

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

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Abstract

The rise of populism is quite noticeable through President Donald Trump's victory in US' Election 2016. Herein, Populism emerged on the political landscape of America and was wisely demonstrated by Donald Trump, which acted as a stimulus for his election campaign and consequential win. The basic aim of this paper is to see how President Donald Trump opted for a populist rhetoric i.e. dealing with policy disparity and conforming to public aspirations which formed grounds for his success. A descriptive and analytical method has been devised upon to explore the cause and effect of populism on US Elections' 2016. In this regard, a comparison of the two leading Election candidates is drawn - Donald Trump and Hillary Clinton i.e. their style and rhetoric, the slogans used by them along with their viewpoint on various issues. Hence, signifying that President Donald Trump's victory as a US' policy guard is an acceptance to the fact that populism is a prevalent phenomenon in American politics today.

Keywords: Populist rhetoric, America, Public sentiments, US Elections, National interest

Introduction

Populism refers to a range of approaches where public opinion stands foremost, and there is a lethal reaction towards status-quo. The focus is upon the 'will of people' juxtaposed to ruling elite, this coalition of ideology is cashed by individuals, groups, even political parties etc. in order to gain a social standing or political mileage of it. This concept was adapted by Donald Trump during the US Elections' 2016, i.e. skepticism against the ruling elite and an admiration of the public. He basically focused on majority vs. minority binary wherein a silent majority got lured by his populist stance. This research paper would examine the link of populist rhetoric with US Presidential elections 2016 by addressing the following questions,

- What rhetoric President Trump presented above the voters in 2016 American polls?
- How is President Donald Trump's election narrative reflective of populism?
- What are the parameters for checking the American election campaign 2016?
- What are the effects of populism on US presidential elections 2016?

Donald Trump's populism narrative became the basis of his victory in the 2016 American polls. The rhetoric he presented above the voters was to 'Make America Great Again'. This notion immediately triggered nationalistic sentiments of American

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inhabitants and they yearned for a pro-American leadership. Such an up rise and shift in public perception is considered as their resentment, primarily due to the damages that America had been facing as a country previously. On the contrary, Donald Trump's political agenda was to give emphasis on citizens and be responsive to the populist appeal. So basically it was the crisis of representative politics and ignorance of popular sentiments on part of the previous stakeholders that enabled Donald Trump to gain prominence within public ranks.

Donald Trump formulated a populist appeal throughout his election campaign which paved ways of his success in electoral politics. His stern reaction towards the status-quo policies and his ideology of uncanny passion for America got him the desired attention within the public ranks. The current wave of populism flourished in America was basically a disregard for previous political agendas and was a clear-cut aim change of mindset on behalf of the public. Basically, it was a getaway from orthodox political agendas, social guidelines and economic concerns which brought no good to the country or to its inhabitants.

If one examines the reasons of Trump's victory in US elections, it is primarily due to the right wing nationalistic populism that gained momentum within American landscape and consequently led towards a winning streak. In this regard, some eminent reasons for Donald Trump's victory have been fore grounded which include the votes of the white working class who are less educated but uphold a large voting portion which is inevitably a game changer. Other than that race factor was another major reason for Donald Trump's victory that included marginalizing minority population whether they belonged to a different religion, culture or ethnic group (Ehmsen & Scharenberg, 2016). Henceforth, it was clear that an average American was lurching towards change in policy in every realm.

This urge for change was felt by Donald Trump timely. Resultantly, his speeches also highlighted a clear vision of both domestic and foreign policy in accordance to public aspirations – populism. On national front, he exhibited the notion of making America a great nation again. In dealing with foreign affair, he aimed to reconsider and dismantle all American coalitions worldwide by investing focus on domestic issues and concerns first. This narrative of Donald Trump was taken as a trumpet indicating a revival and uplift of the social, political and economic sectors within America. This primary shift from foreign affairs to internal ones is President Donald Trump's policy statement which gained a swaying public support ultimately materializing in form of election victory (Becker, 2017).

Populism in American Elections' 2016

The American polls of 2016 were unique for a fact; they were personality based to a varied extend. Both parties i.e. Democrats and Republicans had personalities as

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

foundation to their election campaign. From a political point of view, it was a struggle between an established political giant Hillary Clinton, the former Secretary of State and Donald Trump, a renowned businessman with a zero political experience. However, these were not the only parameters of the American public to review amidst elections. Other factors such as their narrative on internal and external issues were a grave concern for majority Americans. Also, the right slogan was required to penetrate into people's hearts and to unveil what they expected of an American leadership.

Herein, it is mandatory to recognize that a wave demanding change of policies was quite evident in the recent years. While the American economy and military was shaken up to the worse and both the image on international front and back at home was dismayed, only the campaign, slogans as well as policy parameters that inspired the public mattered the most. Hence, populism was clearly on the go. Basically, American Election of 2016 was on based on extremes be it political reform, a social norm or cultural standing, the expectation was to offer solid proposals in every realm, the one that actually appealed to the masses.

Although populism is not a new phenomenon in American politics i.e. former Presidents such as Franklin Roosevelt and Harry Truman have used the populist rhetoric to magnify their government power however; Donald Trump's effective use of populism has never been witnessed in US history before. This stands as a marked difference owned by Donald Trump as a perpetuator of public aspirations in the power corridors. Herein, populism came in the wake of a constant realization that American interest at every level is being marginalized by stakeholders in government. Thus, the agenda and policy statements of Donald Trump made him gain popularity within the masses. Even though, Hillary Clinton was an experienced and all-favorite candidate during election campaign, her dream of becomes the first female president of America was shattered by the silent majority within America who preferred the populist approach of Donald Trump over the political maturity of Hillary Clinton.

There is basically an obsession with self-interest and aroused nationalistic conscience within Americans. Herein, Donald Trump came as a ray of hope. He proposed a viable solution to every issue encompassing America. Hence, the idea of populism pertained towards public consent and their unheard yearnings. The basic reason behind populism in America is that the government lacked responsiveness therefore the voters felt a dire need to be well represented in forthcoming. Also, there was constant realization within public that the burden on USA, being the super power, must be withheld. Instead the sole focus should be on raising American interest through all possible means (Cox, 2017).

Comparing the Candidates: Donald Trump vs. Hillary Clinton

The comparison of Donald Trump and Hillary Clinton is based upon the set notions of each of their election campaigns respectively. The rhetoric that the candidates presented above public was a major factor in deriving votes. While examining both the candidates, the parameter set basically includes their style, use of slogans as well as standing upon issues vital to the internal dynamics of the country, and their respective opinions on foreign dealings.

Style and Rhetoric

The style of Hillary Clinton all through the election campaign was professional, but more of a cliché, something quite unappealing for the masses. She appeared to be a hard-hearted and robotic sort of a person who had long been a part of the establishment rejected by a majority in public strands (Sainato, 2016).

On the contrary, ignoring every notion of American politics, Donald Trump was vocal about issues and his concerns and thus appeared authentic and sincere in front of the masses. For him coverage of media in any form was not a matter of concern, he totally ignored all the controversies related to his personality. Instead his entire election campaign focused upon his image building on social media, and also by means of certain visual aids i.e. pamphlets, caps and shirts etc. imprinted with slogan promising 'American Great Again'. Hence Donald Trump's style and rhetoric during campaign was centered upon verbosity, self-importance and narcissism (Balz & Rucher, 2016). This approach well grasped the minds of American voters and thus granted Donald Trump victory in the elections.

Through speeches, interviews and overall personality analysis of the two candidates, Donald Trump can be referred as a contestant with a distinctive style which appealed to the masses. Herein, various global stylistic measurements apprehend his style to be direct and composed of brief sentences with appropriate choice of words which explained his determination and resolve regarding American issues. On the other hand, Hillary Clinton uttered long sentences with richer vocabulary, and in an attempt to provide an insight to more issues, she basically muddled her impression in front of the audience and hence was not that appealing to the masses (Savoy, 2017). So basically the style and rhetoric of Donald Trump made him appear as a strong, masculine figure, talking like an average American with a lot of positive energy, easy enough to understand in the pretext of nationalism. Therefore, his victory against the elites can be well explained as an uprising by the masses against state institutions, the political mafia, and media (Scarry, 2016).

In short, a thorough analysis of the style and agenda setting of Donald Trump and Hillary Clinton respectively, it can be argued that both candidates had a different appeal, targeting a different set of audiences. Hillary Clinton's mild and diplomatic

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

style attracted the educated American class, alongside minority communities and quite many women as well. Her idea of America after her election victory meant to be a place that well suits everyone. Accordingly, on international front, her motto was to keep peace and security conditions intact.

While analyzing the style and rhetoric of Donald Trump, it is viewed that his aggressive pursuit towards American nationalism had no concept of 'mutual sharing' primarily at the expense of American stakes being marginalized. He made it quite clear that the idea of 'America First' was primarily for Native Americans that have been facing the brunt of global interconnectedness for quite long now. Although his narrative was totally unruly and alarming for a state with a stature of world stakeholder, however his style was something that appealed a silent majority within America. Therefore, Donald Trump used his populist notions as a prominent political technique, in order to gain attention of the silent majority and an access to the power corridors.

Position on Issues

It is mandatory to understand that Donald Trump well-presented public sentiment in giving each policy statement. He was able to do so because he had no added burden of being the part of governments in the past. On the contrary, Hillary Clinton was a major part of the previous governments and was the candidate for the Democratic Party as well therefore; her opinion on various issues was a continuation of the policies of former government, which was considered questionable by the masses now. Donald Trump, on the other hand, had a clean slate of political adolescence to cash.

A chart has been presented below, highlighting opinion of both Donald Trump and Hillary Clinton regarding vital American concerns.

Table 1

Position of Donald Trump and Hillary Clinton on Various Issues

Take-up on Issues	Donald Trump	Hillary Clinton
Immigrants Issue	<p>During the election campaign in Illinois, Donald Trump summoned man on stage, wearing a shirt that said: “Legal Immigrant for Trump.” Trump said that the media missed the aspect that he was merely against illegal immigrants, not the rest (Gomez, 2018). However, his stance against them was staunch i.e. he insisted on kicking them out other than legalizing them.</p>	<p>Hillary Clinton supported the DREAM act – lawmaking for illegal immigrants. By which, immigrants were supposed to learn English and pay penalties etc. Further, she was of the opinion that the punishment for employing illegal migrants should be increased. Therefore, her opinion was reformative and not based on extreme notion (Gomez, 2018).</p>
Border Management	<p>Donald Trump's most effective election rhetoric was to build a wall on US-Mexico border. He strongly asserted to ensure that Mexico paid for the construction and claimed: ‘I will construct a huge wall alongside the southern border, and Mexico will pay the cost’ (Liu, 2016). He repeated this at every campaign rally</p>	<p>Hillary Clinton called for guarding American borders to ensure national security. Being Secretary of States, she was supportive of the immigration bill 2013 as a valuable plan for border-security. However, She asserted that US- Mexican Border is now completely secure. She also mocked Donald Trump's suggested border hedge as ‘unreal.’ (Liu, 2016).</p>

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Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

Stance on Refugees

Donald Trump's position on refugee relocation was parallel to their screening and proper investigations, especially those who wanted to find sanctuary in the US. After San Bernardino shootings, he also suggested 'a complete ban against Muslims entering the Country'. Later, he vocalized a conditional prohibition of immigrants denoting that there is 'an established history of terrorism' behind. He also narrated that America will not become a migrant camp again (Golshan, 2016).

Clinton had vowed to welcome Syrian migrants. She supported refugees and asylum seekers to enter the country and dwell within, which she believed was "a fair chance to tell their stories." She planned to allow 65,000 Syrian refugees to enter America, in order to curtail the much adverse refugee's situation. "We have constantly greeted migrants and refugees," Clinton chanted all through her campaign. She even said that "We have made sure if people worked hard, and lived reasonably, America is going to be a forever home for them."(Liu, 2016).

Take-up on Terrorism

Donald Trump linked Islam to terrorism, signifying a total shutdown of Muslims entering the United States. He pledged to ensure "aggressively pursued joint military operations against terrorism and international assistance to cut off funding of terrorism." (Goff & Greve, 2016).

Hillary Clinton did not approve of anti-Muslim statements by Donald Trump. She pledged on working diligently with all partners, alongside reinforcements of all international pacts. She declared to work against targeted jihadist and ISIS associates from Libya to Afghanistan in order to curtail Terrorism (Goff & Greve, 2016).

Mubeen Adnan and Rabiya Hamid

Viewpoint over Iran

Donald Trump had an opinion that Iran- Nuclear deal was not a triumph for America instead; it was a bargain that did not suit America well. So he categorically said he signalled rejection of Iran nuclear deal and wanted to renegotiate the terms. (Torbati, 2016).

Donald Trump knew that War in Afghanistan was indispensable, he believed that the severity of operation should be minimized .Similarly, upholding a military presence there is mandatory owing to its geographical proximity with nuclear-equipped Pakistan. Hence, he was persistent to maintain military strength up to 5,000 soldiers or so (Alikozai, 2016)

Narrative about Afghanistan

Donald Trump was clear about terrorism and the idea of curbing it. He said to eradicate ISIS’ major funding; and was against sending troops in Syria. He also claimed that: “Lets Bomb the shit out of them.” He narrated that “If Clinton won the election; ISIS will take over this country.”(Tani, 2016)

Position on Syria and ISIS

As Hillary Clinton was a part of Iran deal as Secretary of States therefore, she was in its favour. As Secretary of State, she penned down the basis for sanctions on Iran, consultations upon the pact later on, and was still supportive of it during the campaign (Torbati, 2016).

Although, being Secretary of States, Hillary Clinton supported Barack Obama’s withdrawal of Troops from Afghanistan but during the election campaign she said that she would be open to maintaining some troops in Afghanistan if necessary (Alikozai, 2016).

Hillary Clinton was supportive of a no-fly region, and teaching military methods to Syrian rebels in order to make them equipped to fight the terrorist factions. She commended a strong U.S. participation in fighting the ISIS that had an adequate military capacity, enough to harm world peace (Tani, 2016).

Slogans of Presidential Elections' 2016

The purpose of evaluating election slogans is to understand the psyche and political strategy of both the leading candidates for American presidency. It is pretty much understandable that slogans are bound to gain public attention and help shape up the campaign into the candidate's favor. US Elections, this time around were more focused on personality other than the party. Hillary Clinton was a complete institution, with her wide-ranging experience. Also, she was hot favorite to win the presidency election in order to become the first female president in the history of United States.

Similarly; Donald Trump came out as an 'outsider' amongst all. He dabbed all stances regarding his controversial personality by being a straightforward and patriot American, who was never an active part of government stakeholders. His emergence as a candidate was not quite welcomed from different segments of American society especially the minorities, non- American residents and quite many women.

However, when the slogans of both the candidates appeared, Donald Trump's slogan had a political context and mileage, one that hit a lot of Americans and hence resulted to his victory as a major upset in the history of US Elections. Right from the beginning of the presidential campaign, Donald Trump came up with a bold and striking slogan "Make America Great again".

Whereas Hillary Clinton had to struggle hard in order to settle down over a slogan. First it was 'breaking down barriers', then she came up with the slogan of 'fighting for us' and later she even sparked a feminist rhetoric by chanting, "I am with her". However, none of these slogans had a long term appeal, nor they could effectively penetrate into the hearts of the public. Later on, she opted for 'stronger together' something that is believed to have derived from Trump's narcissist agenda of changing everything overnight, entirely on his own (Keith, 2016).

First, the rhetoric of Hillary Clinton is to be dissected by means of her election slogan. She came up with the phrase 'stronger together' as an election drive. The phrase was catchy but redeemed to be unclear at the same time. The idea of stronger together is relatable in every aspect: be it social, political, economic or cultural etc. but that is exactly what America had been experiencing in the past. On the internal front, togetherness encompassed every segment of society regardless of cast, race, ethnic and religious standing. This was something that an average America considered a major threat. The modest white America had suffered through a lot, and the idea of economic sharing, political leverage and social bonding as hallmarks of democracy etc. was considered more of a hazard than strength.

Hence, the ultimate resort of an average American was the populist ideals of Donald Trump which were for the cause of a great America. Similarly, if one applies Hillary Clinton's narrative of 'stronger together' on the external front, it can be considered as an agenda of undue interference meaning thereby, a hyped economic and military expense which only weakened America internally, and also laid grave impacts on its image internationally. The pursuit of globalization was believed to have undermined

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nationalism to such an extent that American culture and ethnic standing was at risk. Also, the hallmarks of globalization seem to no longer favor the national integrity and security concerns of the country.

On the contrary, Donald Trump's election slogan was based on Americanism in a very direct sense. While he focused upon issues pertaining to the mindset of the common masses, he also made sure that his voice was heard and felt deeply by voters all across the country. His campaign was based upon two famous taglines i.e. 'America First' and 'Let us make America Great Again'. However, the concept of making America great as an election narrative is not a being used for the first time. It has been used by previous presidential candidates but the way it was depicted by Donald Trump, well led by circumstances, gained him prominence in the American political landscape.

The slogan depicted a return to the past, a glorified America wherein, employment, security as well as stability and an appeal to work for national interest was nothing less than the realization of the American Dream. So all those who thought that America in 2016 was devoid of paramount, believed in Trump to have fulfilled the ideals that they held dear.

If one is to analyze Donald Trump's slogans – a direct link to populism is established. Before Donald Trump, various presidential candidates used the phrase to lure in the public and gear massive support but the way Donald Trump managed as his victory pledge, is quite unique. His slogan had more depth because he directly tapped into the fears of the public who were awed over the realization that the America they lived in had become more of a state quite contrary to their nationalistic ideals and goals.

Henceforth, Donald Trump directly impacted the voters by ensuring that America under his presidency would not be some new state instead it would be a recovery towards that prestige and sanctity which is the hallmark of America. In short, his narrative buildup constituted revival and not utter newness which grabbed attention nationwide (Clark, 2016).

Effects of Populism: Analyzing the US Presidential Elections' 2016

By the end of 2016, American public elected their president amidst the most debatable election in the history of USA. Herein, it is important to identify that the percentage of independent voters enormously increased. Donald Trump's election victory was a huge upset in American political history wherein a presidential candidate won Electoral College whilst losing popular vote hence, a candidate resumed office of presidency with the lowest favorability ratings. Basically, his campaign was well adapted on parameters that attracted a 'silent majority' of Americans voters who believed that the Republican Candidate was a genuine alternative to the political status quo (Bansal, 2016).

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

“Donald J. Trump won the Electoral College by 304 votes as compared to that, Hillary Clinton managed to bag 227 votes in these elections.” (Donald Trump Wins the Presidency Elections, 2016). The presidential campaign exposed deep rooted binaries in American society. The perception towards elections and the voters’ support towards either one of the candidates were dependent on multiple factors. Herein, women specifically young, well-educated and from a non-white background voted for Hillary Clinton whereas, the remaining opted for Donald Trump. Similarly the college literate, non-white men were in favor Hillary Clinton. Furthermore, the minorities and a large number of diasporas from different countries of the world whether immigrants or refugees supported Hillary Clinton for her liberal politics. Basically, these demographic factors play an enormous role i.e. they provide a basis to voters’ disparity and explanatory power. In short, having ample knowledge about gender, cast, race and educational background alongside the state residency, calls for an impression as to who supported whom.

Matters of Race

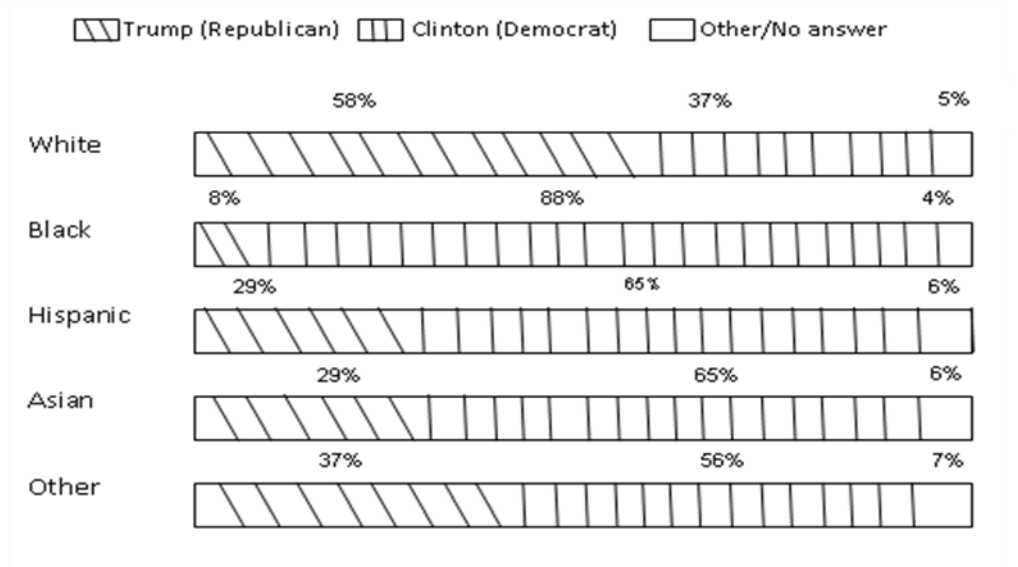
Race appeared as a dominant factor in American elections. Herein, the binary was between an average white American and all the other races prevalent within the country. Donald Trump scored a remarkable victory on the 8th of November, by means of a campaign that reflected deep rooted splits within American society i.e. the divisions of race, color, gender and education etc. According to the analysis on the basis of race, Donald Trump managed to channelize his support into votes (Goldstein & Hall, 2017). The average white American voted for him in majority. Hence his identity based politics proved fruitful, so much so that he became the president elect.

Herein, the figure (as follows) denotes the number of votes Donald Trump acquired from each race prevalent in the country. The white Americans lead the way as the staunchest supporters of Donald Trump.

Almost 58 percent voted for Trump. Whereas about 88 percent black showed support towards Hillary Clinton and the Hispanic and Asian too voted in favor of the Democrats candidates however, the white American voter ruled them all out.

Figure 1

A Race-based analysis of Votes in US Elections



Source: <https://www.bbc.com/news/election-us-2016-37922587>

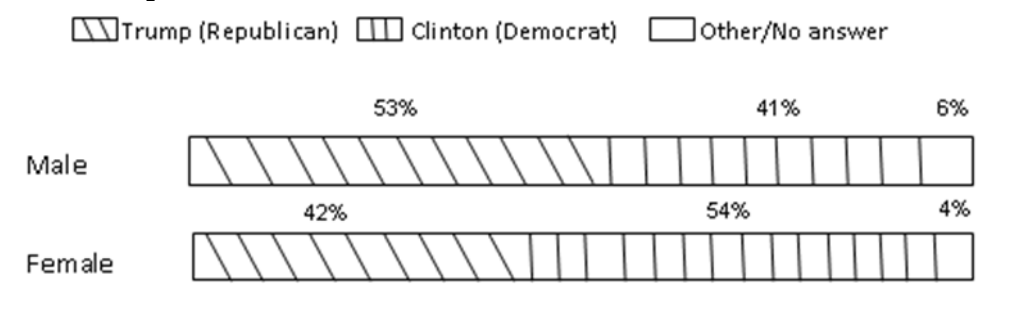
Gender Breakdown of Votes

The American polls highlight a gender breakdown of votes wherein, about 53 percent of men chose Donald Trump, for presidency and almost 41 percent casted their votes in favor of Hillary Clinton as shown in the figure below

Figure 2

Gender breakdown of Votes in US Elections 2016

Source: <https://www.bbc.com/news/election-us-2016-37922587>



Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

“In case of American women, the ratio of Trump- Clinton votes is almost reversed. Hence more women voted for Hillary Clinton as compared to the Republican Candidate. While further analyzing, the ratio of white Americans, the statistics denote that white men voters (who are about 70 percent of the electorate), Donald Trump won 58 percent to Clinton's 37 percent votes whereas white women also favored Donald Trump i.e. almost 53 percent women voted in his support whereas about 43 percent backed Hillary Clinton. Among white voters (who made up 70 percent of voters), the Republican Candidate won 58 percent to Clinton's 37 percent.” (Reality Check: Who Voted for Donald Trump, 2016)

Education Factor

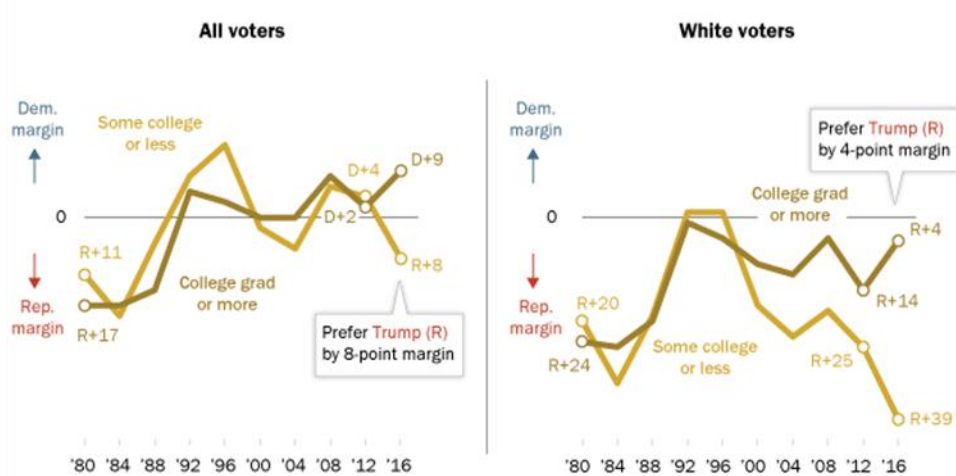
Education is another parameter to elaborate the US presidential polls of 2016 wherein a majority of educated lot voted in support of Hillary Clinton owing to her liberal approach on matters of state concern. However, those who had no adequate educational background had a tilt towards Donald Trump.

Figure 3

A Graph of Education Gap and Preference of Voters in US Elections 2016

Wide education gaps in 2016 preferences, among all voters and among whites

Presidential candidate preference, by educational attainment



Source: <http://www.pewresearch.org/fact-tank/2016/11/09/behind-trumps-victory-divisions-by-race-gender-education/>

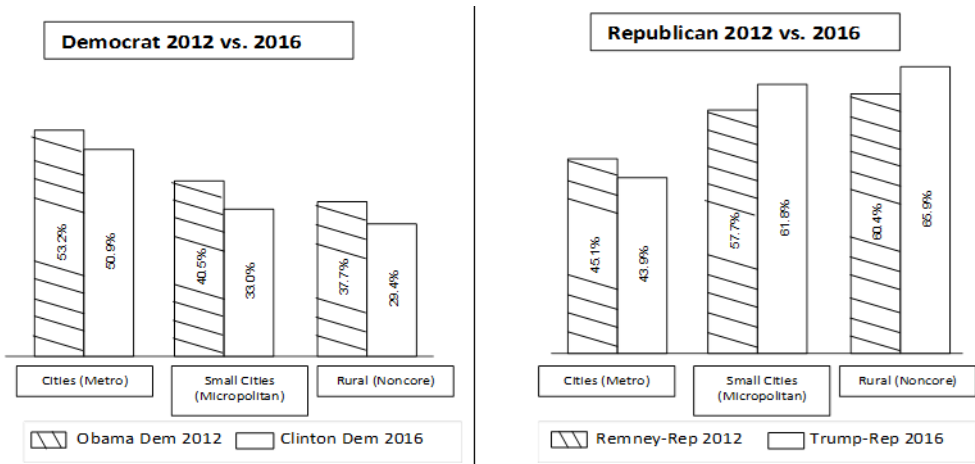
Herein, a wide cleavage in presidential choices is viewed between those who possess a college degree and those who have no background of college education. The college graduates backed Hillary Clinton by almost 52-43 percent of votes and those who did not have a college level education experience tend to vote for Donald Trump i.e.52-42 percent individuals voted in favor of the Republican candidate. This is the widest gap ever monitored in the presidential elections since ever. If one analyzes past election, the educated or uneducated background had to considerable differences to make in the voting patterns. Overall, the college graduates voted for Barack Obama by 50-48 percent whereas those who did not have a college degree also supported Barack Obama by almost 51-47 percent (Tyson & Maniam, 2016).

Urban-Rural Bifurcation

Also, the urban- rural division is also a major component of voters’ analysis in the US elections. Herein, Donald Trump won over the support of rural areas by 62 percent while the Democrats’ candidate Hillary Clinton gained a massive support of the urban voters as almost 59 percent of them voted in support of her.

Figure 4

Percentage of Votes received by candidates on Urban- Rural Basis



Source: <https://www.dailyyonder.com/rural-urban-voting-gap-widens/2016/11/10/16182/>

Age Demographics

While analyzing the US elections 2016, the voting percentage has a lot to with age groups as well. The young voters preferred Hillary Clinton over Donald Trump. Although her voters’ percentage was less than that of President Barack Obama

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

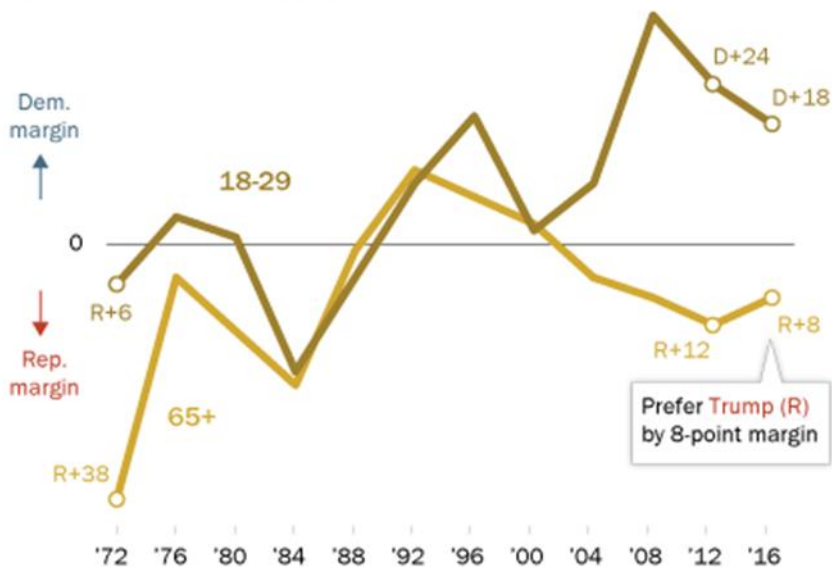
however, she managed to secure more popularity amongst the younger lot in the public strands.

Figure 5

Demographics of Young Voters in Presidential Elections 2016

Democratic advantage among the youngest voters declines in 2016

Presidential candidate preference, by age



Note: From 1972 through 1988 oldest age category is 60 and older.

Source: Based on exit polls conducted by Edison Research for the National Election Pool, as reported by CNN. Data from prior years from national exit polls.

PEW RESEARCH CENTER

Source: <http://www.pewresearch.org/fact-tank/2016/11/09/behind-trumps-victory-divisions-by-race-gender-education/>

Voters in between ages 18 to 29 years showed more support towards Hillary Clinton. They chose her instead of Donald Trump by a wide margin to 55 percent to 37 percent

which is indeed a huge gap. Also, it is important to notify here that this percentage was however less than the young votes in favor of Barack Obama hence a decline in Democrats' popularity amongst the young lot can also be perceived. Moreover, America is not one of those states that have a maximized number of young populations so even such a wide cleavage between the percentages of the two candidates could not make a difference in the overall election result (Tyson & Maniam, 2016).

A thorough analysis of US elections' 2016 identifies the fact that populism was an underlying motive behind the success of Donald Trump. The policy disparity of the previous governments was a major concern for the silent majority. Herein a coy white American of a mature age, with an average education, living under sub standardized conditions believed that Americanism should be the foremost trend within the political realm. Also, the idea of heterogeneity and inter-cultural diffusions did not appeal to him. Lastly the matters of international solidarity and world interconnectedness were not his primary concerns hence Donald Trump became his ultimate choice.

Explanations to Donald Trump's Populist Victory

After Donald Trump's victory America is to enter a new phase of governance political strategy etc. Herein, an explanation to his victory requires a detailed analysis of different facts that eventually paved his way to the white house.

Backlash towards previous Government Policies

America has always been referred as a melting pot – a place which well suited everyone. It was long assumed that the country is a home to any world citizen who is liable to live in lawfully. Similarly, there has been a constant religious influx, cultural inflow and economic sharing done by America on intra-state level.

Herein, the public believed they were in need of an ethno-state majorly so that they could feel at home today. Basically due to the influx of non-native, an average America felt threats to his social standing and cultural norms. Henceforward, it was believed that the false dream of equality and a welcoming stance of America should be given up (Bobo, 2017).

Basically America has been a decision maker in world affairs throughout the course of History. However, it became more of an advent for international peace and security conditions after the 9/11 episode. The policy adapted by America on international front i.e. Afghanistan war and Iraq episode caused more harm than stabilization. The reparations of war brought economic and military crisis which was not a suitable case for Americans at home hence resentment towards intra-state policies and foreign pursuits became a widespread public sentiment.

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

Given the circumstances that America has been through, it was only for the leadership to understand that the swaying mindset of the public demands a change in policy. However, the reality was quite contrary as those in power corridors turned a blind eye towards public resistance and solely focused on how to contain evil forces i.e. both the states and non-state actors which according to them, caused an impending threat to America and world peace. Hence the prevalent conditions in America turned into a deep rooted concern of the public that yearned for some potential leadership to emerge that would ensure America's interest be best served.

Public Perception Build Up

Trump is said to have not acquired the popular votes, instead he targeted a particular class, with specific slogans and completely got away with it. He consciously built public perception by resorting to populist notions with national interest as a central motif behind it. His anti-Muslim stance, racist approach, gender bias and harsh objections regarding immigrants were not the ideal situation to win elections. However, he worked thoroughly to achieve his goals by targeting the plain white American who as a nationalist, believes in superiority basis, and is easily lured by populist sentiments. His direct and colloquial take-up on issues was appealing because an increasing number of Americans begin to believe that Donald Trump's version of America is truly what they deserve. His medium of public perception buildup was media, most particularly the social media sites.

Role of Social Media

Media plays a key role during elections and inevitably helps in building public perceptions. Ironically, Donald Trump was most critical of media which he believed was dismantling his campaign by building a chain of controversies, leading to a negative image building. However the outcome is quite different i.e. his consistent presence in media even in a negative way, laid a huge impact on the audience. Herein, the role of social media throughout the presidential election campaign 2016 cannot be undermined or denied at all.

It was through the medium of twitter, instagram and facebook etc. that Donald Trump effectively widespread his message to fellow Americans. One further reason that his message was more accessible for the masses is because he channelized unpaid campaign on these sites. Other than that his availability on these sites in person created an interesting scenario especially his frequent posting on twitter gave him a significant amount of media coverage. He gained prominence within the masses through social media tools, which granted him ample coverage and as a result his message was spread to every nook and corner of the country.

Hillary Clinton, on the contrary, did not have as many followers as Donald Trump and she was also not quite responsive on these online sites. The free social media exposure

allowed Donald Trump to persist within public eye without employing financial resources to gain attention. In short, these social media accounts were an easy means of coverage as Donald Trump's narrative was easily available for a million viewers to read without involvement of any third party facilitator i.e. this ultimately casted a direct impact on the public (Francia, 2017).

Henceforth, one can fully adhere to the fact that Donald Trump's social media campaign brought him a lot of good. The idea of free campaigning without any scrutiny at all brought the game up for him. Even his controversial statements gained him publicity for all the right reasons i.e. being in the public eye and also being discussed by people even if it was for negative reasons. This raised his stakes as a potential presidential candidate in comparison to Hillary Clinton.

Conclusion

Henceforward, the populism narrative was an important factor during the US presidential Elections'2016. Herein, Donald Trump became an eminent propagator of public will and exhibited policy which appealed the silent majority within the country. Hence, living up to public aspirations and voicing the hard core concerns of the American public became a cause of his election victory. Just when he was being undermined as a presidential candidate, compared to Hillary Clinton, he effectively used the populist rhetoric. He sensed that an average American was in despair, and considered that the political elite hovering in the power corridors failed to comply with his wishes. Herein, Donald Trump's candidacy came as a distinct personality; with an unconventionally nationalistic stance for American citizens who believed that political hierarchy in the past has long misrepresented public sentiments in every realm i.e. political factors, religious apprehensions alongside social and security concern. Further, President Donald Trump's victory was also aided by a well-built populist stance to grab public support and a due credit of social media forums. He consciously adopted a populist rhetoric in order to catch the public eye and gather their support. His slogans of 'America First' and 'Let us make America Great Again' were potential chants that awarded him massive public support. Hence, he secured victory in the most uncertain elections in the history of USA. His election victory has definitely come as a shock to the world, and it is now a factual reality that after he has assumed office, things are going to alter i.e. domestically and on international front.

Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

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Interpreting the Cause and Effect of Populism Narrative in US Elections' 2016

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