediately after and not surprisingly Mexico announced it too would not send a contestant to this year’s Miss Universe pageant (Brownwell, 2015). This was also shortly followed by the even more shocking news that Trump will no longer host The Apprentice shows whereas now actor-celebrity and former California Governor Arnold Schwarzenegger will host in his place (Stelter & Pallotta, 2015). With the quick backlash even Macy’s Inc. the large retailer declared that it would no longer be in business with pitching Trump’s line of menswear (Brownwell, 2015).

Further criticism shows that Trump really hasn’t any solid policies set in place. Fellow G.O.P. and now former front runner Jeb Bush has criticized Trump for an unoriginal tax plan that if anything his is a copy and paste of his own plans. Bush further claimed that Donald Trump has “no conservative record and has supported Democrats such as House Minority Leader Nancy Pelosi and Hillary Clinton” and that ”He’s been a Democrat longer than he’s been a Republican. He has said he’s felt more comfortable being a Democrat,” Bush said (Scott, 2015). This sets the precedence that Trump has no original plan or recipe to other Republican nominees.
The political irrelevance seems to be coming through more clearly as time passes by. Donald Trump is the executive officer of many organizations and the boss of many and perhaps that is all he does know and that is to be the boss of others and wants to tell us what to do versus help build us up like Clinton promotes. Donald Trump lives by this theory of leadership and that is I suppose what we should expect of his presidency if it ever were to come to fruition. To Trump this game and chance to lead is the ultimate reward because he revels in saying “I win!” However the political arena is set for this and Trump is fully aware that as a society we live in fear. We anticipate great threats upon our great nation and more so now with the ever developing fear of organizations like ISIS. Fear is the greatest emotion for him to command us with or any other authoritarian over a society. It is well known (Walden, 2006).

An extension to that branch of criticism is that Trump lost his understanding of his role if he were to be President. He seems to look to it no longer with his former idealism of being America’s greatest negotiator but more of the authoritarian role. He assumes too much that he will have the free reign as he has within his organizations and forgets that not all things are so simple on Capitol Hill. There are levels of government which decisions need to go through as well presidential limitations on authority to bypass any of those routes (Tau, 2015). He claims that the people understand his ways and methods, that they get him and evades further probing of his knowledge on his policies. That being said, on the Iran deal, Trump recommended previously the doubling or tripling of sanctions on Iran to force Tehran to return to the negotiating table, “They are laughing at the stupidity of the deal we’re making on nuclear. We should double up and triple up the sanctions and have them come to us” (Tau, 2015). However he is also building the international sanctions against a decade-long process involving the United Nations, Congress and the European Union and the U.S. President would only have authority over any domestic ones versus international. Gary Huffbauer an international trade and sanctions expert at the nonpartisan Peterson Institute for International Economics pointed out that “Adjusting some of the domestic sanctions may have technically been within the power of a president under the current authorities granted to him by Congress. Yet doing so would spark a diplomatic break and a potential trade war with countries such as Japan, South Korea, China and India who all capped, but didn’t entirely stop, their imports of Iranian oil” (Tau, 2015).
7. Conclusions

Right now Trump is loud and brash and he never deviates away from his character that he has built. He has won our hearts over the years as an American entertainment staple but I do not think it is enough to take him all the way to the head of the boardroom table or into the Oval Office at the White House, especially with the direction of his candidacy. Donald Trump the “persona” who so many love or loathe was created and molded by America and the media whether we like it or not like Hofstadter suggests in the following quote, “The growth of the mass media of communication and their use in politics have brought politics closer to the people than ever before and have made politics a form of entertainment in which the spectators feel themselves involved. Thus it has become, more than ever before, an arena into which private emotions and personal problems can be readily projected. Mass communications have made it possible to keep the mass man in an almost constant state of political mobilization,” Richard Hofstadter. There is a lot to say about Trump’s popularity and that is due to modern social media. The quick response time to cover or share anything related to the subject is out the door so fast.

We have come to accept him but don’t know what to always do or think of him and there is no doubt that we have helped create him. It seems that Trump is often focused on the media about him, his opponents and his numbers in the poles. Traditionally, candidates take a more ambiguous stance on the hardcore issues in order to appeal to the general public. However that does not seem to be the case here with Trump, with all the more support that he has he is the opposite of what all others do and this seems to be appealing to the American people. Yet this leaves also a lot of uncertainty on whether or not he intends to be focused and deliver on the issues he chooses to address. Trump is easily distracted by the feudal drama that comes with his media and opponent bantering versus making more headway with the structuring of his policies.

Most are unaccustomed to Trump’s political views as they have changed from either perspective of the democratic or republican stance. As time is passing by and his candidacy is evolving and getting stronger or weaker, Trump doesn’t seem to be showing us his business corporate side after all. There isn’t much of a showing of that thus far and I think we can cross that off as something we will get. What is there to negotiate when all he is doing is
attacking others, degrading great portions of people of all sorts of backgrounds or beliefs? It isn’t what we have signed up for and it isn’t the show we want to really watch. When it comes to our nation at the end of the day this side show will only suffice for entertainment value and what a waste that is. I think many individuals regardless of party affiliation would agree that Trump could have been promising in the very beginning but has now fallen short.

Trump has been leading in the polls since his June 16th announcement and it is apparent that many select individuals don’t mind him staying and seem to genuinely hope that he can make it till the very end. However Trump the candidate seems to be showing his true colors of a lack thereof of his humanity and a not so well oiled machine that entices the crowd and media to evoke. “The Donald” seems to be lacking in his political command or has perhaps been bought by whatever higher powers that may be and fails to deliver the promise of the American Dream and instead proves to us that we all indeed have a price. We were promised that he could not be bought as he serenaded us with his independency from others and influence by higher powers.

“It is ironic that the United States should have been founded by intellectuals, for throughout most of our political history, the intellectual has been for the most part an outsider, a servant or a scapegoat.” - Richard Hofstadter. This is true in many ways. Where is the intellect in Trump, where is the rational man and leader we seek versus antagonist.

Donald Trump is unique and will always remain an anomaly among men. Many are praising him for changing the field of the uptight G.O.P. but also is overlapping and spilling over to other parties and folks. However though I have to say I am nothing but disappointed that he has succumbed to a larger power than being his unique self or at least has fooled me and others alike that he is the American Dream and is only out to do what is needed to get ahead and benefit himself. I was hoping to see a unique independent candidate, a business savvy all-American boy who has it all to go all the way. Despite his business accreditation I don’t see much past the bravado and hyperbole that he touts. He also has brought out the evil spirited-ness of the American people, whether it was lurking about or dormant, it sure is an ugly one when it shows its face. But what else is there after this? I feel as though we are witnessing the last act of Donald Trump the man, Donald Trump the American dreamer and go getter, and not getting to see someone who wanted to make America great again.
Now do Americans want a business savvy President in 2016 by way of Donald Trump? Based on the findings, Trump started out back when as a business savvy candidate but eventually changed his tune because perhaps that wasn’t enough to stand out, but he still uses his experience as a tool. His followers aren’t too concerned about economic policy anymore and are more distracted by the greatest reality show that he is star of. I was initially interested in the fact that Trump could suggest that a business savvy man could convince me that economics and politics were intertwined in a campaign run, but so far I am not convinced by Trump. He is not interested in leading with an economic agenda, strategy or plans in his favor. Donald Trump is his own Omarosa (first and best antagonist character on The Apprentice). As far as being business savvy and the best negotiator, Trump intends to deflate the U.S. economy with his proposals to sanction China, the billions spent on a wall for the U.S.-Mexico border, the costs it would take to deport all of the illegal immigrants, support racism and cutting back on tax in-takes. Looking at all of this no, America does not want this “business savvy” man as President. They are just being entertained for now. Granted anything can happen and only time will tell when we get closer to election time. Trump is though the change agent among the candidates and is changing the political field. On a positive note that will be the best that was brought out about his candidacy as he pushes the normal and challenges the hard boundaries of a normally stiff crowd.
8. Bibliography


