

Current Issues

in North American Studies and Cultural Studies

Lecture Series – Summer Term 2017

**NORTH
AMERICAN
STUDIES
PROGRAM**



Tuesday, **June 13, 2017**, 6:00-8:00 pm

Room A, IAAK, Regina-Pacis-Weg 5

in cooperation with the Federal Agency for Civic Education (bpb)

Prof. Christopher Newfield (UC Santa Barbara)

Don't Blame Populism: The Cultural Psychology and Technology of Trump's Victory



While many analyses continue to assume that an irrational electorate put Donald J. Trump in the White House, a closer look suggests that he won by appealing to familiar, mainstream assumptions that constitute the core identity of the white middle class. The lecture will explain these assumptions, show that Trump is less of an anomaly than we think, and discuss how he might be most effectively confronted.

Christopher Newfield is Professor of American Studies at the University of California, Santa Barbara. He is the author, among other books, of *The Emerson Effect: Individualism and Submission in America* (U of Chicago P, 1996), *Unmaking the Public University: The Forty-Year Assault on the Middle Class* (Harvard UP, 2008), and *The Great Mistake: How We Wrecked Public Universities and How We Can Fix Them* (Johns Hopkins UP, 2016).