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CONSTRUCTING DEMAGOGIC LEADERSHIP  
THROUGH COMMUNICATION:  
MEDIA NARRATIVES AND THE RISE  
OF DONALD TRUMP\*

**Abstract.** This article seeks to answer how Donald Trump has managed to remain relevant across the worlds of business, media, and politics for more than five decades, and how he ultimately consolidated such a powerful political legacy. The research employs a triangulation methodology that integrates qualitative interviews, discourse analysis of political speeches, and social media analysis, complemented by an audiovisual examination of the documentary *Trump: An American Dream*, a British production by Channel 4 distributed globally through Netflix. Through this mixed-methods approach, the study reconstructs the long-term evolution of Trump's communication strategies and identifies recurring patterns of demagogic rhetoric.

The findings suggest that Trump's political identity did not emerge suddenly during his presidential campaigns but rather developed over decades through the strategic use of media visibility, personal branding, and narrative conflict. Ultimately, the article argues that contemporary demagoguery thrives in media ecosystems that allow leaders to bypass institutional mediation and communicate directly, emotionally, and continuously with their audiences.

**Keywords:** demagoguery; political communication; media narratives; digital politics; populism; Donald Trump.

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INTRODUCTION TO THE DONALD TRUMP DEMAGOGUERY STRATEGY:  
MEDIA NARRATIVES AND DOCUMENTARY AS POLITICAL SOURCE

“I alone can fix it.”

This statement, delivered by Donald Trump during the 2016 presidential campaign, condenses a model of leadership grounded in personal glorification, confrontation, and media spectacle, elements closely associated with classical and contemporary forms of demagoguery. Far from being an isolated campaign slogan, it encapsulates a communicative identity forged over decades and later translated into political power. In the field of political communication, such declarations resonate with long-standing understandings of demagoguery as a form of leadership built upon emotional mobilization, symbolic simplification, and the personalization of authority.

Trump has been described, depending on the observer, as a visionary, a bully, a master strategist, or a threat to democracy. However, the central analytical challenge is not simply to explain the contradictory interpretations surrounding his leadership, but to understand how those meanings were constructed, performed, and amplified across different media environments over time. The object of this article is therefore to analyze how Donald Trump’s public persona was strategically constructed through communication practices that gradually evolved into a demagogic leadership style.

In order to address this problem, the study is structured around three central research questions: first, how Donald Trump constructed a durable public persona through strategic communication over five decades; second, what demagogic communication patterns can be identified in that trajectory; and third, how media narratives, including documentary storytelling, reveal the relationship between media performance, leadership identity, and political demagoguery.

To explore these questions, the research adopts a methodological approach based on methodological triangulation, combining qualitative interviews, discourse analysis of political speeches, and social media analysis. This approach is complemented by the audiovisual examination of the documentary *Trump: An American Dream*, which is treated as a mediated narrative source that allows the reconstruction of Trump’s communication trajectory across multiple media environments.

It is important to acknowledge that this study deliberately prioritizes a communication-centered perspective on Donald Trump’s political trajectory, rather than a comprehensive sociological or ideological analysis of contemporary American society. While Trump’s political behavior undoubtedly reflects broader

historical, cultural, and ideological currents deeply embedded in the United States, including nationalism, political polarization, media distrust, and anti-establishment sentiments, this article does not seek to exhaustively examine those structural dimensions. Instead, its analytical focus lies in understanding how Trump has strategically constructed, legitimized, and amplified a durable public persona through communication practices across multiple media environments.

Consequently, *Trump: An American Dream*, a four-episode documentary produced by Channel 4 and distributed globally through Netflix, assembles original interviews with individuals who have known him for more than fifty years, including friends, adversaries, former employees, journalists, lawyers, and business partners. This multiplicity of voices, combined with the other research methods employed in this study, provides a valuable, mediated reconstruction of Trump's public identity. Rather than presenting a single interpretive narrative, it offers a layered account of Trump's ambitions, fears, strategies, and recurring communicative patterns.

The significance of the research lies in demonstrating how the contradictions surrounding Trump's public persona do not necessarily weaken his political identity but are often incorporated into it, reinforcing a narrative of resilience and exceptionalism that characterizes many forms of demagogic leadership. When analyzed alongside interviews, discourse analysis, and social media dynamics, the documentary becomes a key empirical source for tracing the long-term development of Trump's communication strategies.

Against this background, methodological triangulation becomes particularly significant in contemporary media systems, where political identity is no longer shaped exclusively through traditional journalism, party organizations, or institutional discourse. As Schuliaquer and Vommaro (2020) argue, debates about the role of the media in the construction of political polarization were revolutionized by the emergence and centrality of social media as a public space and as a global vehicle for information consumption. The growing centrality of digital platforms has transformed not only the circulation of political messages but also the conditions under which leaders construct legitimacy, visibility, and authority.

Within this environment, the case of Donald Trump acquires renewed analytical relevance because it allows researchers to observe the historical continuity between pre-digital media performance and contemporary platform-mediated politics. Trump's trajectory spans multiple media epochs, from the press-centered celebrity culture of late twentieth-century New York to the television logic of

*The Apprentice* and the hyper-accelerated digital environment of X (formerly Twitter), algorithmic feeds, and viral political communication.

As Cepeda (2023) notes, political leaders and their parties have had to adapt their communicative structures, their messages, and the ways they transmit them in order to redefine strategies that allow them to reach voters directly through social media. Trump exemplifies this shift with unusual intensity.

Understanding this phenomenon also requires situating Trump's communication within the broader transformations of the digital public sphere. The European Commission (2018) confirmed that the role of digital media, and in particular of large U.S.-based platform companies offering services for search, social networking, messaging, and the like, is important but not sufficiently understood. As more citizens rely on these platforms to access information and participate in public affairs, digital infrastructures increasingly function as both enablers and gatekeepers of political communication.

Cinelli et al. (2021) similarly emphasize that social media platforms provide direct access to an unprecedented amount of content, while feed algorithms influence which information is promoted and circulated, shaping the construction of social perceptions and the framing of narratives. These structural features help explain why Trump's communicative style found particularly fertile ground in the digital era. His rhetoric is optimized for brevity, emotional intensity, antagonism, and repetition, characteristics that align closely with the visibility and engagement logics of social media platforms and demagoguery.

Viewed through this analytical framework, the analysis reveals that the architecture of Trump's communication predates these technologies, even as digital ecosystems magnify their effects. His public performance has long relied on spectacle, personalization, and conflict. Social media did not invent this style; rather, they accelerated and amplified it. In this sense, the triangulation methodology helps illustrate how classic features of demagogic communication like leader glorification, simplification of conflict, emotional mobilization, and strategic antagonism, were already embedded in Trump's public persona decades before his presidential campaigns.

These dynamics become even more visible when examined in relation to contemporary polarization and misinformation. Álvarez (2017) warns that visibility and interconnection are not synonymous with real social communication, noting that contemporary electoral communication often stimulates less information and more circulation of emotions such as resentment, disqualification, rumor politics, and alarmism.

Taken together, the data collected through methodological triangulation help address the central concern of this article: how long-term communication strategies can produce a durable public persona, normalize antagonistic rhetoric, and ultimately shape political legacy. Rather than interpreting Trump's political rise as a sudden disruption, the findings suggest that it should be understood as the culmination of a much longer communicative process, one that has been progressively adapted, intensified, and rewarded by the infrastructures of twenty-first-century media.

This research is timely because Donald Trump's political trajectory offers a unique case for understanding how demagogic communication strategies can evolve across different media environments and ultimately translate long-term media visibility into durable political power.

Finally, in line with the documentary, the article is organized into four parts. The first, which corresponds to the present introduction, establishes the relationship between the research object, the theoretical framework, and the methodological approach adopted.

The second part develops the theoretical lens guiding the study, focusing particularly on the concept of demagoguery and its relationship with contemporary political communication. The third presents and justifies the methodological design, explaining how methodological triangulation, combining interviews, discourse analysis of political speeches, social media analysis, and audiovisual documentary analysis, was implemented in order to examine the evolution of Trump's communication strategies across multiple media environments.

Finally, the fourth part presents the key findings of the research, identifying recurring patterns of demagogic communication and demonstrating how these patterns contributed to the construction, consolidation, and normalization of Trump's political leadership over time.

### 1. THEORETICAL LENS:

#### DEMAGOGUERY AND CONTEMPORARY POLITICAL COMMUNICATIONS

The concept of demagoguery has deep roots in classical rhetoric and political theory. Aristotle, in his seminal work *Rhetoric* (2014), develops three foundational elements of persuasive communication: *ethos*, referring to the credibility and character of the speaker; *logos*, associated with logical reasoning and evidence; and *pathos*, linked to the emotions of the audience. Aristotle argues that emotional responses arise from the relationship between the cause (the message

received) and the effect (the emotional reaction of the audience). For centuries, persuasive communication was primarily associated with the dominance of *logos*, privileging arguments supported by evidence and rational reasoning. However, contemporary political communication increasingly appears to privilege emotional appeal and the personal characteristics of the communicator over rational argumentation.

For the purposes of this study, demagogy is understood as a theoretical category describing persuasive manipulation in political discourse, while demagoguery refers to the practical enactment of these strategies in political communication.

The endurance of Aristotle's rhetorical framework illustrates how persuasion continues to shape political communication, although its applications have evolved significantly. As Pazé (2016) explains, the term initially had a neutral meaning, simply indicating the "political guidance of the city," however, it quickly becomes a "bad" word, an epithet used to negatively describe a way of doing politics that seeks only easy consensus. In this sense, demagogy represents a distortion of rhetorical persuasion, transforming communication into an instrument for mobilizing mass support through simplified narratives and emotional manipulation.

Bermúdez Vázquez (2023) observes that what we are witnessing in recent years is the virtual disappearance of *logos* in the political and cultural sphere, replaced by constant emotional appeals aimed more at dazzling audiences than at reasoning or presenting arguments.

The historical evolution of demagogy (and its practical implication as demagoguery) further illustrates how rhetorical manipulation becomes embedded in political leadership. Ortiz (2017) notes that with Niccolò Machiavelli, the art of demagoguery assumes new directions in the figure of the modern Prince, who has no moral restraint in using techniques such as lies, deception, and unattainable promises in order to conquer and preserve power. In democratic societies, these strategies remain deeply intertwined with political communication. As Michels (2008 [1962]) explains, demagogic methods are commonly used both to legitimize an already established power and to convince voters.

Within this framework, demagogy often centers on the construction of charismatic leadership and the symbolic representation of "the people." According to Ortiz (2017), in demagogic discourse, a populist leader is exalted as a providential and charismatic figure who will resolve the ancestral problems of the people. The demagogue seizes language itself, fabricates truth, elevates that version to the rank of official truth, and dreams of imposing a single truth.

This dynamic rests on the construction of a homogeneous and morally unified “people” opposed to perceived enemies or elites.

The rise of contemporary populist leaders has revived debates about the role of demagoguery in modern democracies. Ortiz (2017) argues that it has gained legitimacy today in our societies, noting that the success of leaders such as Donald Trump demonstrates that democratic regimes and citizens are not immune to the appeal of charismatic and providential leadership. McNabb (2017) similarly observes that Trump’s electoral victory triggered widespread discussion about the cynical rhetoric with which he manipulated the American people and how the previous political and media rules no longer apply.

Trump’s communication strategy illustrates several recurring features of demagogic discourse. Bassett (2017) explains that Trump avoided conventional ideological language and instead articulated a vision that pitted the people against the elites and the nation against foreigners, employing short phrases and memorable slogans. The most emblematic example is his campaign slogan “Make America Great Again,” as well as statements such as “Today we are not merely transferring power from one Administration to another, we are transferring power from Washington, D.C. and giving it back to you, the American People” (Trump, 2016, p. 1, cited in Ortiz, 2017).

Such rhetoric relies heavily on emotional mobilization and symbolic simplification. Richard (2022) emphasizes that a discourse that does not appeal to emotions is destined to fail because it leaves no trace in the audience’s mind. Similarly, Aulestia (2009) notes that certain forms of discourse aim to provoke a primitive reaction in the receiver consisting of passive acceptance of the content of the communication without critical decoding. These strategies often rely on clichés or commonplaces that audiences accept as unquestionable truths, which demagogic discourse exploits precisely because of their persuasive effectiveness.

These dynamics are further amplified by contemporary media environments. The simplification of political discourse and cultural narratives, Bermúdez Vázquez (2023) argues, is directly linked to the rise of demagoguery and the tendency to treat citizens as minors. In this context, digital platforms accelerate the circulation of emotionally charged messages and misinformation, enabling demagogic narratives to spread more rapidly and widely than ever before.

From a theoretical perspective, Trump’s communication aligns with several classic patterns of demagogic leadership: the construction of a polarized worldview separating “the people” from “the enemies,” the radical simplification of complex problems, the systematic use of emotional appeals, especially fear, anger, and resentment, the hyper-personalization of leadership, and the strategic

use of misinformation amplified by digital platforms. His narrative style relies on emotional intensification and the strategic use of conflict as communicative resources, transforming communication into an instrument of domination in which messages are designed to provoke immediate reactions, generate loyalty, and delegitimize opponents.

At the same time, the case illustrates how demagoguery is reshaped within contemporary media ecosystems. Traditional propaganda techniques evolve when combined with hyper-personalized leadership, algorithmic visibility, and the rapid circulation of information through digital platforms. As Mula-Grau and Cabezuelo-Lorenzo argue, the integration of artificial intelligence into the media ecosystem has represented a paradigm shift that goes beyond its mere instrumental application. This transformation affects how political messages are produced, distributed, and amplified, creating new conditions under which political actors can construct visibility, mobilize audiences, and shape public narratives.

The evidence collected in this study suggests that Trump's communication represents a hybrid form of demagoguery in which entertainment logic, personal branding, and misinformation converge to produce a continuous stream of emotionally charged content.

The following part, devoted to the methodological design of the study, explains how the use of methodological triangulation and the analysis of the documentary *Trump: An American Dream* makes it possible to examine the relationship between the concept of demagoguery and its communicative practice within Trump's political trajectory.

## 2. RESEARCH STRATEGY:

### A TRIANGULATED METHODOLOGICAL APPROACH

Seeking to answer the main research questions, this study examines how political leaders like Donald Trump construct, legitimize, and amplify demagogic narratives across different media environments. It employs a mixed-methods approach, also referred to as methodological triangulation. As part of this process, the research develops a mixed methodology that allows the author to analyze how Donald Trump, based on the narrative presented in the documentary, gradually built the foundations of a demagogic style. It was designed to operationalize the concept of demagoguery in political communication and focused on recurring communicative patterns.

The origins of methodological triangulation can be traced back several years, as the measurement of complex phenomena in the social sciences remains one of the central challenges of empirical research. It emerges as a key strategy for articulating qualitative interpretation with quantitative measurement, enabling the development of empirically operational indicators and conceptually robust analytical frameworks.

As Sáenz, Gorjón, and Gonzalo (2012) observe, the distance between quality and quantity is what has historically divided qualitative and quantitative approaches, reflecting different ways of understanding the object of study: while qualitative approaches seek to understand its nature, quantitative approaches aim to measure its dimension.

However, this methodological dichotomy has increasingly been overcome through integrative approaches. Cruz Sánchez (2006) argues that the study of each object can benefit from the adoption of different methodologies and research designs, emphasizing the need for methodological pluralism adapted to the multiple dimensions of social phenomena. From this perspective, according to the same author, the objective is not to hierarchize methods but to adopt a dual strategy that recognizes the specific contributions of each approach without sacrificing either of them.

Forni and De Grande (2019) note that, over the past fifty years, efforts to combine qualitative and quantitative approaches have been grouped under the concept of triangulation. This evolution reflects the need to strengthen the validity and reliability of research findings, particularly in studies aimed at producing comparable indicators. In political communication research, triangulation enables scholars to move from purely interpretive descriptions toward analytical models capable of systematically comparing leaders, discourses, and national contexts.

Oller and Barredo (2015) point out that fieldwork in international comparative research may employ qualitative and quantitative techniques simultaneously, with the methodological complications that this entails. Yet this complexity is often necessary for addressing demagoguery as both a situated and a comparable phenomenon. The joint application of different methods makes it possible to approach research problems in a multidisciplinary, heterogeneous, multiform, and temporal manner, which is essential for developing studies that are sensitive to discursive particularities while maintaining analytical standardization.

In this study, triangulation operates as the core principle guiding the research design. Accordingly, the research combines four complementary methodological strategies:

- an audiovisual analysis of the documentary *Trump: An American Dream*;
- a discourse analysis of three Trump’s public narratives: “The Inaugural” (January 20, 2025), “President Trump Addresses Joint Session of Congress” (March 4, 2025), and “President Trump Participates in the ‘Make America Wealthy Again’” (April 2, 2025);
- 53 deep interviews with experts of political communication; and
- an exploratory social media analysis focused on digital amplification dynamics (100% of the tweets published during the first 100 days of his second term).

In this case, the documentary is treated not merely as a narrative product but as a mediated archive that documents Trump’s communicative trajectory across several decades. Through systematic observation of the four episodes, the research identifies recurring narrative patterns, symbolic frames, and communication strategies that characterize Trump’s public persona.

Complementing this approach, discourse analysis is employed to examine the rhetorical structures and communicative patterns associated with Trump’s public interventions. This analysis focuses on elements commonly associated with demagogic communication.

The research also incorporates qualitative interviews with 53 experts in political communication, media studies, and democratic governance around the world. These provide contextual insights that help interpret the communicative patterns identified in the documentary and discourse analysis. As Vergara Barrera (2026) explains, the inclusion of expert perspectives allows the research to contrast interpretive findings with specialized knowledge from scholars and practitioners, thereby strengthening the analytical validity of the study.

Finally, the study includes an exploratory analysis of social media dynamics to examine how demagogic narratives are amplified within digital environments. This component focuses on patterns of visibility, engagement, and emotional mobilization across digital platforms. The objective was not to conduct a comprehensive computational analysis but rather to contextualize Trump’s communication strategies within contemporary digital ecosystems where algorithmic visibility and network dynamics shape political narratives.

### 3. KEY FINDINGS: FROM TYCOON TO DEMAGOGIC LEADER

The analysis of *Trump: An American Dream*, combined with discourse analysis, interviews, and the examination of digital communication patterns, suggests that Donald Trump’s political leadership cannot be understood as a sudden

transformation that emerged during the 2016 electoral campaign. Instead, the findings indicate that Trump's demagogic political style developed through a long-term communicative trajectory spanning more than five decades. Together, these findings address the study's three research questions.

The triangulation methodology provides evidence that the foundations of this leadership model were gradually constructed through strategic communication practices, media performance, and narrative self-branding that evolved across different media environments.

Three key findings emerge from the analysis: the construction of the tycoon persona, reinvention through media and crisis, and the digital radicalization of political communication.

### 3.1 THE CONSTRUCTION OF THE TYCOON (1970s–1990s)

The first key finding addresses the construction of Trump's communicative identity. The first major finding indicates that Trump's political persona did not originate in the electoral arena but rather in the media dynamics of New York's real estate industry during the 1970s and 1980s. Upon entering the Manhattan real estate market, Trump quickly discovered the strategic value of controlled media exposure as a mechanism for constructing public identity.

During this period, three core demagogic communication patterns can be identified. The first is the systematic use of storytelling as a tool for self-mythologizing. Trump consistently framed himself as the young, bold, and unstoppable entrepreneur transforming the urban landscape of New York. Through interviews, press coverage, and promotional narratives surrounding his real estate projects, he cultivated the image of a visionary businessman capable of achieving what others could not.

The second element involves the creation of antagonistic figures or enemies. Regulators, journalists, and political establishments were frequently portrayed as forces attempting to undermine his success. This narrative dynamic reflects a classic feature of demagogic communication: the construction of a conflictual relationship between a charismatic leader and a hostile environment.

The third element relates to the mediatization of business activity. Trump's real estate deals were presented not merely as financial transactions but as media events. Buildings, negotiations, conflicts, and lawsuits became part of a broader narrative spectacle. In this way, business success was transformed into public performance, reinforcing the perception of Trump as a permanent protagonist within media narratives.

Together, these demagogic communication strategies established the foundational narrative that would later define Trump's political identity: a successful outsider constantly surrounded by forces attempting to bring him down.

### 3.2 REINVENTION THROUGH MEDIA AND CRISIS (2000s)

The second reveals how this identity was strategically reinforced and re-legitimized through media exposure and crisis narratives. Trump's communicative trajectory reveals how entertainment media functioned as a mechanism for political reinvention and demagogic communications strategy. Following a series of financial crises and bankruptcies in the 1990s and early 2000s, Trump faced significant reputational challenges. Rather than retreating from public visibility, he repositioned himself through the logic of entertainment media.

The television program *The Apprentice* became a crucial platform in this process. Beyond its role as a reality show, the program operated as a communication instrument through which Trump performed authority, dominance, and decisiveness. The recurring phrase "You're fired!" functioned as a ritualized display of power, reinforcing the perception of Trump as an uncompromising decision-maker capable of exercising decisive leadership ("the Savior of the United States of today").

This period consolidated two patterns that later became central to Trump's political discourse. The first is the glorification of the leader. Trump increasingly presented himself as the ultimate problem-solver, someone uniquely capable of resolving complex challenges through personal will and determination.

The second pattern is the strategic use of victimization. Trump frequently framed legal disputes, financial controversies, and media criticism as evidence of persecution by unfair systems. Courts, journalists, and political elites were portrayed as actors attempting to sabotage his success. This narrative strategy reflects another classic element of demagogic communication: the simultaneous construction of a heroic leader and a hostile establishment.

Through these mechanisms, Trump transformed moments of crisis into opportunities for narrative reinforcement, further consolidating his public identity.

### 3.3 THE DIGITAL TURN AND POLITICAL RADICALIZATION (2015–PRESENT)

The third key finding illustrates how these established communication patterns were intensified within digital media environments and translated into electoral politics. This corresponds to Trump's transition from a media celebrity to a political leader and is characterized by the integration of demagogic

messaging with digital communication platforms. Social media, particularly X, became Trump's primary political communication tool, enabling direct and constant interaction with audiences without institutional mediation.

Analysis of Trump's digital communication reveals several recurring patterns consistent with demagogic rhetoric. First, Trump systematically labeled internal enemies, frequently targeting journalists, political opponents, and institutional actors with expressions such as "Fake News Media" or "Crooked Hillary." These labels simplified complex political debates into easily recognizable antagonisms.

Second, Trump frequently constructed external threats through narratives framing immigration, international relations, or ideological opposition as existential dangers. Expressions referring to "invasions" or "radical migrants" exemplify how fear-based narratives were mobilized to reinforce political identity and group cohesion.

Third, digital communication facilitated the circulation of misinformation and conspiracy narratives. Through repetition, emotional intensity, and narrative simplification, these messages amplified polarization and strengthened audience loyalty.

Finally, Trump's communication strategy simultaneously activated fear and loyalty among supporters. By presenting himself as the only leader capable of confronting these threats, he reinforced a highly personalized model of political authority.

Importantly, the use of triangulation demonstrates that these strategies were not spontaneous reactions to digital environments. Rather, they represent the culmination of communication habits developed over several decades. The dynamics of personal branding, conflict escalation, and narrative domination that characterized Trump's early career were amplified by the affordances of digital media.

## CONCLUSION

The findings suggest that modern demagoguery thrives in media environments where political leaders can bypass institutional intermediaries and communicate directly with audiences through emotionally charged narratives. Digital platforms accelerate these dynamics by rewarding visibility, conflict, and immediacy.

In this sense, the documentary should not be understood solely as a biographical account of Donald Trump's life. Rather, it illustrates how contemporary media ecosystems can shape, sustain, and normalize demagogic leadership.

Ultimately, Trump's trajectory raises a broader question for the study of political communication: what does the emergence of such leadership models reveal about the future of democratic discourse in an era defined by hyper-personalized media environments?

#### LIMITATIONS OF THE STUDY

Although this study offers valuable insights into the relationship between communication, media performance, and demagogic leadership, a few limitations should be acknowledged. First, although the research adopts a triangulation methodology combining interviews, discourse analysis, social media analysis, and documentary examination, its primary analytical focus remains centered on communication processes rather than on a broader sociological or ideological analysis of contemporary American society. Consequently, while the study recognizes that Trump's political behavior reflects deeper historical and cultural dynamics within the United States, it does not seek to comprehensively explain those structural conditions.

Second, the documentary *Trump: An American Dream* is employed as a mediated narrative source and therefore reflects the editorial, narrative, and interpretive choices of its producers. Although this limitation is partially mitigated through methodological triangulation and the incorporation of complementary empirical sources, documentary narratives inevitably involve selective representations of reality. Finally, the study focuses on a single political case, which limits the immediate generalizability of the findings. Nevertheless, the methodological framework proposed offers a replicable analytical approach that may be applied comparatively to other political leaders, national contexts, and media systems in future research.

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KONSTRUOWANIE PRZYWÓDZTWA DEMAGOGICZNEGO POPRZEZ KOMUNIKACJĘ:  
NARRACJE MEDIALNE I WZROST ZNACZENIA DONALDA TRUMPA

Streszczenie

Artykuł ma na celu odpowiedzieć na pytanie, w jaki sposób Donald Trump zdołał przez ponad pięć dekad utrzymać swoją rozpoznawalność i znaczenie w świecie biznesu, mediów oraz polityki, a także jak ostatecznie skonsolidował tak silne dziedzictwo polityczne. W badaniu zastosowano metodologię triangulacji, łączącą jakościowe wywiady, analizę dyskursu przemówień politycznych oraz analizę mediów społecznościowych, uzupełnione analizą audiowizualną filmu dokumentalnego *Trump: An American Dream*, brytyjskiej produkcji Channel 4 dystrybuowanej globalnie za pośrednictwem platformy Netflix. Dzięki zastosowaniu metod mieszanych badanie rekonstruuje długofalową ewolucję strategii komunikacyjnych Trumpa oraz identyfikuje powtarzające się wzorce retoryki demagogicznej.

Wyniki sugerują, że tożsamość polityczna Trumpa nie wyłoniła się nagle podczas jego kampanii prezydenckich, lecz rozwijała się przez dekady dzięki strategicznemu wykorzystaniu widoczności medialnej, marki osobistej oraz konfliktu narracyjnego. Ostatecznie autorka dowodzi, że współczesna demagogia rozwija się szczególnie skutecznie w ekosystemach medialnych, które pozwalają przywódcom omijać pośrednictwo instytucjonalne i komunikować się ze swoimi odbiorcami bezpośrednio, emocjonalnie oraz w sposób ciągły.

**Słowa kluczowe:** demagogia; komunikacja polityczna; narracje medialne; polityka cyfrowa; populizm; Donald Trump