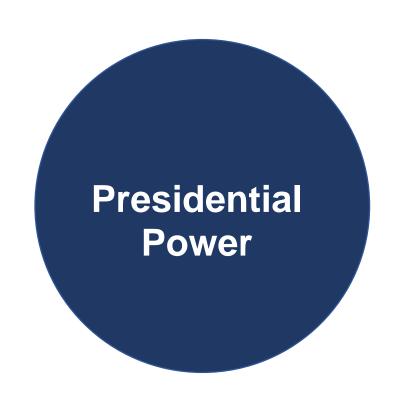


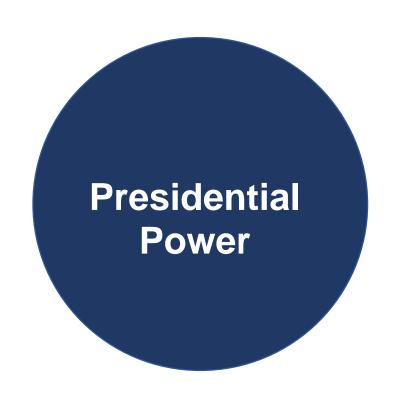
"Presidential Power is the power to persuade."

Richard Neustadt, 1961



- 1. Constitutional / legal power
- 2. Legislative leader / Head of his party
- 3. Public Opinion

Theodore Windt, 1983



captatio benevolentiae

common gound > common goals





Writing my inaugural address at the Winter White House, Mar-a-Lago, three weeks ago. Looking forward to Friday. #Inauguration pic.twitter.com/S701FdTCQu





Beginn: 1789 / George Washington

Elemente der Inaugural Address



1. Machtübergabe

2. Krise



"These United States are confronted with an economic affliction of great proportions. We suffer from the longest and one of the worst sustained inflations in our national history. It distorts our economic decisions, penalizes thrift, and crushes the struggling young and the fixed-income elderly alike. It threatens to shatter the lives of millions of our people."

Elemente der Inaugural Address



1. Machtübergabe

2. Krise

3. Versöhnung

Versöhnung



1865, Abraham Lincoln

"With malice toward none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle and for his widow and his orphan, to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations."



Versöhnung

1993: Bill Clinton

"Today we celebrate the mystery of American renewal."

Versöhnung

2009, Barack Obama

"On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas that for far too long have strangled our politics. [...] The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness."





Antrittsrede des neugewählten Präsidenten

Redeziele:

Entwicklung einer Utopie für die USA

Darlegung des Regierungsprogramms

Versöhnung



Antrittsrede des neugewählten Präsidenten

Topoi

Unity

Pursuit of Happiness

Nation under God

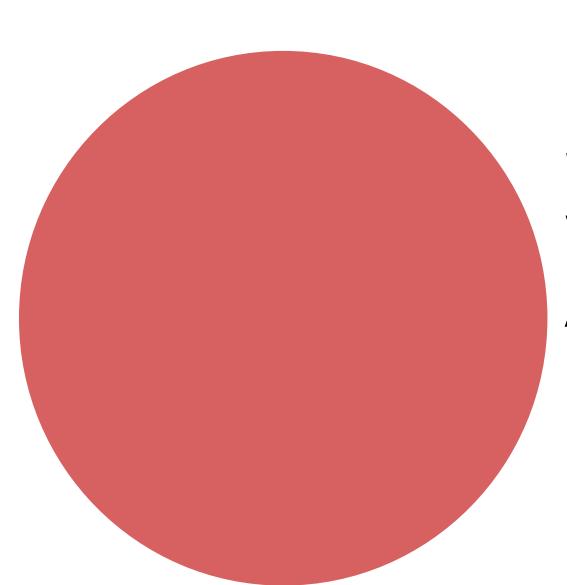
"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness." (Unabhängigkeitserklärung 1776)





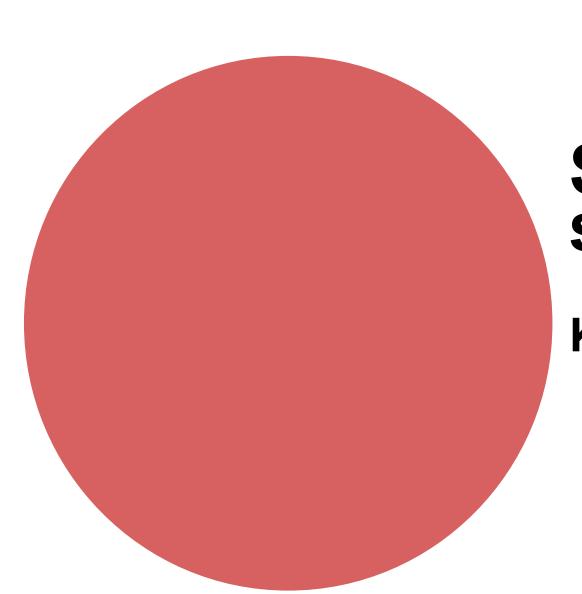






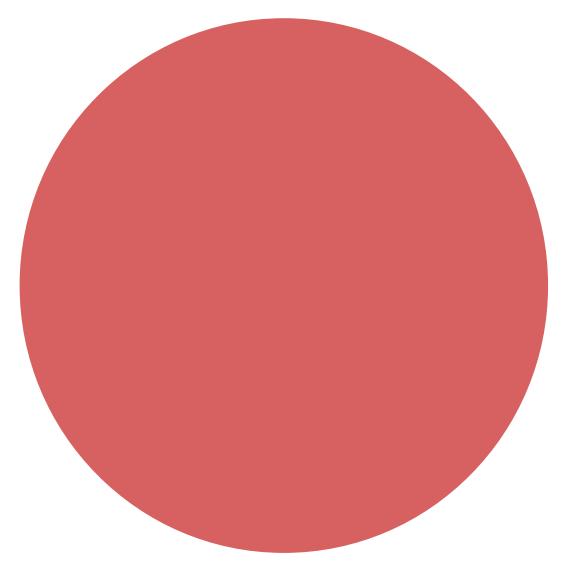
Spaltung statt Einigung

Antithese Bildliche Evidenz



Spaltung statt Einigung

Kritik des big government



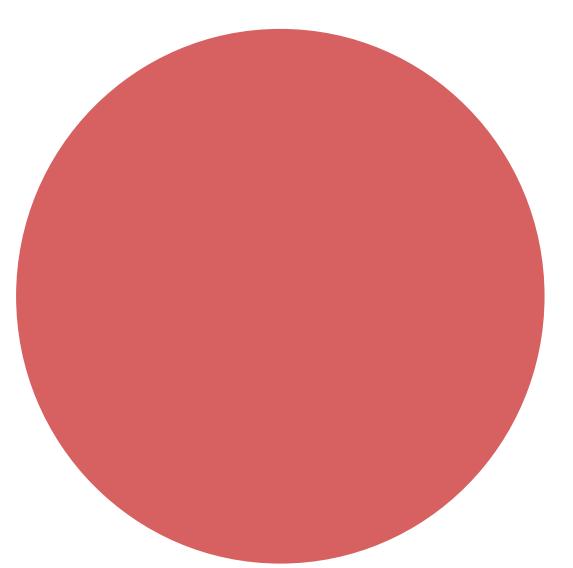
Spaltung statt Einigung

"We have lived too long with that false promise. In trusting too much in government, we have asked of it more than it can deliver."



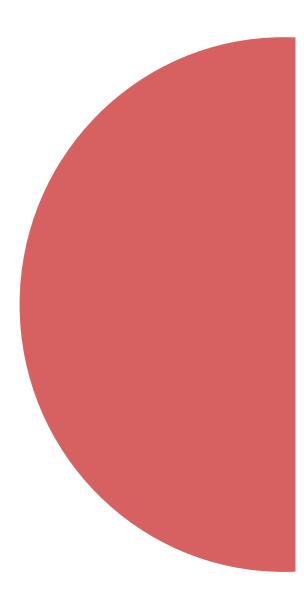
"In this present crisis, government is not the solution to our problem; government is the problem."

Volk "Elite



"Let us give this capital back to the people to whom it belongs."

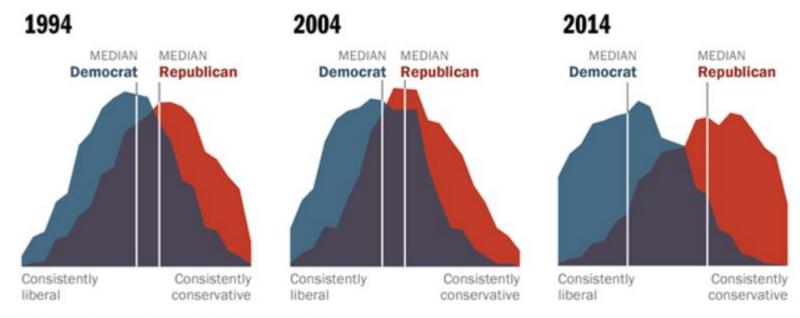
Bill Clinton, 1993



Democrats and Republicans More Ideologically Divided than in the Past

Democrats and Republicans More Ideologically Divided than in the Past

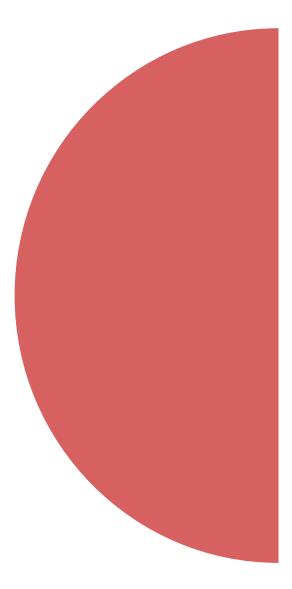
Distribution of Democrats and Republicans on a 10-item scale of political values



Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

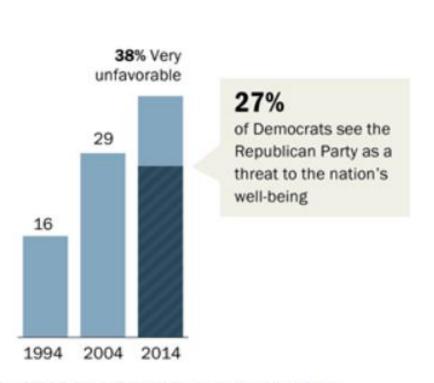
PEW RESEARCH CENTER

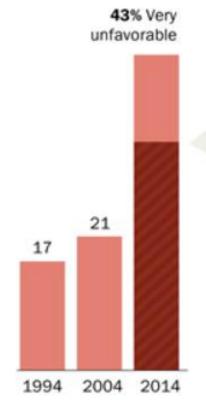


Beyond Dislike: Viewing the Other Party as a 'Threat to the Nation's Well-Being'

Democratic attitudes about the Republican Party

Republican attitudes about the Democratic Party





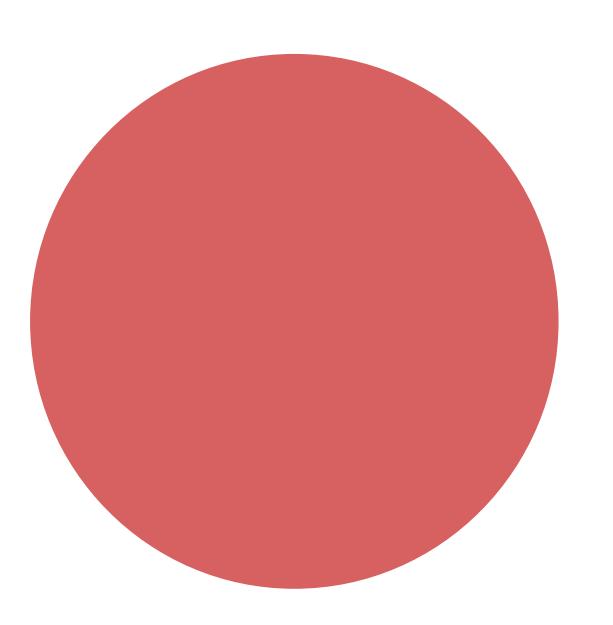
36% of Republicans see the Democratic Party as a threat to the nation's well-being

Source: 2014 Political Polarization in the American Public

Notes: Questions about whether the Republican and Democratic Parties are a threat to the nation's well being asked only in 2014. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

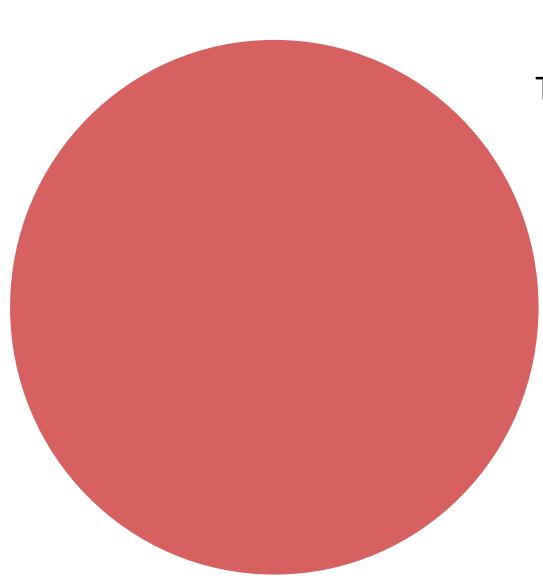




Volk vs. Elite

Der Alleinvertretungsanspruch





Techniken des Populismus

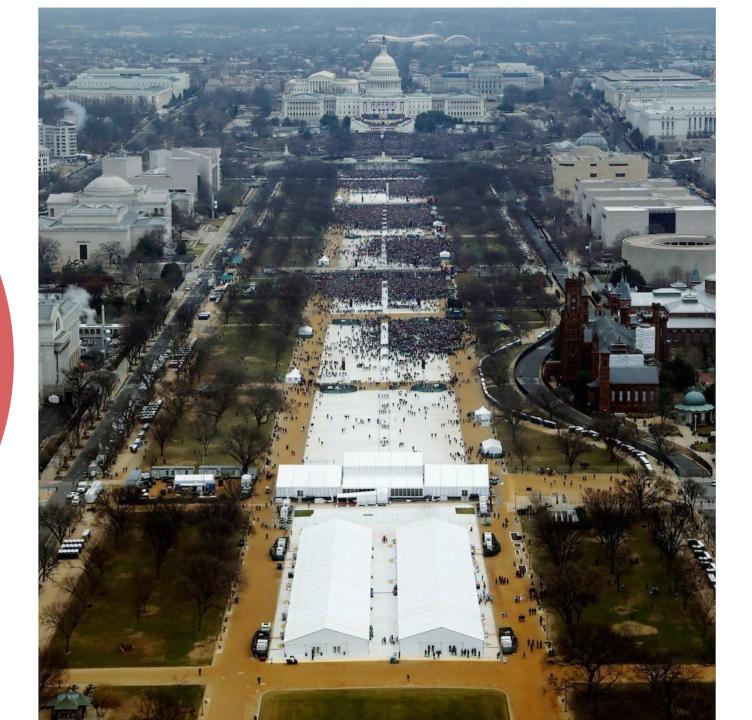
- Emotionalisierung statt Rationalisierung
- Simplifizierung und Übertreibung

Schaffung einer Antithese von Volk und Elite

- Alleinvertretungsanspruch
- Erweiterung des Diskursraumes

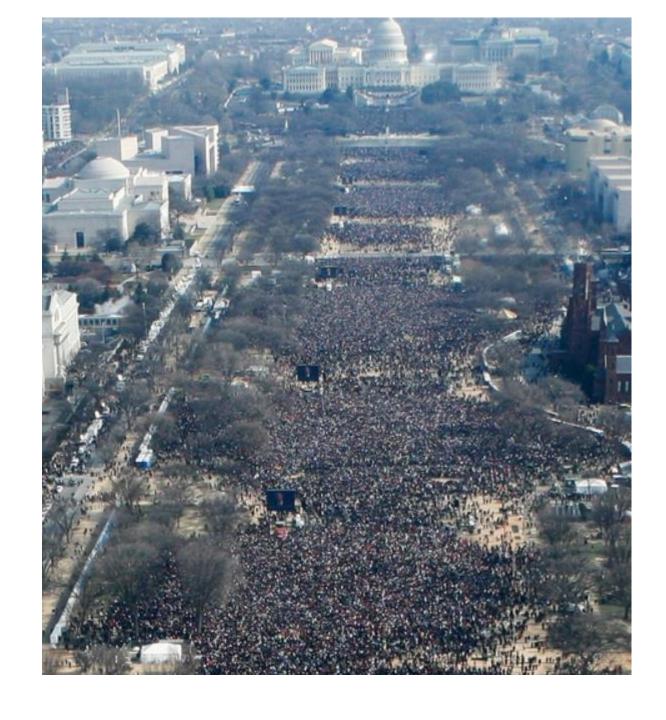
Populistischer Stil

Populistische Politik



"This was the largest audience ever to witness an inauguration – period – both in person and around the globe."

Sean Spicer 2017



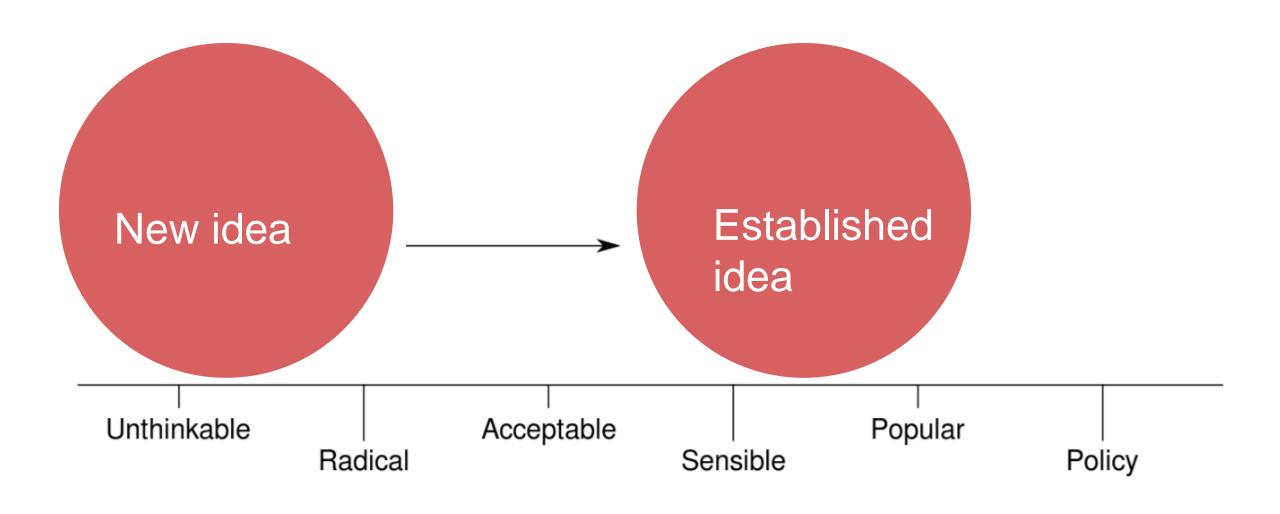
"if you look at these Cabinet appointees, they were selected for a reason and that is the deconstruction. That's all going to be deconstructed."

Steve Bannon, 2017

"Sooner or later, as the globalist elites seek to drag the country into conflicts and global commitments [...], manage the delegitimization of our own culture, and the dispossession of our people, and disregard or diminish our national interests and national sovereignty, a nationalist reaction is almost inevitable and will probably assume populist form when it arrives."



Hitchhiking Politics



Overton Window

Sophistischer Relativismus

"Aller Dinge Maß ist der Mensch, der seienden, daß (wie) sie sind, der nichtseienden, daß (wie) sie nicht sind."

Protagoras Diels / Kranz 263

[...] consideration, understanding, reason, and all the passions of the mind, are imaginations. That to consider a thing, is to imagine it; that to understand a thing is to imagine it; that to hope and fear are to imagine the things hoped for and feared.

Hobbes, Thomas: The Questions Concerning Liberty, Necessity, and Chance, London 1656.

"Politisch gilt der Vorwurf, ein verbaler oder demonstrative Akt sei "reine Rhetorik" als schwer; aber das gehört selbst zu einer Rhetorik, die nicht wahrhaben will und auch gar nicht wahrzuhaben braucht, daß eine Politik umso besser ist, je mehr sie es sich leisten kann, sich auf "bloße Worte" zu beschränken."

Blumenberg, Hans: Anthropologische Annäherung an die Aktualität der Rhetorik. In: Ders.: Wirklichkeiten, in denen wir leben. Stuttgart 1981. S. 117.

"What we often mistake for the actual world is one particular description of it. And what we mistake for possible worlds are just equally true descriptions in other terms. We have come to think of the actual as one among many possible worlds. We need to repaint that picture. All possible worlds lie within the actual one."

Goodman, Nelson: Fact, Fiction, and Forecast. Cambridge, MA 1955.

Abschied von der Vernunft

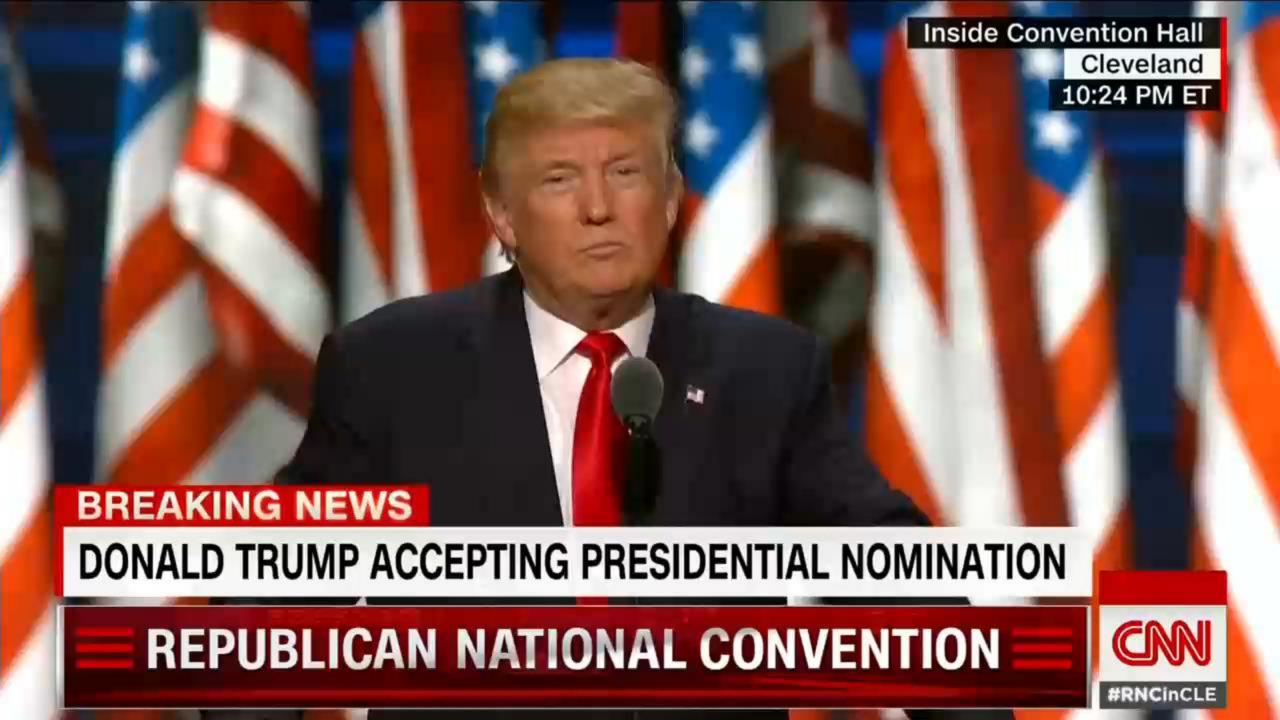
Politik der alternativen Fakten

deliberative Politik



deklarative Politik

Acceptance Speech 21. Juli 2016



Medienecho der Rede

Donald Trump Positions Himself as the Voice of 'the forgotten men and women'

[...] Donald Trump painted a dire portrait of a lawless, terrorized nation as he accepted the Republican presidential nomination here Thursday night [...]. Declaring that he alone has the leadership strength to secure the homeland and rejuvenate the economy, the billionaire real estate mogul offered himself as a "law and order" candidate and made a direct appeal to blue-collar Americans who have felt left behind in the 21st century. [...]

Rather than pivoting to the political middle with an uplifting address, Trump punctuated the turbulent four-day convention with a heavy speech with simple declarations. [...]

The tone of his prepared text was hard-edged — at times severe — and echoed the dark themes of Richard Nixon's 1968 campaign. Trump is betting that general-election voters feel so beleaguered that they will heed his call for radical change. [...]

Einzelanalysen: Acceptance Speech (21. Juli 2016)

Medienecho der Rede

Donald Trump's RNC Address Could Mark the Start of an American Revival

Donald Trump needed to give the speech of his life. He did that, and much more. He laid out an inspiring American Manifesto for our troubled times. And he did it his way. [...]

[The speech] offers a prominent nod to Bernie Sanders' supporters in a bid to get some to jump the Democratic ship. Most important, it keeps faith with his campaign themes of putting forgotten Americans first. [...] And then this: "There can be no prosperity without law and order."

On paper, the speech is powerful, and it was delivered with all the might Trump could muster. Passionate and occasionally strident, then mellow and playful, he revealed a full Trump Doctrine that weaves together what has often seemed random threads and instincts into a more coherent vision. [...]

New York Post, 21. Juli 2016; https://nypost.com/2016/07/21/donald-trumps-rnc-address-could-mark-the-start-of-an-american-revival (Zugriff: 1. Juli 2019)



Einfachschablonen

Schwarz/Weiß-Bilder

Thomas Meyer



Ad Hominem Angriffe und Epitheta als Einfachschablonen

Donald J. Trump@realDonaldTrump – 17.4.2016 Crooked Hillary Clinton is spending a fortune on ads against me. I am the one person she doesn't want to run against. Will be such fun! Donald J. Trump

Donald J. Trump@realDonaldTrump - 15.04.2018 Slippery James Comey, a man who always ends up badly and out of whack (he is not smart!), will go down as the WORST FBI Director in history, by far!

Donald J. Trump@realDonaldTrump - 25.04.2019 #SleepyJoeBiden



Mediale Ursachen der Polarisierung

Wegfall der Gatekeeper

extreme Verkürzung bei Twitter, Facebook

Erfolg emotionaler Postings

Massenmedien befeuern social-media-Debatten

Filterblasen

Informationsüberflutung

> Scheitern von Gegenargumenten

"The simplest way to activate someone's identity is to threaten it, to tell them they don't deserve what they have, to make them consider that it might be taken away."

Klein, Ezra: Why We're Polarized. New York, NY 2020. S. 118.

"mega-identities"

"Democrat" "Republican"

Klein, Ezra: Why We're Polarized. New York, NY 2020.

"partisanship simply trumped academic excellence [and race] in this task."

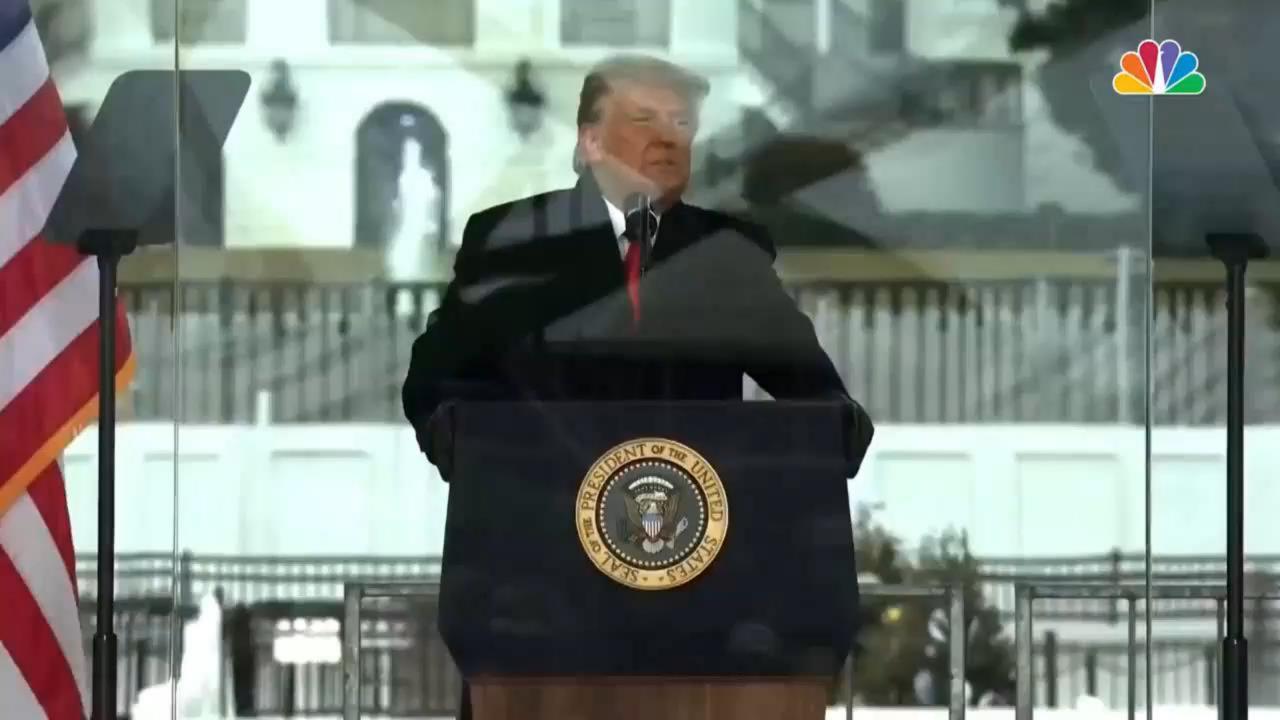
Shanto Iyengar & Sean J. Westwood: Fear and Loathing across Party Lines. New Evidence on Group Polarization. In: American Journal of Political Science 2014. S. 1–18, hier: S. 10.

Was steht hinter der Polarisierung?

"During the late 1960s and early 1970s, American society was in the midst of a cultural revolution that brought on rapid changes in the sociopolitical environment of the day. Between the dramatic Civil Rights Movement, the contentious Vietnam War, the assassination of a number of high-profile political and social figures, the continuing fervor of anti-communist Cold War politics, the rise of an experimental drug culture, new ideas about the nuclear family and monogamy, and an ever more vocal women's rights movement, significant unrest and political division could be found throughout the body politic."

Alan Fortuna: Polarization. Rhetorical Strategies in the Tea Party Network. Berlin 2019. S. 46-47.

Emotionen



Emotionen

