

**Excerpt from
Strangers in a Their Own Land by Arlie Hochschild**

Looking back at my previous research, I see that the scene had been set for Trump's rise, like kindling before a match is lit. Three elements had come together. Since 1980, virtually all those I talked with felt on shaky economic ground, a fact that made them brace at the very idea of "redistribution". They also felt culturally marginalized: their views about abortion gay marriage, gender roles, race, guns, and the Confederate flag all were held up to ridicule in the national media as backward. And they felt part of a demographic decline.. They'd begun to feel like a besieged minority...

All this was part of the "deep story". In that story, strangers step ahead of you in line, making you anxious, resentful, and afraid. A president allies with the line cutters, making you feel distrustful, betrayed. A person ahead of you in line insults you as an ignorant redneck, making you feel humiliated and mad. Economically, culturally, demographically, politically, you are suddenly a stranger in your own land. The whole context of Louisiana - its companies, its government, its church and media - reinforces that deep story. So this - the deep story - was in place before the match was struck.

And here's another excerpt:

Trump is an "emotions candidate." More than any other presidential candidate in decades, Trump focuses on eliciting and praising emotional responses from his fans rather than on detail policy prescriptions. . . . His supporters have been in mourning for a lost way of life. Many have become discouraged, others depressed. They yearn to feel pride but instead have felt shame. Their land no longer feels their own. Joined together with others like themselves, they now feel hopeful, joyous, elated. . . . One way of reinforcing this "high" of a united brother- and sisterhood of believers is to revile and expel members of out groups.