

SZIMONETTA TÓTH

University of Szeged, Hungary

How does Trump utilize xenophobia in his political rhetoric?

Since he announced his candidacy to become the president of the United States of America, Trump has built his political rhetoric upon protecting the white Christian values. This has contributed to the growth of his image as the protector of the dominant population of the USA, in other words people belonging to the group known as WASP. A cornerstone of his agenda and his appeal was the preservation of US culture while simultaneously using people's fear of the "other". He defied all the norms of somebody in his position by pulling the unexpected when targeting ethnic groups and shifting the blame on to "others". Trump's main targets were Latinos and Muslims, and once elected he acted on his campaign promises by ordering 472 executive actions affecting U.S. immigration policy. Trump is still maintaining his platform by preying on the fears of his supporters, creating an image that white American society is under attack by foreigners and that only he can protect the country. His messages are based on pre-existing discriminatory and prejudiced ideas that utilize paranoia and ignorance to drive millions of Americans to support him. In spite of his decisions that he made during his administration he still insists that he believes in colourblind racism, and stating that racism does not exist at all, it is just a political tool used by his opponents.