# Trump's campaign ad against LGBTQ+ military inclusion dubbed 'perverse, homophobic, and manipulative'



Donald Trump, the former President of the United States, has ignited a storm of controversy with the release of a new campaign advertisement that targets LGBTQ+ inclusion within the U.S. military. The ad, unveiled on social media on Sunday, has been startlingly direct in its message, with Trump stating, "WE WILL NOT HAVE A WOKE MILITARY!"

The advertisement heavily features clips from the 1987 film Full Metal Jacket by Stanley Kubrick. In a striking juxtaposition, scenes of a stern drill instructor shouting at recruits are set alongside footage of transgender Assistant Secretary for Health Rachel Levine, drag performers, and LGBTQ+ service members. This has been perceived as a misrepresentation of the current values upheld by the U.S. military.

An array of advocacy groups and military leaders has swiftly responded to the ad, voicing strong opposition to what they describe as a perpetuation of outdated stereotypes. Cathy Marcello, Deputy Director of the Modern Military Association of America, voiced significant dissatisfaction with Trump's portrayal. She highlighted how LGBTQ+ individuals have historically served with honour in the armed forces, long before policy adjustments such as the repeal of Don’t Ask, Don’t Tell.

Marcello pointed out that the military's ethos of inclusivity has been researched extensively regarding service readiness and effectiveness. She cited top military leaders who affirm that diversity plays a critical role in enhancing national security. "Current and past military leaders continue to state that 'diversity is a force multiplier'," she stated, emphasising the unfounded nature of Trump's attacks on LGBTQ+ service members.

The ad’s critique extends beyond the campaign trail, with former military leaders expressing grave concerns. Retired Gen. Mark A. Milley, who served as the chairman of the Joint Chiefs of Staff under Trump, has described Trump as a significant threat to national security. In a forthcoming book by Bob Woodward, Milley is quoted as considering Trump "fascist to the core" and the most dangerous individual to the country, referencing Trump's inclination towards retribution against critics.

Additionally, Trump's track record on LGBTQ+ military policy is controversial. His 2017 ban on transgender people serving, enacted via social media, reversed an Obama-era policy which allowed open service. President Joe Biden later reversed Trump's ban in January 2021 through executive order.

The ad and its fallout fit within a broader anti-LGBTQ+ framework articulated by Trump in recent months. This strategy aligns with comments by Hung Cao, a U.S. Senate candidate from Virginia endorsed by Trump, who criticised LGBTQ+ inclusion in a debate, drawing parallels to military recruitment issues. His comments sparked backlash from LGBTQ+ advocacy groups who stressed the longstanding and honourable service record of LGBTQ+ personnel.

Furthermore, the usage of Full Metal Jacket footage has drawn criticism from those involved with the film. Actor Matthew Modine, who starred as Private Joker, denounced Trump’s deployment of the film’s imagery as "perverse, homophobic, and manipulative."

In recent weeks, Trump and his allies have ramped up rhetoric against LGBTQ+ rights, releasing ads in key battleground states highlighting transgender issues as threats to traditional values. These ads, especially targeting public sentiments around college sports and gender conversations, appear to be part of a strategy to galvanize Trump's base through controversial social issues.

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

## References

* <https://abcnews.go.com/Politics/wireStory/donald-trump-full-metal-jacket-clips-portray-ideal-114792686> - Corroborates Trump's use of 'Full Metal Jacket' clips in his campaign ad to portray his vision of a hardened military and mock the Biden administration's support for LGBTQ+ individuals.
* <https://www.advocate.com/election/donald-trump-anti-lgbtq-military> - Supports the criticism of Trump's anti-LGBTQ+ military ad and his hints at banning LGBTQ+ people from serving in the U.S. military.
* <https://www.nbcnews.com/feature/nbc-out/trump-s-controversial-transgender-military-policy-goes-effect-n993826> - Details Trump's 2017 ban on transgender people serving in the military and the subsequent reversal by President Joe Biden in 2021.
* <https://timesofindia.indiatimes.com/world/us/father-would-have-agreed-director-stanley-kubricks-daughter-defends-trumps-campaign-use-of-full-metal-jacket/articleshow/114244860.cms> - Provides Vivian Kubrick's defense of Trump's use of 'Full Metal Jacket' footage and her belief that her father would have supported it.
* <https://www.thepinknews.com/2024/10/14/donald-trump-anti-lgbtq-transgender-advert/> - Describes the campaign ad targeting transgender and LGBTQ+ military veterans, including the use of 'Full Metal Jacket' clips and the reaction to it.
* <https://abcnews.go.com/Politics/wireStory/donald-trump-full-metal-jacket-clips-portray-ideal-114792686> - Highlights the criticism from Matthew Modine, who starred in 'Full Metal Jacket,' regarding Trump's use of the film's imagery as 'perverse, homophobic, and manipulative.'
* <https://www.advocate.com/election/donald-trump-anti-lgbtq-military> - Mentions the broader anti-LGBTQ+ framework articulated by Trump and the backlash from LGBTQ+ advocacy groups.
* <https://www.thepinknews.com/2024/10/14/donald-trump-anti-lgbtq-transgender-advert/> - Details the inclusion of footage of Rachel Levine and drag performers in the ad, which has been criticized for misrepresenting current military values.
* <https://timesofindia.indiatimes.com/world/us/father-would-have-agreed-director-stanley-kubricks-daughter-defends-trumps-campaign-use-of-full-metal-jacket/articleshow/114244860.cms> - Explains the juxtaposition of 'Full Metal Jacket' clips with footage of LGBTQ+ rights supporters and drag performers in Trump's ad.
* <https://www.nbcnews.com/feature/nbc-out/trump-s-controversial-transgender-military-policy-goes-effect-n993826> - Discusses the legal and social implications of Trump's policy on transgender military service and the ongoing legal battles against it.