Leader and Citizen: Resurgence of Populism in the USA

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Abstract

There is much discussion over whether populism threatens democracy. As everyone knows, populism is a major problem in global politics. Populist political leaders and parties have taken control of the majority of nations' politics, from west to east. The most alarming problem, though, is that populism is growing in popularity in powerful democracies, as demonstrated by the US presidential election in 2024. Populist parties are primarily run by charismatic individuals who pose as the people's true friends. Interestingly, yet, they consistently oppose pluralism. This article's primary goal, however, is to ascertain why the electorate of a powerful democracy like the US chooses a populist leader.Additionally ascertaining the causes of the rise in popularity of populist politicians in that region. What citizens should do, know, learn, comprehend, and prioritize before selecting a leader is another goal of this text. This essay additionally endeavors to examine how Trumpism adopts the populist ideology and leverages it to draw its supporters.

Keywords: Populism, Trumpism, Leader, Citizen, Democracy, USA

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Introduction

Populists are anti-elitist and people-centered. They portray "the people" as the decent and "the elite" as dishonest and self-serving. The latter, according to populists, are the only patriots who share the ideology that populist leaders seek to establish, while the former have the political, economic, and cultural establishment that dominates society as a "homogenous entity" and are perceived to prioritize their own interests over the welfare of "the people." The ideational method is a widely utilized framework for explaining populism.For this, populism is an ideology that is characterized by its conceptions of "the people," "the elite," and "the other." Donald Trump, the 2024 presidential candidate, categorized Native Americans, patriots, and members of Christian nationalism as the people, while the elites, historians, scholars, commentators, former generals, and immigrants are the other. These individuals and others are considered the enemy of the United States of America. Populist parties are primarily led by charismatic individuals who pose as the true people, but ironically, they are always anti-pluralist. Like many other nations that have emerged in the last century, populism has a significant place in American political history.Cultural populism and economic populism are the two main categories of populism that are commonly differentiated in the United States (Rodric, 2019). Economic causes such as deindustrialization, economic liberalization, and deregulation have increased economic populism and resulted in low job security, high inequality, a weak economy, global commerce, industrial robots, artificial intelligence, and stagnating wages (Norris, 2019). Populists focus on the widening gaps in the general population brought about by immigration, globalization, and other factors, in addition to the growing inequality among the elite. In a culture that fosters cultural populism, conservative white men fear losing their privilege.As a result, they frequently discuss race, immigration, and religion. The economy, healthcare, democracy, foreign policy, illegal immigration, border security, abortion, climate change, LGBTQ rights, and education were the top issues for American voters in 2024. Trump publicly pledged to use his presidential authority for political retaliation, framing the 2024 election as "the final battle" (Maggie, 2023). Immigration was a major campaign issue for Trump. Trump was also accused of racism and misogyny (Tesler, 2024) for his numerous personal assaults against Harris, which were sexual attract (Gold, 2024). This paper examines the history of populism in the US. Besides, to examine Donald Trump's actions as a populist for the United States. This study also seeks to determine the reasons behind the rise of populist leaders in the US and to investigate the issues that Americans value most when selecting leaders. Additionally, this study's primary goals are to determine which popular sentiments populist leaders prioritize and whether the emergence of populism in the US presents a danger to the nation'sdemocratic traditions. According to this viewpoint, this research

investigation is essential. Nevertheless, there was a lack of data for this investigation. Furthermore, there have been no particular suggestions offered to address the populism threat to democracy. This just serves as a symbol of populism's comeback and its underlying causes in the United States.

Aims and Objectives

The aims and objectives of the study are:

1. To finding out why the populist leaders are becoming popular in the USA

2. To investigate what issues the people of the USA prioritize when choosing leaders.

3. To identify which sentimentsthe populist leaders prioritizing most.

4. To finding out whether the back of populism in the United States of America is a threat to their democratic traditions.

Literature Review

There are several works on populism that are relevant to this study. Populism is only used by incumbent presidents, according to Bimes and Mulroy's (2004) research. "Presidential populism" is defined as having two fundamental characteristics: "the use of an antagonistic appeal that pits the people as represented by the president against a special interest" and "legitimation of presidential action through popular authority." Their research focuses on the use of populism by presidents between 1828 and 2004 in structured speech, particularly in inaugural addresses and yearly statements to Congress.

They demonstrate that different candidates employ presidential populism in different ways. They discover that while Republican presidents mostly avoided using populist language ,Democrats frequently used it in the 18th and early 19th centuries before switching to a language that was more widely accepted in the latter part of the 20th century, Building Populist Discourse 1275.

According to Aslanidis (2016), who draws on Laclau's (2005) research, populism is best viewed as a modified discursive structure that engages the common people and their innate sovereignty in a Manichean conflict with the corrupt elite rather than as an ideology.

Fahey (2021), using populism as a language, identifies the four "building tasks" of populism that presidential candidates engage in: (1) creating an

idealized populace that the candidate and his supporters are part of; (2) portraying his enemies as instruments of elite and anti-democratic forces; (3) persuading the audience that these two factions are in a zero-sum struggle; and (4) promoting the direct rule of the people via his person. In order to gauge the degree of populism, he uses this concept to suggest eleven historically relevant populist "subframes" that are taken from the American and comparative literature. Anti-elite liberalism, anti-elite finance, anti-elite politics, producerism, nativism, and anti-elite general zero-sum, End-of-the-world politics, Anti-courts, anti-bureaucracy, and direct rule.

According to Mudde, authoritarian measures are always supported by right-wing populist parties in an effort to bring about social order. They combat the dangerous "others" as well. because they believe that the "true people" are in danger from the "others" (Mudde, 2007).

According to Jan-Werner Muller's argument in "What is Populism?" populists oppose pluralist societies. The only people who speak for the people, according to populists, are themselves. According to Muller (2016), he also mentions that the populists "authentically identify and represent this real or true people."

"Populism," according to Subramanian, refers to movements, parties, and regimes that make a distinction between "the people" and "the elite," who are believed to be powerful in this area and culturally distinct from the general populace (Subramanian, 2007)

In their argument on "The Constitutive Ambiguity of Populism," Surel and others emphasized that populists act and speak as though democracy is the authority of the people and only the people. They therefore embody the difference between the notion of liberal democracy and actual democracy (Yves & Yves, 2002)

All forms of populism, according to Margaret Canovan, involve some form of euphoria and appeal to "the people," and they are all "anti-elitist" and "anti-pluralists" (Canovan, 1981).

Methodology

The theoretical basement of this study is populism.The rise of populism in the United States of America will be examined in this paper from the viewpoints of socioeconomic, cultural, and other populist aspects.A qualitative analysis has been carried out in this study. In order to gather and generalize pertinent information, it also examined secondary material from books, journals, articles, websites, newspapers, and other sources.

Research Questions

1. For what reasons do the citizens of a powerful democracy such as the United States of America choose a populist leader?

2. Do Americans believe that their democratic system threatens their sense of self?

Theoretical Framework

The ideational approach is one of the methods that have been employed to define populism during the past three decades. According to this approach populism is an ideology. It presents "the people" as a powerful force and pits "the elite" against it. However, populists define "the people" in a contradictory way, defining the group solely on the basis of ethnic, class and national identification. According to De la Torre (2017), populism is a Manichean rhetoric that separates politics and society into a conflict between the elite and the population, two diametrically opposed and irreconcilable factions. In addition, populists use a mental map to exert influence over the political sphere (Mudde, 2017). According to Mudde, populism is also more moralistic than programmatic. It encourages the idea that all are divided into "friends and foes," with a letter being viewed as "bad" (Mudde, 2004, p. 544). There are differences among populist ideologies. Some have defined it as a movement or philosophy, while others have called it a particular political style (Mudde, 2007). Regarding whether Politics ought to be a means of expression of "the people's" "general will," it is a binary theory that reestablishes the distinction between two identical groups: "the pure people" and hostile groups, "the corrupt elite" (Kriesi, 2016). For Weyland populism is a political tactic whereby a charismatic leader uses the instantaneous, unmediated, and uninstitutionalized backing of a vast number of often unorganized people to exercise governmental authority (Weyland, 2001). "Homogeneous community-people" that "perceives itself as the absolute possessor of popular sovereignty" and "expresses an anti-establishment stance" are the characteristics of populism, according to Anselmi (2018). In contrast, Muller contends that the populist defines the true people and that everyone who does not agree with them is absolutely shunned (Muller, 2017).Populists vote for themselves in order to distinguish between the pure people and their enemies. It is their responsibility to reestablish the elite's hold on sovereignty. They consider "the people" to be the true proprietors of sovereignty.

Resurgence of Populism in the USA
What behinds Populism?:

Understanding the underlying origins of populism is necessary before defending democracy against it. One point of contention when attempting to explain populism is whether the primary cause is from the shortcomings of governments (supply-side factor) or from the demands of citizens (demand-side factor)(Berman, 2021).Whereas supply-side factor, which concentrate on political players and institutions, might be viewed as top-down clarification, demand-side explanations highlight the shifting complaints or needs of citizens (Berman 2021). According to several demand-side considerations, people are more likely to favor populist ideas (Mudde, 2007). One of the demand-side factors is economic grievance. A 'left-behind' precariat with stagnant wages, enormous inequality, and little job security is being created by economic factors like deindustrialization, economic liberalization, and deregulation, according to the economic grievance theory. This precariat then supports populism (Norris, 2019). Some theories solely consider the impact of inequality (Flahetry, 2021) or economic crises (Mudde, 2007).

Populist criticism targets not only the growing inequality among the elite but also the growing disparity among the general population as a result of globalization, immigration, and other causes. The current globalization of the world is the reason for yet another economic objection.

According to the modernization losers argument, the push for populism has been fueled by some elements of the modernization process (Mudde, 2007). According to some interpretations, anomie that followed industrialization led to "dissolution, fragmentation and differentiation," which weakened the civil society's traditional links and increased individualization (Betz, 2004). A wide identity provided by populism grants sovereignty to the formerly disenfranchised masses as "the people" (Rovira, 2017).

But according to empirical research, radical right-wing populists are not more likely to be found in groups labeled "modernization losers"; rather, they are found across the social spectrum (Pereyra, 2021).

Populism is seen by many political scientists and journalists as a "cultural backlash" by white conservative who are afraid of losing their privilege in a society that is becoming more diverse. Three topics that are frequently at the heart of populist politics are immigration, racism, and religion. A weak economy, global commerce, industrial robots, and artificial intelligence are other economic variables that some analysts believe also create populism. This is because, for instance, solid positions in industries like manufacturing, which formerly

provided working-class individuals with a route to social mobility, have been reduced as a result of the development of artificial intelligence.

Many academics continue to doubt whether populism is much influenced by the economics. To put it another way, this hypothesis suggests that white voters' concerns about losing their social dominance, rather than their financial difficulties, affected the 2016 presidential election. According to Scheiring (2024), an additional cause of worry contributing to the rise in populist support is people's worries about economic insecurity, which is a major motivator for populism throughout North America, Europe, and Latin America. Americans who lost their employment in manufacturing throughout the 2010s, for instance, were particularly inclined to vote for Trump in 2016 and leave the Democratic Party. Anxiety about one's own employment has been shown to contribute to anti-immigration sentiments.Additionally, they were particularly prone to support populist right-wing candidates and adopt nationalism across Western Europe.A nation's likelihood of populist triumph has also been correlated with how long it has been democratic. Younger democracies are said to have weaker liberal democratic principles and less established political parties, which explains this (Hawkins, 2018). For instance, the legacy of communism has been connected to the rise of populists in Eastern Europe (Mungiu, 2004). The failure of populism in the majority of post-communist nations, however, undermines this theory (Mudde, 2007).

The focus of supply-side theories is on political players and institutions, as well as how governments might not adapt to the shifting circumstances that impact their constituents. Political results are perceived as being determined by institutions that alter economic, social, and other structural tendencies. When governments fail to adequately address the problems that they and their constituents face, populism becomes the preferred option, according to this perspective (Steinmo, 1992).

Populism is also prone to rise in coalitions that conflate different viewpoints (Berman, 2021). Samuel P. Huntington makes the case in Political Order in Changing Societies (1968) that a society's fast social or economic transformation will raise its members' demands. Political institutions are unlikely to react to and meet such demands unless they are effective and responsive. Discontent, political instability, and even violence are more likely to occur in weak or unresponsive political systems.If political institutions do not adjust to social and economic changes, it is possible that they will fail. Political systems that are responsive are able to adjust to more difficult situations than those that are not. Although Huntington's theories originated with research on Third World nations, they can equally be applied to developed industrial nations (Huntington, 1968). According to a supply-side perspective on American politics, populism is

a sign of institutional deterioration. Special-interest lobbying, the Electoral College, gerrymandering, and dark money are some of the political practices that are purportedly distorting political and economic debate and making it more difficult for the government to address the concerns of a significant segment of the population.People become dissatisfied as a result, which could make populism more likely to gain support. According to some, political parties themselves are no longer able to address the issues of the public and have become estranged from society (Mair, 2013).

A recurring argument in populism discussions is the contrast between voluntarist and structural approaches. According to Berman (2021), voluntarist concentrate on the actions of political figures and parties, particularly populists. An essential field of study is the analysis of how parties evolve and how reactions to new parties influence them. By identifying and elevating topics that they feel will benefit them, successful leader and parties influence the creation of agendas (Berman, 2021). When a new party shows up, established parties may use a variety of tactics, such as an aggressive, accommodating, or contemptuous approach.

Dismissive tactics, including dismissing a party and its concern or issues, work best when the issue is trivial or transient. Otherwise, ignoring a problem shifts responsibility to the new fresh party, which enables them to draw in any voters who think the issue is significant. An adversarial response is when a major party takes a direct stance on a matter, highlighting how they disagree with the upstart party. This raises the subject's profile, focuses political discourse on it, and can strengthen the fresh party's claim to the problem (Meguid, 2005).If the majority of votersdisaprove with the new party's stance and are therefore unlikely to form an alliance with it, then an aggressive response may be advantageous to the mainstream party. In an effort to retain people who are concerned about the problem, one accommodating tactic is to bring the major party closer to the stance taken by the new party. This is most effective when implemented early on, before a new party becomes strongly associated with a problem. A mainstream party can gain by swiftly changing its stance to one more in line with the new party if the issue is significant, persistent, and of great importance to its followers (Meguid, 2005).Similar to this, a populist party with antidemocratic or neo-fascist beginnings would be able to gain more support by changing its stance to something more moderate than what it was originally (for example, from neofascist to xenophobic). Here,right-wing populists are more successful at energizing voters.. Additionally, they stand a better chance of winning over voters who lean left economically but are socially conservative by focusing on social and cultural issues like immigration and race (Berman, 2021).

The populist including (leader, political party, social movement) are the three types of political mobilization that populists have embraced (Mudde, 2017). Voters are drawn to populists for a variety of reasons, but frequent causes include a sharp drop in the economy or a widespread corruption scandal that harms more popular parties (Mudde, 2017). For example, Syriza in Greece rose to power as a result of the Great Recession of 2007 and its effects on the southern Europe economy, while Silvio Berlusconi, the Italian populist, rose to power as a result of the corruption scandal in the early 1990s (Mudde, 2017, p.100). Voters believe that the political system is insensitive to their needs is another factor contributing to the rise of populism (Mudde, 2017. P.101). This can happen when elected governments enact laws that are not popular with their constituents but are carried out because they are deemed "responsible" or because they are mandated by international organizations. For instance, the IMF and World Bank exerted pressure on several Latin American nations to enact unpopular economic reforms, while European Union authorities forced many European Union nations to enact unpopular economic austerity measures (Mudde, 2017.p.102). According to Kenny (2017), populists can benefit greatly from the decentralization of political authority since it enables them to communicate more directly with the people they are trying to win over and win votes from. UC Riverside assistant professor of political science Diogo Ferrari talks about this in a piece that was published in the journal Research and Politics. Ferrari conducted a study of more than 1,700 Americans to determine whether people support populist politicians because of their populist rhetoric or because they are party loyalists. Ferrari discovered that because populist leaders are devoted to their party, voters support them (Martinez, 2022) Political scientists have shown that many voters embrace certain policies because their preferred party leaders support them rather than because of the policies' actual content. For instance, if the candidate of their preferred party takes a strong stance against immigration, a voter who is not particularly anti-immigrant may support strict anti-immigration laws. Ferrari shows that the same reasoning holds true for voters' support of populist ideologies: while many voters seem to favor populist ideals due to their party affiliation, they are not actually populists (Martinez, 2022). It is not a people-to-party approach, but rather a top-down political strategy.

History of Populism in the USA

In the US, populism dates back to Andrew Jackson's administration in the 1830s and the People's Party in the 1890s. It has returned to prominence in the politics of the 2010s and 2020s, not only in the US but also in other democracies worldwide (Berman, 2021). The two types of populism that are frequently distinguished in the United States are cultural and economic (Rodric, 2019).It has been proposed to distinguish between two types of American populism: a cultural populism that opposes intellectual elitism and an economic populism that

opposes financial elites (Quillen, 2010). Cultural populism is back by George Wallace in the 1960s, and economic populism by Andrew Jackson and William Jennings Bryan (Quillen, 2010).However, it has been argued that voter dissatisfaction with the current political system and its leaders is what led to the rise of populism on both sides of the spectrum in the early 21st century. Consequently, it is said that populist politics contribute to political realignments by redrawing moral lines between groups and fostering the emergence of "us" and "them" categories (Laclau, 2005).

Andrew Jackson

From 1829 to 1837, Andrew Jackson served as president and was referred to be the "People's President" (David, 2022). Jackson said, Unfortunately, the wealthy and powerful too frequently use government actions to further their own self-interests (Quillen, 2010).

The People's Party and William Jennings Bryan

In the late 19th century, the People's Party—also called the Populist Party was an agricultural and left-wing populist party in the US (George, 1966). After thatWilliam Jennings Bryan was selected as the nominee of Democratic Party in the 1896 U.S. presidential election. The Populist Party, which had become a significant force in the South and West in the early 1890s, disintegrated. Although a tiny portion of the party persisted into the first decade of the 1900s, its level of support never approached that of the party in the early 1890s.The Greenback Party, an earlier third party that had supported fiat money, and the Farmers' Alliance, an agrarian movement that encouraged economic activity during the Gilded Age, were the ancestors of the Populist Party. The conservatism of both main parties and the success of Farmers' Alliance candidates in the 1890 U.S. elections prompted Farmers' Alliance officials to form a complete third party prior to the 1892 U.S. elections.

Huey Long

A United States senator from 1932 to 1935, Huey Long was the governor of Louisiana from 1928 to 1932 ("Long campaigned as a populist, 2020"). "Every man a king" is his catchphrase, and he has been called a populist and a demagogue" (Foundation, Constitutional Rights, July 9, 2020). Through the Share Our Wealth campaign, he promoted wealth redistribution ("He's a Demagogue, That's What He Is": 2020.) He was killed after declaring his intention to run for president of the US in 1936 (Mercer, 2020).

George Wallace

A four-time presidential candidate, George Wallace was the governor of Alabama. He also sought the Democratic Party candidacy in 1964, 1972, and

1976 (Potus, 2020). He was wounded five times during a campaign in 1972, leaving him crippled from the waist down (Potus, 2020). His primary political goal was to uphold segregation, as he declared, "say segregation now, segregation tomorrow, segregation forever" ("The George Wallace of 2016", 2020). His criticism of sharp-elbowed thinkers and bureaucrats with briefcases led to his designation as a populist (Seib, 2015).

Ross Perot

Ross Perot called "billionaire populist" and has been linked to American populism ("Gore's Two Kinds of Populism", 2020).He received 19 million votes during his third-party campaign for the 1992 U.S. presidency (Yoachum, 2020). His policy recommendations included implementing e-democracy to facilitate direct democratic decision-making (Pew Research Center 1992). Later, Donald Trump contemplated participating in the 2000 U.S. presidential election as a candidate for Perot's Reform party ("Ross Perot was the populist who betrayed populism", 2020).

Sarah Palin

Sarah Palin was the candidate in the 2008 U.S. presidential election as vice president and served as governor of Alaska from 2006 to 2009. Like Wallace, she has been described as a cultural populist (Quillen, 2010).

Donald Trump

Trump was the President from 2017 to 2021. He has been called a populist (de la Torre, 2018). His speech, which echoed Jackson's populism, portrayed as a leader who is the only one who can fix the issues facing American politics and represent the "forgotten men and women of our country" (Friedman, 2017). According to de Cleen (2017),Trump's modern populism serves as an example of how nationalism and populism may work together for both parties. Furthermore, some academics contended that Trump's election was an example of the "tyranny of the majority," since he was able to win by attacking liberal and progressive politics, negating the need to win over the majority of voters or serve as president for "every American" (Cannon, 2009).

Trumpism

A political movement in the United States, Trumpism (also known as the Make America Great Again movement) consists of the political beliefs of U.S. President Donald Trump and his supporters (da Silva, 2020). In addition to

having strong authoritarian and illiberal views, it embraces ideas including national conservatism, right-wing populism, right-wing anti-globalism, and neo-nationalism (Lachmann, 2019). White evangelical Christians strongly support Trump, even those who don't usually attend church (Graham, 2024).Additionally, Trump continues to have a high level of support from Christian nationalists (Perry, 2021), and his rallies adopt Christian nationalism's vocabulary, symbols, and goals (Smith, 2024). A "righteous crusade" against "atheists, globalists, and the Marxists" was the theme of Trump's 2024 presidential campaign (Vakil, 2023). Many Trump fans who identify as Christian believe that he was "chosen by God" and that he is divinely ordained; others even liken him to Jesus (Carless, 2024). Trump's speeches that evoke strength, confidence, clarity, patriotism, and self-improvement elicit an emotional shift in his supporters, according to sociologist Arlie Hochschild, who claims that this resonates strongly with their "emotional self-interest" (Hochschild, 2016). According to political theorist William E. Connolly and civil rights lawyer Burt Neuborne, Trumpist rhetoric uses a plethora of lies, White racism, religious bigotry, national security threats, half-truth, xenophobia, personal insults, threats, and a never-ending quest for scapegoats to persuade citizens (at first a minority) to give up democracy. These tactics are used by fascists (Connolly, 2017). There are numerous lies that Trump passes off as fact (Kessler, 2018). Matthew McManus makes the case that Trump is a bullshitter whose only goal is to convince, rather than a liar like Richard Nixon, who takes the truth seriously and makes dishonest measures to hide it. He bases this claim on Harry G. Frankfurt's book On Bullshit. Trump, on the other hand, doesn't care about the truth or doesn't know it (McManus, 2020). Trump tells blatant lies because they are about plainly verifiable facts, in contrast to the typical lies of politicians who exaggerate their successes. Nonetheless, Donald Trump possesses every trait of a populist leader.Political scientists and political observers in general were frantically trying to figure out why Donald Trump won the presidency in 2016.Trump was a highly criticized businessman who had no prior political experience, a fondness for racist rhetoric, and little regard for democratic norms.The rise of Trump has been explained by a variety of theories. Some have focused on the alleged "economic anxiety" of specific groups of Americans; others have highlighted the support Trump received from voters who hold racialized, sexist, or nativist views (Luttig, Federico, and Lavine, 2017); still others have suggested that the salience of a seemingly besieged "white identity" is the best explanation for Trump's victory (Mutz, 2018). Trump's election was a sign of the "rise of populism" in American politics, according to the majority of commentators, notwithstanding intense dispute over the direct causes of his success (Mudde, 2015; Liasson, 2015; Wallace-Wells, 2016).

What should a citizen do before choosing the leader he is going to vote for?

Future community development, budgetary allocations, and government policy are all impacted by the decisions made by citizens. Therefore, making thoughtful decisions is important. By canvassing, raising money, and talking to friends and neighbors, voters can use their voice to support a candidate they believe in, which improves both the democracy and the candidates they are able to vote for (McCallum, 2018).

Commitment and faith are the most important qualities of good leadership. So, citizens need to know what a leader stands for before choosing one. To what do they pledge themselves? What aspects of their values coincide with theirs? Which attitudes and actions do they exhibit that appeal to the general public? Furthermore, what does the leader hope to develop or produce more of in the world (McCallum 2018)?A leader who acts with integrity and courage knows exactly what they want to make of the world and has the guts to take action toward it. Therefore, citizens should ask themselves the following questions when evaluating candidates for voting: What is the direction of their comments and conversations? In the direction of polarization and division or of optimism and openness? How closely do the leader's words and deeds match up? When disagreements or conflict arise, how does the leader react? How well do the leader's reactions in high-pressure situations match your desired public persona? What transformation does the leader want to see? What will change from the current situation (McCallum, 2018)?

A courageous leader creates openness and connection with citizens. They must therefore consider how a leader makes them feel before selecting one. With whom does the leader surround themselves? Is there a diverse collection of partners and supporters with a range of perspectives, experiences, and backgrounds? Does the leader handle problems with others in a constructive environment, or does he or she fix problems and then wait for others to respond? Do you see yourself fitting into any of the future concepts and vision in your leader? Does he or she have the courage to face uncertainty and strive for the best long-term solution? (McCallum, 2018).

Effective leadership also requires enrollment and influence. Therefore, consider the following questions while evaluating people to support: Do you think you could actively contribute to the constructive change the leader is advocating? Does the leader present novel concepts that question the status quo and present fresh approaches to behavior and thought? Does the leader inspire a sense of belonging and the possibility of solutions? Instead of telling, telling, or making decisions for others, does the leader operate with an attitude of empowerment, advocacy, and invitation (McCallum2018) Martinez 2022) said,Ideally individuals would be more aware of their surroundings and listen to their leaders more intently. Ferrari said. A large portion of this is dependent on

political identities being accepted. Party identification is a risk since it might result in leaders' blindfolded supporters ignoring democratic processes. According to Ferrari, populist leaders' electoral support can endanger democracies when voters lack comprehensive knowledge or fail to carefully consider the messages that their party's candidate is trying to express (Martínez,2022).People may be better equipped to reject or challenge populist rhetoric if they are informed about the effects of populist objectives. The effectiveness of politicians and individuals with a political agenda is greatly diminished when the public is made aware of the deceptive methods they use, whether it be fake news or climate change pseudoscience. Understanding how populists foster a naive mistrust of independent institutions was vital for the US election in 2024. There is a chance to win over voters who favor populist politics by promoting this awareness. Making individuals aware of the possible threats to liberal democracy may inspire them to make voting decisions that protect democratic principles (Shayegh, J, 2023).

Populist voters in the US

There is evidence to suggest that populist voters are not all the same. The community of populist voters is diverse, with a range of concerns and motivations. Voters' top concerns in 2024 were the economy (Cook, 2023), healthcare (Colvin, 2023), democracy (Fields, 2023), foreign policy (Ward, 2023), unlawful immigration (Sahil, 2024), abortion (McCammon, 2023), and climate change (Andreoni, 2024). LGBTQ rights and education were also major campaign concerns (Manchester, 2023). Voters who were polled frequently stated that the economy—in particular, inflation—was the most crucial topic in the election (Cook, 2023). All of those problems were major points of emphasis for Donald Trump. For instance, Americans are more worried about artificial intelligence than Eastern Europeans since it poses a greater danger to jobs in these countries than in Eastern Europe. Another factor is race. Some white voters who are struggling financially could believe that immigrants and individual of color are to blame for their financial problems because they took the jobs that were available. Among the most important concerns for prospective voters in the election were immigration and border security (Leonhardt, 2024). According to polls, the majority of Americans favor less immigration (Jones, 2024). Trump made immigration a major campaign issue in the 2024 presidential election. Trump claimed that he would boost deportations if elected,send American troops to the border, increase funding for the U.S. Customs and Border Patrol, assign local law enforcement to border security, expand detentions by U.S. Immigration and Customs Enforcement through workplace raids (Savage, 2023), and complete the construction of the southern border wall (Garsd, 2023). Both legal and illegal immigrants will be deported, according to Trump's statements (Oliphant, 2024).

Trump received 57% of the white vote in the 2024 election (Exit Poll, 2024).However, despite Trump's widespread support among conservative white men,populism is not limited to this demographic. In the US, for instance, Democratic leaders have found it more difficult to gain the backing of working-class—including a rising proportion of Black voters—who do not hold college degrees. In general, black voters continue to support Democrats. However, between 2020 and 2024, Black voters have dropped by almost 28 percentage points in favor of the Democratic Party. The majority of them changed to Republican. Since 2008, there has been a realignment of voters. Following the defeat of GOP presidential candidate Mitt Romney in 2012, Trump's 2016 election not only improved his party's acceptance among white working voters by 4% points, but it also raisedsupport by the same percentage of Black working voters. This change implies that the Democrats are dealing with a working-class issue rather than a white working-class issue. Voters are mostly turning away from the Democratic Party because to economic considerations rather than only racial identity (Scheiring, 2024). The question now is, are all populist voters radicals? Popular voters are not always radicals. Core populist voters, who are adept at inciting anger with what one populism scholar refers to as "bad manners," are frequently the attention of media outlets. In this case, that implies, among other things, bringing attention to their cause by utilizing politically incorrect words or harsh language. Lastly, how mainstream, non-populist politicians appeal to voters also affects their support for populist leaders. For instance, increasing unemployment insurance is one example of an inclusive socioeconomic policy that can assist to prevent a populist upsurge (Scheiring, 2024).

Concluding Remark

In 2016, Donald Trump brought back the populism that typified US President Andrew Jackson in the 1830s, and it is becoming more and more popular every day. Trupm's win in the 2024 US presidential election is the clearest evidence of this. Populism is becoming more and more popular in a democratic nation like the United States of America due to both supply-side (government failure) and demand-side (people' needs) causes. Trump has pledged to restore America's superior status in the globe through his "Make America Great Again" campaign, which the American people desire to reclaim. Additionally, it contributed to Trump's success as a populist leader. Trump readily encapsulated the American people's attempt to match their ideals with those of their leaders. But the nation's democratic system is in danger when a pluralist, bullshit, lair leader is in power. However, there is no easy solution to this dilemma. Reducing economic instability and establishing steady jobs can help to lessen populist tendencies. Employees' ongoing availability to retirement funds and health insurance may also help allay the fears that push people toward

populism. Therefore, in order to combat populism, it is necessary to address both the supply and demand causes of populism. Doing so will be crucial for democracy.

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