

# Miseria y mito de Trump

## Visual Icons of an Itinerary

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CON SU INTENTO de asesinato, Trump ha transitado de la historia al mito. Hace más de treinta años nos ocupamos de él en estas páginas con motivo de la publicación de sus memorias como promotor inmobiliario, *The Art of the Deal*, y su llegada a la Casa Blanca en 2017 nos animó a recordar algunas de su afirmaciones de entonces: «Si usted es un poco escandaloso, o si hace cosas atrevidas o controvertidas, entonces los periódicos escribirán sobre usted... La clave última de mi estilo de promoción es la osadía. Juego con las fantasías de la gente. Muchos, aunque no sepan pensar a lo grande, sí pueden emocionarse con las grandes ideas de otros. Por eso nunca está de más un poco de hipérbole».

Aquel Trump era ya un Ulises, «el hombre de variadas tretas», pero cuando definitivamente ingresa en el dominio mitológico es con el atentado, y el coraje de su reacción con el puño levantado y la triple invocación «fight, fight, fight», que le reviste con la cólera de Aquiles, trenzando en su itinerario

WITH THE ATTEMPT to assassinate him, Trump steps up from history to myth. More than thirty years ago we gave him space in these pages, in line with the publication of *The Art of the Deal*, part memoir and part property developer's manual, and his arrival at the White House in 2017 triggered us to reprint some of his statements then: "The point is that if you are a little different, or a little outrageous, of if you do things that are bold or controversial, the press is going to write about you... The final key to the way I promote is bravado. I play to people's fantasies. People may not always think big themselves, but they can get very excited by those who do. That is why a little hyperbole never hurts."

That Trump was already a Ulysses, "the man of many stratagems and tricks," but what marks his definitive induction into the domain of mythology is the escape from the assassin's bullet and the bravery of his reaction, with fist raised and the call to "fight, fight, fight," which dresses him with

biográfico los dos mitos clásicos del ciclo troyano, la *Odisea* del retorno del héroe sorteando peligros —que en la última etapa del rey destronado han sido sobre todo asechanzas judiciales—, y la *Iliada* del guerrero frente a las murallas de la ciudad sitiada, que en su caso es el país que quiere recuperar para hacerlo grande de nuevo.

Ulises y Aquiles, Donald Trump ha jalonado su trayecto con imágenes indelebles. El aventurero tramposo que exhibe su riqueza y seduce a doncellas de tierras lejanas —su primera mujer era checa, y la actual eslovena— se fotografiaba en el marco áureo de su torre neoyorquina, con una *trophy wife* y un león de melena dorada, pero el



the anger of Achilles, ultimately interweaving his biographic journey with two classical epics of the Trojan cycle, the *Odyssey* of the hero's return voyage — so ridden with dangers, judicial snares in the latest leg of this king's itinerary — and the *Iliad* of the warrior facing the walls of the besieged city, which in his case is the country he seeks to get back and make great again.

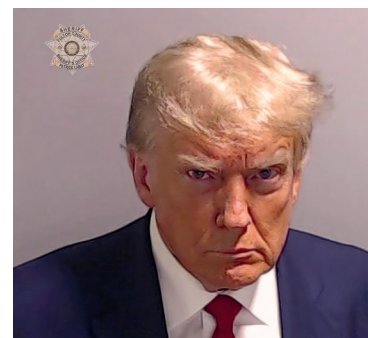
Both Ulysses and Achilles, Donald Trump has dotted his route with indelible images. The con-man adventurer who flaunts his wealth and seduces women from faraway lands — he married a Czech, and later a Slovenian — poses in the gilded set-

ting of his Manhattan tower with a trophy wife and a gold-maned lion but, crownless and surrounded by enemies, he gave the unforgettable picture of his detention, a mug shot with the ferocious face of a wild beast.

El triunfador satisfecho y el perseguido iracundo son los dos rostros de un itinerario mítico de ascenso al Olimpo y caída a los infiernos, pero las luces y sombras del trayecto se redimen al fin en la fotografía épica de Evan Vucci, con los hombres y mujeres del servicio secreto formando una pirámide de protección al Trump ensangrentado que levanta un puño desafiante bajo la bandera de las barras y estrellas. De composición similar a la icónica de Iwo Jima —pero no orquestada como

lar in composition to the iconic Iwo Jima but unorchestrated, the image captures a moment whose mythical quality was well expressed by Senator Tim Scott at the Republican National Convention in Milwaukee: "The devil came to Pennsylvania holding a rifle, but the American lion got back up on his feet and he roared!"

The human being is a narrative animal, and in our stories, mythos tends to prevail over logos: in principio erat fabula. Trump sneaks into the American mythology of superheroes mixing it up with classical tradition, but his seemingly unstoppable rise worries those who do not share his views, whether in international affairs, world business, or immigration. A second Trump mandate can be a tragedy for American democracy, for European security, and for the stability of a planet threatened by too many crises. After Joe Biden's decision to step down, the Democratic candidate will have to face up to the myth and the misery of a man and his phantom.



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aquella— la imagen refleja un momento cuya condición mítica expresó bien el senador Tim Scott en la convención republicana de Milwaukee: «El diablo llegó a Pensilvania empuñando un rifle, pero un león americano se puso en pie y rugió. ¡Oh, sí! ¡Rugió!»

El ser humano es un animal narrativo, y en sus relatos el *mythos* suele imponerse al *logos*: in principio erat fabula. Trump ha sabido insertarse en la mitología americana de los superhéroes amalgamándose con la tradición clásica, pero su al parecer imparable ascenso es una fuente de alarma para los que no compartimos sus posiciones en política internacional, en el significado de la globalización o en el papel de la inmigración. Un segundo mandato de Trump puede ser una tragedia para la democracia americana, para la seguridad europea y para la estabilidad de un planeta amenazado por demasiadas crisis. Tras la renuncia de Joe Biden, el candidato que elijan los demócratas deberá enfrentarse al mito y la miseria de un hombre y su fantasma.

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