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**The minority paradigm shift: Hispanic and black
votes during trump's era.**

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Dedications

Praise and prayers to Allah the Lord of the worlds and may Allah's peace and blessing be upon the most honored of messengers our master Muhammad and upon all his family and companion.

This work is dedicated for the family, friends, and anyone who helped.

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Abstract

The study investigates the reasons behind former president Donald Trump's gain among African American and Hispanic voters in the 2016/2020 elections. It provides a brief history of the two minorities' voting rights and their relationship with both the Republican and the democratic parties. In this study we used a descriptive analytical approach to analyzing how Trump's character as a successful businessman, his use of the Media, and his policies toward minorities helped him gain a substantial number of their votes in the past two elections. The results obtained shows that Trump, despite of the historical tense relationship of his party with African Americans and Hispanics, managed to pull a respectful number of their votes unlike many of his Republican predecessors. Trump's background as a successful businessman gave him good insight on how to deal with the two minorities' issues like education, unemployment, housing, justice, and immigration. The former president also successfully used the social media to promote himself and to help him reach a wider audience of voters among African American and Hispanic communities.

Key words: Donald Trump, African Americans, Hispanics, voting, 2016/2020elections.

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General Introduction

In the United States, voting right is protected by the constitution and it represents an essential symbol of meaningful political participation in the nation's electoral processes. Citizens' right to choose whatever political interests that suits them is very essential aspect of their engagement in participatory democracy. This practice is therefore a key element for every citizen to take part in his country's politics by deciding who should represent him and be his voice in the government or as a president. However, voting rights in America have long been contentious, as not all people were able to practice this political right especially minorities.

Indeed, after slavery was abolished in 1865, African-Americans did not enjoy the freedom they gained with full and equal rights immediately after. Besides, the fact that they were no longer slaves did not mean the end of their suffering, for they had also to be the victims of racial segregation. African-Americans were legally oppressed and the extension of the franchise made it even harder for them to have equal rights like their white peers. Moreover, the Reconstruction Era brought in laws that gave African-Americans their legal rights; one of these rights, originally introduced by the 15th amendment and enforced by the Voting Rights Act of 1965, is the voting right for Blacks that was supposed to strengthen their representation in the political system. Unfortunately, even after the passing of the Voting Rights Act (VRA), some state governments continued to suppress African-American voters through different disenfranchising laws. The VRA act was expanded in 1975 to protect the voting rights of specified language minorities including Hispanics. Despite of the barriers

if faced, the VRA proved to be very efficient in protecting the voting right of minorities and its positive results are still prevailing until today.

Since they got their voting right in the 1960s, African Americans and Hispanics voted almost exclusively for the Democratic Party mainly because of the Democratic Party's support for the civil rights acts. On the other hand, only a handful of republican candidates managed to win a substantial number of voters among these two minorities. However, things changed in the 2016 and 2020 presidential elections as former president Donald Trump pulled a respectful number of voters among these minorities in a while. The reasons behind this shift in voting patterns however remain unclear since only few studies were conducted to investigate it. Political scholars, however, have identified three main elements to consider when analyzing the voting choice of any group: party identification, candidates, and issue preferences (Campbell et al). Therefore, this study will focus on analyzing three main factors to explain this shift in voting for the two minorities. These factors are: history of the two minorities' party affiliation, Trump's character as a new political man, and Trump's policies toward the two minorities including his use of social media.

Motivation

What pushed us to write this modest dissertation is to show the long history of African Americans and Hispanics struggle to attain their voting right. Another important factor is showing how Donald Trump, who's considered a racist by many Americans, managed to win a significant proportion of these two minorities' votes? A proportion matched only by few Republican candidates before him.

Statement of the Problem

What are the reasons that made former president Donald Trump break, even slightly, the total hegemony of the Democratic Party over African American and Hispanic voters?

Aims of the Study: This study aims to answer many questions including:

- How did Trump's personality affect his voting rates among African Americans and Hispanics?
- How did the two minorities' relation with the democratic and republican party evolved through History and did it affect Trump's voting rates?
- What are the main policies that Trump used to attract African American and Hispanic voters?
- Did Trump's use of social media help him improve his ratings among the two minorities?

Research Hypotheses

To detect the former questions, we propose the following hypotheses:

- Trump's character as successful businessman helped him deal with the two minorities' most important issues such as: employment, immigration, education...etc.
- Trump use of social media helped him reach a wider audience among the two minorities and even made him popular.
- The historical relationship between Trump's party and the two minorities worked as barrier to his progress.

Methodology

This work will use an analytical descriptive approach to deal with multiple-related resources such as: the Cooperative Congressional Election Study (CCES) 2016-2020, data from the United States census bureau, books, news articles. These resources will allow us to view the history of the relation of African Americans and Hispanics voting history, party affiliation, issue preferences, Trump's policies...etc.

Organization of the Dissertation

This work will be divided into two chapters; the first chapter gives a general view about the quest of African Americans and Hispanics to get their voting right, and the history of the relationship of the two minorities with both republican and democratic parties by reflecting on the policies of each party toward minorities. In the second chapter, we will examine Trump's appealing character and the way he dealt with main issues that concerns minorities such as: unemployment, education, social, immigration, housing, and justice. Also, we will discuss Trump's use of social media to attract African Americans and Hispanics.

Chapter one:

**History of African Americans and Hispanics voting
right and their party affiliation.**

Chapter 1

Introduction

In this chapter we will start by viewing the growth of African Americans and Hispanics population in recent years and how this improved their political standing in the modern U.S political life. Then, we'll explore the African American and Hispanic struggle to attain their voting right and how this struggle shaped their affiliation with both the Democratic and Republican parties. Finally, we'll examine these minorities support for former president Donald Trump in the 2016 and 2020 elections.

1. An overview on the African American and Hispanic population:

1.1 African-Americans

African-Americans have a deep and painful history in the United States. There is a small percentage of African immigrants who came to the land freely and did not share the American history of slavery and the struggle for human and civil rights that most African-Americans. A great number of African-Americans in the United States nowadays are descendants of slavery. This period in world history is very painful and carries a huge burden of collective guilt on the world for all the suffering endured by millions of Africans who were victims to this atrocity. The United States is admonished for this grave racial injustice because the nation was established through the blood, sweat, and tears of so many African Americans. African-American history goes back to the 16th century. Estimates suggest that around 14,650,000 African slaves were shipped across the Atlantic to the New World between the 16th and 19th century. After the liberation of slaves in the United States, black people in the US continued to be enslaved through a system of oppression that ensured they would never be

equal as their white counterparts. These include Jim Crow legislation, social restrictions, and institutional barriers. With remnants of white supremacy alive and widespread, African-Americans continued to face institutionalized racism from achieving true freedom and equality with their fellow white Americans for a long time. Today, after many sacrifices were done, African-American minority faces much less of the old structural and cultural racism, and they play a significant role in the political life of the United States of America at all levels. According to the United States Census Bureau, African-Americans accounted for 13.4% of the U.S. population in 2019, and The number of Black Americans eligible to vote for president has reached a record 30 million in 2020, with more than one-third living in nine of the nation's most competitive states : Arizona, Florida, Georgia, Iowa, Michigan, North Carolina, Ohio, Pennsylvania and Wisconsin. Nationwide, Black eligible voters now make up 12.5% of the U.S. electorate, up from 11.5% in 2000.

1.2 Hispanics

Latino-Americans are descendants of Spanish speaking territories and states including Mexico, Cuba, Puerto Rico, and Spain. They are also commonly referred to as Hispanic-Americans. At 18.5% of total United States population (US Census, 2019), Hispanic-Americans are the second largest ethnic minority group in the United States following those who identify as white. Hispanic-Americans have been in the United States since as far back as the land has had its earliest European explorers. Hispanic-Americans have a deep-rooted history on American land, with early Spanish explorers having reached all the way up to the West coast. Although a significant proportion of this American minority can be traced back to the foundation of the nation, a large fragment of the Hispanic-American population today are recent immigrants from countries such as; Mexico , Guatemala , Colombia...etc. The high demand for seasonal farm labor along the western United States provided working opportunities that these immigrants desperately needed. Nowadays, Hispanics are a rising force in the United States and their influence is projected to grow even more. In 2016, Hispanics

accounted for 11.9% of all eligible voters, and by 2020 they outnumbered black voters by climbing up to 13.3% at about 32 million voters. From a political perspective, this makes Hispanic voting population very important to any candidate, especially since they have a significant political influence in states with high electoral votes such as: Florida, California, Texas, and Arizona.

2. Voting Right:

2.1 Brief History of African American Voting Right:

The struggle for civil rights and liberties for minorities have always been in the heart of the American political history. Post American civil war in 1865 witnessed the start of this struggle; African Americans started their quest for their legitimate rights including the voting right. Back then African Americans were not considered as American citizens neither they had any constitutional rights. The right to vote has held a central place in the black freedom struggle. With abolition of slavery, African Americans sought the ballot as a means to claim their first-class citizenship (Salvatore 4). Because of the African Americans' continuous sacrifices, they were finally given their full rights as equal to their white peers with the enactment of the voting rights act of 1965. The Voting Rights Act of 1965 " is generally considered the most successful piece of civil rights legislation ever adopted by the United States Congress " ("Introduction To Federal Voting Rights Laws"). Congress adopted this act in response to the obstruction African Americans faced in exercising their right to vote. As a result, African Americans were overwhelmingly disenfranchised in many Southern states. The act came to existence after nearly a century of systematic resistance by certain states to the Fifteenth Amendment that guaranteed of the right to vote regardless of race or color. While the Voting Rights Act was mainly adopted in response to the African American struggle, other racial groups also fought for enfranchisement. Hispanics for instance faced the same methods states used to exempt African American voters from the ballot box. Today, minority citizens over the age of 18, regardless

of their race or color, have the chance to choose their representatives in the American government or in the presidency freely and with much less obstacles than ever.

2.1.1 Timeline of the political franchise of African Americans (1865-1965):

The history of the African American political franchise shows a very challenging timeline that occurred in order to guarantee one of the most important civil rights: their voting right. This timeline lasted over a century, with many major events occurring during this period that ultimately led to important legislations that protect and guarantee the rights of African Americans in the United States.

2.1.1.1 Post Reconstruction Period (1865-1877)

The aftermath of American Civil War (1861-1865), marked the beginning of the reconstruction period. The new federal government faced many political, economic, and social problems. Two crucial issues that the government needed to handle at the time were slavery and race relations. To fix these issues and to preserve the unity of the nation, three important amendments were added to the American constitution; the 13th, the 14th, and the 15th amendments. The later, had a more precise language to protect the voting right of all American citizens. It states that " The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of race, color, or previous condition of servitude"(U.S. Constitution). Prior to this amendment, African-Americans didn't have any constitutional protection of their voting rights. Under the guard of these three amendments, African Americans enjoyed a period when they were allowed to vote, actively participate in the political process, acquire the land of former owners, seek their own employment, and use public accommodations. However, Opponents of this progress soon rallied against the former slaves' freedom and began to find means to destroy the gains which many African American had shed their blood for.

2.1.1.2 Disenfranchisement after the Reconstruction Era (1870-1950)

By the late 1870s, the relation between African Americans and white Americans remind tense, and blacks were still facing political, economic, and social challenges. Blacks couldn't practice their voting right as the federal government pulled out its troops from south leaving them without any protection. Southern white democrats regained control over the state legislatures through extremely violent ways and they created provisions and laws like the Jim Crow laws 1877. “The term Jim Crow became more than a set of laws. It referred to a way of life that was full of limitations for African Americans. In some ways, these humiliations were as bad as slavery” (Fremon 17). Many of these laws aimed primarily on preventing most of the African Americans from voting using new methods such as;

- Violence: whenever African Americans tried to vote they're faced with harsh physical violence and death threats from white supremacists.

- Literacy tests: since about 50% of African Americans at that time were illiterate, southern states made the tests nearly impossible to answer for black people so that they wouldn't be able to pass and vote.

- Former prisoners: African-Americans who went to jail even for a minor offense won't be able to vote.

- Poll taxes: In 1877, Georgia created cumulative poll tax which required citizens to pay all back taxes in order to be allowed to vote. Most black people were either poor or had little wages and couldn't vote.

- Purges: voting officials would remove the names of African Americans who passed all obstacles mostly for unfair reasons.

2.1.1.3 Civil Rights Era 1954 – 1968

During the 1950s and 1960s the civil rights movement appeared and it focused its endeavors on improving the life quality of African Americans. Nearly a century have passed since slavery was abolished, yet people of color continued to face segregation, discrimination, disenfranchisement and

racially motivated violence that affected all aspects of their life. Black activists and individuals used different peaceful means to seek their rights including protest marches, boycotts, and refusal to abide by segregation laws. During this period, President Lyndon B. Johnson passed the civil rights act of 1964. This document provided further protection of black people's civil rights as it gave more powers to the Civil Rights Commission to enforce the act. It also ensured equal treatment of voters in efforts to eliminate disenfranchisement of black voters. And even though this act was concerned with the equality of voting rights in the southern states, it failed to specifically address the discriminatory means that local authorities used to bar blacks from voting. A year later, The Voting Rights Act of 1965 (VRA) came to offer African Americans a way to get around the barriers that the state and local government used to prevent them from exercising their 15th Amendment right to vote. The VRA has been called one of the most effective pieces of civil rights legislation in U.S. history (Grofman and Handley). Though it was initially adopted to protect the voting rights of African Americans, it was expanded in 1975 to protect the voting rights of specified language minorities: Hispanics, Native Americans, Native Alaskans, and Asian Americans. A number of important changes in American politics can be traced directly to the VRA; the first is the dramatic increase in the number of minority voters, and the second is the removal of major barriers to minority group members registering to vote and casting ballots.

2.2 Hispanic American Voting Rights 1848-1975:

Since the mid-19th century, white Americans were politically aware of Mexicans in the South Texas counties. During the Texas constitutional convention in 1845, whites attempted and failed to exclude Mexicans from voting. In 1848, the signing of the Treaty of Guadalupe Hidalgo protected the rights of Mexicans who remained in the conquered territory and granted them U.S citizenship but they did not elect to retain their Mexican citizenship. With time, Texas laws slowly disenfranchised

Hispanics, although never as completely as African Americans since the Mexican population in the state was smaller than the black population, and therefore Mexicans were never seen as a threat (Chandler 235-36). Throughout the 20th century, Hispanics' voting right faced unfair laws such as the White Man's Primary. This law prevented Hispanics from nominating county candidates but granted them the right to vote. Thus, Hispanics could either not vote or register a manipulated vote. To further limit Hispanic voting, the Texas legislature passed a bill in 1918 prohibiting interpreters at the polls, a chore made doubly difficult to overcome with segregation and discrimination of Hispanic Americans in public schools (Davidson 236-37). In addition to a language barrier, many Hispanics could not pay poll taxes or pass literacy tests. All these barriers were specifically made to exclude African Americans and Hispanics from political participation. When these practices were made illegal, the percentage of Hispanic voters remained marginal, and Hispanic civil rights groups started encouraging people to register for voting. In 1960, Hispanics supported the Democratic National Convention civil rights platform that included voting rights; this support brought a greater political participation among Hispanics, including increased voter registration, more Hispanic candidates, the election of Hispanic officials, and the beginning of national electoral campaigns for the Hispanic vote. After the enactment of the Voting Rights Act in 1965, some barriers to voting were gone. However, Hispanics especially in South Texas and parts of California still faced harassment and intimidation at the polls. In 1975, Hispanics testified before the U.S. Senate and House Judiciary Committees stating on the lingering discrimination they faced while attempting to vote. This testimony convinced the House and Senate judiciary committees to extend protection of the Voting Rights Act to language minorities. The 1975 amended act included Hispanics as a language minority group entitled to bilingual ballots and voter registration in those jurisdictions where they constituted 5 percent or more of the voting-age population. Consequently, Hispanics minority disfranchisement is rarely an issue today.

3. PARTY AFFILIATION

3.1 African Americans party affiliation:

Black people have been integral to the Republican Party in the United States since the moment it abolished slavery. However, in the mid 1960s, black voters started to vote almost entirely (more than 90%) for the Democratic presidential candidates. The reasons behind this drop of African Americans' support for the Republican party (GOP) goes back to the history of the relationship between the Party and Black Americans and how it radically shifted over the past one and a half centuries. The GOP was founded in 1854 at a time when the nation stood against the whole institution of slavery in the Southern United States, and the party made the abolishment of slavery a central goal to be achieved. Abraham Lincoln, who was one of the founding fathers of the GOP, became the 16th U.S president and he brought the civil war to an end. With this victory, the Party set out to create a social system where all freed men could participate in American democracy. In fact, the early Republican Party placed itself at such great opposition to the Southern, pro-slavery Democrats, a substantial proportion of them referred to themselves as the Radical Republicans (Farrington, 2016). Before and throughout the civil war, and during Reconstruction period, these radical republicans were committed to work for the welfare of the African Americans. They worked for the end of slavery, the passage of the Thirteenth, Fourteenth, and Fifteenth Amendments to the Constitution, the security of civil and voting rights for freedmen, jobs programs, and the election of Blacks into the federal and state government. This made most Black voters align with Republican Party through the first third of the twentieth century. The Republican Party changed subtly over the first few decades of the 1900s, with warring factions in the GOP fighting over their Party's position on the size and strength of government. This led to fewer attempts at direct intervention on behalf of Blacks, and to small shifts in Black voting loyalty with the GOP. The first major shift in black party affiliation away from the Republican Party happened during the Depression. Franklin Roosevelt's New Deal legislative package in the 1930s and 40s made the Democrats a beacon for black Americans who were deeply affected by the crushing

poverty that was plaguing the country. This shift began a period in which pragmatic Black political actors began to make waves in both the Republican and Democratic Parties, pitting them against each other to see which would do more to uplift Black communities (Rigueur). These efforts led to some movement in both parties to appease Black voters, including the desegregation of the US Army by Democratic President Truman in 1948 and the passage of two civil rights bills by Republican President Eisenhower in 1957. In the early 1960s, conservatives in the Republican Party began taking over the Party generally, and by the time of Barry Goldwater's 1964 win for the Republican Presidential nomination, moderates in the Party were firmly on the outside. Goldwater wanted the federal government out of the states' business. He believed that the Civil Rights Act was unconstitutional, and states should implement their own laws. Many white southerners, especially segregationists, felt reassured by Goldwater's words. Black Americans on the other hand, realized that Goldwater along with his supporters in the Republican Party opposed not only to the Civil Rights Act, but to the whole civil rights movement as well. The Man attracted the white Southern votes his advisers thought were essential, paving the way for the "Southern Strategy" that Richard Nixon and Ronald Reagan would use successfully in the upcoming years. A huge fraction of black Republican voters speedily exited the party moving into the Democratic Party. At the same time, Democratic Presidents and Congresses pushed through landmark laws that Black communities depend on through today. Most notably, this includes the Civil Rights Act of 1964, by the Johnson Administration after heavy lobbying from liberal Black leaders such as Martin Luther King. Even these advances did not push every Black person to the Democratic Party. By the 1966 midterm elections, some 19% of Black adults supported the Republican Party, buoyed by local candidates who showed genuine concern for Black Americans (Fields). The Republican administrations of Nixon, Ford, and Reagan during the 70s and 80s tremendously widened the gap between the GOP and black voters. This began with the "Southern Strategy" a tactic developed during the Goldwater campaign and expanded greatly by the Nixon campaigns to exploit White Southerners' racial fear and resentment toward Black people to

win their votes. Nixon, in particular, played off of fear of racial uprising by focusing on “law and order,” and the fear of civil rights affecting the racial status quo by championing “reverse discrimination” and “states’ rights”. This coded language languished for decades, with Reagan adding phrases such as “welfare queen” and “anti-White” into the American lexicon to great electoral success (Fauntroy 129-131). The damage had been done; Advocates for a Black political voice moved away from the Republican Party and The Party became increasingly White and Black voters increasingly refused to vote for their candidates. During these administrations, Black communities began to understand that aggressive social policies like the War on Drugs and the War on Crime devastated Black individuals, families, and communities for generations. Moreover, Southern Democrats – who strongly opposed civil rights legislation and desegregation strategies – joined the new Republican Party almost all at once. By the 1988 Presidential election, about 7% of Black voters supported George H.W. Bush (Roper Center), and the proportion of Black voters selecting the Republican candidate has been less than ten percent since. Today, the United States has a modern Republican Party that is 83% Whites and about 90% of Black voters vote for Democratic candidates and this pattern has been going on for some time, since the Civil Rights Era (“Party Affiliation Among U.S. Voters: 1992-2016”).

3.2 Hispanic Party Affiliation

Latinos have voted Democratic in every presidential election dating back to 1960, and usually by wide margins. Ronald Reagan and George W. Bush received the largest proportion of Latino votes among Republican presidential candidates in 1984 (37%) and 2004 (40%) respectively Bill Clinton won the largest proportion of Latino votes of any candidate during the 1996 election (72%), followed closely by Barack Obama, who received 71% of the Latino vote in 2014 (“Latinos And The American Political Parties”). Since at least 2000, Latinos have identified predominantly with the Democratic

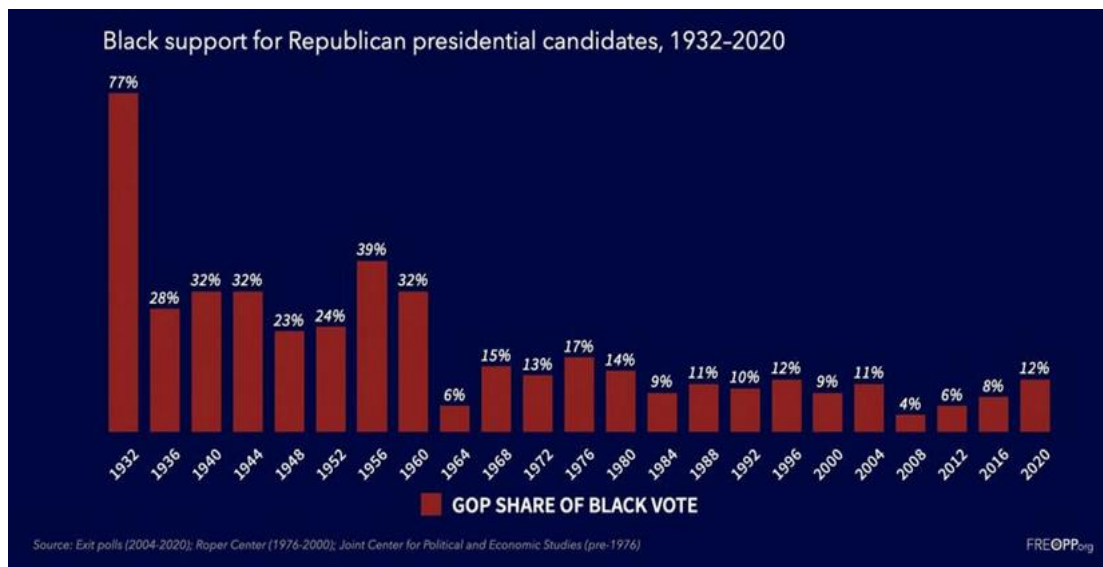
Party. A large part of the Republican Party's struggle with Latino voters is rooted in the party's relationship to its primarily white base voters. The current iteration of the Party can trace its roots back to the 1964 presidential campaign of arch-conservative Arizona Senator Barry Goldwater, who famously opposed civil rights legislation as overreach by the federal government. California Senator Richard Nixon won presidential elections in 1968 and 1972 thanks in part to a "southern strategy" that appealed to the so-called "silent majority" of white, working-class, social conservatives who abandoned the Democratic Party in droves as it shifted to the left on issues of race. Ronald Reagan supported the Immigration Reform and Control Act of 1986, which balanced a path to citizenship with tougher restrictions on the employment of undocumented workers. George W. Bush, the most popular president to date among Latino voters, took proactive steps to reach out to the Latino community and supported comprehensive immigration reform in 2007. Bush's efforts, however, ran into stiff opposition from the rising Tea Party wing of the Party, which vehemently opposed amnesty for illegal immigrants and instead supported enhanced border security and proactive immigration policing. After Mitt Romney's terrible showing among minority voters in 2012, the Republican National Committee commissioned the Growth and Opportunity Project to analyze the party's electoral failings. Among other recommendations, the final report called for the party to adopt its policies and message to the reality of a growing Hispanic population in the United States, this meant abandoning calls for the self-deportation of Latinos living illegally in the United States with support for comprehensive immigration reform that included a path to citizenship. The Party's assessment pointed out the need for a change in attitude: The Report concluded that "If Hispanic Americans hear that the GOP doesn't want them in the United States, they won't pay attention to our next sentence." While the party has seen some growth at the local level among minorities, thanks in part to the efforts of the GOP's Future Majority Project, the current crop of presidential candidates has doubled down on border security and nativist rhetoric. Despite this historic pattern, any assumption that Latinos will inherently vote Democratic is presumptuous, particularly at the state and local level where candidates

can focus on policy issues other than immigration. A significant piece of the GOP's strategy to foster Latino support has been its efforts to build a base of minority office holders from the ground up. The number of Latinos serving in elected positions nationwide sat at 6,084 prior to the 2014 election, up 25% from a decade prior. As of 2015, there were 302 Latino officials in the legislatures of 32 states, of whom 62 (21%) were Republicans. In the 114th US Congress, two of the three Latino Senators and 7 of 29 Latino Representatives were Republicans. Both numbers marked a slight increase in Latino GOP officeholders.

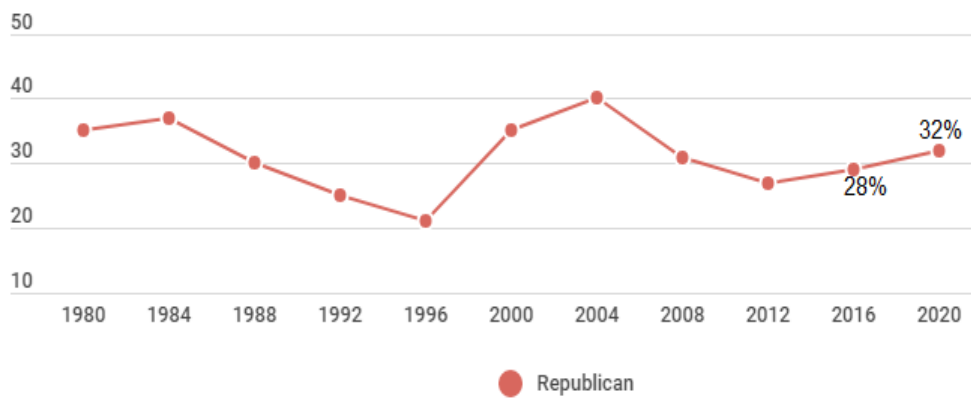
4. African American and Hispanic support for trump in the 2016/2020 elections

4. African Americans and Hispanics support for Donald Trump:

Former president Mr. Donald Trump did improve on his performance with minorities in 2020 in comparison to 2016, and even back then he did better than many other Republican presidential candidates as the two tables below shows:



Hispanic support for Republican presidential candidates from 1980- 2020



In the 2016 elections which Mr. Donald trump won, he garnered 8% of African Americans votes and 29% of Hispanic Americans votes. By 2020 elections, which he lost, he improved his support among the two minorities with 12% of black votes and 31% of Latino votes. This proportion is really great for a Republican president and especially for Trump himself since he is considered a "racist" by many Americans. Explaining the reasons behind these results is really hard since voting choice of a group is very complex and unpredictable. A number of social, cultural, political, and economic factors are interrelated in leading individuals or groups to make a relationship with a party and to vote for a candidate in Presidential elections. Political scholars, however, have identified three main elements to consider when analyzing the voting choice of a group: party identification, candidates, and issue preferences (Campbell et al).In this chapter , we have already discussed the history of the relationship between Trump's party and both minorities and in the next chapter we will examine how Trumps' characters as a successful businessman and as new politician, along with his policies toward both minorities helped him gain this substantial support.

Conclusion

By the end of this chapter, we concluded that African Americans and Hispanics went through so much to win their voting right. These minorities faced systematic racism and oppression to prevent them from on the most fundamental right to any citizen in the world. Both republican and democratic parties had their ups and downs in their relationship with these minorities. However, we noticed two main events that started a shift in party alignment that resumed till this very day. First major shift came about the time of Franklin d. Roosevelt's New Deal; the New Deal's series of economical reforms helped African Americans escape poverty during the depression leading a significant proportion to change their loyalty to the Democratic Party. The second shift took place when republican senator Barry Goldwater along with is wing in the Republican Party opposed the civil rights acts leading both Hispanics and African American to leave the Lincoln party. Since then, minorities have strongly voted for democratic candidates. Nonetheless, Former president Donald trump have achieved respectful results among minorities voters during the 2016 and 2020 elections, making him join a very short list of republican candidate who managed to do so in the past 60 years.

Chapter two:

**Trump's character, his use of Social Media, and his
policies toward minorities.**

Chapter Two

1. Introduction

In the last years, the United State of America political life was under the spotlight, especially when it comes to who's the next president of the most powerful country in the 20th century. In order to keep

America in the lead of the world and empowered, many Americans candidates maintain to keep the traditional ways alive in the political domain.

In the 45th presidential election in the United States of America, two main candidates from both parties made their way to create what has to be considered the first weird unorthodox and questionable presidential elections in U.S history. The New York businessmen Donald John Trump stunned the political world in 2016 when he became the first person without government or military experience ever to be elected as president of the United States. The surprising new comer Donald J Trump, who's Victory was unpredictable, exploit every opportunity to prove his worth of presidency.

In attempts to discuss the relation between Donald Trump's Success in his election among minority and the policy he followed in his campaign of 2015 and 2020. This chapter is the main portal of this research; it discusses how Trump's victory among minorities was unforeseen particularly because his character is more racist than a supporter, and how much their votes were beneficial for his campaign. This chapter proceeds as follows , the first section of this chapter tackled the policies of trump and the republican party that were used in the campaign toward minorities and what they did to win large platform of Black and Hispanic voters .

Moreover the second section spot the light on how these policies affected the campaign positively by raising the percentage of voting, and why the minority voters are important to the party? Lastly, it ends by a general conclusion that summed up the two previous sections.

2. Trump the new political man.

Donald J Trump , The New York Billionaire who has no idea about political life declare his ambition to be the Next US president in 2015 after he stated in a fun way that he will run for presidency one day in 1980 . Trump always represented the Successful businessman That anyone want to reach , he was a real-estate developer and businessman who owned and managed

several hotels , casinos, golf courses, resorts, and residential properties in the New York City area and around the world . The 74 years old populist did not want to be called only as an economic man but to also leave his mark as a political man. In 2000 Donald Trump involved in the American political game and in the same exact year he published his book, *The America we deserve*, in which he talked about his political and economical views of US future and his thoughts of a strong developed country. While trump's election success were hard to predict , especially that his winning was among small-town and working class white voters without a college education , it is Important to hand this success to his policies that touches American's society Dream .

In 2015, Trump claimed that he would make America Great again if people voted for him in the next presidential election in 2016. Although he was the most criticized nomine among the other Republican Party nominee however, the famous television personality was always smart, he used every occasion to remind the voters why they should support him and pick him over Barack Obama. Trumps knew exactly what he was doing by exploiting the needs of minority to his side. His support concentrated among republicans voters with demand for position adjustment.

3. Trump Policies toward Minorities

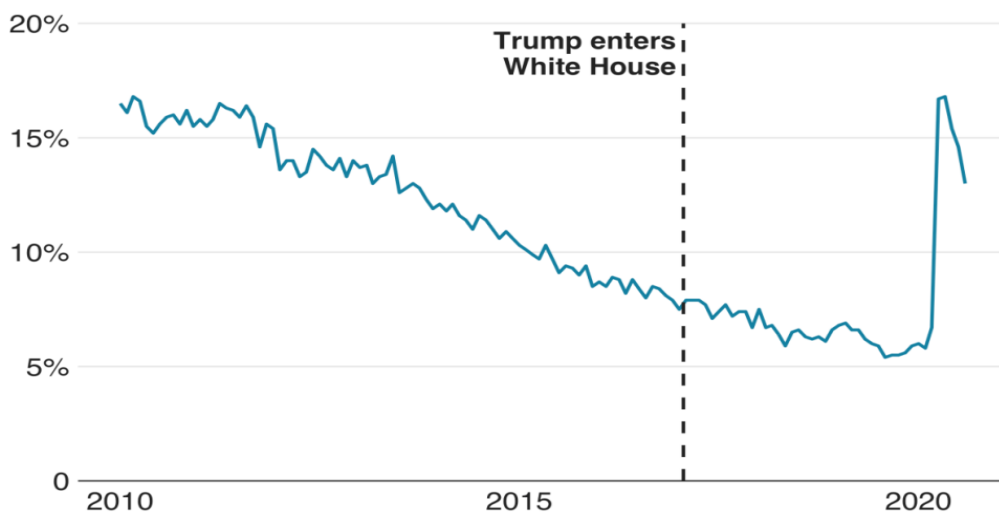
3.1 African American (Blacks)

Since the candidate Richard Nixon in 1960 was the first candidate of the republican party who has won the support of minority, it seems like Donald trump is competitor with winning a support of 26% from nonwhite voters and this is the fifth time in American history that the winner of the popular vote has lost the electoral college and therefore the presidency. The newcomer to the world of politics state that his way of administration is a new approach to the Americans life and is different to what they saw before as well he added at his post-election press conference, President Trump said of his presidential campaign, “I won the largest share of non-white voters of any Republican in 60 years.”

3.1.1 Employment

Employment in the United States has always been marked by racism and discrimination between white and non-white ones. In the 20th century, finding a job is still very difficult for Black people, even after the end of the racism cycle. In Trump's Era, African Americans had reached the lowest level ever recorded, it rose with 7.5 percent of growth in January 2017.

African-American unemployment rate



Source: US Bureau of Labor Statistics (Jan 2010-Aug 2020)

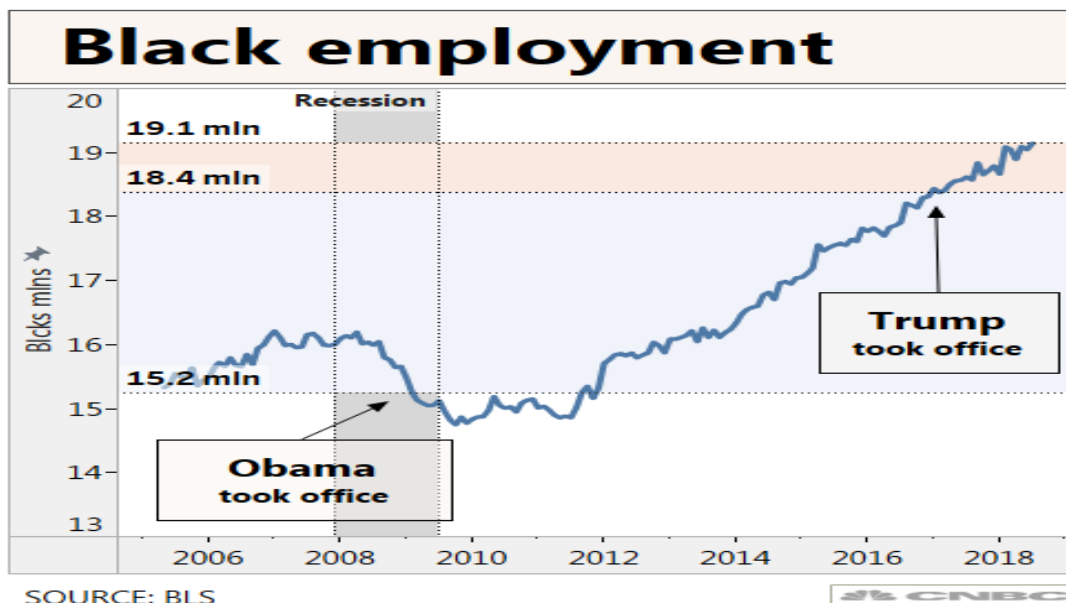
BBC

In less than two months before the Election Day, Donald J Trump unveiled his "Platinum Plan" for Blacks in which he provided more opportunities for Black businessmen and creating new small jobs. The "platinum plan" for Black economic empowerment is the first in history where a republican candidate works on helping Blacks' economy.

The proposal was accepted by many Black singers and artists such as the best rapper alive Lil Wayne who had a private meeting with president according to the reporters, Lil Wayne Tweeted directly after the meeting "the platinum plan is going to give community a real ownership."

During the three first years of Trump's administration, discrimination tends to decline and Black had few jobs even without advanced degree. Trump attracted Black businessmen by signing on a

permission to increase their budget of business and investment, as well secure and growing their commerce. The tow pages document included many facilities, started by giving 1 million jobs for blacks. Furthermore creating 500,000 New Black owned businessmen and grow their work by tax cuts to simulate employment. moreover , the president promises to develop minority business by creating a sub – office of African American affairs , and increasing the number of black owned contracting business and privet companies, likewise he committed to look on the black farmers situation and help them out . Unlike the previous Black African president Barack Obama who were suppose to do his duty toward his race , with a 12,7 percent of unemployment rate according to the department of labor .



In April 2020 , During the pandemic blacks faced unemployment with 16,7 percent , but in September only 12 percent of black had a problem of finding a job .In result , trump's policy has shown an improvement in blacks practical life month by month .

3.1.2 Justice

Trump who always insists on his standing with Blacks and their issues, his era made a remarkable reduction of violent crime and a landmark in criminal justice, as he signed the first step act in 2018 into law and promises on some justice changing since then more than 3000 prisoners of well behaved have been relieved and continued their condemnation into home confinement pilot program. So far 2000 people received sentencing reduction 91% of them are Blacks ., This act shortened many sentences of life such as from 20 years to 15 years and in order to improve the conditions of pregnant prisoners , Trump administration banned the use of restrains during pregnancy and labor .

Trump tweeted about law and order in which he focused on solving the blacks' justice problems. Although he has a few legislative authorities over the criminal justice issues the new president is trying to reborn the "tough on crime" style of 1980s. He claimed that he wants peace for the Nation, and he told the policemen in 2015, to not be too nice.

Courtney Parella, The trump campaign's spokesperson said that trump is doing his best to fix and reform America justice law by restoring peace and security to the nation.

In October 2016, Trump proposed a 100 days plan of "restoring community safe act" in which it would reduce the rate of crime. In addition he created a team force to diminish violent and started to fund police programs of training and tactics.

African-American arrests have been dropping in recent years



Source: FBI

BBC

3.1.3 Housing

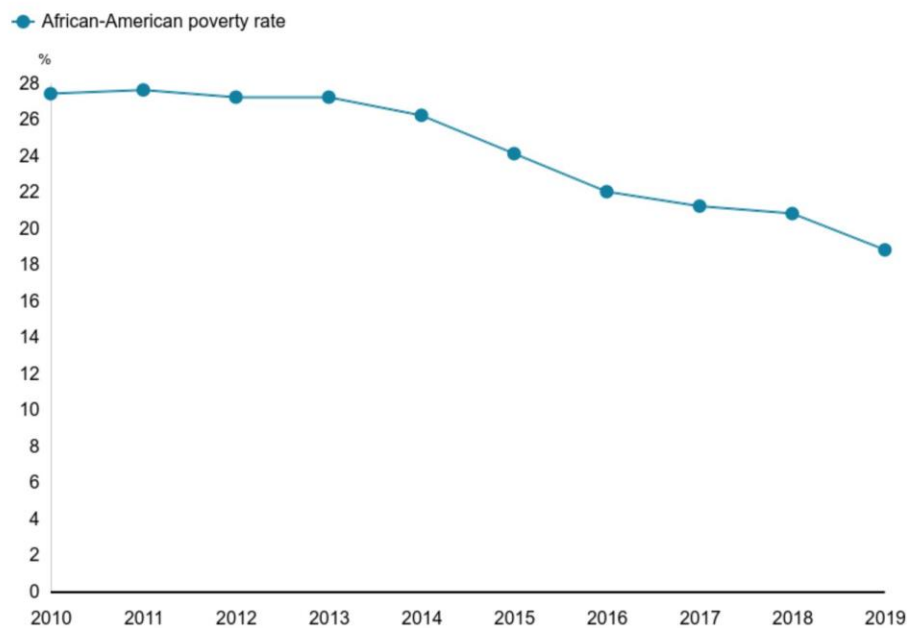
Segregation in America has been always a big issue for African Americans who suffered for several years, even during the year 1968 when The Fair Housing Act prohibited ongoing racial discrimination in housing. The division between urban and suburban have been always related to history of racism in America , Although the civil right act in 1964 had made many efforts to change minority's life , some policies still pursuing segregation

In 2016, Trump famously asked minorities from Blacks what they had to lose if they vote for him and said " You know the suburbs, people fight all of their lives to get into the suburbs and have a beautiful home," Trump added in a conference in Texas. "There will be no more low-income housing forced into the suburbs. ... It's been going on for years. I've seen conflict for years. It's been hell for suburbia."

Donald J Trump has always bragged about saving blacks neighborhood with high security standers, He tweeted "people on the suburbs will not be bothered financially hurt by having low-income housing built in your neighborhood."

The Trump administration stated new policy that defended the new housing fair as "affordable, safe, decent, free of unlawful discrimination, and accessible under civil rights laws."

African-American poverty has been falling since 2010



Source: US Census Bureau

BBC

3.1.4 Education

In 2017, President Donald J Trump signed an executive order in which he moved the HBCU from the education department to the white house. Moreover he emphasized on his commitment toward historically black colleges and universities saying that this will be an absolute priority for the white house, The New York Billionaire focused on his speech on continuing to protect the vital role of Historically Black Colleges & Universities. Furthermore the president aspires through his platinum plan to reduce the children care tax credits and provide them with a great quality pre-school education .As well as increasing the amount of Pell grants and supporting African American invention and scientific researches.

3.2 Latinos (Hispanics)

As surprising , Latinos also showed a huge support during Trump's election In places such as South Florida and South Texas he did much better In which he gained their votes more than he did in the past with 35% of them are Hispanics according to the Pew Research Center.

During his 2016 presidential announcement speech , The candidate Donald John Trump commented on his view of Mexican immigration , he said: When Mexico sends its people, they're not sending their best . . . They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people. ((Reysen & Brown, Time, 2015)

Despite his racist tweets and hate among Latinos, Trump J Donald, made some efforts and changes many policies that maybe have helped him gaining this support through the American Dream plan, President Administration promised Hispanics with many life changes.

In 2020, political people asked themselves what happened. And how the republicans made this improvement among Latinos?

3.2.1 Employment

Without Doubt, The name of the new president has become coined to two concepts: wealth, and good money management. However his economic experience led the US economy structure to better changes, especially for minority who suffered for several years like Blacks and Latinos. The message of Donald Trump "Making America Great Again" was highly appealing to many American voters working in the goods-producing sector who saw a hope in his promises.

Since 2017 trump was trying to get Latinos to his side by stating his economic policies and religious freedom. As further the famous economical man Calros Curbelo said that " the trust that trump puts into the Hispanics economy is what made them largely voted for him " he added too on interview on MSNBC " The Hispanic community is an entrepreneurial community particularly here in the state of Florida ."

The Trump administration economic policy of taxes cuts and financial regulations is reaping a historical benefit to all American races. . Based on data of jobs report, the Latino unemployment rate has reached multiple record lows throughout the first three years of the Trump administration, and it hit a low record of 4, 6 percent in June according to latest BLS report, with more members of the Latino community in the workforce than before ever

Donald J Trump strategy for the Hispanics was the greatest that he could built for them from ages , In particular, Latina-owned businesses are growing at an unprecedented rate, showing how President Trump's policies are empowering women in the workplace . In addition Donald Trump assured young Latinos that he will listen to their problems and improve the work opportunities to them in future by promoting the awareness of employment.



3.2.2 Education

The first three years of the Donald Trump presidency have been filled with many achievements for Hispanic-Americans, both in defense of their values and with a strong opposition to socialism. President Trump has promoted a pro-growth agenda for Hispanic-Americans and a clear stand against socialist policies.

Donald J. Trump address at 73rd Session of the United Nations General Assembly Annual General Debate in New York City, September 25, 2018 that he will stand with his community and said " "Today, I stand before the United Nations General Assembly to share the extraordinary progress we've made. In less than two years, my administration has accomplished more than almost any administration in the history of our country.... So true."

The president Donald J Trump has given more than one million Hispanic a scholar ship and encouraged them to obtain the scientific fields as science and mathematics as well many educational options.

3.2.3 Immigration

Since he was preparing for his campaign, Donald J Trump promised the Nation to put America first in case of security and peace and he will make an end to the issue of illegal immigration on borders, Starting to deport the Immigrants who have a criminal record as well increasing the border control and building a new border on the southwest. The president who was perceived as being anti-immigration collected 74% of Hispanic voters who were in favor of generally deporting as illegal immigrant according to results. Moreover The National Latino Peace Officers assured that the policy of trump toward Latino immigrant is in use, as well confirmed their support for the country peace and law.

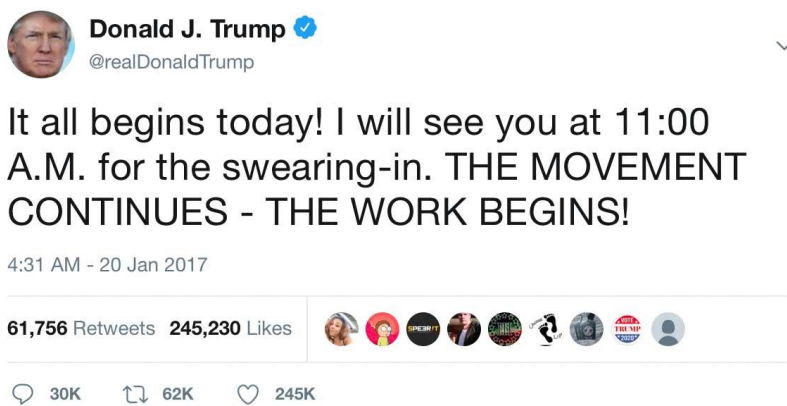
4. Impact of social media on Trump's election

Presently , social media and internet take a huge part of our life , it is used widely and it touches every place in the world , it's important reflect on the general opinion of society in which it may control their decisions about every field in life. Through the years, media has been a useful factor in the electoral campaigns. Candidates' work was never limited to field trips to visit citizens or on the election campaign programs but political leaders nowadays use social media platforms as a key to collect community support Both traditional and modern media play a major role.

One of the first steps to a campaign winning is finding the correct strategy to follow during electoral periods, one of these strategies is to enter people's mind and change their perception on elections is by Social media which nowadays it considered as your reflection.

Despite his terrible relationship with journalists , Trump have chosen twitter to repair his image toward the US nation , on the other hand minority attempt to follow his tweets and many of them changes their viewpoint on him .

With over 11,000 tweets president Donald J Trump interacted with U.S community during his presidency. he always considered twitter as his political tool which helps him to get a place between people , trump has posted more than 40 time per a week , he speaks in his tweets more than the white house did .



Conclusion

In any presidential campaign , every candidate prepare a list of reforms and plans which would led him to wining the elector , this statements is known as promises and that’s what the president Donald trump did , he knew what the minorities from his community need .

Indeed, in four years under Trump the Americans witnessed a major change on the practical level for citizens who belong to the minority . Some political analysts think that Trump’s presidency is a reaction to

this change by many White Americans who see this country as a majority White nation and see him as someone who will protect the interests of whites .

General Conclusion

In 2015, when Trump formally announced his candidacy for president, it quickly became clear he would use race as a part of his campaign to win the 2016 presidential election . Since then , many changes has happened in USA on the practical and political life of Americans .

Our work showed the big switch in the minorities lives especially blacks and Hispanics who were

On the edge of a fine line that can be interrupted at any moment .

“My administration is delivering for African Americans like never before. No President has done more for our black community.”

During our research , we noticed huge shift on the professional and practical fields of individuals.

Thousands were lifted from unemployment and poverty, and all this within the framework of election campaigns and presidential promises to win the confidence of the African and Latin American minority .

On the practical level we highlighted the several years were the minority granted their voting rights and many other rights they were forbidden from to see the difference made by the years of President Donald Trump's rule.

So , We found that all these statements on Twitter and the social media drama made by the president gave a good effect, without forgetting his campaigns and speeches that grew on hatred, but he condoned them by giving them several powers and privileges, the most prominent of which is the platinum plan.

الملخص

هذا العمل يسلط الضوء على فترة حكم الرئيس دونالد ترامب وعلاقته بالأقلية (السود من اصل افريقي و اللاتينيين)

في رفع نسبة التصويت لصالحه رغم كل تصريحاته المثيرة للجدل والتي تنم على الكراهية و العنصرية

سيتناول هذا البحث ايضا الاستراتيجيات و الفرص التي قدمها الرئيس ترامب خلال فترة رئاسته التي دامت اربع سنوات من الفوضى و حروب و كذلك الامتيازات التي تلقاها اللاتينيون و ذوي الاصول الافريقية التي من خلالها تغيرت ارائهم نحو التصويت للمرشح الجديد في

عالم السياسة

وكذلك يلخص التغيرات التي طرأت في حياة الامريكيين غير البيض خاصة ان الرئيس ترامب رجل اعمال غني لا

علاقة له بالامور السياسية لكن طموحه مكنته من الانتماء الى الحزب الجمهوري .

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