

The Road to the White House

Die USA vor den Präsidentschaftswahlen



Vortragsreihe des Nordamerikastudienprogramms in Kooperation mit dem US-Generalkonsulat Düsseldorf, der Bundeszentrale für politische Bildung und dem Center for International Security and Governance der Universität Bonn

Tuesday, July 19, 2016 | 6:00 to 8:00 pm | Lecture hall XVII, Regina-Pacis-Weg 5

PD Dr. Elisabeth Schäfer-Wünsche & Christian Klöckner, M.A.
North American Studies Program

Politics of Celebrity

The Case of Donald Trump

While US presidential elections and their mediated events have long drawn attention on a global scale, reactions to the 2016 campaigns not only cover a broad spectrum from enthusiasm to intense anger, but suggest perplexity. Particularly Republican candidate Donald J. Trump's strategic defiance of campaign etiquette and his provocative rhetoric have baffled commentators and pundits.

Drawing on the field of celebrity studies, this talk addresses the intricate relations between celebrity status and politics and reflects on the effects of words in a context of media-based performance. It argues that Trump's appeal is not simply grounded in his nativist populism, but in his mastery of politics as reality TV entertainment. In a media environment in which the 2016 presidential campaign emerges alternately as beauty pageant, comedy, or celebrity deathmatch, Trump is not an apprentice, but a master performer of social scripts.

Elisabeth Schäfer-Wünsche and Christian Klöckner teach North American studies at the University of Bonn. Among Schäfer-Wünsche's areas of teaching and research are autobiography and its mediations, migrations of sounds, bodies, and knowledge, as well as the market-based dynamics of culture. Christian Klöckner's research focuses on terrorism and literature, (post-)modernist poetry, and, currently, on the intersections of financialization, debt, and nostalgia in US literature and culture.



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