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ENG-W131

22 January 2017

### Going Backwards: America Under Trump

Well-known novelist and essayist, Kevin Baker, in his opinion editorial, “The America We Lost When Trump Won,” describes America’s lost exceptionalism that resulted from the election of Donald Trump. Baker’s purpose is to discuss how America, once a great nation whose people work hard and endlessly for the change they desired, is now led by one of the most bigoted, homophobic, racist men our nation has ever produced. He adopts a desperate tone to appeal to his audience and persuade them that America is now in a dire predicament.

In the opening of his editorial, Baker appeals to his audience – the readership of the New York Times typically having an audience of well-read and well-educated, liberal leaning individuals – by quoting and summarizing the works and opinions of some of the most well-respected authors from our history. His ability to weave those authors’ thoughts and arguments into his own also shows the he understands the historical context of his argument.

As a well-known and well-published author, Baker could have made his argument in a variety of different mediums. The fact that he chose to publish his thought in an opinion editorial in the New York Times shows how serious he is. As discussed above, his audience of New York Times readership is well-read and well-educated, consists of a large portion of the population, and consists primarily of individuals in the larger populated areas of the country.

Those readers typically have steady jobs, and most importantly, now how to make their opinions and voice count in their local and state-wide political arenas. By painting his picture of despair, Baker attempts to rile his audience to action. Although Trump has been elected, and now inaugurated, the voices of the people can still make a difference. In fact, Baker's perturbed stance lends the reader to believe that their voices are even more important, since without the overwhelming voice of the people, Trump's America will regress and wipe-out decades of hard-earned progress.

Baker does a very good job of maximizing his stance by choosing an appropriate medium and tone to reach the largest audience he could, an audience that is characteristically likely to agree with his stance and be motivated to move to action.