

White Women for Trump: An Analysis of Political Commentaries

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Donald Trump's Presidential Candidacy produced widespread controversy, particularly concerning discussions of race and gender relations. Despite these controversies, 53% of white women voters voted for Trump. White women were the only racial demographic of women voters that gave Trump a majority vote. Among the white women who supported Trump, was Tomi Lahren, a conservative political commentator and vocal Trump enthusiast. This qualitative pilot study used thematic analysis to explore the rhetorical patterns of emergent race and gender discourses found in Lahren's pre-election, "Final Thoughts with Tomi" videos that have generated the most "likes" on Facebook. The goal of this investigation is to examine the most frequently occurring themes that Tomi addresses, including Christianity, liberal criticism, and criticisms of Hillary Clinton and President Obama. In addition, this presentation will explore greater implications surrounding the saliency of race and gender in the subsequent electing of Trump.