

**Evaluating the Impact of Trump's 'Make America Great Again' Slogan**

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The United States has had many presidents, each of whom has helped build America into one of the greatest nations in the world. They have done so without violating fundamental human rights. However, in this case, the new President of the United States decided to take a different path. Donald Trump has become one of the most controversial presidents of our time because of the way he used fear and anger as key emotional appeals, focusing on threats such as immigration, economic decline, and terrorism. His "Make America Great Again" slogan taps into a nostalgic emotional response from his audience, creating a sense of urgency and a promise to restore past greatness. This slogan suggests that the United States was once at its peak but has since declined, though it does not specify what era is being referenced or how the decline occurred. Trump's speeches frequently employ simplistic language, repetition, and rhetorical framing that positions him as the sole leader capable of restoring the nation's strength. By emphasizing themes of loss and resurgence, he successfully mobilized a strong voter base that felt disconnected from the political elite. Many of his supporters perceived his message as a call to return to a time when they believed economic stability and national security were stronger. After pointing out many problems that were going on in the United States, Trump convinced voters that he was the best option. The immigration crisis was one of the causes that helped Donald Trump win the elections. Blaming immigrants about the economic problems and social problems was the smartest move he did.



**Figure 1:** "I felt then and believe even more so now that my life was saved for a reason: I was saved by God to make America great again."

Figure 1 demonstrates Trump looking at the sky after he was shot.

<https://www.youtube.com/watch?v=BsrEt4llaxE>

In his second inaugural address on January 20, 2025, President Donald Trump articulates how there was an attempt to assassinate him and how the bullet went through his ear and basically this showed him that he was the chosen one to make America great again. Trump used religious imagery to claim that he was "saved by God to make America great again," presenting his presidency as a divine blessing. This is depicted in the picture above: after surviving, he raised his hand and looked up at the sky. His gesture implies that he was chosen by God because he survived, suggesting that his continued life is meant to make the country better. Also it attempted, verbally, to win over his religious followers and present his policy goal as morally sound. He brings the topics of patriotism, collaboration, and restored

national glory at the top in this inaugural. He sets his vision for America's future in terms of forming associations, creating jobs, and destroying radical Islamic terrorism, and he utilizes religious imagery to suggest that his leadership has a divine purpose. Trump's remarks are an attempt to restore America's sense of honor and strength.

**Figure 2:** In the September 10, 2024, presidential debate in Philadelphia, former President Donald Trump and Vice President Kamala Harris presented sharply contrasting views on immigration policy.



Figure 2 demonstrates Harris and Trump speak on immigration policy during presidential debate in Philadelphia. September 10, 2024

<https://www.youtube.com/watch?v=5ariL-4Bx20>

In the September 10, 2024, presidential debate, Donald Trump reasserted his hardline immigration policies, such as mass deportations, building the border wall, and restoring

policies. He outlined the largest deportation program in U.S. history, attempting to deport over 11 million illegal immigrants, even if it meant overcoming legal and logistical obstacles. He again promised to complete the border wall and deploy the U.S. military to the southern border. Additionally, he vowed to re-establish travel bans on Muslim countries and eliminate birthright citizenship for offspring of unlawful immigrants. Trump's claims about migrants committing crimes, such as pet thefts in Ohio, were refuted by fact-checkers. His stance is an escalation of his previous enforcement immigration policy, and it elicited severe political and public controversy.

**Figure 3:** Project 2025, new changes under Donald Trump presidency.



**Project 2025**  
PRESIDENTIAL TRANSITION PROJECT

- End no fault divorce
- Complete ban on abortions without exceptions
- Ban contraceptives
- Additional tax breaks for corporations and the 1%
- Higher taxes for the working class
- Elimination of unions and worker protections
- Raise the retirement age
- Cut Social Security
- Cut Medicare
- End the Affordable Care Act
- Raise prescription drug prices
- Eliminate the Department of Education
- Use public, taxpayer money for private religious schools
- Teach Christian religious beliefs in public schools
- End free and discounted school lunch programs
- End civil rights & DEI protections in government
- Ban African American and gender studies in all levels of education
- Ban books and curriculum about slavery
- Ending climate protections
- Increase Arctic drilling
- Deregulate big business and the oil industry
- Promote and expedite capital punishment
- End marriage equality
- Condemn single mothers while promoting only "traditional families"
- Defund the FBI and Homeland Security
- Use the military to break up domestic protests
- Mass deportation of immigrants and incarceration in "camps"
- End birth right citizenship
- Ban Muslims from entering the country
- Eliminates federal agencies like the FDA, EPA, NOAA and more
- Continue to pack the Supreme Court, and lower courts with right-wing judges

<https://www.facebook.com/chescaleigh/posts/have-you-read-up-on-project-2025-cause-i-gotta-be-honest-im-nervous-biden-has-never/1014473900034618/>

Project 2025 is a conservative policy plan created by The Heritage Foundation and other right-wing groups. It aims to reshape the U.S. government under a Republican president, especially after Donald Trump returns to office. The plan suggests giving the president more power, replacing thousands of government workers with political appointees, and reducing or eliminating agencies like the Department of Education and the FBI. It also promotes stricter immigration laws, fewer climate regulations, limits on abortion access, and bans on diversity programs in schools and workplaces. Another major goal of Project 2025 is to change the legal system, making it easier for the president to control law enforcement and appoint conservative judges. The plan also supports traditional family values, proposing restrictions on LGBTQ+ rights and gender-affirming healthcare. Economically, it calls for tax cuts, fewer business regulations, and less government spending on social programs. Although Donald Trump has not officially endorsed Project 2025, many of his former officials helped create it. The plan closely matches Trump's policies and what he has promised for a second term. Supporters believe it will make government more efficient and restore conservative values, while critics say it weakens democracy, removes checks on presidential power, and threatens civil rights. The debate over Project 2025 continues, as many worry about its impact on the American government and society.

Additionally, During his second term's first week, President Trump set a chaotic tone. He pardoned more than 1,500 people connected to the January 6 Capitol attack, which many see as letting violent extremists go free. Soon after, he signed several executive orders that undo many policies of the previous administration. These orders affect civil rights and equality. One order stops children born in the U.S. from automatically becoming citizens if

their parents are not citizens or only have temporary legal status. Other orders cut back on programs that promote diversity and inclusion, and they weaken protections for transgender, nonbinary, and intersex people. Trump also moved to restart federal executions, a practice that had been paused for 17 years. He introduced reforms that would change the roles of federal workers, making them follow his political goals instead of serving the public interest. These actions are meant to reverse years of progress in areas like immigration, jobs, education, and technology. However, they have already led to quick legal challenges. Critics say these moves harm civil rights and democracy and exceed the president's power, setting the stage for a fight between the executive branch and other parts of the government.


In conclusion, Trump uses plain words and simple ideas to speak to people. He often repeats the phrase "Make America Great Again" to remind people of a past when America was strong. He talks about problems like illegal immigration, money troubles, and terrorism to show that the country is in danger. He even uses religious language to suggest that his work is a special duty given by God. By stressing these issues, he makes many people feel both scared and hopeful, believing that he is the only one who can fix these problems. This clear and emotional style has helped him build a strong group of supporters, even though it has also led to a lot of disagreements and controversy.

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 'Saved by God to make America great again': Trump at inauguration

<https://www.youtube.com/watch?v=BsrEt4IlaxE>

 Harris and Trump speak on immigration policy during presidential debate

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[Amazon.com: Muyaomaoyi Donald Trump Jesus Christ Poster Decorative Painting Canvas](#)

[Wall Art Living Room Posters Bedroom Painting 08x12inch\(20x30cm\)](#)

[Donald Trump Poses with Bible at Church Photo Op](#)