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**Identity Politics in the Post-Obama Era: A  
Historical Analysis of Republican and Democrat  
Strategies in the Pursuit of Political Dominance**

**Dissertation Submitted to the Department of English in Partial fulfillment  
of the Requirements for the Master's Degree**

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### **Declaration of Originality**

We, **Karima Moumou** and **Samiha Mayouf** ,do hereby solemnly declare that the work we presented in this dissertation is our own ,and has not been submitted before to any other institution or university for a degree.

We assert that all information in this thesis has been obtained and presented in accordance with academic conventions and ethical conduct. We also assert that we have fully cited and referenced all materials that are not original to this work. Besides, this work is conducted and completed at the University of M'sila, Algeria.

Signature :

Moumou

Mayouf

## **Dedication**

We dedicate our dissertation work to our families. A special feeling of gratitude to our parents, sisters and brothers.

We also dedicate this dissertation to our friends who supported us so much .

## **Acknowledgements**

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Last but not least, we would like to express our heartfelt appreciation to our families for their unconditional love, patience, and understanding.

## **Abstract**

This thesis examines the complex landscape of identity politics in the US after President Barack Obama's presidency. Both political parties Republicans and Democrats have skillfully manipulated the terrain of identity as the country struggles with changing social dynamics to increase their electoral support and gain political influence. This study addresses the complex strategies used by both parties in their quest of political dominance through an extensive historical analysis. The study of the post-Obama age provides a distinctive perspective for understanding the complicated nature of identity politics. Rising polarization, changes in the population, and the emergence of new social movements characterize this period. Both parties have developed unique approaches to win over different identity groups. They used themes like race, gender, ethnicity, religion, and sexual orientation to energize their support bases and attract in swing votes. Employing an extensive variety of historical information such as party platforms, election results, campaign slogans, and legislative initiatives. This thesis explains the development of identity politics in American politics. It investigates how parties changed their platforms and policy plans to take advantage of the electorate's diversity of identities while simultaneously addressing issues of inclusion and representation. Additionally, this research offers an examination of how identity politics impact societal unity and democratic government. So both parties are skillful at using identity politics to bolster their support bases and attract in important voter segments. Republicans appeal to traditionalist opinions by focusing on national identity and cultural preservation, while Democrats emphasize inclusivity and progressive policies to bring both voters and minority groups. These tactics have increased polarization. The study concludes that identity politics will continue to affect American democracy and influence future electoral strategies by emphasizing the conflict between identity-based mobilization and national unity.

**Keywords :** Identity, Politics , Democrats , Republicans , Dominance.

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## **GENERAL INTRODUCTION:**

Political identity is a type of social identification marking membership of certain form with particular groups that fight for a particular kind of power. This can involve belonging to a particular political party as well as taking stances on nationality, interethnic relations, certain political concerns, or more general ideological subjects. The field of identity politics focuses on the significance of unique and sometimes cultural facets of personal and societal identity, rather than underlying socioeconomic characteristics in the study of politics.

It helps in comprehending the reasons and motives behind political activity, especially in national and intergroup contexts. More generally, it also directs evaluations of how these acts affect policy and decision-making procedures, and thus, the wider repercussions for society. These effects are characterized in a variety of ways, most frequently as "the politicization of identity," which may lead to the prioritization of governmental policies and initiatives that are exclusively focused on group identification and inwardly oriented to lessen perceived prejudice.

In general, identity politics is a political theory that seeks to advance the interests of a particular group in its entirety. Numerous aspects of an individual's identity, such as their sexual orientation, gender, race, class, or religion, may be highlighted. The process of winning over members of various social groups has led to the development of the contemporary definition of "identity politics" over time. .

The American identity is now made up of several cultures with distinct voices, rather than being embodied by a single ethnic majority. Although it is just one of the values that Americans are beginning to value more, diverse representation is important for the tone of political discourse and the policy variations that are seen across generations. It is true that the American identity is based on a set of principles known as the American Creed, which

include individualism, liberty, equality, hard work, and the rule of law. Gunnar Myrdal made this famous observation in 1944.

Left-wing organizations have used identity politics to grant non-dominant identities visibility and a voice in public discourse. This has allowed historically marginalized and oppressed groups to unite and demand political reform, calling for the full application of their rights and the treatment of these individuals with all due respect. organizations have.

### **Statement of the problem :**

This research examines how identity politics changed in the years after the Obama administration , with an emphasis on the historical tactics and strategies employed by the Democratic and Republican parties to seize power. American politics has been a seen a shift towards identity –based strategies used by both parties. This change raises concerns about its potential impact on political discourse , community cohesion and good governance . Therefore , the problem that needs to be solved is to critically analyze the evolution of identity politics in the Republican and Democratic parties since the Obama administration , and to examine their reasons , strategies and the effects of these strategies on political power and the process .

### **Literature Review :**

Identity politics has emerged as an important topic in academic and popular discourse in recent years .It refers to the way in which people's social and political identities influence their experiences ,opinions, and the ways in which these identities can influence political movements and the formulation of public policy .But the history of identity politics dates back far further, to times when oppressed individuals fought against systems of oppression to reclaim their rights. In light of this, studying the historical roots of identity politics is essential to understand the development and importance in contemporary society. (Hobsbawm, 1996).

The historical roots of identity politics in the United States were different since a lot of ethnic groups settled in various parts of the country, the diverse colonial population of America was unable to unite under a common identity. Centralized political systems were common in early America and modern-day Quebec. Small initial populations were governed by a centralized power structure that catered to a diverse populace in New France. Because of this, there is still a feeling of victimization and exploitation among the lower classes, represented by several English groups. (Labuda et al., 2022).

Several social movements arose in the late 1950's and the beginning of 1960's, like the Black Power Movement, The Civil Rights Movement, These movements fought for their rights and attempted to overthrow the oppressive system. The concept of identity politics in U.S emerged as a result of the conflict between two dominant forces: The Federalists and the Democratic – Republicans. ( Bernstein, 2005 )

Both parties sought to gain support by mobilizing different ethnic and religious groups, with the Federalists relying on the backing of merchants and the urban elite, while the Democratic – Republicans focused on mobilizing the urban working class. The politics of identity was influenced by the experiences of those who had fled persecution from the British and believed that widespread land ownership would lead to a more stable and democratic society.

The use of identity politics to advance political goals would continue to be a prominent and consistent aspect of American political life. These historical legacies help to explain the strategies of both contemporary party systems and the wide range of interests and social groups that politicians continue to appeal till today. ( Brooke, 2020 )

The Republican and Democratic National Committees have an impact on information flow and internal party dynamics. Changes in the ideologies of party members at the

grassroots level have affected the strategy of the two parties and file members of the party. (Layman et al., 2006).

The Republican Party style has changed over time; Starting with the party of Abraham Lincoln, he focused on civil rights and the abolition of slavery. The party's coalition has changed over time such as low taxes, a strong national army, and a smaller government economy. It targeted religious and rural voters to win over groups of people while the Democratic Party's approach Since its founding as the political movement of Andrew Jackson and Thomas Jefferson has advocated for social justice, workers' rights, and government intervention in the economy to reduce inequality.

The events of 9/11 have had an impact on political identity in US . there is a shift in political ideologies that led to a more polarized political discourse , with partisan divisions becoming more pronounced ,central to this polarization are debates surrounding in immigration and terrorism ,most consequence of the post 9/11 era has been discrimination , Islamophobia and xenophobia . Despite these negative effects , efforts have been made to promote tolerance, the impact of 9/11 on political identity observed in voting behavior ,activism and social movements. ( Jkerr& DL Rosenfeld , 2021 )

Shift in political ideologies : Maureen Dowd , a columnist for the New York Times , claims that Democrats are approaching the 2024 election as though they are arguing a point in court rather than building a relationship within the community . This consistent with the viewpoint of many analysts who contend that political ideologies have moved to the right a trend that started after the 9/11 attacks and continues to this day . The commentator Jhon Michlethwai points out that political change happened quickly in America as opposed to the twenty years, it took the Conservatives to defeat the Labour Party in Britain .( Barteles , 2020 ) .

The idea that the U S was fixated on the prospect of socialism and government interference is supported by this research .Nonetheless socialist rhetoric is lacking in America with dominant viewpoints shifting toward the more right –wing and hawkish viewpoints after the attack of 9/11 . The wife of the former Democratic Senator John Edwards ,Elizebeth Edwards said that it is difficult to defend multiculturalism when Americans constantly find themselves defending their behaviours rather than just discussing it theoretically . ( Barteles , 2020 ) .

She contends that the fall of the twin towers has increased the need to affirm and demonstrate pride in traditional American values while contributing to the liberal movement's shift away from a focus on cultural diversity . Although the definition of traditional American ideals is arbitrary , there has been a discernible movement in the political perception of freedom and leisure .( Barteles , 2020 / Lewis , 2021 ) .

Identity politics defined as "political activity or movements based on the shared experiences of injustice of social groups," emerged in the 2<sup>nd</sup> half of the 20th century identity politics affect American political discourse and governance. It is a shift in focus from policy to identity, polarization and conflict .The objections to identity politics, include marginalization, essentialism and stereotyping. Political discourse is influenced by identity politics. ( Staut ,2020 )

It attempts to persuade people to do something. This could entail anything from careful political negotiating persuasion to playground brawl and in a world where society is becoming more interconnected by the day, the terrain on which computers attempt to operate efficiently in their own countries is wide and diverse, political discourse is tied to linguistic analysis because it is performed through language. ( Prinz,2021 ). The court has acknowledged the need of political discourse education, According to the

Supreme Court, to ensure an informed self-government .

The first Amendment gives the government the ability to fulfill the public's desire for democracy by guaranteeing that their votes are treated with the greatest respect. Individuals believe that the period of political conversation is equal to the amount of time that passes before a vote. The public needs to be aware of the objectives that met to stimulate the political discourse s study. ( Larson , 2022 ) .

The First Amendment of the US Constitution provides for the right to free expression and the establishment of a democratic society. Political debate is a discussion that involves creating ideas. Political discourse is the process of trying to create and successfully disseminate ideas among the populace to support particular types of objectives shared goals where politicians share their opinions before the introduction of any new laws.( camp 2020 ) .

### **Research Questions:**

This study attempts to answer the following questions : How have the Republican and Democratic strategies evolved in post – Obama era to incorporate identity –based narratives ? What are the key factors driving the transition from issue-based politics to identity politics within American political parties ? What are the implications of identity –based political strategies for the health of democratic practices and political discourse in the United States ?.

### **Purpose of the study:**

This work will attempt to give a post Obama understanding of identity politics, it will seek to examine the changes that have occurred in the management of identity politics in the years following Obama’s administration, with emphasis made on the strategies and techniques used by both the Democratic and

Republican parties in the organization of power. It is for these reasons that the research aims to contribute to the existing knowledge of current American politics in the context of American civilization through an analysis of the historical background, developing party relations, and consequences for political language.

**Significance of the study :**

This study examines how identity politics influenced the America political system after Obama’s administration, this study is very crucial. By analysing the warfare strategies of the Democrats and the Republicans, it sheds light on how identity politics has influenced the struggle for power. Such insights are necessary to appreciate the nuances if contemporary politics and such insights could prove enormously beneficial in planning future politics for any country that wants to have a healthier and more equitable polity.

**Methodology :**

This study will employ a mixed- methods integrating both qualitative and quantitative methods to provide a comprehensive understanding of the research questions .The data for this study will include secondary resources such as political speeches , media coverage , existing databases , election results , official reports to provide contextual information about identity politics in USA .The qualitative component will explore the depth of identity politics in Post – Obama Era

The qualitative data will involve the analysis of political speeches and party communications identifies themes and patterns related to identity politics and analysis historically the Republican and Democrat Strategies in the pursuit of political dominance. This study is related to media coverage to understand the historical context and political shifts The qualitative methods nuanced insights into the experience of political actors and voters regarding identity politics in the Post – Obama Era .

The quantitative data will utilize existing databases ,election results and official reports to gather quantitative indicators which will shed light on differences in party approaches to identity politics .This study will examine trends in voters behavior and demographic shifts. The data analysis will involve both qualitative and quantitative methods . The qualitative analysis will include thematic analysis to identify themes in identity politics , political discourse and governance .The quantitative analysis will employ descriptive statistics to present a clear overview of the quantitative data .

As for the data analysis , historical content analysis will be employed to analyze the historical and political shifts in political identity on post – Obama Era .

### **Division of Chapters:**

This research work comprises two chapters as explained in the subsequent section. The pre-Obama era identity politics background is the title of the first chapter. To start, this section of the chapter will begin the pre-Obama period analysis of identity politics where the political background will be outlined, though the main focus will be on stressing that such connections are best served with substantive problem orientation rather than identity-based ones. Concerning, it analyses the transposition process from problematic occurrences to identities.

In addition to explaining how the Democrats’ and Republican approaches have defined identity politics. The chapter will then go on to analyse the apparatus of political quotas of identity politics, as well as a comprehensive overview of the historical roots to Obama’s post presidency in identity politics. It will also involve political events from the pre-Obama time such as presidential presidencies and the Supreme Court appointments.

The second chapter is entitled " transition to identity politics in the post Obama era The nature of political discourse in the Post –Obama Era will be used as a means to explain

identity politics in the first section of this chapter. The transitional political climate after the Obama presidency will then be briefly explored. This is accompanied by a clear shift to identity politics, and the discernment of certain pivot points in the narrative of the Republican and Democratic parties around identity.

This chapter will also compare and contrast the Republican and Democratic Parties in addressing the issue of identity politics, including observing their goals and rationales in striving for electoral victory. It will do this by conducting an evaluation of the said approaches and a comparative assessment of the party systems in place. The second part will discuss the identification of the significant findings that paint a rather bleak picture of the current state of political practice within the United States. Moreover, how identity politics shapes democratic processes and whether it has a positive or negative impact on the efficient functioning of democracy will also be analysed. These two parts will detail the pessimistic outlooks through the effects on the health of political practice

**Chapter one**

**Background of Identity Politics in the Pre-Obama Era**

## **1-Introduction:**

This chapter explores the history of identity politics leading up to the Obama election, considering its rise and how it has affected American polity and society. Identity politics sprang up before Barack Obama's transformative regime, reshaping US politics. Before the ascension of Obama to power, marginalized groups like women, African Americans and LGBTQ+ united together around their identities as well as claim their rights. Such movements included civil rights movement, feminists' campaign and LGTBQ+ rights that have formed a foundation for today's discussions about identity politics. This chapter first highlights the focus on substantive issues at the expense of identity based affiliations. It then traces how this transitioned into an emphasis on identity over issues. The chapter examines a more comprehensive understanding of historical backdrop leading to emergence of identity politics in post-Obama era.

## **2- The Pre-Obama Era: A Prelude to Identity Politics**

The Pre-Obama Era is the period of US history preceding Barack Obama's stint as president from 2009 to 2017. In this duration, there was a conservative reaction in the country that had racist undertones. This was why Shirley Sherrod lost her job and Professor Henry Louis Gates got into trouble with the law. Besides, the Great Recession affected the economy with the majority of Americans blaming President Obama for its recession and his administration being credited for stabilizing and resuscitating it through quantitative easing programs. The brunt of this crisis was particularly borne by those at the bottom end of the earning spectrum such as working poor and those with just high school education. (Kalleberg &Wachter, 2017).

Pre-Obama era is a period when Trans-Pacific Partnership was a major development. When we look at the global history from the 1500s to the 1750s, it is clear that western power and expansion were very significant in shaping world events. The period of Western

challenge to the world through exploitation, colonization and shifting Islamic world balance towards Europe, Africa and Far East. (Kalleberg&Wachter, 2017).

Identity politics was not a popular term before Barrack Obama came to power but the society had very limited understanding of sexual orientation, racial or gender based violence on women which they often ignored. These issues were mostly seen as isolated cases or personal problems that did not constitute part of wider oppression structure.

The opinions of underprivileged populations were therefore silenced or ignored. Before the leadership of Barack Obama came to power people were not aware of systematic oppression, which hindered the progress of social justice. Traditionally and up to the election of Barack Obama, the intersection of African American men and White women was negligible. The exclusion of intersectionality from mainstream discourse limited our understanding of intersecting oppressions and how they are mutually constitutive. (Newsome, 2010).

Identity politics has emerged as one of the most complex and hotly debated issues in the modern postindustrial societies (Bernstein, 2005). In the political realm, the years before Obama provided the foundation of identity politics seen in today's politics. The Republican Party focused chiefly on the white working-class voters, persuading them by tapping their racial prejudice and fears of crime and the welfare state in directive techniques such as Richard Nixon's 'Southern Strategy,' and Ronald Reagan's law-and-order campaign.

While, the Democratic Party also witnessed internal struggles concerning race, gender, and class struggles internally. Due to the existence of the party incorporation that may have conflicting agendas on the interests of their respective electors, there were some degrees of pressure on how these concerns were to be resolved. Against this background, it was

possible for identity politics to gradually emerge as a process in which minorities seek to have their rights respected, get recognized, and be included into society.

Civil rights movements and organizations appeared; they focused on such topics as race, gender, sexual orientation, indigenous people, and others. Nevertheless, identity politics increased concerns and discussions as well. Skeptics claimed that such an approach may result in fragmentation, category creep, and marginalization of social context.

Some people voiced worries concerning the risks associated with identity politics being mined or deployed for cynical objectives. Thus, the era before Obama provided the necessary conditions and context for the development of identity politics which characterizes many modern political processes in many ways. It echoed the fight for civil rights, inclusion, and justice that was and continues to be waged today, and the resulting representation of societal issues involved and real life potentiality of race relationships in America.

## **2-1-Substance Over Identity: Pre-Obama Political Landscape**

It is essential to provide some background information on the political landscape prior to the Obama administration to put the events and developments that followed into perspective (Newsome, 2010). This perspective must give priority to what is at the substantive level than what is at the identity level. By recognising the historical information concerning the political milieu prior to Barack Obama's presidency, as well as the challenges and issues he faced, it is possible to focus on the relevant topics. (Skocpol, 2012)

This article by Scott King titled, 'Political Landscape Preceding the Obama Presidency' features a detailed and informative analysis of the complex and diverse American political systems leading up to the historic 2008 election in which Obama emerged victorious. This is one of the best detailed, incisive and intricate analysis that looks into several key areas of influence that was central to the configuration of political process of the time and especially the role of Iraq war and the growing force of globalization on the vigilant and highly discriminating electorate.

Meanwhile, in the wide arc of these central ideas, a bright view is cast on this acerbatingly polemical and controversial decision to invade Iraq. As well, the above thorough look at the unending war on terror uncovers the hard fight between Democrats and Republicans represented primarily by their different ideologies, tactics and visions for America's future.

Besides, it enlightens the reader about the constant perception of the Democrats as a party that supports outsourcing globally during John Kerry's important years, and delves deeper into controversies that prevailed regarding the issue. Through this careful analysis of these complex components, one gradually receives the impression of John Kerry as a formidable Democratic candidate against the iconic figure who would become President Obama despite the acknowledgement that numerous factors went into his nomination.

The political narrative presented in the book by King is forensic in approach and details the political dynamics of the build-up to the 2004 elections and the contentious loss of the Democratic Party in the groundbreaking and turbulent 2008 elections, giving readers a close and detailed analysis of this attractive and charmed period of politics in America. (Myrick, 2021)

It can well be said that the election of 2008 was rather important for the people of United States of America. Not only the first African American president but also the one who brought change in the convention of the American presidency. These shifts were not only crucial because they revolutionized civil rights, or because the Democratic Party came out on top.

Instead, they were instrumental in altering the perceptions of political mobilization and activism, and the creation of movements within the United States. In order to carry out this study and to comprehend the nature of the change that took place and its implications, the political context in the run-up to Obama presidency as defined by specific concerns rather than ethnicity or race has to be considered and consider the left's effort to make movement based electoral politics in the bush era, and the right's response to their objective during this period.

Obama's victory will be revealed as having helped the Left to reintroduce its unsuccessful paradigm and embrace successful practices traditionally tied to the Right. By the time of the election, plans of both parties had blurred the distinctions between the democratic and the republican parties, thus transforming the political landscape of America.(Fording & Schram, 2020).

However, it is important to note that Obama's campaign was timely as the author prepares to discuss the political climate of America before Obama's presidency. When Obama was vying for presidency in 2008 the country was in two wars and threatened by a global economic melt down. The previous presidency of George W. Bush was unpopular due to the controversy that surrounded his election process that enabled him to become president in 2000 coupled with the fact that the country was at war.

This engendered a lot of dissatisfaction among the democratic camp and the

independent voters who felt disenfranchised. A number of Democrats could not countenance the decision because Al Gore had actually scored a majority of votes and many thought that the Supreme Court was made up of conservative leaning judges who were put in place for that express purpose.

Further to this, the involvement of America in a pre-emptive strike on Iraq made the situation worse; this invasion was based on the alleged presence of weapons of mass destruction that were never discovered. Tolling for life and money's sake as well as dubious use of intelligence information to legitimize military intervention led to widespread grief and anger from big chunks of Americans.

The Democratic nomination was important in that it could have broken the Republican grip on the executive and legislative branches. Obama first came to national prominence with his speech at the 2004 Democratic National Convention. His humble background and optimistic message were perfect embodiments of American ideals.

Although this speech could have been a means to champion John Kerry the democratic nominee, it made Obama the symbol of change in the Democratic party. There was also the increasing discontent over the war in Iraq and declining popularity ratings of President Bush, all of which made the 2004 elections a perfect time for the Democrats. But they were unable to capitalize on this opportunity.

Obama decided not to run for the nomination in 2004 realizing that, in order to have a credible candidate who would challenge the Republican party, there is need to reconceptualize the Democratic party's image and character. The first process towards achieving this feat commenced with the 2008 election headed by Barack Obama. (Greene , 2021).

The world that Obama joined was one of dynamism where specialization, technology, and relationships were changing significantly. America or the United states has for instance

been involved in globalization, which may be described as integration of people and nations, trade and other practices and even sharing of cultures among others. Like all social processes, 'society, practices, culture and undoubtedly develops however The things can be controlled in that vicious cycle which goes by the veneer of efficiency, rationalization, and technicality.' (Nelkin and Hutchins 1997 p. 2)

This leads to the question that 'culture change is always unilateral or, at worst, culture or ethical discussion is always absent'. According to the determinist perspective of technology as discussed by Rifkin and Schwartz cited in Kling, 2000, the technologists identify changes in technologies as the main theme in history, more so in the historical processes. Additional change after the September 11, 2001 incidence was also fostered by the Bush administration implementing new policies to safeguard America against and from foreign and domestic threats, often eliciting debates of liberty and freedom of Americans.

When choosing the contextual approach, one would hardly be able to speak about differences of Obama's presidency as until those beliefs, policies, and occurrences are put side by side with those existing before Obama received the presidency. Applying the Obama's presidency choice of terror before and after the World War it is possible to compare and contrast how the given issues were considered in the two periods there is a gap between them. The subsequent decades of Obama presidency marks the modern political pattern of.

### **3-Transitioning from Issues to Identity: The Historical Shift**

The change in The United States as a country has gone through major changes over the course of time, beginning with its formation and entering new stages that alter the landscape of its identity. It is the shift from a concern with subject matters that was defined by such social questions as governance economics and security to subjectivity, extending to race ethnicity gender and sexuality which defines identity. In this work, we explore the origins of this shift in meaning and explore significant events and activist movements that

established the political context for identity politics in the United States of America today.

Change and transformation in the political context of the US revolves around identity. Particularly, this phenomenon has been largely neglected in the context of political science research, and most of the analyses were conducted before the identification use of the “identity politics.” Interestingly, we associate this change with the Civil Rights Movement of the 1960s that significantly influenced the transformation of the US party system.

Some key changes included the progressive wing of the Democratic Party supporting civil rights and racial integration which resonated with black people who switched from the Republican party. On the other hand, white individuals especially in the South who were against the Democratic Party policies on race relations adopted the Republican Party.

In the past, this realignment was an issue-based process because both blacks and whites voted for the party that embraced their views on civil rights. The Vietnam War also played an important role in shaping political identity. Thus, in response to the military draft, young men across the nation finding themselves without strong political opinions or party loyalties they were forced to take stand on the war, again upturning traditional party affiliations. (Klatch, 2023)

Some key events took place in the 1800s that actually set a lot of problems. The same period marked the beginning of the Industrial Revolution which led to economic development and a society that could change more often. This led to the creation of a perfect environment for another sequence of problems to occur in the future.

Civil war was a turning point in the history of America as a whole. It created the idea of a united nation with power concentrated in the hands of one person. After the war, the process of reconstruction sought to reaffirm the unity of the nation in regard to the problems that were caused by the war or which still persisted. During this phase, the emphasis was on the eradication of slavery and assimilation of the black people into the society as free citizens.

This was a concern not only in the southern states but also a national concern.

The resolution of these issues, however, came at a cost. Federal troops were withdrawn and the south was able to become more autonomous as a result. This added to the stabilization of the southern states as being different and separate from the rest of the country. It became the precursor of regional and issue politics in the 20th century. In this case, the timeline of American history reveals a number of change overs in the country's persona. There was considerable conflict in the period between the mid-1800s and early 1900s. This period was characterized by the end of the Civil War, the Reconstruction period, and the early phase of the Industrial Revolution. (Zhang et al. 2022)

America has many faces, more faces than one can imagine and they change with the changes in society. Thus, the tape of America's rich history is marked by the unprecedented ethnic diversity, and many a switch is made between topics, periods, and the corresponding people's collective identity. First of all, it is essential to understand how a specific problem, people's attitude to it, and the corresponding representation of the U. S. group identity are interlinked. The easiest way to grok these concepts is to imagine that the collective identity of the US is a plot, in which there are characters, settings and there is a conflict: the characters are trying to change the setting based on what they think is best.

Characters now appear from the matters at hand, where a concept is tantamount to an idea about a certain event that must be discussed. The better the character, the better the set of beliefs, They will implement changes in the historical settings and social mores, people's problems. This is the general impact that a particular issue has on society and it is the general consensus on the matter.

The change in people's opinions hinges on how the settings are adjusted to address the issue. There is a life span for problems which make them more or less significant depending

on specific contexts; as one issue fades away, it will be replaced by another. To put it differently, shifts in the environment or society achieve an atmosphere where a given issue can thrive, and causes not having any hope of success will be discarded in favor of those that can (Tilly, *Social Movements and National Politics*, 1995, p. 64).

This is why Americans are always changing their problem groups as well which explains this idea briefly. There can only be one course of action; but an issue must clash with another over how society should be improved. This is another reason behind characters' and issues' disagreements about what would work best for the plot or setting. For example, public sentiment in America before World War II was divided between support for American involvement in the war and isolationism (Thomas 2020).

The new explanation shown here emphasizes the changing understanding and recognition of cultural sustainability and non-repeatability of physical and social forms/structures. Generally, cultural sustainability is defined as the process of preserving the uniqueness or distinctiveness of a place while adapting to various needs and demands of society.(Moscatelli, 2022).

This entails that design expressions should not only address practical challenges and issues about sustainability but also celebrate and nurture cultural identity embedded in built environment. Cultural heritage promotion and preservation are fundamental aspects for preservation of cultural identity in today's highly globalized world. (Moscatelli, 2022)

Urban planning and design must take into consideration culture's impact on the built environment, neighboring communities, and societal well-being as a whole if it will be successful in bringing sustainable development through infrastructure. Architects must understand that their role is to sustain modern society with its principles which includes a constructed environment reflecting contemporary culture (Rostami et al., 2014).

### **3-1-From Policy Debates to Identity Politics: A Historical Shift:**

1. 1 , is an abstract phase that many people have misunderstood to date which falls between the 1960s and 1970s. This was a period of imbalance where politics appeared to die down as people focused on their individual pursuits. Thus, debates ceased to be national or international ones but merely became purposeful activities or specific matters .During this period politicians who were in power did not make any policies. The presence of various political discussions indicates that the political system is vibrant in nature. The resurgence of partisan politics occurred because elite policy making got underway since politicians required mandate.

A policy-making debate began, after failure resulted from a mismanagement of a particular situation. Every policy is formulated with intent to solve a problem identified by either the policy maker or organization concerned. However, during all these arguments there remained no explanation as to how the process itself works and why certain policies are made as opposed to others .Owing to this lack of clarity about how it worked, we are still puzzled until today over what these policies meant. All policies appear as ideal types within Britain's socio-political system thus making it difficult to understand rationality behind their formation.

The Brexit referendum in 2017 was considered as one of the most significant episodes in political activism, and the finalization of this policy will be possible only after Great Britain leaving the EU. (Patty & Turner, 2021).Another shift that occurred was during the 1950 and early 60s there was a change referred to as class dealignment. This change meant a considerable deviation from the regular patterns of party voting, a decline in partisanship, class identity, and even ideology of voters.

The given change was so significant that it is impossible not to talk about the transition from the political to the complete absence of politics. This switch is well explained by the scope of three political ages and complies with the definition of the deficit of collective

decision-making in the modern epoch .Cessation of the political levies collected from their members due to the fall in the trade union membership ended up in class dealignment which was later followed by the partisan pluralism that started from 1979 to 1997. In this phase, there was also a low level of partisanship and ideological alignment when it came to voting. (Okolikj& Girard, 2023).

The first reason is the proactive involvement of the public in policy-related matters, making the process more elaborate and requiring better organization. Thus, the emphasis in discourses regarding policies changed to search for ways of solving certain issues that are on the agenda. This became a more observable trend during the difficult economic times or war when intervention was inevitable.

The intensity regarding the mixed economy and Keynesian economics following the Second World War augmented the centrality of engaging the public in policy-making processes. Policy debates only began appearing in newspapers in the 1930s, particularly when Franklin D. Roosevelt began to address the Great Depression with his New Deal. The desperation of the nation made governments act and the different kinds of relief and reform programs extended by the states supplied the people a comprehension on how legislation made a difference into their existence.

This in turn put pressure on politicians in terms of political party and electorate which ensured that they took responsibility for the successes or lack of it in their polices as well as justifying the decisions made. When analysing several political discussions in history focusing in the 20th century there is a particular transition which was called the decline of what was once considered the golden era of political discourse which occurred after the end of WWII up to 1950s.

During this era and political activities enhanced political talk and the public participated in politics embracing political systems. politicians. But gradually disinterest emerged together with distrust in politicians as a phenomenon extending beyond certain countries. Woodrow Wilson, the president of United States during early twentieth century and an academician by background was known for his explicit involvement of the government in the affairs and aimed for an ‘Academic’ approach to politics. Wilson sought to sever the spoils system and establish a government as an organization capable of working as an agent of its citizens for their benefit. Nevertheless, starting with his presidency until the New Deal period, policies were largely framed and argued by political parties and the political class (Quinn et al., 2019).

Exploring the history helps to understand how political discussions have evolved from debates over policies to narratives concerning the self. What has changed is the way political matters are brought and engaged as more stress has been laid on identity politics and the multifaceted aspects of societal and political factors. It is necessary to continue to analyze and understand these patterns as the years go on as we try to tackle the many issues of the current political debate and the goal of creating a better and more equitable society. (Hancock, 2007)

This has been evident where one of the significant trends that fits into this category is the shifting from policy-based language to an identity-based narrative. What is increasing as a consequence of these changes in how political problems are framed and discussed is identity, representation of culture, and values. Politicians should not only consider individual policy proposals as well as various positions that define it, but also the overall social impact of the decisions. This change may lead to the polarized political discourse and just aggravate the existing divisions, nevertheless, this change has positive consequences like uplifting the voices of the needy and stimulating diversity . past matters could be useful for navigating the multifaceted nature of today politics and at the same time liberate knowledgeable and

inclusive regulations. (Deb, 2023).

It might be safely stated that the utilization of information technologies has led to a revolution in political discourse in the USA. Obama came up with a new paradigm of political communication which was different from that of public relations and was more real in nature. This shift underlines how important it is to understand how political oratory has evolved over the centuries.

Change the nature of the discussions that used to be based on policies to those that revolve around identities. narratives (J Billard, 2018). Such change can lead to volatile political debate, as well as conflict within different social strata, with implications for sociopolitical evolution. In addition, it could be said that the use of social networks and the internet played a role in this shift in political rhetoric.

### **3-2 -Southern Strategy and Democratic Response: Shaping Identity Politics:**

One of the biggest themes that characterize the political climate of the present time is identity politics for people and institutions self-identify based on gender, race,ethnic , or religion. Thus political conduct and the research of ideological identity has been made more profound . However, we have to explore how the historical attempts such as the Democrat and Republican iterations of the Southern Strategy influenced identity politics (Hanson et al, 2019).

These tactics have been influential in molding the formation of social identity from group and politics. It is possible to examine how political parties have deliberately employed the concept of identity politics to ùgain certain voters and consolidate their base based on finding examples of the Republican Southern Strategy and its Democratic counterpart. Moreover, understanding how these methods have influenced identity politics is crucial for coming to a *raison d'être* for the political divisions that define contemporary society. We may learn more concerning how political parties specifically have relied on identity politics by

exploring the specifics of the Republican Southern Strategy and its Democratic counterpart. (Valentino & Sears, 2005).

How Republican Southern Strategy and its Democratic equivalent played out in identity politics in the United States specifically how they influenced the political behaviour of white and blacks in the South, therefore fixing social identity along the racial cleavage rather than by the economic class in the Southern States of America. Southern Strategy refers to the operational tactics adopted by the Republican Party that sought to woo the white Southern voters without turning off the black voters.

Socio-economic class can thus remain a permanent feature for political identification in the South, contrary to the belief of an entity's inherent core. This theory postulates that groups exercise their voting powers on the basis of expediency and expectations of material rewards. It also notes the electoral advantage of the Republican Party and its eagerness to target white Southern votes the chances that higher-income whites Southerners can get out of cooperating with the GOP. Through presidential elections in the 1960s and 1970s, the inability of the Southern Strategy's failure is set against black political behavior. (Black, 2021)

The Solid South, as a regional voting bloc, became identifiable shortly after the Civil War period. During the Age of Jackson, the original Democratic Republicans began to splinter, with some elements finding a home in the modern Democratic Party while others would be more comfortable in the Whig (and eventually, Republican) Party. The two principal voting issues that were significant in causing long-term changes were tariffs. (Dolan et al., 2021).

The agrarian south was convinced that tariffs for imported products were simply a way of inflating the prices for manufactured goods in the north, while deflating the price for southern farm produce. Since the South was being compelled to purchase Manufactured

goods from the North, tariffs were in effect viewed as the North receiving money from the South to subsidize their living standard. .(Dolan et al., 2021).

In this regard, the Democrats occupied a dominant role in the Southern political process because the Republicans were the party of Lincoln and his war and presidency stirred very much antipathy to the Republican party. This large hostility towards the Republican Party is attributed to quite many issues as I would take a lot of time to explain. In any case, a large number of the effects helped to provide the Democrats with a very strong base of support in the South until the second half of the twentieth century. .(Dolan et al., 2021).

This control was codified in law during the period of Democratic domination, as many of the voting policies were, by today's standards, quite racist. At this time, the South was still primarily made up of African American voters, who were for the most part, disenfranchised by tactics such as poll taxes, literacy tests, and others. Knowing that these laws would entrench their power beyond what would naturally occur due to the voting patterns of their white constituents, some Democrats actively referred to a "White Primary" or other laws explicitly in campaign promises. These laws, of course, had the effect of making the region a one-party state, which was the Democratic Party. This would cause problems for the Democratic Party as a whole when it began to shift in the post-World War II era.(Dolan et al., 2021).

The roots of identity politics can be traced back to the election of 1876, a crucial election that signaled the culmination of the period known as Reconstruction and the beginning of what is sometimes called the age of segregation. Election of president was not a smooth journey and Rutherford Hayes to become the president had to make a deal with the Southern Democrats. This pact led to the removal of federal soldiers, thus the end of the Reconstruction period, and made Hayes president.

This deal was the beginning of a shift in the identity of the Democratic party. Earlier, the represented southern plantation owners, but now they wanted to gain the support of the working-class people and the black community in the south. But this agreement had terrible implications for the black people living in the south as well. With no federal action to safeguard their rights, they remained as vulnerable to resentful whites who bore grudge against civil war and previous slavery. (Braha & A. M. de Aguiar, 2016).

This process resulted in an evolution of mechanisms to exclude the blacks in the voting process including the poll taxes and literacy tests. Thus, by only allowing them partial voting rights, the Democrats ensured their continued control of the south. This trend progressed to mid- to late twentieth century when the Southern Democrats became Republicans during the civil rights. (Braha& A. M. de Aguiar, 2016).

The Southern Strategy of the Republican party and the Democrats' liberal version of the strategy have been instrumental in the construction of the US identity politics. Divisive politics based on race, religion, and other attributes impregnated the voters' behavior and party identification. (Heersink, 2017). The GOP's Southern Strategy that began in the mid-1960s involved finding ways to mobilize the white vote in the southern states based on their racism and rejection of desegregation. This policy brought about a considerable realignment of the political power base within the southern part of the United States, as a number of Democratic white voters switched their allegiance to the Republican Party. (Heersink, 2017)

This realignment also fundamentally shifted not only the electoral politics but the identity politics in the country for the most part. It aggravated division of parties along the colour and political divide with Republicans acting as the party of whites while the democrats worked hard to court a colourful and diverse electorate (Heersink, 2017). Without understanding the concept of identity politics, it is impossible to distinguish the Republican and Democratic accounts of the Southern Strategy. These tactics played a huge role in altering

the political climate particularly in racial and regional aspects (Hopewell, 2017).

Both parties used these strategies, which often hinged on race and regions, to try and sway specific audiences. They employ these divisions as a political resource, which has been instrumental in the development of identity politics in the United States. (Heersink, 2017).

An example of how identity politics has developed is the idea of Republican and Democratic Parties' Southern Strategy (Hopewell, 2017). It is essential to know more about how identity politics may have evolved over time and whether these techniques are still in practice today (Heersink, 2017). Furthermore, analyzing these strategies, we can assess the contemporary debates on representation, equity, and race within the democratic and republican camps (Hopewell, 2017).

Political polarization in America nowadays where policy debates are replaced by identity politics is a product of an interplay between historical processes, social factors, and innovations in technology. Thus, identity politics pose challenges to tolerance, mutual understanding, and cooperation necessary for effective collective decision making in a pluralist democracy while it can empower marginalized groups and raise pertinent issues of social justice.

#### **4-Key Pre-Obama Political Milestones: Presidents and Supreme Court Picks:**

It examines what presidents do and the decisions they make as they nominate justices to the Supreme Court as well as the institutional context within which these processes occur. It focuses on the events of previous presidential nomination prior to Obama administration. However, there are many reasons why studying elite behavior is especially relevant to the process of selecting the Supreme Court. For instance, limited annual appointments reduce the extent to which selection can act as a policy instrument for the government and significantly reduces the number of decision makers, as well as the quantity and quality of information

relevant to decision making.

It does this by placing greater reliance on informal conversations and between a few leaders and is likely to restrict the kind of formal or ceremonial treatment that occurs in lower court judicial selection processes. The president or his operatives slowly get close, ask about or even seek the potential nominee. Here, only a small number of names would be acceptable to senators or influential interest groups. However, less than fifty percent of tossed prospects receive formal rejection. (Krishna, 2020)

The remaining ones are gradually eliminated, leaving a very little clue as to why one was chosen while the other one was rejected. It means that researchers have restricted opportunities to study these private interactions and tactic rejection while a significant number of them are likely to be reconstructed owing to the specific elite-orientation of Court nominations. (Wibbels, 2020).

#### **4-1- Pre –Obama Era Political Milestones :**

Edward Brooke a lawyer and a diplomat entered the senate through an election conducted in 1960 making him the first African American to clinch a Senate seat since the period of reconstruction. Brooke was a senator from Massachusetts with whom most people were familiar, he was a moderate Republican who served two terms in the office. His senate election was a landmark in African American struggle that proved that they could be elected to other positions other than state offices in the deep south region. (Monea, 2023).

Because of Brooke popularity and fame there was hearsay by 1965 that he could be the first African American president. Brooke announced his intention to run for the presidency in an interview with a reporter from Boston Televisa, but people in general tended to believe that he was just trying to enhance his own political status by demonstrating that he could attempt a presidential campaign. Realizing that his chances of becoming president were very slim and narrow, Brooke concluded for third term in the Senate after pulling out of the

presidential race given the slim odds that a candidate would be elected in his favour.

( Lowski,2023 ).

While President Barack Obama is a record-making figure as the first African American president, his victory did not define African American politics alone. However, it is noteworthy that presidential and vice-presidential hopefuls of African descent could only dream of the presidency before Obama. During the modern civil rights movement of the 1950s and 1960s, there were a number of African Americans who engaged in politics to lay the groundwork for the possibility of a Black president in the future. Although the mentioned candidates did not become presidents or vice presidents, their campaigns helped to set up Obama's win. ( Monea ,2023 ).

#### **4-2-Key Events Shaping Pre-Obama Political Dynamics**

Supreme Court appointments: It is widely agreed that the president will not be able to shape the Supreme Court unless he is re-elected for a second term. This theory might have been derived from the observation that many justices tend to retire from the bench during the second term of a president. This idea, however, is wrong in light of recent history. Throughout presidential term the resignation rate of justices is approximately similar (Conway & Simon, 2000).

The probability that a justice will retire during a presidency is one in seven. Undefined Nine appointees of Roosevelt meant that it was majority of the Court's major developments to have happened under his administration. However, it should be noted that Roosevelt was not the only president whose nominations influenced the composition of the Court. Since 1932, with the exception of Carter, every president has had at least one resignation (Paletz and Schreibman , 2001)

On average, a president gets to appoint two individuals to the Court each term. Considering the rise in the modern lifespan, one to three appointments are expected for the

upcoming president (Conway and Simon, 2000) For this reason, two to six appointments are anticipated for a president. ( Hubert ,2022 )

Undefined The president actually has many chances to shape the Court through his appointments, under these conditions. Because of the frequent turnover and the length of modern life, it is quite probable that a president will have some impact on the Court during his first term. These predictions will be supported by analyzing the nominees appointed by the previous administrations ( Copus , 2022 /Kinan , 2021 )

#### **4-2-1-Presidential Administrations :**

Roosevelt argued that the judiciary was standing in the way of his ability to execute a mandate for which he had been elected by blaming their hostility on pro-business bias. There followed the 1937 Judicial Procedures Reform Bill, which would have allowed a president to appoint an additional justice for any court members who were at least 70 years of age current justices John Roberts (64), Samuel Alito (70 soon) and Sonia Sotomayor turn 66 this month are all over that limit up-to six. (Prinz, 2021 ).

The first justice Roosevelt was able to influence (although the bill ultimately failed) supported New Deal legislation but then one-third of those supporting businessmen-led cases. One justice resigned in 1937 and another left the Court a year later. The departures, combined with the retirement of one of the "Four Horsemen" conservatives who would be replaced by a New Deal supporting justice at last through pushed to balance in favor FDR. Although its views concerning the New Deal were obviously changing, as it upheld more legislation; this broader and tangible goal had in fact been years in process by the court. (Moore,2023 )

It began in the early 20th century when a post-Civil War court trashed many of the economic advances that had been adopted up through at least to 1937 "switch in time that

saved nine," referring to the court packing plan and a retirement, desiring to appoint justices who would no longer receive court support ,interpret the constitution in a way that would block modern economic regulation ( Kerr , 2021 ).

#### **4-2-2 -Supreme Court Nomination :**

The choice of justices for the Supreme Court has been crucial at various points in American history. A justice of the Supreme Court is appointed for life and has the authority to interpret laws which include those that have an impact on the welfare of people of the United States. The justices of the Supreme Court have an important influence on national policy and have rendered some of the most important rulings in American history. The 1954 case of *Brown v. Board of Education* serves as an illustration of this; it was a significant turning point in the American civil rights movement as it demolished the idea of "separate but equal" in public education.( Ohland , 2021 )

The nomination of Supreme Court Justices is a difficult and contested process because these judges have such important decision-making powers. Carl Tobias's three essays span several eras and address different challenges and strategies related to the nomination of justices to the Supreme Court. In certain circumstances, the President and the Senate engaged in severe disagreements over nominees, while in other cases, the shift and appointment of judges went rather smoothly. ( Taminiau, 2021)

Generally speaking, the trial and outcome of a nomination were mostly determined by the relative power between the Senate and the President during the time of the vacancy as well as the suitability of the nominee .Though the focus of this essay will be Supreme Court Justices, Tobias's analysis of the matter can be found in "Revised Essay I: Steps to the Bench: The Nomination, Selection and Confirmation of a Federal Judge," where he outlines the procedures that must be followed for any federal judge to be nominated and approved.

( Johnson , 2022 ).

#### **4-2-3-Background on Supreme Court Nominations :**

some of the aspect that suggest when it would be best to confirm a candidate to be a Supreme Court justice includes; Denver Post's William Shogren conducts a study to find out if Supreme Court Justices consistently vote for retirement when the President, who is responsible for appointing their replacement, has similar political views as them. As Shogren notes, "Justices appointed by a president of the opposing party have political incentives to retire while the president is in office so that a like-minded successor will be appointed". (Holman , 2021 ).

An example of this is Justice David Souter who retired in 2009 during the Obama administration. George H. W. Bush nominated Souter, and when he decided to retire, President Barack Obama nominated current Justice Sonia Sotomayor. Per this study, justices in the Supreme Court who are not in the president's party are more likely to resign at such a time to ensure their legacy is upheld by the new replacement. Established in 1789, the Supreme Court is one of the three branches of the US federal government. (Rozena,2022 ).

Nine people serve as justices of the Supreme Court to resolve matters concerning federal law. Evaluating whether or not a particular statute or course of action is permissible under the US Constitution is the role of the Supreme Court. The supreme court would for instance decide on matters such as whether the death penalty was constitutional or age discrimination, abortion as stated in the Roe v Wade case. The President of the U. S has the duty of appointing Supreme Court Justices whenever there is a vacancy in the court.

Once the President has made his decision, the nomination is sent to the Senate Judiciary Committee. (Sen , 2022 ).If the committee approves of the nomination, it is presented to the entire Senate for debate and a final vote. If the majority of the Senate is in

favor, the nominee will become a Supreme Court Justice. (Hubert , 2022 )

#### **4-2-4-Importance of Supreme Court Justices :**

What has led to the increasing bitterness in Supreme Court nominations? It is clear that the significance of nominating a Supreme Court justice ever more important in influencing a president's selection. The justices who do not align with a particular president's ideology may hinder said president's agenda. Also ,many of the controversial social issues such as affirmative action, abortion, and civil rights have ended up in the courts and have led interest groups to attempt to nominate a justice who will vote in their favor on such issues.

( Moore , 2023 ) .

Affirmative action, abortion, and civil rights are just a few of the contentious social issues that have made their way into the courts, prompting interest groups to try and appoint justices who will support their positions. The Senate has stepped up its investigation of nominees' histories to determine how their individual experiences may have influenced their choices in light of these challenges. There is more pressure on presidents to propose a nominee who will be confirmed by the Senate because this frequently results in a "no" vote, as evidenced by the unsuccessful nomination of Robert Bork . (Ohland , 2021 )

It goes without saying that a justice with lifetime tenure will in office for far longer than the president who nominated him. Justices have been serving longer terms as a result during the last few decades. Choosing a justice for the Supreme Court has become increasingly important as a result of all of these issues as well as the country's changing political culture.(suffolk, 2021 ).

#### **4-3- Impact of Political Quotas on Identity Politics:**

To comprehend the reasoning behind political empowerment, some background on identity politics is necessary. Many marginalized minority groups felt compelled to take action in the 1970s in order to improve their social and economic circumstances . The rise of interest groups and other social organizations was indicative of this tendency, which was partly sparked by the Civil Rights Act of 1964's provisions supporting preferential programs for minorities in employment and education.

For instance, believing that the Equal Rights (ERA) Amendment to the Constitution would be the most successful means of ending sex discrimination against women, feminists and women's organizations campaigned to pass the amendment. Today, there is still a trend toward political empowerment through activism. Minority groups, however, encountered strong resistance when trying to apply social reform through the political system. Throughout the 1970s, underrepresentation in politics was a common problem.(Sen , 2021 )

Justice Rehnquist of the Supreme Court rejected a challenge to a set-aside program for public works contracts in the 1975 decision of *Beer v. United States*, stating that it was unconstitutional to impose a "preferential" quota for racial minority groups. His perspective mirrors the societal belief that these marginalized groups were trying to "jump the gun" when it came to enacting social change , Minority quota implementation became increasingly common in India as the 1990s progressed. The topic of identity politics is especially current in India, where it has long been the norm for particular groups to be sidelined on both the political and economic fronts .(L .Rev , 2021 )

In order to disrupt the upper castes' predominance and guarantee equitable representation for all communities, the Indian government has instituted a number of political quota schemes. This is viewed as an instance of affirmative action, in which

a specific number of positions in the government are set aside for members of specific groups Reaction to this has been divided; those in reserved positions believe that this is the only practical approach to bring about social change, while others believe that this violates the fundamental principles of the constitution and merely serves to further polarize society by singling out specific groups.(Helman , 2020 )

Studying the consequences of these quotas is crucial since they directly affect minority groups and identity politics in a given country today. Our research will examine the impact of political quotas on identity politics in the United States prior to the Obama administration, primarily using data from the instance of India.(Mitra ,2021 )

#### **4-3-1-Background information:**

In terms of minority political representation, the United States of America has seen its own historical journey. Minority groups did not begin to have an impact on the political system until the civil rights movement of the 1960s, and representation issues were not given much thought until the 1970s. Few black and Hispanic people have won elected office effectively at the national and local levels, which is a novel development for women in the 1970s.Black and Hispanic women have been underrepresented in national and regional politics, and this is a relatively new development for women in the 1970s. ( Filler , 2022 )

Minority representation in the US political system has improved since then, and significant progress has been made. However, there hasn't been much progress made in terms of political representation for Asian and Native American communities, which are minority groups with higher socioeconomic standing than other minority groups. A growing number of laws to support minority representation in politics have resulted from this circumstance.( Epps , 2021 )

Political quota policies are frequently observed in newly democratic nations or in those with prior experience with minority representation issues. However, the US has also encountered this type of policy. Political quotas for minorities are implemented in a variety of ways as a result of affirmative action policies, but generally speaking, a political quota is a policy that reserves a specific percentage of political seats for a particular group of people in order to increase their representation and make the institution that makes decisions more representative of society's demographic conditions.( Ross , 2021 ).

This policy becomes a formal institution since it is carried out by the political party or through legislation. Political quota policies and identity politics are closely related because both are present in the current US political system . ( Ohland , 2021).

#### **4-3-2- Definition of Political Quotas :**

Because the quotas are intended to assist the less fortunate groups while also need the vote of the more advantaged groups in order for the system to be politically viable, the Indian system is incredibly complex. Setting aside India, the same may be said for other developing nations. The effects of such intricate and competitive quota politics are very different from their forms and ramifications in Western society. On the other hand, investigating these assertions will provide a thorough comprehension of identity politics and transitional democracies .( Huisman , 2020 )

A political quota can be simply defined as providing a certain number of persons who are identified by a category and who are different from others in terms of race, sex, religion, language, or national origin with some sort of assurance of access to a political office. A quota, or system of guaranteed political representation for a particular population group, is what the British system of reserved constituencies is. The two most popular types of quotas are different proportional representation schemes and reserved seats in

legislatures and executive bodies.( Voermans , 2021 ).

The degree to which quotas work depends on a number of factors, including party politics, popular will, and the target group's perception of its own worth. This phenomena can be found in many different countries, but it is most important in post-colonial cultures that have social division due to a history of state-sponsored or accepted discrimination, or in multiethnic societies that are emerging from conflict. Having said that, political quotas are used in modern Western cultures to address the underrepresentation of minorities in the state and their low participation rates.( Taminiau , 2021 ).

Political quotas come from such a wide variety of situational circumstances that it is challenging to attribute generalizable consequences to them; yet, given their current frequency and potential in the future, knowledge of their effects is essential for well-informed social research.(Krook , 2020 ).

#### **4-3-3- Identity Politics' Significance :**

Conduct by a representative whose gender or ethnicity influences the decisions they make on behalf of a particular identification group is known as substantive representation. Representatives who are African Americans and participate in legislative black caucuses or women who are representatives and participate in feminist movements are two examples. A notable benefit of quotas is their capacity to improve the status of minorities by simply increasing the number of minority legislators, even though substantive representation is unquestionably the goal of any race- or gender-based policy.

This is because the mainstream views representatives' collective cause as having more legitimacy just because they are participating in the political sphere. The representatives' and their supporters' arguments gain credibility from this legitimacy, which facilitates the desired policy effect's passage. Another obvious advantage of having more minority

representatives is that there will be more interaction between the constituent and the representative, allowing the former to influence the latter with their own requests. The representative's identity group's desires will be more clearly communicated into the legislative process as a result of this heightened pressure. Political activity motivated by affiliation with a specific racial, cultural, or gender trait is referred to as identity politics

(N Prakash ,2020 / A Mràz ,2021 / TD Barnes 2020 ).

Party quotas were set as a way of ensuring that political parties recruit minorities and women in their organizations. When shifting from the theoretical analysis to the detrimental effects of the adoption of quotas in the United States, it is essential to consider the evolution of the political representatives' behavior regarding their constituencies. Under a quota, the centrality that politicians will concentrate on the individual self-interest and ability of the next minority' generations, as good role models will increase by far . (Garnham , 2020 ).

It becomes crucial that political officials remain accountable to their identity group constituents in order to ensure their reappointment as well as the conduit of future minority/female politicians since they will ethically only be owed their position due to the quota mechanism. It would indeed be helpful if people who have been excluded from political processes get extra representation, particularly because political inclusion is a vital component in combating all forms of injustice. This has been referred to as “substantive representation” which is therefore the change of focus from policies whose intentions may not necessarily promote minority representation, to those that positively impact marginalized groups and help lift them up. (Habermas, 2022 / Weber,2023 ).

## **5-Setting the stage for Post Obama Politics :**

However, the periods of governing are distinct. The anger was seen in Roosevelt during his time but also tempered by his understanding that he has to do something and assist people to find new jobs. Even these days, Trump is pre-shutting the blame window, looked like deliberately mimicking a failure. But he should remember that hope, especially when it is real, has a way of shaping the hearts and minds of men. All it has to do is to be offered to them. That is what the Democrats need to campaign for – to convince the country to come back to the future with them. to persuade the nation to return to the future with them. (Krastev , 2020 )

For this reason, they have to move cautiously, weighing the price of defiance against an administration willing to say and do anything to get what it wants. They have to be ready to fight but also be keen to ensure that the fight against Trump does not degenerate into the same frustration as middle America experienced throughout the campaign period. To do this, they need to demonstrate that they can deeply connect with the now most potent and undervalued political sentiment in the nation: elated with discontent and dissatisfaction: discontent with the present and dissatisfaction with the future. That way, piece by piece, they can play Monopoly and hope to eliminate the can that Trump will knock down. (Clinton ,2022/ Tsang , 2022 ).

### **5-1-Historical Roots of Post-Obama Identity Politics**

Post-Obama identity politics refers to the period of time that begins after Obama leaving the presidency in the United States, and it is the time when identity politics changed in many ways. When referring to identity politics during Obama’s presidency often analyzed race, gender, sexual, and other aspects of an individual’s identity. These discussions can be identified as oppressively tied to Obama’s racial identification as the first African American president because many people consider his election a crucial shift

in the history of racial progress in the United States . However, the term “post-Obama” alludes to a shift in identity politics paradigm after Obama’s presidency.

Following Barack Obama's presidency, there has been a marked shift in the discourse surrounding identity politics, characterized by increased polarization, a greater appreciation of intersectionality, a broadening of the definitions. Furthermore, younger generations have played a significant role in promoting diversity and social justice, especially Millennials and Generation Z. The amplification of underrepresented voices and the international mobilization of activists have been made easier by the globalization of communication channels, which has complicated shaped the features of modern identity politics .

#### **5-1-1-The legacy of Obama's Presidency :**

let us first understand how “identity politics” was defined specifically during Obama’s presidency. What we mean by “identity politics?” Let me put it this way: The struggle different minorities have had to undertake to engage in politics. It could be a call for government to give lenient treatment to those in the country illegally from Latino organizations, an equality in rights to marriage by gay communities, or an outright rejection of the ideology that Islam supports terrorism from Muslim communities in America. With Obama as their leader, Democrats proved that identity politics can succeed at its finest.

For people of color in particular, the victory signaled that it was indeed possible to rise above the race and race discrimination that has locked out non-white people from political representation, or at least in this case, the White House. Euphoric with the election of a president who claimed to support Homosexual marriage, the gay community saw in Obama a legitimate leader who could help amplify the voice of this minority. His election to the presidency made even ordinary people who are not normally considered as minorities to interpret his rise as the right move towards the progressive America and the

more diverse and open American identity that is far from the earlier black and white divisions, during the Trump presidency. (Mitchell, 2022).

Today many white liberals or that large multicolored coalition that embraced Obama now feels its political existence is under jeopardy. That Muslims should not be allowed into the United States, Trump's allegations that Mexican immigrants are criminals, including rapists and drug dealers, and his claim that an American judge of Mexican heritage cannot be impartial because of his race is also a clear indication that the exclusion of non-White people from the American political community is still far from over.

During the Obama-Trump administration, a number of African American, Latino, and Asian politicians were able to secure political office; yet, none of them did so in a fashion that advocated overcoming customary racial boundaries. For instance, it was discovered that the black former lieutenant governor of Illinois was selected by the impeached governor to "buy" Obama's vacant senate seat. An incident that raises the possibility that minority politicians are still considered to be tools used by white political objectives . Ioannou (2023).

### **5-1-2- Examining How the 2008 Election Affected Identity Politics:**

In identity politics, the 2008 election was a turning point since it significantly changed how different groups and individuals identified and organized according to their social identities, including gender and ethnicity (Healey, 2009). This election served as a powerful example of the importance of representation and the progress that underrepresented groups may make in their pursuit of political influence and It brought to light the difficulties and complexities involved in negotiating identity politics in the society

## **5-2- Linking Historical Precedents to Modern Identity Politics:**

The objective of the course is to provide students with a basic knowledge of the historical approach to conducting research in political science. Most of the political science majors take very little history as they pursue their undergraduate degrees. They often fail to possess the knowledge on how to read history and documents in an effort to understand politics. This course will show how political scientists study the present through the use of history as a lens. At the moment political science is steadily progressing towards greater specialization, and many students chose their topic either by selecting a single state actor approach, for example US foreign policy, or selecting a regional approach, for instance Middle East politics. ( Washington , 2020 )

Such a limited focus often occurs at the cost of a deeper understanding of the related political processes. The history of definite state activities can give students a clearer picture of the different examples of a given phenomenon Comparing state policies in the Middle East to the policies of European governments in the nineteenth and twentieth centuries can enhance students of Middle East politics to understand the policies in the region.

Historical Precedents in Politics Contemporary nations' capabilities and functions have been shaped by the historical antecedents.( Meyer , 2020 ). POL 3710 is titled Linking Historical Precedents and Modern Identity-Based Political Strategies. The course will employ a number of case studies to consider the historical precursors of contemporary state policy. The rationale for the course is rooted in the notion that students will grasp present-day politics better when they are equipped with knowledge of states' conduct over time. Albamg (Huang , Looi , 2021 / Norman , 2020 ).

**Conclusion :**

The chapter began by discussing the election of Barack Obama, in 2008, as the point at which minoritized communities pushed back against structural oppression and actively claimed their identities and inclusion, and there by nurturing the further emergence of identity politics. Their contribution to challenging conventional power structures and redefining sociopolitical discourses As it was mentioned in the chapter ‘Identity Politics and Democratizing America Before Obama,’ the rise of identity politics was regarded as a pivotal driver of change in pre-Obama America. In the next chapter, we will examine the shift into the domain of identity in the post –Obama era.

## **Chapter 2**

### **Transition to Identity Politics in the Post-Obama Era**

## **1-Introduction :**

We will explain in this chapter the shift paradigms in Political Discourse ,it will explore the mechanics of identity politics in the post-Obama age looking at what is supporting its comeback, how it affects national discourse , and what possible and problems it poses for American democracy. In order to provide light on the increasing fight for justice, equality, and representation in modern America, this chapter will examine the strategies and tactics employed by Republicans and Democrats in their plan for political dominance. This chapter will present Obama administration that was an important period in American history, but the post-Obama era brought about a profound shift in identity politics. This chapter also will discuss the finding revealing a real overview on the state of political practice in the united states.

The administration of Obama was the height of ideology-driven politics, marked by academic policies and inclusivity . Barack Obama with his skill provoked a political movement in the United States at public speaking and love of language. His approach to public speaking was novel and a welcome change from that of the outgoing president, George W. Bush. Policies like "No Child Left Behind" and the war in Iraq were motivated by fear and control. Obama, on the other hand, advanced his programs through national conversation that was productive and confirm the principle that the people should question their government.( Singh ,2021 ) .

Despite being a isolating policy, "Obamacare" was approved by Congress five times, indicating that Stephens and Wikstrom's theory of discourse is still relevant today. Obama's rhetoric was generally useful and positive since he

promoted involvement and comprehension. If not messy and lawless, the health care arguments were frequently highly instructive and pedagogical . Contrarily, the discourse of opposition was downgrading . Many people attacked Sarah Palin's "death panels" campaign as a fearful tactic free from any solid facts. (Allen , 2020 / Mitchell ,2022 ).

## **2-The Post - Obama Era :**

The presidency of the President Donald Trump marked the beginning of a time to have a clear boundaries in the American history , but is reflectively referred to as the "post-Obama era." The response of the country to the Obama administration defines the era. Either Obama's leadership was rejected or Donald Trump's election and administrative views were a response to it. Kevin Lewis, an assistant professor of political science , according to him part of that is related to racial advancement that many people think the nation accomplished by choosing an African American to hold the office of president, as stated in a Washington Post story.( Ubaka , 2023 ) .

The election of President Donald Trump marked the beginning of a time which will be a significant and continuous referendum on the Obama administration based on the arrangement, achievements , and weaknesses of the presidency of Donald Trump and its influence on political figures and next presidents. The viewpoints and popularity of President Trump , will be important factors in this vote. This is significant because Trump's performance and the partisanship of his government will effect the style of leadership of the next Democratic president whether he chooses to follow Obam's steps or break from the his legacy or tradition .( Friedman , 2021 / Smooth ,2021 ).

## **2-1- Shifting Paradigms in Political Discourse :**

More accurate information is desperately needed in a time when the world's political establishment spread conflict and tries to deflect attention away from important concerns. The political conversation or political discourse is known as a process of exchanging ideas, opinions and acquiring political knowledge. It is what brings the stated groups or interactions of entities to life, . It is based on language and can take the form of written or spoken presentations as well as, occasionally, logical debates. .(Singh , 2021 )

It is an important procedure in the political sphere for explaining competing interests and values and deciding which policies to support . It is common knowledge that governments cannot operate efficiently without an informed populace , and look to modern technology for support in an effort to preserve his practical values in some way. The fundamental issue and problem is that political discourse is an important way for voters to assess and evaluate the achievements of the government against original promises and pre -takeover ideals. (Tayyar , 2020 ) . The presidency of Obama has created a possibly more critical moment for political discourse as the public and opposition attempt to evaluate his policies. ( Mercieca , 2020 ).

## **2-2-Post-Obama Shift to Identity Politics:**

The presidency of the president President Donald Trump marked the beginning of a time of complexity, diversity, and deep -rooted historical and contemporary themes it covers, an essay giving an outline of identity politics need to be a small book in and of itself. In general, identity politics refers to a political methodology and procedure and theoretical framework that is grounded in the context of particular groups that are structured around problems and issues of injustice in addition to class-based concerns regarding the identities of those group members. (Vaara , 2021 ) .

The election of President Donald Trump marked the beginning of a time in American history. These groups' needs, experiences, and viewpoints or opinions are marginalized in the political discourse, and as a result, they must fight for greater political power and influence in order to improve their circumstances. Identity politics emerged after the women's movement, the civil rights movement, and several other movements. In many ways, it has replaced and changed social movement. As an attempt to alter the state from the inside by those who have specialized knowledge of how to change a specific policy that affects their group and are most affected by its outcome have replaced more traditional forms of political action aimed at influencing the state. (Tàíwo 2022).

So, identity politics has been successful in this regard; marginal groups now find themselves represented in legislatures across developed and developing nations in ways that were unimaginable only a few decades ago. However, the effects and the nature of identity politics has changed significantly in many countries due to changes in political economy as a result of globalization. So, identity politics will be discussed in relation to the current political landscape in the United States after the 2016 election and the Republican victory. (Tienari, 2021 / Montoya, 2021).

The US political environment has undergone important changes as a result of the 2016 election cycle and its aftermath. Politicians had been following well established rules and laws of participation in the two-party system before this time. However, this reality has fell down, and a more fluid but conflict-ridden political atmosphere has taken hold. The fixed refuse of the traditional political methods and the rise of a more varied political class are somewhat to reprove for the shift. (Mitchell, 2022 / Brown, 2021).

More importantly, though, and particularly during and after the 2016 election, American politics have turned into a struggle over the nature of the US now and its future aspirations. In this argument, identity has taken center stage, and the rules of participation in politics after Obama have been largely shaped by the conflicting identities of the major socioeconomic blocs in the context of a rapidly changing American population in terms of both demographics and culture. In the US today, identity politics are argued within this framework, and racial and ethnic problems have played a significant role in defining the identity debate. Establishing precisely what is meant by identity is a good place to start. ( Bekkhus , 2020 ).

Many celebrated Barack Obama's election to the nation's top political position as the fulfillment of Martin Luther King Jr.'s vision of the US as a "symphony of brotherhood" and a country that assessed people on the "content of their character" rather than "the color of their skin." Obama's victory was viewed by many as the end of an era in American history where identity politics—a political approach that prioritizes the interests of a specific group— had been crucial in influencing political mobilization and policy. This was because Obama addresses issues like national unity and race transcendence. ( Stout , 2020 ) .

Studies experts of race and ethnicity are keen to point out that the victory of Obama indicated a shift in the way minority groups will use identity in the more diverse United States , rather than the doomsday for identity politics . The attempts of Obama to perform the change he campaigned on were frequently met with a sharp rise in racial tensions and partisan politics that border on legislative stubbornness .

Despite the historic presidency of Obama , which saw the passage of various pieces of legislation to regulate and set the financial section after the economic

crisis and a universal healthcare bill, racial tensions continued to rise

( Mitchel,2022 ) .

The examination of identity politics' effects on the post-Obama era can be framed by these events and actions, and it is important to pay attention to the ways in which various minority groups have understood their identities and the tactics and mechanics they have employed to bring about material and political change. (Nishiyama ,2022 ) .The focus on female candidates and racial emerging from the shadows is a result of many political elements, involving the rise women's number and black people running for office, modifications to election laws and reapportioning policies ,competition within political parties, and shifts in public viewpoints and political discourse. ( Fouka / Tabellin ,2021 )

Here, the pessimistic view is that The rise of non-traditional candidates is a direct result of current politicians trying to hold onto their ordinary authority by shifting or decreasing the population to include people who look like them. The racial makeup of political officials has notably changed since the Civil Rights Movement of the 1960s. The number of African American lawmakers has risen basically between 1964 and 2008. (Calderon A et al , 2020 ) .

### **3-Key Shifts to Identity-Focused Narratives in Republican and Democratic Parties:**

Narratives that focus on identity have their origins and roots in the past of political parties and the populations they stand for. They are sided and selective historical accounts prepared to support the concept that a particular ideology is advantageous and beneficial to a particular society or the country in general. This is associated with an idea of a "golden age" in which everything was well and the narrator was following the "right way. The Democratic Part currently holds to an identity - focused story about how it emerged from the New Deal alliance and the

FDR era .(Sanders ,2020 )

The history of party is thought to have been most successful at this time, and it is well -known for having democratized the southern states. Republicans are recognized for having performed or attempting to perform a progressive and continuous agenda. This is related to narratives that confirm identity and focus on the failure of the Goldwater movement and the Reagan administration. Both parties were unable to achieve their objectives and that is why there are issues and problems in the world now it is claimed that because neither party was really loyal to its ideology . (Cormick Mc , 2020 )

These stories can now be used to inform a party's public philosophy framework on how it thinks it can best serve the country. These stories frequently like the framework . Andrew Sabl describes for public philosophy and ideology. They separate, nevertheless, in that not many make the distinction between extreme liberalism and liberalism. Rather, we frequently hear Americans' basic beliefs about what Republicans and Democrats stand for. We intend to refer to these stories as identity-focused narratives. An identity-focused narrative refers to a group's conception of where it fits into the political vision . (Protasiewicz ,2020 ) .

Narrative means to set isolated from other groups that involve to different ideologies. This stands in opposition to a principled public philosophy that clouds the line between ideology and ideology adherence. We will explain the narrative shifts that two political parties ,the Republican and Democrat went through in the 1960s and 1970s. There are three steps involved in the construction of this understanding. Comprehending the circumstances surrounding these pivots is the first step. The essay focuses on stage two, or the critical moments themselves; stage three, or "insistence and change," has been left to others Several publications

and thesis about the general history of parties have completed stage one. (Schartz , 2020 )

These had a strong liberal diagonal , but they were frequently very helpful. This is not surprising given the general left-leaning nature of academia. Alignments were taken into consideration wherever practical, but in certain situations, it was preferable to recognize the alignment and find a solution around it. It was helpful to understand the popular narratives that are presented about these parties and contrast them with the opinions and visions of party insiders in order to understand the turning points in the best way . (Karlsen , 2020 )

### **3-1-The Republican Party 's Transition to Identity:**

This topic is important and significant to investigate further. It has been suggested that using identity-focused narratives can help voters in specific societies become motivated about important social concerns. This is interesting for political parties when trying to build continual partisan relationships with those communities and win over voters . Using African Americans as an example, they have historically favored Republican candidates in racial reorganization after the Civil War. ( Sutton , 2020 )

During the 1960s and 1970s, the Democratic Party saw an increase in the number of African American voters, although these links were not very strong. This resulted from the insights of the Democratic Party as a party that would support similar social reasons and enact laws that would help African American communities. African American voters began to more firmly reorganize themselves to the Democratic Party during this period, seeing it as a platform where they could advance and improve social policies that would benefit the black communities. This caused the Democrats to receive even more support, and tries

to explain this by pointing out that Republican support was falling behind policy positions would only lead to the black community and identity politics becoming more visible.( Huver , 2020 )

In "The Disappearing God Gap?",(Smidt et al), although the widespread understanding that Republican parties utilize religion to win over white evangelical voters and the increasing affiliation of the party with matters and topics of morality and religion, none of this has succeeded in creating a long-lasting partisan ligament or voting bloc from the different religious communities. However, there is a distinction in that voting on religious problems can be done without depending on an identity-based narrative from the religious community itself. (Brisbane , 2024 ) .

In fact religious identity politics helped the Republican Party win over white Christian conservative organizations. To sum up, understanding the role of identity- focused narratives can help explain why specific groups linked that specific party and how it would affect future policy support targeted at those groups. (Kelly/ Perry ,2021 ).The failure of policy-based narratives provides a reasonable explanation for the shift to a strong identity-based impression. Republicans have struggled to purify the core of their beliefs in recent years . ( Jones , 2021 ) .

This is partly due to an intentional choice to tell stories about policies instead of overarching visions. When a topic loses prominence, policy stories become problematic. Therefore , the Republican narrative about the war on terrorism was highly prominent directly after 9/11 , but by 2004, it had lost some of its significance and importance . Instead of providing a unifying message about the aims of the party, policies on matters like homeland security and the Iraq War kept

the issue alive. ( Walters , 2022 ) .

This is the cause why democratic narratives are currently so successful; they firstly focus on criticizing Republican policy, proposing alternative policies, and highlighting shortcomings and weaknesses in existing programs . This is due, quite simply, to the fact that Democrats have never truly been forced to defend their difficult history of power in Congress. Telling policy stories has also assured to be a controversial topic among Republicans. Policy narratives can be used to target specific social groups, and liberals feel that Republicans' general success in crafting policy narratives has hurt already conservative middle-class and poor Americans. (Mellow , 2020 )

The concept of identity has been studied by academics. Identity is a relatively coherent collection of self-perceptions, a sense of self in space and time that shares to a person's (or group of people's) unique individuality. Identity includes different aspects like personality continuity, self-perceptions and role-playing, distinctness and individuality from others, and a sense of community within a broader social group . All of which are considered essential elements of an individual's identity. So, it can be argued that the Republican Party's efforts to foster a strong sense of identity among its supporters are essential to creating a lasting impression of the kind of party it is, what it stands for, and what it hopes to fulfill . ( Espinoza , 2022 )

This is important because people identify with parties that have a clear sense of their identity and principles. Put differently, a party's identity reflects who it is to its voters and to prospective and current backers. ( Haddad , 2020 ) . Understanding how the Republican Party's use of identity constructs has affected voting behavior in electoral presidential and house races is the first goal of the

study. Rather than the Democratic Party, the Republican Party will be the main focus. This was done in order to distinct the actions of the Republican Party and remove any possibility that both parties would engage in generic industry advertising.( Popkin , 2021 )

Furthermore, with the exception of two presidential cycles, the Republican Party has enjoyed electoral success over 30 years ago, while the Democratic Party has experienced mixed results. Republicans can command clear of the Democratic Party's irregular actions by focusing on how they use identity constructs in order to avoid the Democratic Party's irregular actions. In elections of presidents , voting patterns will be evaluated and assessed depending on party joining and split ticket voting. (Steady ,2022 ).

Split ticket voting has been shown to undercut evaluation of party voting, and electoral changeable over 30 years ago has made it hard to determine whether identity constructs influence party voting. The Republicans won popularity in the Northeast, whereas the Democratic Party lost ground in the South. In the South, party identification was no longer the defining characteristic of voting behavior; instead, party voting supported Republican candidates. The Northeast, on the other side, switched from supporting Republican candidates to showing party-particular behaviors.( Stout , 2020 ).

In this competition between Democratic and Republican rivals the former is represented, with contestants with different party joining seeking to gather votes that reflect their affiliation. For determining if identity structures affect voting behavior in particular races, is as follows ... Since it would be difficult to find competitions that precisely meet this description, contests between candidates of

various party identities will be replaced with presidential contests .( Knuckey,2020 / MC Mckee , 2022 ).

Identity politics is not a new phenomenon ; political parties have always tried to use appeals to share features of group identity to mobilize voters within certain groups and capitalize on group loyalty.Despite the Democratic Party has accused the Republican Party of playing identity politics, the party has avoided attracting to groups depending on characteristics such as gender , color , ethnicity and sexual orientation by using identity focused narratives. In fact, one of the periodical themes of Republican political success between 1960 and 2000 was to exploit issues unrelated to identity politics to win over majorities among the groups that stand to lose out from Democratic policy advocacy.( Schafft , 2021).

The Republican Party has tried to transfer voters from the Democrats by promoting the idea of "colorblind conservatism" and exploiting universal principles , values and expanded economic policies to gain over minority populations. However, the Republican Party in the wake of 2000 election began to alter its strategies , and narratives that focus on identity have risen in importance . Identity-focused narratives have been increasingly well-known since the election of Donald Trump and are now a key element of the Republican Party's outreach strategy. (Neumann , 2022 ).

This study looks at how the Republican Party used identity-based narratives changed between 2016 and 2000, with a focus on electoral campaigns because that's when the biggest changes were seen. understanding this topic is necessary to comprehend contemporary electoral politics since voter attractiveness to political communications has changed in the recent years ago.( Fowler, 2023 ) .The significance of identity in shaping voters' choices and party loyalty and authority has

increased the pressure on political parties to present a distinct and morally grounded party image.(Flower , 2023 )

Bob Dole in 1996 said at the convention, "It is our party that has always fought for the individual and against the tyranny of an all-powerful state." The intention was to redirect the Republican Party's attention towards opposing the increasing roles of government under Democratic rule and law by drawing a comparison with the conservative legacy of the American people and the nation 's founding principles and values. Dole's intentions, the convention address signaled the beginning of the GOP's shift from issue to identity politics.( Floyd , 2023 ).

Despite identity has always been important and significant in partisan politics, the post-Cold War era brought a shift in the political landscape which marked an increasing in partisan competition and a hunt for new, devoted party members Democratic and Republican parties have made "the definition of the political landscape in terms of party competition" one of their main goals in light of changing elections, campaign finances, and public opinion. The GOP's beginning was motivated by minority voters's worries becoming more loyal to the Democratic Party and the possibility of a lengthen period of Democratic Party rule related to that of the 1960s.( Blee , 2020 ).

The closeness of the 2000 elections and the closely contested 2004 elections, which were marked by higher changing between conservative voters in battleground areas to secure a Bush victory, heightened this fear. Every election cycle saw a noticeable rise in partisan rivalry and competition , but conservative party identification did not change much . (Yao ,2023 / Lewis Jr , 2022 ) .

Political scientists have characterized party leaders as failures, and the shift from issue-to identity-led parties appeared between the late 20th century and the present. Actually, senior Republicans' perception of party failure sparked a "framing process" to identify the cause for their political disadvantage in contemporary America and devise a strategy to affect the course of following elections and policy decisions. In fact, the "framing process" was a search for an identity between party leaders as they tried to comprehend the characteristics and traits of the modern American conservative and examine the possibility of changing GOP platform, language, and candidate persona to better represent the conservative (and occasionally traditionalist) identity of the American voter. (Chaudhry , 2024 ) .

By Scott McConnell and Sabin Maggin, the case for the Traditionalist Conservative appeared in a 1993 issue of the conservative journal *The Public Interest* and provides a thorough analysis of this period and the Republicans' "framing process." many political decisions that closely aligned Republican Party stances with conservative and traditionalist issue positions—often in completely contrast to modern liberal/progressive issue positions—and the use of rhetoric or issue frames meant to give voters a choice between two partisan identities would result from this case era without a clearly defined stopping point. (Carraro ,2023 / Carroll , 2021 ) .

### **3-2-The Democratic Party 's Transition to identity:**

The Jeffersonian Republicans gave increasing to the Democratic Party in the last half of the 18th century. Democrats have existed and have evolved along with the public's shifting views. A new party has emerged as a result of several historical turning points in American history, such as industrialization and the extension of the Civil Rights Movement. The party's message has been significantly affected by

many positions it has taken on how to gain over people. These positions are frequently a response to both the political climate in the nation and the policies of the opposing incumbent party.( Mihorance , 2022 ).

The themes of Democrats have been widely varied and emphasized on responding to the events that happened at the time. Narratives about party values and candidate characteristics came and went as the Democratic Party attempted to adjust its message to the requests of party development and the ideas of the political landscape. However, at least six narrative eras stand out because they represent significant shifts in the ways that Democrats characterized their platform and party. There were moments when the shifts between these Stories didn't go evenly . This research will explain how and why the shift from party-focused to candidate-focused narratives has appeared up until the writing of it through an overall analysis of that transition. (Saraiva , 2020 / Devinney ,2021 )

In the late of 1790s, allies of Thomas Jefferson founded the Democratic Party. The party started as a congressional fusion devoted to opposing the Federalist Party, an elite organization, and defending the Bill of Rights. The Democrats emerged as a significant political force after the election of the president Jefferson of the United States by a congressional vote in 1798 . The party and the Federalists belonged to different political extremes. It was said of the Democratic-Republican party that it represented the "common man. It was opposed to high tariffs, the national bank, and states' rights while being pro-French and agrarian.( Party , 2021 ) .

The election of Andrew Jackson in 1828, where the party reached its peak after the war hawks' 1812 agitation for war against Britain. In the 1850s, components of the Democratic-Republican party broke away to shape the contemporary Republican Party." (Brooke ,2020 / Kazin ,2022 ) . Jackson's 1828

first term was marked by a significant reorganization of political power. He was the first presidential candidate from the West, and his victory signaled an important transfer of political power from the elites to the general populace. The process by which he was elected was frequently used to illustrate the increasing affect of the "hicks and squires."(Schnapper , 2020 )

After Jackson's election in 1828, there were different political shifts that have witnessed such as reversing decades of Federalist power. Jackson performed the first Democratic Party spoils system during this term. Jackson implemented the first Democratic Party spoils system during this term. The career-based civil service began with the implementation of this structure. A new party that opposed the financial policies and the elitist views of those associated with the second Bank of US and its political leaders increased in the 1830s as a result of President Jackson's administration. Up until the 1850s, this new party, the Whigs, had a presidential candidate in each election.( Karakas , 2021 ) .

A disagreement over slavery caused the Southern Democrats, led by John C. Breckinridge, to leave the party, which resulted a changing for the party in the 1860 election. Because of the disagreement between Democrats in the North and South, Abraham Lincoln became the first Republican president in history. A fear of the eradication of slavery and the significant expansion of federal power led some southern states to secede from the union. The Democratic Party suffered a permanent setback during the Civil War and the Reconstruction Era. (Mitra ,2021).

The party lost repeatedly in both the presidential and congressional elections, signaling a significant affirmation of America's unity. With nearly all of its

authority concentrated in the southern states, the party reverted to being one of the lesser branches of government. After the victory of Samuel Tilden's election emerged victorious in 1876, it saw a brief comeback. The agricultural class had its final stand during this period, as the party directly began to change to keep up with the rapidly industrializing society. (Mietzner , 2020 ).

Following the several political catastrophes of the 1960s and 1970s, the party retreated from racial concerns in general, and economic programs for the needy became less targeted in both theory and implementation. This would signal the beginning of a trend of the party isolating its poor and minority groups, sometimes basing their support on cultural or social problems even as the party's economic policies progressively put these same supporters at odds.( PSchnapper ,2020 ) .

The dominance of Republicans in American politics began in 1994 with the Republican revolution, which was the result of a coalition of socially conservative southern whites with an expanding Republican party on racial issues and engagement of a minority Democratic party on issues of values-based voter migration. At the beginning the Democratic Party's history from the Civil War to the New Deal occurs to be a progression toward inclusivity. On closer examination, though, it became clear that this had been so inclusive on civil rights and racial issues that it had become mysterious , even contradictory. (Karakas, 2021 ) .

This has been particularly true in the South, which has supported the Democratic Party which was previously conservative and is currently extremely conservative—for a large part of the party's existence . Southern Democrats frequently opposed national party leaders when it came to supporting civil rights

initiatives. The New Deal's alignment with the black vote in the North and, subsequently, the Great Society and Civil Rights programs led by President Lyndon Johnson, represent the top of the party's skillful use of narrative to enhance equality and inclusion. (Mitra , 2021 ) .

The Democrats as other political parties are an incorporation characterized by a range of policy and cultural connections. Meanwhile these groups' interests frequently overlap, the party isn't always be able to address the worries of each of these communities. Furthermore, the criteria for defining an inclusive or divisive political narrative is always shifting due to the significant shifts in the policy stances and support basics of the two major US parties. (Mietzner , 2020 )

The first edition of the Democratic Party dates back to 1800 and is known as the Democratic-Republican Party. Democratic-Republicans used narratives to define the political landscape and to frame their party. The Democratic-Republicans and Federalists came together to shape the Democratic Party, and in 1832 the established party began using narratives to construct an identity and a legend about what the Democrats stand for. Andrew Jackson, the party's first presidential candidate, was important in developing narratives meant to print a sense of party identification in common people .( Party , 2021 ) .

Jackson organized the initiatory political convention, where he presented his followers with a narrative that the party is the people's party and that Henry Clay, his chief political rival, and the Whig Party elite represent the substantial out-of-touch aristocracy. The advertising effectively captured the public's conception of both the opposition and themselves between voters. Therefore , Democratic Party voter change at that period . Another change in the Democratic Party's identity

path can be referred to Andrew Jackson.( Brooke ,2020 ) .

Although Jackson held slaves, race was not at first a problem or part of the party narrative. He used pictures that attracted to Southern whites in an attempt to placate the plantation class in the region. The Whig Party divide as a result, and the Federalist/Anti-Federalist two-party system from very early American politics became even more discredited. The Whigs appropriated the term "a Democrat," which was once used by Southern yeomen and small landholding farmers, as their party moniker, With the transfer of conventional Republican and Democratic party principles, as well as the Democratic Party's strong pro-slavery platform and general alignment with Southern interests. (Brooke ,2020 ) .

Meanwhile this is a more focused position on racial matters, this is the first time the Democratic Party's story has a unifying thread. There was a lot of cohesion in visuals, which prompted the research to critically examine how these narratives affected the party as a whole. (Kazin , 2022 ) .

#### **4-Analyzing Republican and Democratic Strategies in the Pursuit of Political Dominance:**

Both the Republican and Democratic parties have wanted to gain the political domination in the fast-moving , fiercely competitive American political environment Political techniques change (Unequal Demands: Policy, Polarization, and Party Asymmetry in American Politics, n.d).The political climate in the US has changed in the post-Obama era. They have changed the way they seek election places .The aim of this analysis is to examine how both parties have changed their strategies over time as they navigate the complicated political climate in the United States.(Koger& Hughes, 2021).

To gain the political dominance, the Republican Party has made a greater effort to use conservative policies and rhetoric. They have drawn in new voters who share their goals and activated their base of support by addressing issues such as immigration reform, gun rights, and tax reduction. The party inspired younger people with online and social media marketing. (How younger voters will impact elections: Generational change divides GOP, unites Democrats, 2023).

On the contrary, The Democratic Party has made a point of promoting diversity to rize the size of their voter base. The party hopes to win over independents and moderate Republicans who are fed up with the present government by promoting progressive aims involving social justice, healthcare reform, and climate action. Organizing communities and leveraging grassroots movements are necessary to motivating their supporters and spreading their message. (Gose&Skocpol, 2019).

Donald Trump was chosen to be the next president of the United States in 2016. With roughly identical popular votes 62,979,636 (46.1%) for Donald Trump and 61,944,946 (48.2%) for his opponent this produced a worry in the country. The Republican Party will employ a different tactics and techniques to gain political dominance in the years after Obama. They focused on conservative ideas including deregulation, market-based healthcare and social security reform, financial issues, and a collaboration foreign policy.

The globalization and pacifism of Barack Obama have played an important role in driving the Republican Party towards a shift from political and philosophical balance to an all-out war for victory against the Democratic Party, which enhances controlled globalism through a liberal worldview. His globalist

perspective and leadership in the liberal movement have had an important affect on the Democrats, forcing them to reevaluate their strategy and undergo a complete reorganization at the end of his presidency in order to salvage the endangered tradition of the two-party system , and its moral implications and practical results of the Republican strategy and how it will shape the future politics of America .(Nacos et al., 2020)

The Republican and Democratic parties used different measures to dominate American politics, involving voter outreach, messaging, policy priorities, electoral strategies, media use, and party organization. Republicans appealed to rural people, evangelical Christians, and economic interests by emphasizing themes of small government, individual liberty, and traditional values while Democrats have focused on social justice, equality, and government involvement for social interests by focusing on urban voters, minorities, and young people .

Both parties Republicans and Democrats have used different tactics and techniques in the post-Obama era to get political superiority and dominance , they have focused on extending and retaining a sizable base of supporters.(Fortier, 2015).The Republican Party has focused on conservative principles and policies to attract individual liberties and less government intervention while the Democratic Party has made an effort to gain different electorate by supporting progressive policies and social justice reasons(Fisher, 2012).

Adapting to shifting social, demographic, and ideological trends has also been a part of these efforts to attract a new basic in the South and white outskirts , the Republican Party has adjusted by moving to the right over the previous 20 years.In the same race, the Democratic Party has adopted a more progressive

agenda in an effort to draw in a wider range of younger voters. they have acknowledged the significance of base mobilization and grassroots organizing.(Skocpol, 2017).

The Republican and the Democrat parties invested in voter registration and presence campaigns in opposition to measures to repress the vote, considerably using a wide incorporation and digital media platforms to spread their message .Both parties have modified their methods because of the electoral shifts and demographic patterns, which affect the political environment ,the creation of policies, and campaign to achieve political domination, they used techniques , and modified their plans according to election dynamics, cultural trends, and demographic shifts. they shaped politics by the competition between influences of the programs creation and political strategies.

#### **4-1-Examining Political Strategies: Republicans vs. Democrats:**

Today the Political parties use different strategies to achieve their goals in the world of politics. Particularly in the years after Obama's election. They applied tactics to exert pressure on the other party when he was in power. The Democrats' main strategies for undermining the Republican Party were peer pressure But both parties regularly turned to diplomacy to further their individual goals, Republicans applied fear mongering to draw a line between the Obama administration and pro-Obama Republican followers such as the Obama administration tried to establish peace in the Middle East with Iran, while President Trump took a contrasting approach by withdrawing from the Iran Nuclear Deal and ordering the targeted killing of Iranian General Qasem Soleimani.

Democrats aimed for long-term peace, the application of policies positive to future generations, and the creation of a positive lasting impact but Republicans focused on

planting short-term fear of war to gain public support for a more aggressive stance towards Iran and the Middle East, and to generate employment opportunities in the war industry to address domestic economic challenges at the time. This scenario somewhat resembles the decision to perform the New Deal after the appearance of the Great Depression. (Carlson et al., 2021)

The political parties have taken different forms and experienced various periods of power. The election of President Obama in 2008 made a shift in power between the two parties. The analysis of the strategies applied by these parties leading up to President Obama's election. It aims to establish the ground for the current state of the parties and their competition. It is very important to provide a historical background to help future researchers in understanding the changes in this era. Although the plenty of sided media commentary. Comprehending the powers that shaped the parties' current state is essential and necessary to anticipating future changes in their behavior and policies. (Galvin, 2020).

Both Republicans and Democrats have used different tactics in the post-Obama era to gain over voters. Republicans have placed a premium on immigration reform, maintained a firm position on national security, and continued to emphasize tax cuts and deregulation as a means of promoting economic growth while Democrats have placed a greater emphasis on climate change legislation, healthcare reform, and social justice issues like LGBTQ+ rights and criminal justice reform (Gale & Samwick, 2017).

Social media and digital campaigning have also been employed by both parties to gather their followers and target particular demographics for both Republicans and Democrats to win at the polls, voter participation campaigns and grassroots organizing have shown to be very important tactics (Bergan et al., 2005). Both parties have increased their outreach to people in crucial swing states since the 2020 election, realizing the value of

assembling a broad base of supporters. As a result, there is now more emphasis on interacting with minority communities and attending to their unique needs.(The Changing Racial and Ethnic Composition of the U.S. Electorate, 2020).

Donald Trump election in 2016 marked the end of Obama's presidency and brought about some changes in the party's approach. In 2009, when Obama first took office, the Democratic Party experienced a renewal of unity both during their priorities and after the general election. With a strong electoral victory, the Democrats achieved significant legislative progress in the Senate. Addressing Republican criticism of the Democratic budget's progressiveness, Obama employed a strategy similar to his primary opponent, effectively framing the issue and rallying public opinion. He inspired party unity among Democratic voters in Congress, strategically mobilizing them. To illustrate the party's stance on a particular issue, Obama used a party-line veto to limit the earmarks on the budget, putting simple majority Democrats against simple majority Republicans. (Jacobson, 2021)

The party obtained a better understanding of fiscal strategy regarding tax and expenditure restrictions when Congress upheld the veto, which also served as an efficient power-distribution tactic that took advantage of simple majority circumstances in relation to taxes. The party would eventually be better positioned to prepare a positive policy option through a future majority with the issue's clarity. However, just because a program is subsequently favorable does not guarantee good policy implementation; there will be a significant political cost to the party's viability. After the 2010 Affordable Care Act was passed, Democrats persisted in use power distribution to advance party unity.

The Republican Party's real misleading information campaign joined with the complexity of the subject caused the Democrats to lose three successive Congresses: the

Senate and the House in 2010 and the final crucial Congress in 2016. The Democratic Party would need to adopt new techniques because of a lack of cohesion, a catastrophic midterm election, and the loss of presidential authority.(Nadash et al., 2020)

The Republican and Democrat have used different tactics to increase their appeal to voters in the post-Obama political environment to gain political dominance. The parties' platforms and ability to communicate with their different constituencies have been greatly influenced by their focuses on important topics such as immigration, healthcare, national security, social justice and climate change. Grassroots organizing, digital campaigning, and outreach to minority communities have all been critical in energizing voters and winning elections. Both parties will continue to hone their tactics as the political landscape changes to adjust to the shifting characteristics of American politics and society.(Greenwood et al., 2020).

#### **4-2- Comparing Party Tactics in Identity Politics:**

The American politics became more complex and divisive in different stances, the political parties have adopted in the wake of the president Obama.. It is important that political parties review their plans and put the interests of the American people ahead of their own while the country struggles with these issues. (Posard et al., 2023).The discourse around the management of identity politics in the aftermath of Obama's presidency sheds light the difficulties and complexities associated with this attempt. Knowing all details of party strategies, their tactics, techniques and language, is very important for navigating identity politics in the post-Obama period. (Parker, 2016)

The difficulties and complexities of negotiating this space in order to create successful political strategies by looking at the tactics and techniques used by other parties and their approaches to identity politics.We may better understand the complexities of

navigating the field of identity politics in the post-Obama era and improve methods that support successful political engagement by analyzing the party approaches and examining their different tactics and language. So, it is very important to understand the influence and the impact of intersectionality and the different facets of identity that collect in the political sphere (Roth, 2021)

Different parties have navigated identity politics in the wake of Obama, they focused on the strategies and language, each party has used to shape and maintain its political identity. These techniques' wider implications for political demand processing and governance, highlighting the necessity of a comparative viewpoint to comprehend the complexities of identity politics and its impact on modern political dynamics. (Identity politics, 2003)

In the field of celebrity politics, advocates of cross-country comparisons of public relations with famous politicians call for more researches. This approach enables online research of political phenomena, including governance, political campaigns, decision-making, and critical social issues. (Borhan-Eddine et al., 2020). The nation will look for ways to communicate and connect and work together to solve the urgent problems in the future. To create a productive political environment in the post-Obama era, by hugging diversity, encouraging inclusiveness, and identifying common ground on important policy issues. (Shawar & Shiffman, 2017).

### **Pessimistic Prospects: Implications for the Health of Political Practice:**

There is a worry for the state of political practice in the current political environment. These divisions include a rise in political polarization, a drop in the quality of public debate, and a loss of trust in democratic institutions. (Laura & Giada, 2023). These difficulties and obstacles make it more difficult for decision-makers to face and solve the complicated problems that society faces and may result in choices that are motivated more

by political considerations than by the requests of the general public .(Aelst et al., 2017) So , in order to restore the effectiveness and health of political practice, policymakers and practitioners must confront these problems and find a creative solutions to (Weber et al., 2021).

This integration has taken place during a time when the general public is increasingly doubting of the ability of federal government to make good decisions and execute them effectively. Data from the Pew Center and the General Social Survey reveals that confidence in the government has remained at historically low levels for the past decade, significantly lower than the 60% levels observed during the 1960s and 1970s.

Trust in the government is similarly gloomy. Different factors have shaped this negative outlook, involving the discussion around wars in Vietnam, Iraq, and Afghan ; the Watergate, Iran-Contra, and Lewinsky scandals; as well as the insufficient responses to hurricanes Katrina and Rita and the 2008 financial crisis. Although the widespread warning about the government, the public's expectations for national programs have only grown.

Studies in1970 showed a reverse combination between public confidence in the government and the level of policy action taken. In other words, when people trust the government, they are not concerned with how it operates, but when they lack trust, they prefer that the government have limited involvement. However, more recent data from the Pew Center indicates that the majority of people today believe that the government should be taking on more responsibilities in various policy areas (Tyson and García 2010).

Today, political power in the United States is more concentrated than it has been in 50 years ago . A combination of different components , decisions of the federal courts ,regulatory agencies and emerging trends have contributed to a situation where the majority of important policy decisions are made at the federal level. The recent discussion on healthcare

serves as evidence of this centralization: it is considered that healthcare is the most significant domestic public policy issue. But, the states have had little say in shaping the policy. The Patient Protection and Affordable Care Act (ACA) of 2010 has significantly widened the role of the federal government in healthcare, by using funds from the ACA to heavily regulate states. (Whitehead & Perry, 2020).

A negative affect on the state of political practice as a result to the expansion of pessimism in the U.S; it appears as a decreasing in civic involvement, a deepening of polarization, and a reject in institutional confidence. This sad outlook intensifies tensions of society and obstructs productive discourse by providing a favorable environment for the emergence of extremist movements. As policymakers struggle with short-term gains over long-term solutions, the probability of effective governance fails. However, among these challenges, fostering civic flexibility and renovation becomes essential and important, necessitating efforts to enhance transparency, accountability, and inclusive dialogue to re-energize institutions and democratic norms. (Perry, 2020).

### **5-1-Revealing a Sobering Outlook on US Political Practice:**

The results emphasize on how important it is to take into account the possible political and policy outcomes of actions made, as well as to learn from other nations. It is for decision-makers to interact with one another, share knowledge, and avoiding doing the same mistakes to improve policy outcomes. In addition, practice and policy should be in line with the goal of advancing democratic processes (Idada& Uhunmwuango, 2012).

The results emphasize on how important it is to take into account the possible political and policy outcomes of actions made, as well as to learn from other nations. It is for decision-makers to interact with one another, share knowledge, and avoiding doing the same mistakes to improve policy outcomes. In addition, practice and policy should be in

line with the goal of advancing democratic processes (Idada& Uhunmwuango, 2012).

Policymakers make well-informed judgments that account for both policy effects and electoral considerations by knowing the political and policy ramifications of reforms. Because they confirm the critical need for bipartisan collaboration , evidence-based decision- making, and focus on long-term solutions rather than short-term political gains, these implications have a considerable affect on practice and policy (Anna et al., 2018).They identify possible reforms that would be beneficial to the U.S democracy in this polarized era by analyzing critically the scenarios portrayed and learning from the past. they work together towards closing the gap between the ideal of deliberative democracy and the current state of democratic politics (Müller-Rommel &Geißel, 2020).

The Results of the study address an alarming phenomenon regarding the current conduct of American politics, revealing a surprising truth and reinforcing the alarming nature of the political process in the United States. It highlights the necessity for reform in American political system and should serve as a catalyst to mobilize policymakers to take action.(Kim,1997).

### **5-2-Impact of Identity Politics on Democratic Processes:**

There are many definitions of identity-based politics, maneuver, and democracy. Identity-based politics maneuver refers to the use of particular identity issues to gain support and prevail in political competition , whereas democracy is a system of governance in which the people keep maximum power. This maneuver will make use of identity issues that will lead to conflict in order to gain bloc solidarity for a political interest This strategy is employed by almost every nation in the world, but it is highly differ in the case of the United States of America. (Bjarnegard,2022 ) .

The United States of America has a completely different experience from other countries in the world in this strategy . The United States of America, being a nation of convention and a multicultural state, has produced a modern society that is highly logical in its acceptance of historical and contemporary changes. These changes frequently have an affect on government policy. Groups or political parties seeking to build a distinct social identity aim to undermine the evolving policies. ( Zetterberg , 2022 )

The identity of the society will shift if government policies change. This is a way that political parties or other groups participate with one another in how they understand identity issues. The presence of civil rights , gender , sexual orientation and race is closely tied to identity concerns, which are well understood and of great interest in the United States. This is due to the fact that alterations in how race and civil rights are interpreted may have positive or negative results on a specific race.( Abdullahi / Packer , 2021 ) .

The strong sense of identification, loyalty, and shared regional characteristics between people is referred to as the regionalism phenomenon. Although many countries have always experienced this phenomenon, its spread has increased in the 20th and 21st centuries relative to earlier times, for different reasons. Since people are the most powerful source in politics, all political parties will try to apply psychological strategies to gain more influence and dominance over the local populace and establish themselves as the dominating force in a certain area. Although many countries have always experienced this phenomenon, its prevalence has grown in the 20th and 21st centuries relative to earlier times, for a variety of reasons. (VanBavel , 2021 ) .

People considered the most powerful source in politics. Therefore , political parties will try to employ psychological strategies to gain more influence and and political dominance over the local populace and establish themselves as the dominating force in a

certain area. This strategy was the first to introduce identity-based politics into the American democratic system. The purpose of this study is to determine whether identity-based political shunting has started to penetrate American democracy and, if so, what effect it has on the system's effectiveness and integrity. (VanBavel , 2021).

### **Conclusion**

This chapter introduced a period after Barack Obama's election to the presidency, identity politics went through an important and significant shift in the United States . Identity-based concerns made a return in the post-Obama age, changing political activism and discourse. It provided that identity politics which have taken center stage in national debates about problems and issues of race, gender, sexual orientation, religion and other topics have grown more and more important to American democracy. But there are disadvantages to this return such as divisiveness, tribalism, and the use of identity as a political instrument.

However, because oppressed communities are still organizing and fighting for justice, equality, and acknowledgment, there are still chances for advancement and change among these obstacles. Moving forward, it is critical to address the differences of identity politics and improve communication, comprehend , and unity among people of different identities. By doing this, we may work to create a society that is more equal and inclusive while respecting democratic values and each person's inherent worth and rights.

## **GENERAL CONCLUSION :**

This thesis aimed to define identity politics in the post- Obama period and to have a more comprehensive look about it shows an complex structure of tactics and mechanics that used by the Democratic and Republican parties in their fight to gain power. The importance of identity as a powerful instrument for influencing and affecting political narratives and gaining support is highlighted by this historical analysis .Both Republicans and Democrats have used identity-based appeals to motivate their respective supporters and increase their electoral influence, despite the fact that they frequently use different approach .

The first section of this research asserted that identities and rights, marking a turning point in the development of identity politics. It discussed that Identity dynamics have become important and significant such as race , ethnic background, sexual orientation, gender identity, and religion take prominence in political discourse..It provided that Republicans have used identity politics to activate the foundation and draw in indignant people by making appeals to nationalism, cultural conservatism ,and traditional values. While Democrats have emphasized on forming unions and have focused social justice, diversity, and inclusivity in order to gain support from progressive and minority populations.

The second chapter mentioned that there was a discussion and criticism around the political techniques , tactics and methods that use identity as an instrument . Identity politics, according to its critics , can worsen divisions, promote preconceptions, and obstruct fruitful communication and cooperation . Also, using the power of realization runs the danger of marginalizing specific causes and communities by decreasing complex social identities into simplified political categories.

It recognized the diversity and interrelation of identities among the electorate will be necessary to lead the difficulties of identity politics. While promoting a more inclusive and equitable political discourse, both parties must work to meet the justifiable problems and

aims of every community. Finally , democratic ideals and social integration shouldn't be sacrificed in the name of gaining political power and dominance . Building a more stable and inclusive democracy requests an obligation to understanding and communicating with various identities as the nation continues to face the opportunities and challenges of a fast shifting political landscape.

This dissertation faced limitation in the difficulty in getting full and reliable data. Because identity politics is multifaceted, historical research needs a detailed investigation of numerous political developments, laws, and social changes. However, there are many obstacles that could make it difficult to gather true and objective information, especially when it comes to the tactics and techniques used by the Democratic and Republican parties. These include problems with access to data, possible alignment in sources, and difficulties with interpretation. The problem of giving a general examination within the limitations of a thesis is further complicated by chronological bonds and the continued growth of identity politics in the post-Obama era.

Future studies enable researchers for the deeper and more accurate study of data by allowing them to find hidden patterns and dynamics within huge data sets. Furthermore, a more comprehensive understanding of the complicated relationships between identity, politics, and power dynamics in modern society may be possible through a combination of domains linking political science, sociology, psychology, and communication studies. Comparative study between different nations or areas may highlight on the features of identity politics that are both context-and universally relevant.

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## ملخص

تتناول هذه الأطروحة المشهد المعقد لسياسات الهوية في الولايات المتحدة الأمريكية بعد رئاسة الرئيس باراك أوباما . لقد تلاعب كل من الحزبين السياسيين ، الجمهوري والديمقراطي ، بمهارة تباين الهوية حيث تكافح البلاد مع الديناميكيات الاجتماعية المتغيرة لزيادة دعمها الانتخابي واكتساب النفوذ السياسي . تتناول هذه الدراسة الإستراتيجيات المعقدة التي يستخدمها كلا الحزبين في سعيهما للهيمنة السياسية من خلال تحليل تاريخي موسع في عهد ما بعد أوباما ومنظور مميز لفهم الطبيعة المعقدة لسياسات الهوية . إن الاستقطاب المتزايد، والتغيرات السكانية ، وظهور حركات اجتماعية جديدة هي السمات المميزة لهذه الفترة . وقد طور كلا الحزبين أساليب فريدة لكسب مجموعات الهوية المختلفة . لقد استخدموا موضوعات مثل العرق والجنس والانتماء العرقي والدين والتوجه الجنسي لتنشيط قواعد الدعم الخاصة بهم وجذب الأصوات المتأرجحة باستخدام مجموعة واسعة من المعلومات التاريخية مثل برامج الأحزاب ونتائج الانتخابات وشعارات الحملات الانتخابية والمبادرات التشريعية . تشرح هذه الأطروحة تطور سياسات الهوية في السياسة الأمريكية . وهي تبحث في كيفية تغيير الأحزاب لبرامجها وخططها السياسية للاستفادة من تنوع هويات الناخبين مع معالجة قضايا الإدماج والتمثيل في الوقت نفسه . بالإضافة إلى ذلك ، يقدم هذا البحث فصلا لكيفية تأثير سياسات الهوية على الوحدة المجتمعية والحكومة الديمقراطية . لذا فإن كلا الحزبين ماهران في استخدام سياسات الهوية لتعزيز قواعد الدعم الخاصة بهما وجذب قطاعات مهمة من الناخبين . ويلجأ الجمهوريون إلى الآراء التقليدية من خلال التركيز على الهوية الوطنية والحفاظ على الثقافة ، بينما يؤكد الديمقراطيون على الشمولية والسياسات التقدمية لجلب الناخبين والأقليات إلى هذه التكتيكات ، زادت الاستقطاب . وتخلص هذه الدراسة إلى أن سياسات الهوية ستستمر في التأثير على الديمقراطية الأمريكية والتأثير على الاستراتيجيات الانتخابية المستقبلية من خلال التركيز على الصراع بين التعبئة القائمة على الهوية والوحدة الوطنية