

The rise of Donald Trump to the presidency in 2016 marked a profound shift in American political discourse, igniting a movement known as "Trumpism." This movement is defined by a mix of populist rhetoric, nationalism, anti-establishment sentiment, and a rejection of traditional political norms. Trump's presidency and post-presidency have sparked intense debate, but the origins of Trumpism—as both a political ideology and a broader social phenomenon—are complex and multifaceted.

*The Origins of Trumpism* aims to explore the political strategies Trump employed during his 2015-2016 presidential campaign, identifying the factors that contributed to the rise of Trumpism and the reasons for its widespread appeal. Special attention will be given to the Republican Primary Debates and the General Election Debates, which played a significant role in shaping the political environment in which Trumpism flourished. These debates provided a platform for Trump to assert his dominance, often employing confrontational tactics that resonated with many Americans frustrated with the political establishment.

In addition to the debates, Trump's rallies will also be examined to better understand his unfiltered appeal to the public. Unlike the more polished environment of televised debates, his rallies allowed him to directly connect with voters, using language and strategies that reinforced his outsider status. By analyzing his speeches and debate performances, it becomes evident how Trump used a range of tactics to agitate opponents and energize his base.

By studying these tactics and the origins of Trumpism, this exploration seeks to offer deeper insights into the trajectory of American politics. It will also highlight the challenges facing democratic institutions in an era of increasing political polarization. As Trumpism continues to shape the political landscape, understanding its roots is essential for analyzing the future of U.S. politics and the ongoing evolution of political discourse in the country.