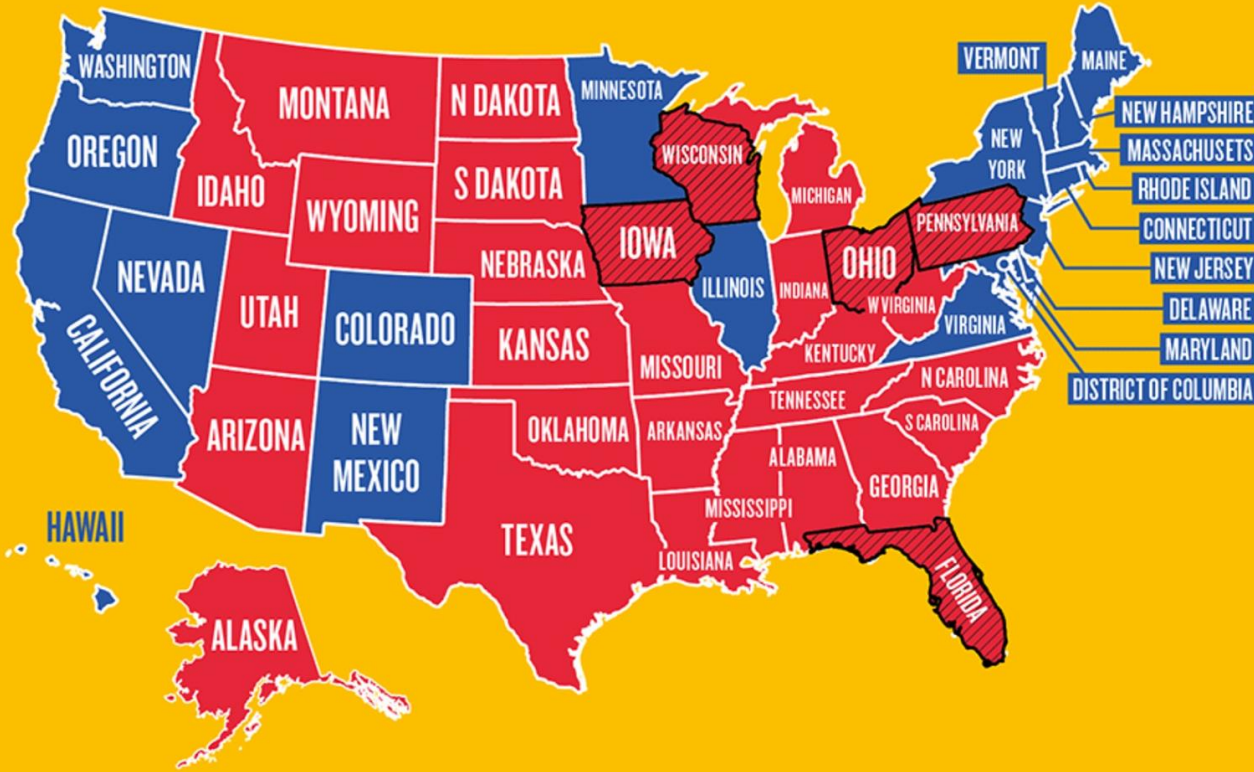


# HOW DONALD J. TRUMP WON THE US PRESIDENCY



The red sea:  
Just about everybody failed to predict Trump's victory

**Literacy**

Everyone agrees: the election of Donald J. Trump to the US presidency is by far the most significant news story of the year.

**59,704,886** people voted for Trump. In a strange twist, Hillary Clinton actually received more votes overall (**59,938,290**). However, Trump won more swing states like Florida and Ohio, and took their electoral votes with him. **Literacy**

How did this happen?

This is because of the **Electoral college system in America.**

The system works so each state is given a certain number of 'electoral votes' based on its population. Whoever wins a majority in each state gets all of its electoral votes

**Literacy**

From Brexit to Texas, angry majorities are rejecting the powerful elites.

Trump's win was not caused by one factor alone. The best analysts point to three major trends which came together in a perfect Trump-shaped storm.

**Literacy**

Firstly, multinational corporations have grown vast, avoided taxes, and shaped the world in their own image. Meanwhile, smaller communities have lost their traditional 'blue collar' jobs.

### Blue collar

A term for working class, manual labour — like manufacturing, mining or construction.

Literacy

Second, although America's economy has recovered from the financial crisis, most ordinary people have not felt it. Prices have gone up, but wages have not. Around 66 million Americans have no savings — and yet the number of billionaires has doubled since 2008.

**Literacy**

Third, Trump's election was a backlash against the spread of progressive, diverse values. The last decade has seen the first black president, equal marriage for LGBT people, and a resurgence of feminism. For conservative voters, the changing world has been a threat.

**Literacy**

These are 'the forgotten men and women of our country,' said Trump in his acceptance speech. Sensing their discontent, he cast himself as an outsider, the antithesis to a 'corrupt' and 'politically correct' system which only cared about itself. His nationalist promise to 'make America great again' hit home — just as Brexit voters in England were desperate to 'take back control'.

**Literacy**





Click on  
the image  
to find out  
more

Literacy

*'Trump is the president the  
world deserves.'*

WHAT DO YOU THINK?

Literacy

noun of the day

# antithesis

a person or thing that is the direct opposite of someone or something else.

*"love is the antithesis of selfishness"*

**Literacy**

adjective of the day

**bombastic**

high-sounding but with little meaning; inflated

*His **bombastic** rant made her rethink her decision to vote for him.*

**Literacy**

Ring the bells that still can ring.  
Forget your perfect offering.  
There is a crack in everything,  
that's how the light gets in.

Leonard Cohen



# esoteric

FIND OUT THE  
MEANING OF THIS  
WORD.

USE IT CORRECTLY  
IN YOUR WORK OR  
WHEN IN LESSON TO  
EARN P POINTS.

*Word Banksy*

