Donald Trump comes across as a tough force to reckon with. Rich and powerful, he certainly has built a name for himself. He is unpredictable, as the public never knows what he is going to say or do next, which is part of his attraction. Yet, he seems to have his self-concept clarity as he is sure of his positive qualities, and has worked on them throughout his career. However, he does not appear to be a good self-monitor as he does not shift his behavior and attitudes in different situations. Instead he remains rash, cynical and outspoken as always. Trump’s self-concept lies in his social identity, and how he portrays himself to the world. He is self-aware of himself, and deeply relies on his public self-consciousness to portray a larger-than-life outer public image. He is forthright with his comments, and always has a ready rebuttal to what the media or fellow Presidential contenders put across to him.

He also possesses a great skill of self-presentation (the ability to portray himself in positive light with the goal of increasing social status). Jones and Pittman (1982) (textbook p145) feel that self-presentation is a strategic endeavor to portray oneself. Trump tells the public what they want to hear (as is), and not the clichéd comments churned out by other politicians. Being a self-made man, the high self-esteem and belief in his capabilities has certainly propelled him to be not only a successful business tycoon, but also to carry an unshakable belief that he is the “greatest jobs president that God ever created.” His outright declaration of a new immigration policy (derogating Mexicans), his demeaning remarks on John McCain’s role as a war hero, and recently his failure in not defending Obama when the President was accused by a citizen of being Muslim and non-American represent his self-confidence: a brash cockiness and his don’t-care attitude. He is certainly not afraid of negative barbs and in fact, gleefully tackles his critics.

Trump is narcissistic, to say the least. His over-confidence and self-centeredness makes him feel he can get away with anything, but this has also backfired on him (textbook, p146). His brash comments have made NBC sever contracts and ties with him; Macy’s does not carry his menswear brand; and even the Professional Golfers Association of America has withdrawn from participating in Trump’s golf club in LA.

All in all, Trump has worked on his reputation management as he has built and maintains a certain aura and reputation for an important audience- the people of the United States. He has ensured that he and his in-your-face comments are seen and heard globally, as proven by his good standing in voting polls despite his controversial comments.

[*Quote and facts from http://www.biography.com/people/donald-trump-9511238#synopsis]

Sruthi wrote this exemplary answer.