

How George Wallace Wrote The Donald Trump Playbook: Race Rhetoric And Media

In the tumultuous world of American politics, one figure stands out as a master of divisive rhetoric and media manipulation: George Wallace. While many associate these techniques with Donald Trump, the truth is that Wallace laid the groundwork long before Trump entered the political scene. By analyzing Wallace's use of race rhetoric and media, we can gain valuable insights into how Trump has followed in his footsteps.

The Rise of George Wallace

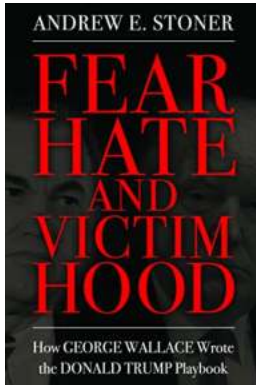
George Wallace, the former Governor of Alabama, made his mark on American politics during the 1960s and 1970s. Known for his staunch defense of segregation and states' rights, Wallace captivated audiences with his fiery speeches and unapologetic stance on racial issues. His populist appeal drew in a significant portion of the white working class, making him a force to be reckoned with.

Wallace understood the power of fear and anger, capitalizing on the racial tensions of the time. He used coded language, dog whistles, and overtly racist remarks to appeal to the frustrations of a predominantly white electorate dealing with the aftermath of the Civil Rights Movement. This strategy of exploiting racial divisions has become a cornerstone of modern politics.

Fear, Hate, and Victimhood: How George Wallace Wrote the Donald Trump Playbook (Race, Rhetoric, and Media Series)

by Andrew E. Stoner (Kindle Edition)

★★★★★ 5 out of 5



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| Enhanced typesetting | : Enabled |
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The Evolution of Media

In the age of 24-hour news cycles and social media, the media landscape has changed significantly since Wallace's era. However, the underlying principles of capturing attention and shaping public opinion remain intact. Wallace recognized the importance of media coverage and used it to his advantage, dominating headlines with his controversial statements and actions.

Today, Donald Trump has taken these media tactics to new heights. Through his mastery of Twitter and his ability to generate controversy with just a single tweet, Trump has effectively controlled the news cycle. By constantly providing the media with bombshell statements and provocative soundbites, he ensures that his agenda and messaging never leave the public discourse.

Race Rhetoric in the Modern Era

While Wallace openly played upon racial divisions, Trump has adopted a more subtle approach. His use of coded language, such as referring to immigrants as criminals or advocating for policies that disproportionately affect minority communities, has sparked both fervent support and intense opposition.

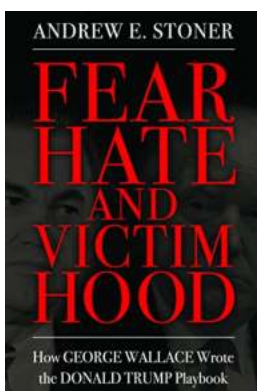
Trump's campaign slogan, "Make America Great Again," harkens back to a nostalgic era for some but also stirs concerns about the exclusionary policies of the past. Like Wallace, he harnesses the frustrations of a certain segment of the population who feel left behind in an increasingly diverse and globalized society.

The Impact on American Politics

The influence of Wallace's tactics and rhetoric can be seen in the current political landscape. The rise of far-right nationalism, the erosion of trust in traditional media, and the intensification of political polarization can all be linked, in part, to the strategies employed by Wallace and his successors.

Trump's presidency and his impact on American society cannot be fully understood without acknowledging the groundwork laid by George Wallace. From his targeting of marginalized communities to his weaponization of media, Trump's playbook bears a striking resemblance to that of Wallace.

The parallels between George Wallace and Donald Trump in their use of race rhetoric and manipulation of media are undeniable. Both figures have tapped into the frustrations and fears of a significant portion of the population, exploiting racial divisions for political gain. By understanding how Wallace paved the way, we can gain valuable insights into the current state of American politics and media landscape.



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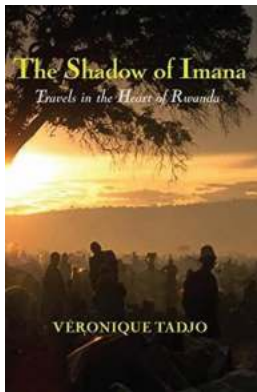


When Donald Trump announced his campaign for president in 2015, journalists, historians, and politicians alike attempted to compare his candidacy to that of Governor George Wallace. Like Trump, Wallace, who launched four presidential campaigns between 1964 and 1976, utilized rhetoric based in resentment, nationalism, and anger to sway and eventually captivate voters among America's white majority. Though separated by almost half a century, the campaigns of both Wallace and Trump broke new grounds for political partisanship and divisiveness.

In *Fear, Hate, and Victimhood: How George Wallace Wrote the Donald Trump Playbook*, author Andrew E. Stoner conducts a deep analysis of the two candidates, their campaigns, and their speeches and activities, as well as their coverage by the media, through the lens of demagogic rhetoric. Though past work on Wallace argues conventional politics overcame the candidate, Stoner makes the case that Wallace may in fact be a prelude to the more successful Trump campaign.

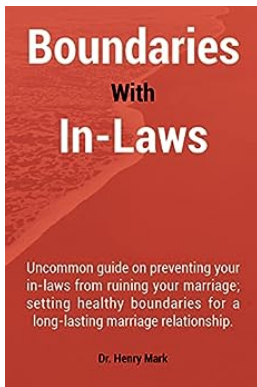
Stoner considers how ideas about "in-group" and "out-group" mentalities operate in politics, how anti-establishment views permeate much of the rhetoric in question, and how expressions of victimhood often paradoxically characterize the language of a leader praised for "telling it like it is." He also examines the role of political spectacle in each candidate's campaigns, exploring how media struggles to respond to—let alone document—demagogic rhetoric.

Ultimately, the author suggests that the Trump presidency can be understood as an actualized version of the Wallace presidency that never was. Though vast differences exist, the demagogic positioning of both men provides a framework to dissect these times—and perhaps a valuable warning about what is possible in our highly digitized information society.



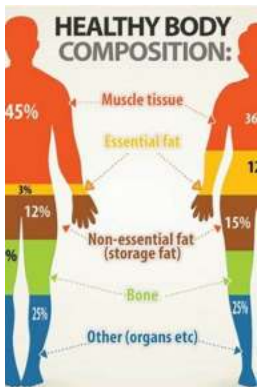
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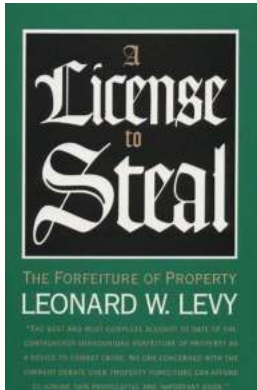
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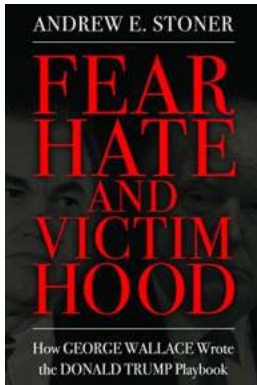
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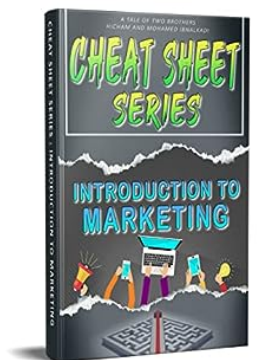
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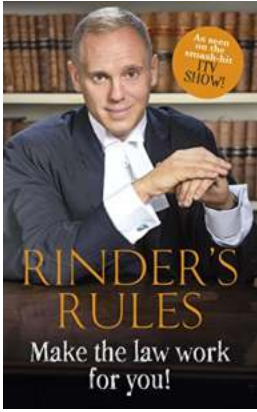
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