

As **I** have shown, there is much to be learned from the successes and failures of two paranoid-populist figures. Coughlin and Robertson were both opportunistic, nimble, and likely lucky in their establishment of a loyal audience, during periods of rapid innovation around media and technology. The cause of their respective downfalls, however, differ. Coughlin was, in some senses, too successful in his establishment of a large, cohesive audience. Radio, in its nascent stage, seemed like the perfect platform for an eloquent speaker to create a mass audience. Such was the scale of Coughlin's success that it triggered backlash in the form of regulatory suppression from the elites he had so besmirched. Ultimately, it was no longer in the economic or legal interests of media channels to give Coughlin untrammelled access to so many millions of radio sets. For Robertson, on the contrary, the inherently fragmentary nature of his chosen medium-satellite television-was a poor fit for his political ambitions in a majoritarian electoral system. First in relative and then in absolute terms, Robertson's viewership diminished just when he needed it the most-partially as a knock-on effect of his own pioneering success innovating with changing regulations and emerging technology.

In comparing the stories of these two paranoid-populist figures, then, we might even say that each had what the other lacked: Coughlin's platform was broad, but shaky-ripped from under his feet **by** regulations and nervous networks. Robertson's audience was deep but narrow, and he was unable to broaden it to encompass a wider swathe of voters when he ran for president. It seems, therefore, that any paranoid populist seeking prominence and power needs a hybrid communications strategy: with both a direct, unfiltered and unrestricted means of communication, *and* the ability to get noticed **by** a much wider audience. In the chapters which follow, **I** explore how a modern-day paranoid populist-Donald Trump-eluded the obstacles that eventually brought down Coughlin and Robertson, to turn a loyal but narrow base of support into a national coalition of voters broad enough to propel him into the White House. In contrast to Coughlin and Robertson before him, neither legal restrictions, economic incentives, nor sheer political will among elites was enough to constrain Trump's cunning manipulation of the modern media landscape. In this chapter **I** have illustrated, through two case studies, that there is nothing inherently new about a paranoid populist taking advantage of emerging media platforms to spout his message.

The sale of gasoil by the claimant ("Mena"), a UAE company engaged in the trading of crude oil and petroleum products, to the defendant ("Hascol"), an importer of such products into Pakistan.

2. The first transaction was a contract concluded on 19 September 2014 which provided for two shipments of "HSFO 125 cSt", that is to say of high sulphur fuel oil with a maximum viscosity of 125 centistokes. The viscosity of fuel oil imported into Pakistan is important because the product is used to power generators whose pipes are not heated; in winter months, therefore, it is necessary to use fuel with low viscosity. However, HSFO 125 cSt is not available as a finished product in the region, as the product coming out of the refineries generally has a viscosity of over 180 cSt or even 280 cSt. It is therefore common practice to blend higher viscosity fuel oil with other components such as gasoil and cutter stock to create HSFO with a viscosity of 125 cSt or less.

3. As is common in oil trading, the contract provided that the price was to be based on published Platts prices for a spread of dates on and either side of the bill of lading date.

4. The first shipment under the fuel oil contract consisted of three such components loaded separately on board a vessel called the "Chemtrans Rhine". These were to be blended on board the vessel during the voyage from Fujairah to Karachi by circulation and heating of the cargo within the vessel's tanks. On arrival, the vessel's tanks were sampled and an analysis carried out by the Hydrocarbon Development Institute of Pakistan ("HDIP") determined that the viscosity of the cargo was 192.92 cSt. As a result, import of the cargo into Pakistan was not permitted. Mena, however, was confident that further blending would solve the problem and, when analysis by SGS appeared to confirm this, requested that the cargo be resampled. Although resampling in such circumstances had sometimes occurred in the past, on this occasion HDIP refused, saying that this was not permitted under Pakistani law. There was, therefore, an impasse. The cargo could not be discharged without HDIP's permission, which HDIP was refusing to give. Mena was insisting that the cargo was in accordance with the contract and that it was entitled to have it re-sampled. Hascol wanted the cargo, which it needed in order to supply its customers. Ultimately, an agreement was reached in a telephone conversation which took place on 21 November 2014. It was agreed that the vessel would return to Fujairah where the cargo would be

Discharged, further blended as necessary, reloaded onto the vessel and returned to Karachi where it was confidently expected to be on specification so that HDIP would permit its discharge.