POLITICS, FANTASY, & LEADERSHIP STYLE: A FANTASY THEME ANALYSIS OF THE U.S. PRESIDENTIAL DEBATES OF 2016

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ABSTRACT

Elements of fantasy may be found in virtually any type of communication and any setting. Leaders, speakers, and others who communicate can either use fantasy as a tool or they can ignore it. When used correctly, fantasy can motivate and unite listeners or help them cope with reality. Fantasy themes were found throughout the U.S. Presidential Debates of 2016 between Donald John Trump and Hillary Rodham Clinton. They were sorted into broader categories, compared against their personalities, personal histories, and backgrounds, and then analyzed for their believability using Ernest Bormann's Fantasy Theme Analysis to evaluate the effectiveness of competing leadership styles. Whether it is a political candidate, a leader, or anyone else, it seems that a person's leadership style should conform to desirable fantasy themes and frames. This article demonstrates that there were a number of recurrent and credible fantasy themes that conformed to each candidate's leadership style. Elements of fantasy and fantasy themes may be found in virtually any type of communication and any setting. Leaders, speakers, and others who communicate can either use fantasy as a tool or they can ignore it. When used correctly, fantasy can motivate and unite listeners or help them cope with reality. Fantasy themes were found throughout the U.S. Presidential Debates of 2016 between Donald John Trump and Hillary Rodham Clinton. They were sorted into broader categories, compared against their personalities, personal histories, and backgrounds, and then analyzed for their believability using Ernest Bormann's Fantasy Theme Analysis to evaluate the effectiveness of competing leadership styles. Whether it is a political candidate, a leader, or anyone else, it seems that a person's leadership style should conform to desirable fantasy themes and frames. This article demonstrates that there were a number of recurrent and credible fantasy themes that conformed to each candidate's leadership style.

Field of Research: *leadership style, fantasy themes, leadership effectiveness, frames and paradigms*
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1. Introduction

Within every person somewhere is the desire to be relevant, to be powerful, influential, important, happy, and fulfilled--to be strong, courageous, and daring--to be loved by some, respected and feared by others, to be fortunate and lucky--to enjoy good health. Some look to God, others look to idols and role models; the potential or ability that some leaders have to succeed and accomplish great things is what motivates followers to give support. They can live vicariously through the special leader and they can succeed together.

So to what extent do leadership styles and fantasy themes determine the outcomes of presidential elections, of business successes and failures, of Organization Development or failure, of influence over others? If every person throughout his or her life plays the role of a leader or follower or both throughout the course of their lives, having a better understanding about the interplay among leadership style, fantasy, and influence can translate into greater leadership potential and ability.

Leadership styles matter and fantasy themes can be found everywhere: politics, business, as well as interpersonal relationships. According to Homans (1998), the ubiquity of fantasy and its accompanying themes became unavoidable necessities with the emergence of the mass society. As each day goes by, fantasy and reality gets increasingly blurred, and as that happens, a greater understanding becomes increasingly useful.

The U.S. Presidential Election of 2016 has captivated some with elation and others with disgust, it has been controversial, in many ways unconventional, nasty at times, and extremely difficult to ignore. Since it cannot be ignored, it may as well be studied to gain a greater understanding of leadership as well as what role background, personality, leadership style, and fantasy themes plays in influencing others. By analyzing fantasy themes throughout the presidential debates for both Donald John Trump and Hillary Rodham Clinton and looking and looking at how background, personality, and leadership style determine the degree of credibility or believability of each theme, the following research questions will be addressed:

(1) what fantasy themes were used by the candidates Donald John Trump and Hillary Rodham Clinton to motivate followers during the three U.S. Presidential Debates of 2016?

(2) what is the connection and interplay between fantasy themes and leadership styles?

(3) which fantasy themes of each candidate were most credible and consistent with their backgrounds and personalities?

(4) what are the most consistent and credible themes used by each candidate?

This study is significant because it analyzes the U.S. Presidential Debates of 2016 between Donald John Trump and Hillary Rodham Clinton looking for fantasy themes, while at the same time taking into account background, personality, and leadership style to better understand influence dynamics between leaders and followers. Insights from this study into understanding leadership in a variety of contexts and how fantasy themes play into modern leadership practice should result in a valuable contribution to both leadership theory and practice as well as Organization Development.

2. Literature Review

There have been several interesting studies involving political leadership having to do with presidential candidates or first ladies and leadership during the prior two election cycles including Maria Nicolasa Saldivar Hodgson's Content Analysis of Leadership Language in Selected Speeches Communicated by America's First Ladies Hillary Rodham Clinton and Laura Welch Bush (2007) and Diana Hargrove's Content Analysis of Leadership Language in Campaign Speeches Communicated by Senators Hillary Rodham Clinton and Barack Hussein Obama (2009), Erin Armstrong's Political Campaigning 2.0: How the 2008 Obama-Biden and McCain-Palin Campaigns and Web Users Framed Race, Gender, and Age (2013), Heather Yates' Their Minds Will Follow: Examining the Role of Voters' Emotions When Formulating Attitudes on Campaign Issues in 2004 and 2008 Presidential Elections (2013), Miriam Ahmed's Typeface Persona: Investigating Gotham's Suitability for Obama's 2008 Presidential Campaign (2013), Andre Nicholson's Are Your Reasons the Same as Mine? A Qualitative Thematic Analysis of Young Adults' Use of Social Media During the 2008 Presidential Campaign (2012), Janet Johnson's Blogs and Dialogism in the 2008 United States Presidential Campaign (2010), Deandre Jarvis Poole's The Historic Presidential Campaign of 2008: A Content Analysis of Selected News Magazines' Portrayal of Senator Barack Obama as a Mythical Hero in His Bid for the Presidency of the United States (2009), and James Schnoebelen's The Gender Shackles of the Would-Be "Madame President": A Rhetorical Analysis of Hillary Clinton's Campaign Communication during the 2008 Democratic Presidential Primary (2010).

3. Importance of This Study on Presidential Leadership

The following study builds on Hodgson's and Hargrove's idea to analyze the content of leadership language in speeches, but with the idea of explaining the interaction between speakers and audience members in a more complicated and meaningful way. The potential of the Full Range Leadership Model, though interesting, seemed somewhat limited in explaining away the phenomenon of the U.S. Presidential Election of 2016. This study builds on Armstrong's idea of framing and similarly looks for symbolic convergence among leaders and audience members, applying Ernest Bormann's Fantasy Theme Analysis, an offshoot under the Symbolic Convergence Theory umbrella. It also incorporates Yates' inquiry into the importance of emotions and leadership in identifying fantasy themes throughout the presidential debates, applying emotional intelligence theorist Daniel Goleman's leadership styles methodology to compare and contrast Donald John Trump and Hillary Rodham Clinton. The study takes into account the importance of personality, background, and personal history, in accordance with Ahmed. It acknowledges the importance of social media and new media as noted by Nicholson and Johnson. The study builds on Poole's use of themes, constructing fantasy themes from the presidential speeches. It addresses gender in some ways but not to the extent that Schnoebelen defined his research; gender finds its way into themes but does not matter in many other aspects of the presidential debates.

The audience for the presidential debates of 2016 was not just at the debate or in front of a television; they were in front of computers, smart phones, and in many cases they were communicating and interacting in real time as the debates were ongoing. They watched the debates later the same day, or at a later day, they were able to watch highlights, to fast forward and reply portions. The debates were more accessible than ever before. Though throughout the campaign there were campaign speeches, rallies, gatherings, and websites where fans of each candidate could go to watch content, the supporters of each candidate (though geographically separated) were unified throughout the campaign by fantasy themes and leadership styles. As far as the result of the U.S. Presidential Election of 2016, Schnoebelen's identification of problematic issues for Clinton in 2008, resurfaced in 2016, including her beginning the race as the front runner, her responses to sexism, her use of negative campaigning, her appeal to super delegates, her negative reputation, Trump's campaign strategies, and the erosion of her female voting base. This study will not examine all these factors in detail, but will instead focus on competing fantasy themes and leadership styles, as the combination of leadership styles and fantasy themes should lead to a better understanding of contemporary leadership theory and practice, in the spheres of both politics and organization development, not to mention other areas as well.

The largely unprecedented U.S. Presidential Election of 2016 brought more coverage than a typical presidential election, with unconventional candidates, storylines and a reality show feel to it, where it seemed throughout that there was a constant blurring of reality and fantasy. The election became both a unique and interesting opportunity to study leadership, content analysis, framing, emotion, fantasy themes--each campaign a real time example of organization development or destruction.

4. Fantasy Themes

Fantasy Theme Analysis (FTA) emerged from Ernest Bormann's interest in the work of Robert Bales, who was well known for his studies of group fantasies. According to Bormann (1972), group fantasizing was relevant to mass communication and rhetoric in addition to smaller group communication. "Group fantasizing correlates with individual fantasizing and extrapolates to a speaker-audience fantasizing and to the dream merchants of the mass media." In terms of fantasizing, Bormann drew the connection between small group communication and messages that 'chain out', or spread through ever larger audiences up to and including mass media audiences. They begin to speak of "characters, real or fictitious, playing out a dramatic situation in a setting removed in time and space from the hear-and-now transactions of the group." The separation in

time and space is what is most important in this description. What is currently happening within the group is not considered fantasy theme. Recollections of the past or dreams of the future are the stuff of fantasy themes. From this a group constructs its social reality and develops its culture. In order for a fantasy theme to function, it must serve to carry some form of persuasive message that captures the imagination and passion of the person adopting it. It must highlight a concept deemed important and must function to advance some important part of the group drama. Bormann, Knutson, & Musolf (1997) defined what fantasy themes are and how they function in contexts larger than small groups: the message catches attention until [the audience] imaginatively participate in the images and actions stimulated by the message.

Fantasy themes articulate specific aspects of a group ideology that impact the overall rhetorical vision of the group in tangible ways. Similar to McGee (1980)'s "ideograph", but not focused on the macro ideological level of critique, Bormann's fantasy themes focus on micro thematic persuasive messages that serve to build group ideology. The group explicitly socially constructs fantasy themes, through varying degrees of interaction. According to Foss (2004), "The term fantasy is designed to capture the constructed nature of the theme. Fantasy themes tell a story about a group's experience that constitutes a constructed reality for the participants." Fantasy themes involve an active interpretation of events that help forge the group drama. A number of fantasy themes taken together make up what Bormann refers to as a rhetorical vision. According to Bormann (1972), "A rhetorical vision is constructed from fantasy themes that chain out in face-to-face interacting groups, in speaker-audience transactions, in viewers of television broadcasts, in listeners to radio programs, and in all the diverse settings for public and intimate communication in a given society." Fantasy themes form the building blocks of rhetorical visions and define the concerns of the group collective. Fantasy Theme Analysis applies to rhetorical situations where a number of voices (often anonymous) combine to create significant collective power. These rhetorical visions and fantasy themes played out at campaign rallies and indeed throughout the U.S. Presidential Debates of 2016.

5. Fantasy & Politics

Each presidential election cycle, a dialog occurs between the candidates and followers regarding possibilities for the future. Each election cycle is a back and forth exercise in fantasy and frames within a mass society. In the context of political fantasy, the components are fantasy themes, to which we can apply content analysis referred to as Ernest Bormann's Fantasy Theme Analysis.

The candidates Donald John Trump and Hillary Rodham Clinton both used various fantasy themes throughout the presidential debates. How well each fantasy theme resonated had to do with ,how well it fit in with candidate's leadership style, background, personality, and story, which is the main assumption behind Fred Fiedler's Contingency Theory of Leadership (1967), that one's leadership style must fit the situation. According to Fiedler & Chimers (1974), a leader's effectiveness depends on how well the leadership style or characteristics fit the situation. According to Fiedler (1971), personality also played a role.

6. Data & Methodology

Fantasy is extremely powerful. Its significance on the human psyche was first established in Freud's Interpretation of Dreams. Rhetorical criticism as a theory and research method has to do with providing insight into the shared worldview of groups (Foss, 2004). Fantasy Theme Analysis correlates the psychic or inner reality of the individual with the symbolic or social reality of a group. According to Bales (1970), "A corresponding phenomenon in the daydreams or reveries of the individual occurs in the group fantasy or shared world view." The two major premises of this methodology are: (a) communication creates meaning, and (b) symbols not only create reality for individuals but that individuals' meanings for symbols can converge and create a shared reality or community consciousness (Foss, 2004).

Symbolic Convergence Theory

Symbolic Convergence Theory originated from social psychologist Robert Bales' book Personality and Interpersonal Behavior (1970). Within the book, he coined the term fantasy theme to describe" the discovery of shared group consciousness when certain messages are dramatized mentally." The book referenced how imaginative and creative language by one participant could engage the hearts and minds of others in the group. Ernest Bormann built on Bales' psychological study in his own study of group fantasies. According to Bormann (1972), Bales' most important contribution was the discovery of how chaining out group fantasies could create a common culture. Bormann expanded on Bales' findings by arguing that the chaining out of fantasies could also happen in larger groups hearing a public speech. He expounded that "fantasies are shared in all communication contexts…there is a connection between rhetorical visions and community consciousness, the sharing of fantasies is closely connected with motivation, and [it] is an important means for people to create their social realities."

Basic Assumptions

According to Cragan and Shields (1995), there are six epistemological assumptions to explain the rationale of Symbolic Convergence Theory: (a) Meaning, emotion, and motive for action are in the manifest content of a message; (b) Reality is created symbolically; (c) fantasy theme chaining creates symbolic convergence that is dramatic in form; (d) Fantasy Theme Analysis is the basic method to capture symbolic reality; (e) Fantasy themes occur in and chain out from all discourse; (f) At least three master analogues—righteous, social, pragmatic—compete as alternative explanations of symbolic reality.

Fantasy Theme Analysis

While SCT is the epistemological philosophy and theoretical foundation, Fantasy Theme Analysis is a method of inquiry. Bormann wanted to show how FTA could be used as a critical method by focusing on rhetorical visions. FTA is a process that starts with fantasy themes that chain out into developing rhetorical visions. The rhetorical vision includes a composite drama that forms a symbolic reality. Visions frequently "culminate in a rhetorical movement that takes on the appearance of a drama with 'heroes and villains' acting out their parts." The drama that becomes symbolic reality for rhetorical communities relies more on the use of creative imagination and myths than it does on reason and logic. Bormann (2001) referred to Robert Frost, who said in a poem entitled "A Masque of Reason": "Society can never think things out: It has to see them acted out by actors" (Frost, 1969). In a similar way, FTA identifies narrative elements such as scene, characters, and plot in a dramatized message shared "in a setting apart from the 'here and now' of the group (Hatch, 1996). An important rhetorical contribution of Bormann's FTA is that "meaning and motives are not embedded in the minds of people alone but are also found in the message itself" (Golden, Berquist, & Coleman, 1983).

Basic Terms

There are five basic terms having to do with FTA, which include (a) fantasy theme: content of the dramatizing message that ignites the fantasy chain (it may include a pun, figure of speech, an analogy that characterizes an event, or a narrative approach that frames content in terms of specific characters, plot, and scene), (b) symbolic cue (can be a code word, phrase, slogan, or a nonverbal sign or gesture serving "as a shorthand notation for a previously shared fantasy theme that has raised the consciousness of a collectivity of people" (Cragan & Shields, 1995), (c) fantasy type (multiple fantasy themes can belong under the same fantasy typology, fantasy type "functions as the workhorse of rhetorical visions because it conveys meaning, emotion, and motive for members of a rhetorical community more easily than may an original fantasy theme" (Cragan & Sheilds, 1995), (d) rhetorical vision ("a composite drama that catches up large groups of people into a common symbolic reality" (Cragan & Shields, 1995), five elements compose a rhetorical vision, according to Bormann (1985), (a) characters, (b) setting, (c) plot or action, (d) sanctioning agent, and (e) master

analogy), and (e) saga (an often repeated narrative of the achievements and events in the life of a person, group, or community (Bormann, 1983a). Bormann (2001) defined fantasy as "the creative and imaginative interpretation of events that fulfills a psychological or rhetorical need. Critics using FTA will look for rhetorical fantasies that contain creative and fictitious scripts of imaginary characters, but usually dealing with events that actually happened to community members or were claimed to have occurred in historical works, news media, or oral tradition.

Daniel Goleman's Leadership Styles—Pace Setting for Trump & Authoritative for Clinton

In context of the U.S. Presidential Debates of 2016, this will be a study looking at leadership styles and a fantasy theme analysis of the debate language used by each candidate. Goleman's leadership styles paradigm has been selected as the one most fitting to differentiate candidates Donald John Trump and Hillary Rodham Clinton based on their backgrounds, personalities, and personal histories, despite the existence of more well known, less fitting leadership styles. Though Goleman has six leadership types and claims that each leader will have some elements of each, it is clear based on the following chart that Trump as a candidate is mostly a pacesetting leader while Clinton as a candidate is more of an authoritative leader (referring to the way they campaign).

6.2 Applying Fantasy Theme Analysis to the U.S. Presidential Debates of 2016

In order to evaluate fantasy themes within the context of the presidential debates, Ernest Bormann's Fantasy Theme Analysis (FTA) will be applied to each candidate's messages. In applying FTA to the debates, this study will seek to answer the following research questions: (1) what fantasy themes were used by the candidates Donald John Trump and Hillary Rodham Clinton to motivate followers during the three U.S. Presidential Debates of 2016 (2) which fantasy themes best fit with Trump's pace setting and Clinton's authoritative leadership styles/models (3) which fantasy themes of each candidate were most credible and consistent with their backgrounds, personalities, and personal histories (4) what implications can be drawn from analyzing the most consistent and credible themes used by each candidate?

The qualitative study will employ a narrative strategy of inquiry. According to *Research Design* by John A. Creswell, the researcher first gathers data through documents, which for this study will include full transcripts of the three U.S. Presidential Debates of 2016 between Donald John Trump and Hillary Rodham Clinton. The analysis and interpretation of the data will originate from the perspective of competing leadership styles (Goleman's pace setter leadership style for Trump versus his authoritative leadership style for Clinton). Using Ernest Bormann's Fantasy Theme Analysis to make sense of the content, setting, characters, and an action theme for each relevant theme will be identified. From the compiled themes, fantasy themes will be collated for each candidate to formulate a qualitative narrative. Each candidate's fantasy themes will then be evaluated as to how well they fit with each candidate's personality, background, and personal history. Finally, the most pervasive, believable fantasy themes will remain and the final step of the narrative inquiry, an interpretation of meaning will be possible. These final fantasy themes coupled with the leadership style of each candidate help explain each candidate's appeal and ultimately (at least to some extent) the results of the 2016 Presidential Election.

Step-by-step FTA Methodology

The step by step process is as follows: (1) the data collected will tell a story which I will analyze through narrative inquiry. The main concept that will be used is Rhetorical Vision. Throughout the data collection and analysis process, the researcher will look for themes that fit under respective leadership styles of each candidate that are consistent with their backgrounds, personalities, and personal histories (2) the narrative discovered and described will be chained out with settings, characters, and action themes (3) patterns of characterization and setting will be identified (4) a coherent rhetorical vision will be creatively reconstructed (5) specific questions will be asked relating to the elements of the dramas. Questions adapted from Bormann include: what characters are

involved, what kinds of followers do various fantasy themes attract? What kinds of characterizations can be made as a result?

Methodology for Sorting Trump Speeches into Leadership Style Categories

For the purposes of this study, pacesetting was broken down into components being: high standards of performance, do as I do now, drive to achieve/initiative, quick results for a highly motivated competent team, doer/inspiration/raw emotional appeal, energy/excitement/drive/personal attachment, directive approach, triggers to motivate the audience to rally around causes, stage presence/all energy/ impulsive/intuitive/ extraordinary self-confidence/no doubts about anything. Evidence was gathered from all three debates that fit into these categories and coded.

Methodology for Sorting Clinton Speeches into Leadership Style Categories

For the purposes of this study, authoritative was broken down into components being: move people toward vision, come with me, self-confidence/empathy, results from clear direction/new vision, feeler/collaboration/close relationships, work with Republicans, attitude to include others/find compromise, inclusive leadership style perceived as more effective in conflict resolution/creativity/innovating that the directive manifestations of the same traits, exhaustive process by decisions involving multiple advisors and experts/great deal of time, analytic, exhaustive, not intuitive, collects from many sources. Evidence was gathered from all three debates that fit into these categories and coded.

7. Results & Discussion

All three presidential debate transcripts were coded into the respective sub-categories of the pacesetting and authoritative leadership styles. For pacesetting leadership, the subcategories were 1) **high standards of performance** 2) do as I do now 3) drive to achieve, initiative 4) quick results from a highly motivated, competent team 5) doer **inspiration**, raw emotional appeal 6) energy, excitement, drive, personal attachment 7) directive approach 8) **triggers** to motivate the audience **to rally around causes** 9) impulsive, intuitive, extraordinary **self-confidence**, no doubts 10) action oriented, don't overcomplicate things. Authoritative leadership was coded using categories 1) move people toward **vision** 2) come with me 3) **self-confidence**, empathy 4) results from clear direction, new vision 5) feeler, **collaboration,** close relationships 6) work with Republicans 7) attitude to include others, find compromise 8) exhaustive thought process by decision involving multiple advisors and experts, great deal of time 9) **analytic**, exhaustive, not intuitive, collects from many sources.

7.2 Conclusions

Evaluating Trump's Fantasy Scripts

Trump will be able to take down drug smuggling, gangs, and powerful cartels once in office, He will not back down even if threatened, he will not give up if it becomes challenging and difficult, He will make things happen and there will be a successful outcome just as there is after every episode of his TV series The Apprentice.

Evaluation: Trump has proven throughout the his business career as well as his political campaign that he is not afraid of controversy, especially when he is convinced he is right. He has said and done things that others would not have dared. He does not shrink from threats or adversity, they are like oxygen or motivation for him. If he has been genuine and he really wants to take on the gangs and the drug cartels, than he has probably a better shot than anyone else, so hopefully he will be successful. PASS (for those who want to believe)

Trump the businessman, American success story, and master negotiator will put his talents to work for the country to eliminate failed policies and corruption. He will be able to take on the establishment and stand up to powerful special interests just as he stood up to his opposition during the campaign and deliver for the American people.

Evaluation: A week after Thanksgiving, Trump began delivering on this campaign promise and brought jobs back, he has been meeting and listening to American companies so that he can create a favorable environment for companies to grow within the country. He has been talking about this issue for the last 30 years from the time he first talked publicly about running for president. He has a famous book called Art of the Deal, he has 14 seasons of a hit show called The Apprentice and has demonstrated his business and negotiating skills numerous times over the years. PASS (for those who want to believe)

Trump, the master strategist will solve our foreign policy problems by working harder and smarter than those before him; his success is assured based on how he has succeeded at nearly everything else in life.

Evaluation: the big obstacle to this fantasy will be succumbing to false narratives in the media and intelligence community, aggressive actions on behalf of other countries, or missteps by Trump. For this fantasy to become reality, the president needs to be sure of himself, an independent thinker, and a really good listener, things he has demonstrated so far. PASS (for those who want to believe)
Trump the businessman and star of The Apprentice will bring jobs, opportunity, and wealth to inner cities and turn them around, by creating economic growth through lower taxes and more favorable policies for American companies. He will give orders and get things done rather than take orders from special interests and donors like his predecessors. He will also protect strategic companies from being taken over by foreign interests.

Evaluation: Trump has appointed Ben Carson, who grew up in inner city poverty, to be Secretary of Housing and Urban Development. He may require repatriated profits from major companies to get reinvested in troubled inner cities. He visited inner city churches during his campaigned to listen, get counsel, and garner support. This may be one of Trump's most ambitious goals, but if he pulls it off, he will become widely popular among numerous demographics. PASS (for those who want to believe)

Trump will see to it that police have the respect, protection and training needed so that they are viewed favorably by their communities, he will make sure communities have jobs, opportunities, education needed so that community members do not feel compelled to turn to crime. He can be a role model of success.

Evaluation: The success or failure of this fantasy will depend entirely on jobs and economic opportunities; better economy, better relations; worse economy, worse relations. WAIT AND SEE
Andrew Jackson successfully abolished the 2nd Bank of the United States and he was the first American president someone tried to assassinate while in office; similarly, John F. Kennedy tried creating some money independent of the Fed his last year in office and was assassinated. Despite the danger, Trump is willing to take on the most powerful invisible special interests and do what is right for America.

Evaluation: Trump can probably not make good on this fantasy and it will be painful to watch him try. FAIL

Trump will not be unknowingly or unwittingly manipulated by the media without calling it out, unlike the other candidates and office holders. He is sure enough to stand tall even in the face of immense adversity.

Evaluation: Trump has many enemies in the media and the establishment. Though he has his supporters, this will be like walking through landmines. WAIT AND SEE
The next time someone tries to kill a bunch of people, we will have people armed and ready to fire back and prevent a large scale disaster.

Evaluation: This could go either way: guns can prevent violence or cause more violence. It depends on the situation. WAIT AND SEE
People will get better health care, better insurance for less money, they will be healthy and happier once special interests and lobbyist are drained from Obamacare.

Evaluation: This would be great but presidents all the way back to Richard Nixon have tried to get a national health care system that works in this country. The only countries that have national systems without being massively in debt do not allow profits for essential medicine. WAIT AND SEE
Trump will make sure that America's interests come first; he will restore sovereignty to country, and put the most qualified, non-corrupt people into positions to deliver for the American people.

Evaluation: Perhaps he will have the fortitude to reject deals that are not in the country's best interest. It will be a true test to see what happens and whether others help him implement his vision. WAIT AND SEE
Trump will not allow nine month fetuses to be aborted at the last minute.

Evaluation: Trump will have the ability to appoint 3-5 Supreme Court justices. PASS

Evaluating Clinton's Fantasy Scripts
Clinton will be able to bring back the economic boom of the 1990s just like the last time she was in the White House, she knows how the system works and will be able to make things happen
Evaluation: NAFTA send American manufacturing jobs to Mexico and elsewhere, however there was an economic boom in the 1990s. Clinton was an advocate early on in the campaign for TPP, the text of which was hidden from most law of the public. How does she differentiate herself from Obama since she does not criticize him? What would she have done, been doing differently than Obama if she had been in office? WAIT AND SEE, SKEPTICAL

Clinton as a mythic woman warrior, successful throughout her life overcoming obstacles and now about to overcome the biggest obstacle of all by becoming the first woman president of the United States, she understands the struggles of those who are not white men, the struggle of minorities, Muslims, those left out and she has a vision to strengthen the country by bringing together the wonderful diversity

Evaluation: This characterization mostly holds up. PASS
Clinton will help overcome racism and discrimination that is everywhere and help the nation heal and grow stronger together. Information and knowledge is power and once we better understand one another, our country and everyone in it will be stronger and better.

Evaluation: At times during the political campaign, Clinton seemed to exacerbate racial tensions between police and communities, seemingly for identity politics. She is not popular with police, nor is she popular with the politically incorrect crowd. WAIT AND SEE
Clinton in the role of a Nun or Mother Theresa figure, a religious leader trying to help the needy or vulnerable by imploring those around her to do what is morally right.

Evaluation: Clinton obviously wants to do good and has done good in the past but she has some controversy when it comes to saying or doing the right things. WAIT AND SEE (except for those who want to believe)

Clinton will help make America a clean energy beacon for the rest of the world to admire and model, it will reinvigorate the American economy and improve the quality of life of millions of Americans; at the same time it will allow the United States to do its part to help the environment and fight climate change.

Evaluation: Clinton has almost always been consistent on this position; there is extensive evidence to verify this. PASS
Clinton will unify the country to experience new levels of success and make the rest of the world better at the same time.

Evaluation: Clinton's focus is both on making America better and improving the world at the same time, so she has a dual focus and so much better if she can make it work. The lingering question is how would she lead differently than Obama? What has he been doing wrong? WAIT AND SEE
A world without nuclear weapons, without guns, without conflict, is a safer more secure world and a place where we and our families will be happier and healthier and experience a greater level of community.

Evaluation: Look at Nazi Germany before nuclear weapons were invented during WWII, think about life would have been like without guns in during the American Revolution. That said this narrative makes sense for those who want to believe it. PASS (for those who want to believe)

Summary: Congruent Fantasies for Trump's Pace Setting Leadership
*Trump will crack down on gangs and drug cartels, fight drug trafficking, and attempt to make American communities safer
*Trump will work to improve the inner cities (especially in battleground states) by encouraging, incentivizing investment, growth, and opportunities
*Trump will improve the economic environment for American workers and businesses by stimulating the economy and creating jobs
*Trump will be successful solving a number of difficult foreign policy problems
*Trump will make it more difficult to get ninth month abortions

Summary: Congruent Fantasies for Clinton's Authoritative Leadership
* Clinton as a mythic woman warrior, successful throughout her life overcoming obstacles and now about to overcome the biggest obstacle of all by becoming the first woman president of the United States, she understands the struggles of those who are not white men, the struggle of minorities, Muslims, those left out and she has a vision to strengthen the country by bringing together the wonderful diversity
* Clinton will help make America a clean energy beacon for the rest of the world to admire and model, it will reinvigorate the American economy and improve the quality of life of millions of Americans; at the same time it will allow the United States to do its part to help the environment and fight climate change.
* A world without nuclear weapons, without guns, without conflict, is a safer more secure world and a place where we and our families will be happier and healthier and experience a greater level of community.

8. Key Findings

Trump's five pace setting leadership fantasy themes put forth a credible agenda for him to pursue and or accomplish: (1) Trump will crack down on gangs and drug cartels, fight drug trafficking, and attempt to make American communities safer (2) Trump will work to improve inner cities (especially in battleground states) by encouraging, incentivizing, growth and opportunities (3) Trump will improve the economic environment for American workers and businesses by stimulating the economy and creating jobs (4) Trump will be successful solving a number of difficult foreign policy problems and (5) Trump will make it more difficult to get ninth month abortions.

The "let's get things done" pace setting leadership style was critical to Trump's chances of success due to his background, controversies, and shortcomings. Even with all of Clinton's powerful networks of support and money, Clinton found herself in a very bad situation strategically against pace setting leader Trump: she had to simultaneously defend and advance four largely mutually exclusive positions: defend all of her husband's policies from 1992-2000, defend all of Obama's policies from 2008-2016 and promise to continue on the same path, defend most of Bernie Sander's talking points from the 2016 Democratic Primary, and advocate a need for change (which only makes sense if the status quo is bad). Apart of Obama's Administration as Secretary of State and committed to continuing on his legacy, pace setting Trump was able to link Clinton to Obama and blame her for the status quo and cast himself as the 2016 agent of change.

Who were pace setting Trump's followers, then? Those who did not want 'politics as usual', and those who did not approve of Congress wanted change. 95 million people not working, plus a large proportion of the working population living in poverty or buried in debt with seemingly no way out. Plus television viewers, who had seen evidence of pace setting Trump's success in the business world for 12 years during prime time on their television screens, mentoring young people and creating jobs. In a world with fantasy sports, reality television, Facebook's Oculus Rift, and virtual reality in various places, the line between fantasy and reality has continued to get increasingly blurred, thus the emergence of Trump.

Clinton's three authoritative leadership fantasy themes put forth a credible agenda for her to pursue and accomplish: (1) Clinton as mythic woman warrior, successful throughout her life overcoming obstacles and now about to overcome the biggest obstacle of all by becoming the first woman president of the United States, she understands the struggles of those who are not white men, the struggles of minorities, Muslims, those left out and she has a vision to strengthen the country by bringing together the wonderful diversity (2) Clinton will help make America a clean energy beacon for the rest of the world to admire and model, it will invigorate the American economy and improve the quality of life of millions of Americans; at the same time it will allow the United States to do its part to help the environment and fight climate change (3) A world without nuclear weapons, without guns, without conflict, is a safer more secure world and a place where we and our families will be happier and healthier to experience a greater level of community.

The authoritative leadership style fit well with Clinton's experience and credentials, especially as she was running against a reality show host with no formal political experience. Her opponent Trump had at earlier times donated to her campaign, her foundation, and endorsed her ability on the international stage. Most of the main stream media showered attention freely on Trump at the beginning for ratings but toward the end of campaign chose authoritative leader Clinton over the more unpredictable and volatile Trump with 96% of contributions by the media going to Clinton-- most of the media favored Clinton to such a great extent that several prominent journalists openly admitted they were disregarding their obligations as journalists to be objective so they could openly advocate for Clinton. Clinton's message fit in better with the narrative of most major media companies: improve America but do it with a global outlook and work collaboratively to

make the rest of the world better too--this was more attractive to the networks than Trump's almost singularly nationalistic focus.

So authoritative Clinton's followers were largely the main stream media, people doing well, people who admired Clinton and wanted to see a woman reach the highest position of power in the world, the clean energy advocates, supporters of former President Clinton, and many supporters of current President Obama, who enjoyed the tenures of either or both Democratic presidents. It was also big companies, Hollywood donors, and a lot of establishment figures. Just as Trump succeeded in a television show, Clinton penned a book that received a Grammy called It Takes A Village in the 1990s. Opponents would try to cut into her authoritative persona citing controversies such as her maintaining an insecure private email server for receiving classified information, her colluding with the Democratic National Committee to cheat against Bernie Sanders in the Democratic Primary, and various controversies involving the Clinton Foundation as well as private emails of her campaign manager John Podesta.

Closing

This study of the U.S. Presidential Debates of 2016 between Donald John Trump and Hillary Rodham Clinton, using fantasy theme analysis, seems to indicate that leadership styles and messages should be compatible and congruent with a candidate's background, personality, and personal history. Fantasy themes, to be widely believed, should be credible in their context and difficult to disprove. Leaders as change agents should understand emotion and how it motivates people to action away from (or to) the status quo. As observers, it is important to decipher and decode cryptographic messages, themes in evaluating political candidates.   A chosen leadership style needs to fit the circumstance, situation, and context. There are situational advantages in pursuing some styles over others and this should be true in a variety of contexts, whether it's politics, Organization Development, or something else. Fantasy themes play a role not just in presidential debates, but at work, at home, in virtually every aspect of people's lives, whether people are aware of it or not.

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