Trump's Twitter Rhetoric: Decoding Rhetorical Techniques in Donald Trump's Communication through Text Mining

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Abstract

This study investigates Donald Trump's communication strategies, focusing primarily on his Twitter activity. The research explores how specific linguistic strategies—such as keyword usage, sentiment shifts, and rhetorical techniques—are deployed in Trump's speeches and tweets to shape public sentiment and influence political outcomes. By analyzing the Donald Trump Tweets Dataset, the study applies various computational methods, including sentiment analysis, TF-IDF, and topic modeling, to uncover recurring patterns, emotional tone, and audience engagement. The findings offer insights into the impact of these communication methods on public opinion and political support, contributing to the broader discourse on the role of social media in political messaging. Ultimately, this project highlights how computational tools can be utilized to analyze complex communication strategies in modern political contexts.

Keywords: Donald trump, Twitter analysis, keyword analysis, rhetorical strategies, sentiment analysis.

1. Introduction

Presidential rhetoric plays a crucial role in shaping public opinion, mobilizing support, and defining a leader's political identity. Effective communication during campaigns or while in office often determines a candidate's ability to connect with diverse audiences. One figure who has garnered significant attention for his unique rhetorical style is former U.S. President Donald Trump. Known for his unorthodox tweets, public speeches, and remarks, Trump's communication has sparked widespread debate. While critics have often labeled his style as controversial, it has undeniably resonated with large segments of the American populace.

This project seeks to explore how Trump's communication strategies achieve his political objectives. By analyzing linguistic patterns and rhetorical methods in his speeches and social media, the research aims to uncover how these strategies align with political aims and appeal to specific audiences. Despite its controversial nature, Trump's ability to wield language effectively merits a closer examination of the techniques embedded in his communication and their role in amplifying his political influence.

2. Purpose

The purpose of this paper is to analyze Donald Trump's communication strategies by examining specific language features such as word frequency, unique phrases, n-grams, sentiment, and topic patterns in his tweets and speeches. The analysis will focus on identifying the most frequently used words and phrases, as well as those unique to his communication style. Additionally, the project will explore how Trump's language varies across different audience segments, particularly in relation to subgroup-specific emotional responses. It will also investigate the dominant categories of language—such as emotional, persuasive, and ideological words—and use computational techniques like Term Frequency, TF-IDF, n-grams, subgroup comparison, categorization models, and topic modeling to uncover key patterns and themes in his messaging.

3. Literature Review

There are several academic and professional literature on using text analytics in political communication. For instance:

- **Tumasjan et al. (2010)** examined the predictive power in sentiment analysis for elections, specifically focusing on Tweets.
- **Stolcke et al. (2000)** studied NLP models that identify speaker objective and rhetoric in political statements or speeches. The study provides a foundation for exploring how Trump might use similar methods.
- **Pennebaker et al. (2003)** examined how word choices in political communication reveal

psychological states, helping uncover hidden intentions in speeches and texts.

- **Blei et al. (2003)** developed Latent Dirichlet Allocation (LDA), a method used extensively in political text analysis to uncover thematic patterns.
- **Grimmer and Stewart (2013)** reviewed text-as-data methods in political science, providing computational tools for analyzing political texts at scale.
- **Hart et al. (2010)** analyzed rhetorical devices such as metaphors, repetition, and narratives, showing how they enhance the persuasiveness of political messages.
- **Taddeo et al. (2020)** explored the ethical implications of computational propaganda, highlighting how algorithms can amplify political messaging on social media.
- **Graham et al. (2016)** investigated social media interactions between politicians and citizens, revealing the role of digital platforms in framing political narratives.

These studies provide a framework for understanding how language manipulation is used in political statements for controlling narratives and influencing audiences.

4. Conceptual Framework

The conceptual framework will use three variables:

- Linguistic Strategy: Presence of keyword usage and type of keywords, simple and complex sentence usage.
- Audience Reception: Engagement levels of audience, response to unorthodox statements, and emotional response.
- Political Outcomes: Shifts in public sentiments, election results, retweets, investment.

Theorized relationships between these elements include the influence of Trump's linguistic strategies on audience reception, and how that affects political outcomes (Grimmer and Stewart 2013). Here is the conceptual framework illustrating the relationships between the variables:

- Linguistic Strategy influences Audience Reception by shaping engagement, responses to unorthodox statements, and emotional reactions.
- Audience Reception affects Political Outcomes through shifts in public sentiment, election results, and investment.
- A direct relationship between Linguistic Strategy and Political Outcomes is also hypothesized, suggesting that language choices may independently impact these outcomes.

The figure visually maps these connections to highlight their interplay.

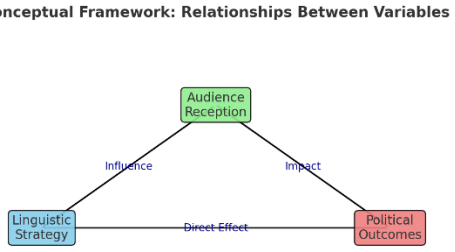

Figure 1. Conceptual Framework

5. Research Questions

The research questions for this project are the following:

RQ 1: What are the most frequently used words or phrases in Donald Trump's speeches and social media communication? (to be analyzed using Term Frequency)

RQ 2: Which words or phrases are most unique to Donald Trump's communication? (to be analyzed using TF-IDF)

RQ 3: What specific n-grams appear regularly in Trump's speeches or tweets? (to be analyzed using n-grams)

RQ 4: How does Trump's use of language vary across different segments based on subgroup-specific emotional responses? (to be analyzed using subgroup comparison)

RQ 5: What categories of words (e.g., emotional, persuasive, ideological) dominate Trump's communication? (to be analyzed using categorization model)

RQ 6: What are the key topics in Trump's communication? (to be analyzed using topic modelling)

6. Methodology

The methodology of this study will begin with data preparation, which will help with further analysis. This study implements a comprehensive text preprocessing pipeline aimed at analyzing Donald Trump's tweets over the years. The objective of this preprocessing is to prepare the raw tweet data for meaningful analysis by enhancing its quality and ensuring uniformity. The paper will leverage multiple tools and methods in R, such as term frequency (TF), TF-IDF, n-gram analysis, and topic modeling, to uncover recurring themes and

language patterns in Trump's tweets. The goal is to identify specific words and phrases that define his rhetorical style, as well as how his language resonates with different audience segments (Stolcke et al. 2000).

6.1. Description of the Dataset

The name of the dataset is “Donald Trump Tweets Dataset”. The Donald Trump Tweets Dataset is a collection of tweets from Donald Trump, compiled and made available on Kaggle, a popular platform for data science projects. The dataset spans from the start of Trump’s Twitter activity up until 2021, before his account was temporarily suspended. It falls under the Social Media Site genre, focusing specifically on Twitter, one of the world’s most influential social media platforms.

Trump extensively used Twitter to make announcements, share opinions, and communicate directly with his followers, often bypassing traditional media. Twitter served as his primary platform for expressing his views on politics, policies, media, and global events, making his tweets an important source of real-time communication.

This dataset is valuable for researchers analyzing political communication, public opinion, and the role of social media in shaping narratives. It provides insights into how Trump used Twitter as a tool to shape discourse, respond to critics, and mobilize his base. Given that the dataset extends until his suspension in 2021, it captures the complete timeline of his Twitter activity, including during his presidential campaigns and term in office. There are 56,571 rows and 9 columns in this dataset.

A glimpse of the data shows various types of information in these columns. For example, the text column has character strings representing Trump's tweets, and the favorites column has integer values indicating the number of likes each tweet received.

This dataset provides an extensive basis for sentiment analysis, tweet frequency analysis, and other forms of exploration, making it a valuable resource for studying Trump's use of Twitter over the years.The Donald Trump Tweets Dataset consists of 9 columns that provide various details about each tweet, offering a comprehensive view of Trump’s Twitter activity. Here's a breakdown of the columns:

id: A numeric identifier (in double format) for each tweet. This is a unique ID that Twitter assigns to every tweet, helping to differentiate them.

text: The content of the tweet itself. This column contains character data, which represents the actual text Trump tweeted. This could include his statements, opinions, or reactions.

isRetweet: A character column indicating whether the tweet is a retweet (t for true, f for false). This helps distinguish between original tweets and shared content.

isDeleted: A character column that shows whether the tweet was deleted (t for true, f for false). This is useful for identifying deleted tweets, which may reflect controversial or corrected statements.

device: The platform from which the tweet was posted (e.g., TweetDeck, Twitter for iPhone). This provides context on how Trump accessed Twitter, which has occasionally been discussed in media reports.

favorites: An integer column showing the number of likes (favorites) each tweet received. This metric indicates how much public support or engagement a tweet generated.

retweets: An integer column showing the number of times a tweet was retweeted. Retweets reflect how widely the tweet was shared by other users.

date: The date and time when the tweet was posted (in character format). This is crucial for time-based analysis, such as identifying tweeting patterns and aligning tweets with real-world events.

isFlagged: A character column showing whether a tweet was flagged (t for true, f for false), likely reflecting Twitter’s moderation actions during Trump's tenure., shape public opinion, and respond to events in real time.

6.2. Preparation of the Dataset

This study applies a thorough text preprocessing pipeline to analyze Donald Trump's tweets over time. The goal of this preprocessing is to refine the raw tweet data, improving its quality and ensuring consistency for effective analysis. The preprocessing steps include:

- URL Removal: URLs were removed from the tweet text to eliminate distractions that do not contribute to the semantic meaning of the tweets. This step is crucial as it prevents any bias in text analysis stemming from external links that may skew sentiment or topic modeling.
- Lowercasing: All text was converted to lowercase to maintain consistency. This ensures that words with different cases are treated as the same token, facilitating accurate frequency counts and analysis.
- Removal of Special Characters and Emojis: Punctuation, emojis, and other special characters were stripped from the text. This cleaning process helps focus the analysis on the linguistic content of the tweets rather than non-verbal elements that may not contribute to textual meaning.
- Stopword Removal: Common stopwords such as "and," "the," and "is" were eliminated from

the text. Removing these words allows for a clearer focus on more informative terms that carry significant meaning within the tweets, thereby improving the quality of subsequent analyses.

- Tokenization: Finally, the cleaned tweet text was tokenized into individual words. This step is essential for enabling further analyses such as frequency distribution, sentiment analysis, and topic modeling, which will help identify patterns and trends in Trump's communication style over time.

6.3. Analytical Approaches

The analytical approaches are designed based on each research question, specifically to answer each question.

- Term Frequency: RQ 1

The tm and tidytext packages in R will be utilized to conduct term frequency analysis on Donald Trump's speeches and social media content. The analysis will rely on an already preprocessed dataset, the tidytext package will be used to tokenize the text, and directly calculate word frequencies. Additionally, the ggplot2 package will be employed to create visualizations, such as bar charts, that highlight the most frequently used words and phrases.

- TF-IDF: RQ 2

TF-IDF (Term Frequency-Inverse Document Frequency) plays a crucial role in identifying words and phrases that are distinctive to Donald Trump's communication on Twitter. TF-IDF works by weighing the frequency of a term within Trump's tweets (term frequency) and adjusting it based on how common or rare the term is across a larger corpus (inverse document frequency). The tidytext package will be employed to tokenize the tweets, apply the TF-IDF method, and calculate the significance of terms. For example, terms like "fake news" or "America First" might have high TF-IDF scores, indicating that they are particularly significant to his communication style.

- N-grams: RQ 3

N-gram analysis will be used to identify specific n-grams (combinations of n words) that appear regularly in Donald Trump's speeches and tweets, shedding light on his rhetorical style. By analyzing his communication using n-grams, which can range from unigrams (single words) to bigrams (two words) or trigrams (three words), the study will uncover patterns in his language that contribute to his persuasive strategies and engagement with his audience. The tm package in R will be used for text preprocessing if needed, while the tidytext package will tokenize the text into n-grams.

- Subgroup comparison: RQ 4

Subgroup analysis will be performed to examine how Donald Trump's language differs across various audience segments, such as demographics or political affiliation. By analyzing his tweets and speeches, the objective is to identify specific words, phrases, or rhetorical styles that resonate with different groups. Sentiment scores will be calculated using the syuzhet package, categorizing tweets into positive, negative, or neutral subgroups. Term frequency and TF-IDF analyses will be conducted to assess the significance of words across these subgroups, and visualizations will showcase the most frequent terms, bigrams, and trigrams within each sentiment subgroup (Tumasjan et al. 2010).

- Categorization Model: RQ 5

A categorization model will be employed to analyze the categories of words (e.g., emotional, persuasive, ideological) that dominate Donald Trump's communication. By using a predefined lexicon or a custom-built categorization model, the study will classify words and phrases according to their emotional tone, persuasive intent, or ideological stance. To build this categorization, existing lexicons like the LIWC (Linguistic Inquiry and Word Count) or the Sentiment140 lexicon can be used for predefined categories.

- Topic Modelling: RQ 6

Topic modeling will be used to identify key topics in Donald Trump's communication. Topic modeling techniques, such as Latent Dirichlet Allocation (LDA), will be applied to Trump's speeches and tweets to uncover the latent themes in his rhetoric. These topics could include areas like immigration, the economy, or national security. By analyzing how the prevalence of these topics changes over time, it will be possible to assess how Trump's focus on certain issues influences public opinion. The topicmodels package in R will be used to apply LDA for topic extraction, while sentiment analysis tools such as tidytext can track emotional responses to these topics (Blei et al. 2003).

7. Findings

The findings presented in this section provide an in-depth analysis of the language used in Donald Trump's tweets, with a particular focus on sentiment, word usage, and rhetorical patterns across different audience segments. By examining sentiment-driven subgroup comparisons, term frequency, and TF-IDF values, we uncover key linguistic trends that reflect the emotional tone and strategic messaging in his communication. Additionally, the analysis of bigrams and trigrams offers insights into the recurring themes and key phrases that define his public discourse. These findings contribute to understanding how Trump's language evolves over time

and resonate with diverse groups, shedding light on the broader impact of his social media communication.

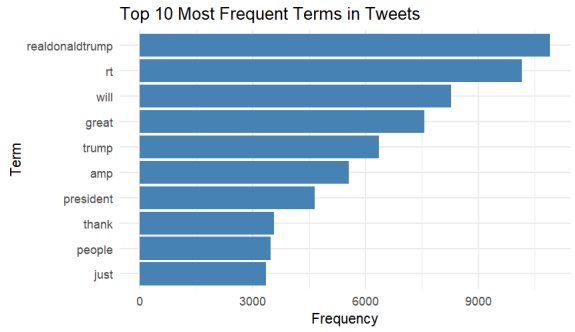

Figure 2. Top 10 frequent Trump tweet terms

Some of the most frequent words used by the twitter handle of Donald Trump is his own name, abbreviation of "Real Trump", adjectives such as great, and simple words such as people, president. This indicates that Trump keeps his twitter very simple to read.

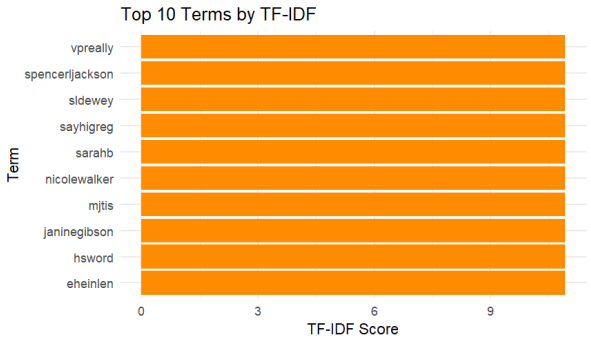

Figure 3. Top 10 unique Trump Tweet Terms

"VPReally" is one of the 10 unique terms in Donald Trump's twitter communication. It is a specific hashtag that Trump uses on Twitter. It is often associated with his posts, sometimes expressing skepticism or questioning the legitimacy or actions of the Vice President, or it could be used to highlight political topics or events. The "Really" part implies a sense of disbelief or incredulity, often used in Trump's language to emphasize his reaction to something he considers questionable or surprising. This indicates that he is using sarcasm as a way of communicating (Pennebaker et al. 2003).

The second top 10 term is spencerijackson, which is a Twitter handle associated with Spencer L. Jackson, who is known for being an online personality, writer, and occasionally for expressing political views that align with or support former President Donald Trump. His posts often involve commentary on politics, particularly from a pro-Trump perspective.

Bigrams like "fake news", "Donald trump", and "united states" are most common in Donald Trump's tweets.

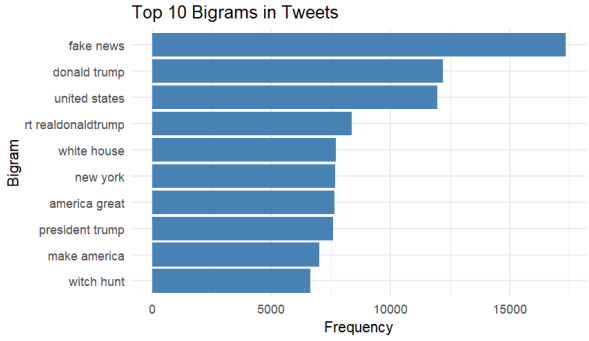

Figure 4. Top 10 Bigrams in Trump Tweets

On the other hand, trigrams such as "Make America Great", "fake news media", and "crooked Hillary Clinton" are also common in his twitter, at least up until 2021. The presence of these words are somewhat obvious as "fake" and "news" would go together. But words such as "crooked Hillary Clinton" and "sleepy Joe Biden" gives perspective on how Trump attacks his opponents using raw negative emotions, yet very simple words. This might also resonate with his republican supporters, who like the simple communication style by Trump (Graham et al. 2016).

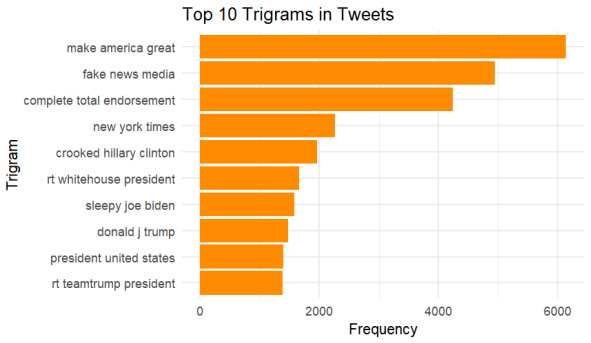

Figure 5. Top 10 Trigrams in Trump Tweets

The subgroup analysis reveals that the language used in negative sentiment tweets often focuses on adversarial themes such as media criticism ("fake news") and personal attacks ("witch hunt"). In contrast, positive sentiment tweets center around patriotic themes ("united states," "america great") and political support for Donald Trump ("make america," "total endorsement"). The consistent mention of "donald trump" across both sentiment subgroups emphasizes his

central role in the discourse, with his name appearing frequently in both positive and negative contexts.

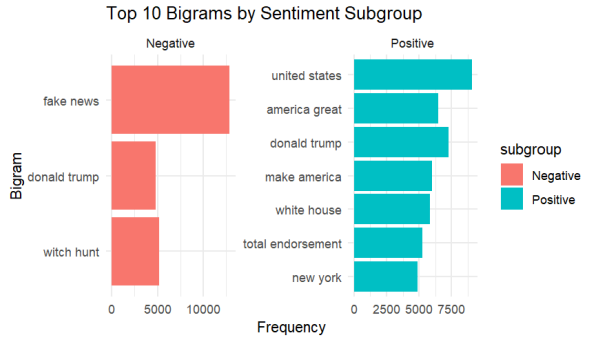

Figure 6. Top 10 Bigrams by Subgroup

Similar to the bigrams, the negative trigram subgroup primarily focuses on media criticism, personal attacks on political opponents, and distrust of news organizations. On the other hand, the positive trigram subgroup highlights themes of patriotism, political support, and military backing, alongside strategic political narratives involving endorsements and international diplomacy. The overlapping use of "fake news media" in both subgroups shows its dual role in Trump's rhetoric, being used both negatively and possibly in defense of his administration.

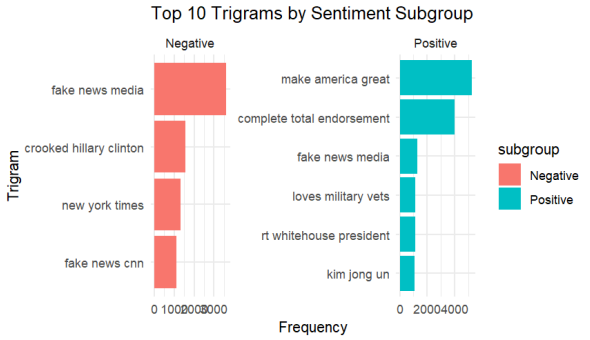

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Figure 7. Top 10 Trigrams by Subgroup

In the group of emotional, persuasive, and ideological words, emotional words are most used by Trump's twitter. Persuasive words have the frequency of less than 5000, ideological less than 2500 and emotional over 7500 according to the data of trump tweets.

Donald Trump uses emotional language strategically to capture attention, engage his audience, and amplify his message. By employing emotionally charged words, he simplifies complex issues, making them more relatable and impactful, while also mobilizing support and strengthening loyalty among his followers. This emotional appeal often creates a sense of urgency, polarizes public opinion, and reinforces his "us vs. them" narrative.

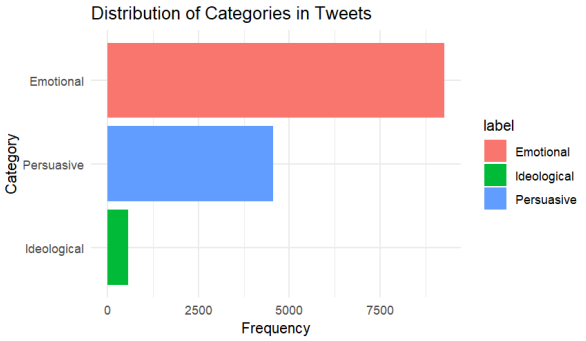

Figure 8. Distribution of categories in Tweets

Additionally, his use of such language helps to solidify his personal brand as a bold and direct leader. Overall, Trump's emotional rhetoric is designed to evoke strong psychological responses, influence perceptions, and motivate action, whether for political rallies, donations, or voting (Hart et al. 2010).

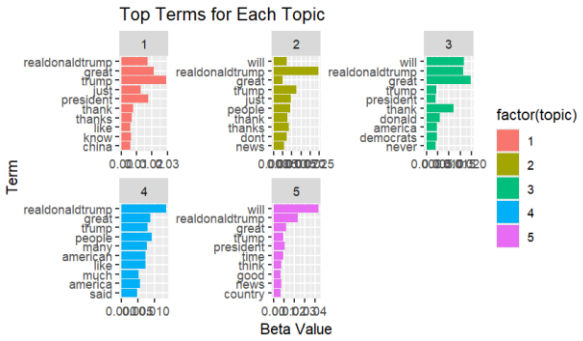

Figure 9. Top terms by topic for Trump Tweets

The topics are focusing on different aspects Donald Trump and his presidency:

- Topic 1 captures terms related to Trump's role as president and his core supporters, like "president", "thank", and "great-trump".
- Topic 2 is more focused on Trump's relationship with the public, using terms like "will", "great-trump", and "people".
- Topic 3 touches on Trump's political standing, with terms like "democrats" and "never".
- Topic 4 reflects public perception of Trump, including phrases like "american-like" and "much-america-said".
- Topic 5 contains more general terms about time, thinking, and news.

The beta values provide insight into the relative importance of each term within its respective topic. For example, in Topic 1, "realdonaldtrump-great-trump-

president-thank" has the highest beta, suggesting it is a very prominent phrase associated with that topic.

The analyses uncovers significant linguistic trends that reveal his emotional tone and strategic messaging across various audience segments. By examining term frequency, bigrams, trigrams, and sentiment-driven subgroups, the study provides insights into recurring themes and key phrases used by Trump. His language is marked by frequent references to patriotism, media criticism, and personal attacks on opponents, with emotional language playing a dominant role. Sentiment analysis underscores the prominence of adversarial themes in negative tweets and patriotic themes in positive ones. Trump's use of emotional language far surpasses that of persuasive or ideological terms, reinforcing his image as a bold and impactful leader. Topic modeling further highlights distinct themes related to his presidency, public perception, and political positioning. These findings offer a thorough understanding of how Trump's communication resonates with diverse groups and how his language has evolved to advance his political objectives.

8. Discussions and Recommendations

This study provides a comprehensive analysis of the linguistic patterns, sentiment-driven messaging, and rhetorical strategies employed by Donald Trump on Twitter, highlighting how his communication resonates with diverse audience segments. The findings reveal that Trump's tweets are characterized by simplified language, strategic emotional appeals, and repetitive phrases, all of which contribute to the accessibility and memorability of his messaging. His frequent use of emotionally charged terms, combined with targeted themes such as patriotism, media criticism, and personal attacks, underscores the deliberate construction of his "us vs. them" narrative to engage supporters and polarize public opinion.

Furthermore, sentiment analysis and topic modeling uncover how Trump tailors his communication to reflect specific tones and themes, balancing positive and negative rhetoric to maintain relevance across a spectrum of followers. By leveraging memorable bigrams and trigrams, consistent self-branding, and adaptive rhetoric, Trump demonstrates an ability to amplify his messages effectively on a platform defined by brevity and immediacy.

These insights underscore the importance of strategic linguistic choices in digital political communication, particularly in a polarized and fast-paced media environment. The study not only sheds light on Trump's social media strategy but also provides a framework for understanding how modern political figures can utilize similar approaches to shape public discourse, mobilize support, and influence perceptions. Future research could explore the long-term impacts of such communication strategies on political polarization, voter behavior, and public trust in media and institutions.

Some recommendations have been formulated based on findings. These are appealing to readers who are interested in using language for social media audience and impactful communication.

Simplified Language for Broader Appeal: Communication should prioritize simple and common language to ensure messages are accessible to diverse audience groups. Donald Trump's frequent use of terms like "great," "people," and "president" demonstrates the effectiveness of straightforward language in conveying complex ideas. By using easily understandable vocabulary, communicators can increase audience engagement and ensure that their messages resonate with individuals across varying levels of education and familiarity with political discourse.

Emphasis on Self-Branding: Consistent use of personal names, nicknames, or slogans can reinforce the speaker's identity and create a strong association between the individual and their message. Trump's repeated references to his name and branding phrases, such as "Real Trump," highlight the importance of making one's identity central to communication. This approach helps ensure that the audience recognizes and associates key narratives with the communicator (Taddeo et al. 2020).

Strategic Use of Emotional Language: Emotional language should be employed to captivate attention, evoke strong psychological responses, and foster loyalty. Trump's use of terms like "crooked Hillary Clinton" and "fake news" simplifies complex issues while eliciting emotional engagement. Such language can also polarize opinions and create a sense of urgency, which may be useful for rallying support. However, communicators should carefully balance emotional appeals with constructive content to avoid alienating broader audiences.

Focus on Memorable Phrasing: Developing concise and memorable phrases, such as "Make America Great" or "fake news media," can enhance message retention and encourage sharing. These phrases, often in the form of bigrams or trigrams, are effective because they align with key themes and are easily repeated. Communicators should craft such phrases strategically to strengthen brand identity and create rallying points for supporters.

Sentiment-Based Messaging Differentiation: Communication strategies should reflect the tone of the sentiment being conveyed. Positive messaging can highlight aspirational themes such as patriotism and unity, seen in phrases like "united states" and "america

great." Negative messaging, on the other hand, can address adversarial themes such as criticism of opponents or institutions, as exemplified by terms like "witch hunt" and "fake news media." Tailoring messaging to emotional tones ensures that it resonates with varying audience expectations and motivations.

Balance Between Emotional and Persuasive Content: While emotional language dominates Trump's communication, incorporating persuasive and ideological elements can provide depth and broaden appeal. Persuasive content can build logical arguments, while ideological terms can reinforce shared values. A balanced approach ensures that communication is both emotionally engaging and intellectually compelling.

Topic-Specific Messaging: Messaging should align with distinct topics to address audience interests effectively. For example, Trump's communication reflects key themes: Leadership and core supporters (e.g., "president," "thank"), Public engagement (e.g., "great," "people"), Political positioning (e.g., "democrats," "never"), Public perception (e.g., "american," "said"), Broader issues (e.g., "news," "think"), Tailoring content around these themes ensures that messages remain relevant to various audience groups.

Consistency in Hashtags and Handles: Consistent use of unique hashtags and Twitter handles strengthens brand visibility and fosters audience recognition. Terms like "VPReally" and references to influencers such as "spencerijackson" demonstrate the potential of these tools to amplify messages and engage specific subgroups effectively.

Adaptive Messaging Strategies: Continuous monitoring of linguistic trends and audience feedback allows for dynamic adjustments in communication strategies. Trump's ability to adapt his rhetoric over time underscores the importance of responsiveness to changing public priorities. By analyzing data, communicators can refine their messaging to remain relevant, address emerging issues, and maintain engagement.

These recommendations provide a framework for crafting impactful communication that aligns with the linguistic and rhetorical strategies evident in Donald Trump's social media communication.

9. Future Research

As Donald Trump is the incoming President for United States of America, it will be interesting to do more research on this topic. There are several ways to do that as explained in the following pointers.

Expand the analysis beyond just Twitter data: While Twitter has been a central platform for Trump's communication, examining his speeches, interviews, and other public statements could provide a more comprehensive understanding of his overall rhetorical strategies.

Conduct longitudinal analysis: Tracking how Trump's language and communication tactics evolve over time, especially during key political events or transitions, could reveal important insights about his adaptability and responsiveness to changing circumstances.

Explore cross-platform comparisons: Comparing linguistic patterns and audience engagement on Twitter versus other social media platforms or traditional media outlets could highlight platform-specific strategies and their relative effectiveness.

Investigating the impact on political outcomes: Going beyond just describing the communication strategies, it would be valuable to assess the actual impact of Trump's rhetoric on factors like public opinion, voter turnout, policy decisions, and election results.

Expand the categorization model: While the current categorization of emotional, persuasive, and ideological language is insightful, incorporating additional dimensions, such as populism, nationalism, or anti-establishment sentiment, could provide a more nuanced understanding of the underlying themes and messaging.

Incorporate multi-modal analysis: Extending the study to include visual elements, such as the use of images, videos, or memes in Trump's communication, could reveal additional layers of his strategic messaging and audience engagement tactics.

Explore international comparisons: Comparing Trump's communication strategies to those of other populist or unconventional political leaders around the world could help situate his approach within a broader global context and identify any unique or shared characteristics.

Consider ethical implications: Given the potential for computational propaganda and the amplification of political messaging through social media, it would be valuable to explore the ethical considerations and societal impacts of such communication strategies.

By pursuing these research, the study could provide a more comprehensive, longitudinal, and contextual understanding of Trump's communication strategies and their broader implications for political discourse, public engagement, and democratic processes.

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