

# TRUMP STUDIES

# TRUMP STUDIES

An Intellectual Guide to Why  
Citizens Vote Against Their  
Interests

BY

**TARA BRABAZON**

*Flinders University, Australia*

**STEVE REDHEAD**

*Flinders University, Australia*

**RUNYARARO S. CHIVAURA**

*Flinders University, Australia*



United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2019

Copyright © 2019 Tara Brabazon and Runyararo S. Chivaura.  
Published under exclusive licence

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN:978-1-78769-782-9 (Print)

ISBN: 978-1-78769-779-9 (Online)

ISBN: 978-1-78769-781-2 (Epub)



Certificate Number 1985  
ISO 14001

ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.



INVESTOR IN PEOPLE

To Professor Steve Redhead, 1952–2018.

This book began life with his statement, “we must never  
normalize this behaviour.”

Steve saw the rise of Trump. May we witness the decline and  
understand how the aberrant, the confused, the ignorant, and  
the foolish were accepted, validated, and valorized.

# CONTENTS

About the Authors	ix
Introduction: Tough Knowledge and Difficult Knowing in Ignorant Times	1
1. Shadowing the Silent Majorities	33
2. The Banality of Capitalism (and Feminism)	47
3. Return of the Repressed amidst the Double Refusal	67
4. Tweeting in the Interregnum	77
5. Pens and Tower Blocks	105
6. The Banality of Racism (and Capitalism)	121
7. Intellectuals in the Interregnum	161
Conclusion: Underthink it	175
Index	197

## ABOUT THE AUTHORS

**Tara Brabazon** is the Dean of Graduate Research and Professor of Cultural Studies at Flinders University, Australia. She is the winner of six teaching awards and has published eighteen books and over 200 refereed articles and book chapters. Her best known books include *The University of Google*, *Digital Dieting* and *From Revolution to Revelation*. She is also a columnist for the *Times Higher Education*. Her personal website is [www.brabazon.net](http://www.brabazon.net)

**Steve Redhead** was the Professor of Cultural Studies at Flinders University, Australia. He was also Adjunct Professor of Cultural Studies in the Faculty of Graduate Studies, York University, Ontario, Canada. Steve published seventeen books including *Theoretical Times* (Bingley, Emerald, 2017) and *We Have Never Been Postmodern: Theory at the Speed of Light* (Edinburgh, Edinburgh University Press, 2011). He was editor of the Bloomsbury book series *Subcultural Style* and *Deviant Leisure* for Emerald. While Steve died in March 2018, his personal website remains at [www.steveredhead.zone](http://www.steveredhead.zone)

**Runyararo S. Chivaura** completed her PhD at Flinders University, Australia. She holds a Bachelor of Arts with Honours, and a Masters from the University of Lincoln (England). Her doctoral research focused on the role of media representations and individual consumption on the symbolic formation and negotiation of identity amongst African immigrants in Australia.