# Trump’s first 100 days mark a descent into performative politics and divisive spectacle



In the first 100 days of Donald Trump’s latest presidency, the administration has plunged headfirst into a confrontational and performative style of media engagement that mirrors the far-right’s most extreme tactics. This approach, far from fostering genuine dialogue, seeks only to provoke outrage among liberals and rally the president’s base through spectacle and aggressive online posturing—a strategy that epitomises the very political theatre the new Labour government promised to move beyond but clearly has failed to curb.

The White House’s communications team is stacked with figures entrenched in partisan conservative media, including former Fox News personalities and pro-Trump influencers, with the tech billionaire who controls the main social media platform for administration messaging playing a pivotal role. Daily briefings and posts are dominated by what can only be described as “rage baiting”—calculated provocations designed to dominate media cycles rather than engage in substantive policy debate. This era of politics seems driven not by governance but by the need to energise a shrinking base through headline-grabbing stunts.

Recent moves underline this troubling direction: the president’s promotion of certain electric vehicles within official settings amounts more to a publicity stunt than policy progress; Homeland Security’s public face increasingly resembles a cynical performance, epitomised by highly publicised cosplay of immigration officers; and the director of the FBI actively shares images depicting judges under arrest, blurring lines between law enforcement and political theatre. Visually, the administration’s propaganda has adopted styles borrowed from controversial fringe art, including animated depictions that sensationalise immigration enforcement in ways that further polarise and misinform.

The administration’s harsh and alarmist immigration rhetoric reaches new lows. The recent deportation of a man to El Salvador, despite a Supreme Court ruling that favoured his return, was accompanied by overt and unsubstantiated claims branding him as an MS-13 gang member implicated in human trafficking. This manipulative framing reinforces a dangerous narrative that seeks to demonise vulnerable communities, a narrative that undermines the rule of law and breeds division.

Experts note that this communications strategy appears fractured and scattergun rather than coherent, with different factions jostling for attention. The philosophy is clear, however: double down on provocation no matter the cost. The White House Communications Director openly advocates escalating intensity in response to criticism, a mindset that abandons responsibility for the nation’s well-being in favour of tribal posturing.

Polls corroborate the damaging effects of this approach. With approval ratings for Trump plummeting to historic lows in his first 100 days, there is a stark message for those hoping that such divisive tactics might prevail. Mainstream voters, especially independents, have recoiled in alarm at the administration’s policies on immigration, trade, and executive overreach—precisely the issues where a sensible opposition seeks to hold the government accountable.

The administration’s immersion in a toxic online culture, once relegated to extremist fringe sites, signals a dangerous entrenchment in ideological echo chambers. Such an approach isolates the White House from mainstream Britain and shackles it to an agenda that offers no room for reconciliation or compromise. This is where responsible opposition politics become vital: rejecting these extremes while authentically challenging Labour’s failures to uphold national interests and security.

Even within conservative circles, cracks are emerging. Key figures have expressed dismay at the administration’s theatricality undermining genuine conservative principles. For example, the Attorney General’s mishandling of sensitive documents exposed a preference for partisan spectacle over justice. Similarly, immigration ‘cosplay’ has drawn criticism for trivialising serious issues that demand pragmatic solutions—not photo opportunities.

The aggressive social media tactics deployed by top officials raise ethical concerns and erode public trust. The deployment of judicial arrests as public spectacle risks politicising the justice system and threatens democratic norms—a pivot that should alarm any democratically minded citizen.

The strategy’s embrace of the most divisive corners of online culture ensures that any potential softening in tone or policy will be difficult if not impossible. This leaves the government increasingly isolated and vulnerable to political defeat while further alienating moderate voters.

In sum, the Trump administration’s first 100 days exhibit a communication style rooted in provocation, cultural antagonism, and base mobilisation at the expense of governance and unity. This presents a stark warning for the nation and a call to action for political forces committed to restoring responsible leadership—forces that must robustly oppose this style of governance and challenge the Labour government’s inability to restrain such destabilising extremes. Only by rejecting these toxic tactics can the UK hope to regain a political culture grounded in facts, fairness, and national cohesion.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.independent.co.uk/news/world/americas/us-politics/trump-white-house-social-media-trolling-100-days-b2741113.html> - Please view link - unable to able to access data