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Kanye's Love For Trump Actually Makes Perfect Sense

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For anyone who has spent even a few hours in the online fever swamps of the pro-Trump media, Kanye West’s Oval Office rant feels exhaustingly familiar. Holding court as the president beamed from the other side of the Resolute Desk, West delivered a lengthy monologue cribbed from the Recommended Next algorithm that kicks in at the end of any Jordan Peterson YouTube video. Trump, West proclaimed, was on a hero's journey. The Make America Great Again hat he was wearing.made [him] feel like Superman. There were hugs. It was the logical conclusion of a months-long saga: the red pilling of Kanye West.

How’d this happen? Is this real? Do we even care? West’s embrace of the MAGA life is, at this point, unsurprising. But his journey — from [a politically disinterested nonvoter in 2016](https://www.politico.com/story/2016/11/kanye-west-trump-support-231601) to the giver of a prolonged pro-Trump speech [onstage](https://www.buzzfeed.com/adeonibada/kanye-west-ye-saturday-night-live-maga-bottle-of-watter) at *Saturday Night Live* a couple weeks ago — is crucial to understanding the enduring appeal of Trumpism and the MAGA movement.