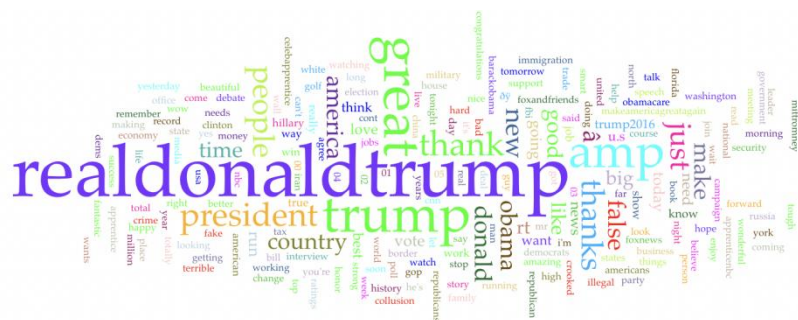


27 Jan 2023

In order to better recognize Trump's style, I will first briefly analyze all his tweets before examining the connection between Trump and news media. Using the "Cirrus" tool from Voyant, I created a word cloud (Figure 1).



"Make America Great Again", as with Trump's campaign slogan, it is clear from the word cloud chart that "great" is a word that is used extremely frequently. We can notice that the word "great" appears 5393 times in his tweets, just after the term "realdonaldtrump," which is his Twitter account id. Obama's tweets mention "great" 442 times. Similarly related words, the word "america" also appears frequently, with 1560 times. Additionally, we can also see straight away that the word "news," which we want to pay attention to, appears 847 times.

KEYWORDS SEARCH

With a general overview of Trump's tweets' word frequency above, I will use Voyant's other function to continue a text analysis of Trump's tweets based on a variety of keywords, under a selection of topics, under a selection of topics.

As previously said, the word "news" appears frequently (847 times). To begin, use the "Trends" tool with the keyword "news" to see the frequency of words used over the full corpus. (Figure 2)

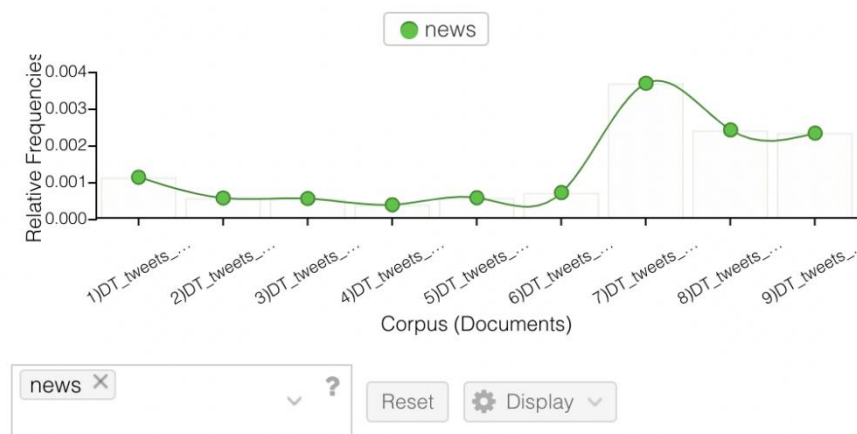


Figure 2 The Trends of the keyword "news"

We can clearly see from all of Trump's tweets between 2011 and 2019 that the frequency of this word peaked in 2017. Contrary to the word "great," which is used rather frequently, the frequency of mentions is pretty steady, as shown by "trends." (Figure 3).

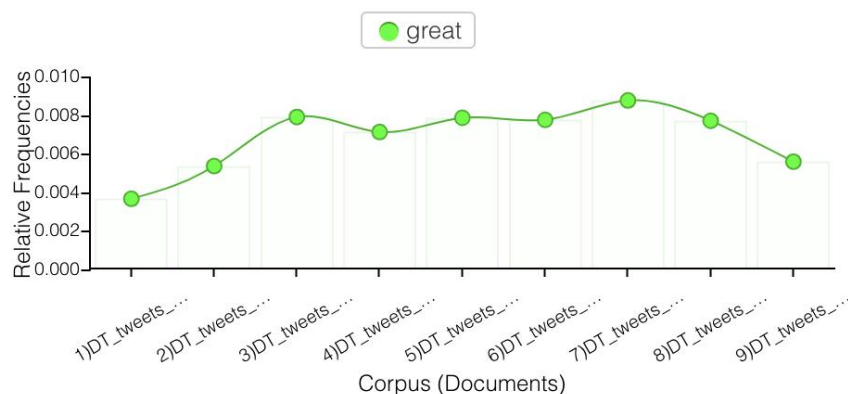


Figure 3 The Trends of the keyword "great"

However, the word "news" is used with a strong time focus. Perhaps we can infer that it is driven by events. To confirm this idea, I used the "Contexts" tool to take a closer look at the surrounding text where the word appears.

I compared tweets from 2011 with that from 2017, the year with the highest peak. It is really interesting to see that the outcomes in 2011 and 2017 are completely different (Figure 4a & Figure 4b).

	Document	Left	Term	Right
⊞	DT_twe...	there. Newsmax is a great	news	org and and its pres
⊞	DT_twe...	ralphreed Newsmax is a great	news	organization and its pres debate
⊞	DT_twe...	Susteren @gretawire tonight on Fox	news	at 10 p.m. The Oil
⊞	DT_twe...	on his show Hannity Fox	news	at 9 pm. I'll be
⊞	DT_twe...	Record which airs on Fox	news	at 9 p.m. Mitt Romney
⊞	DT_twe...	at 10 p.m. on Fox	news	. It's about time Italy recognized
⊞	DT_twe...	the innocence of @AmandaKnox---great	news	! Looking forward to speaking at
⊞	DT_twe...	interview with @gretawire on Fox	news	for those who missed it
⊞	DT_twe...	Tune in tonight on Fox	news	at 10 p.m.... (cont) http
⊞	DT_twe...	Greta last night on Fox	news	-- 'Nation Has Become 'All Talk
⊞	DT_twe...	night with Greta on Fox	news	http://bit.ly/n7LOrz Thanks to
⊞	DT_twe...	the Record tonight on Fox	news	in the 10 p.m. hour

Figure 4a Context of the keyword "news" in 2011

	Document	Left	Term	Right
⊞	DT_twe...	even the very dishonest Fake	news	Media a Happy and Healthy
⊞	DT_twe...	often referred to as Fake	news	Media. Phony and non-existent
⊞	DT_twe...	all co... While the Fake	news	loves to talk about my
⊞	DT_twe...	had. Don't let the Fake	news	convince you otherwise...and our
⊞	DT_twe...	Polls are strong! The Fake	news	refuses to talk about how
⊞	DT_twe...	just like they report Fake	news	. Despite only negative reporting we
⊞	DT_twe...	reported correctly by the Fake	news	Media! Wow "FBI lawyer James
⊞	DT_twe...	will be given by mainstream	news	? "The President has accomplished some
⊞	DT_twe...	the most influential show in	news	? You deserve it - three great
⊞	DT_twe...	great people! The many Fake	news	Hate Shows should study your
⊞	DT_twe...	Tax Cuts which the Fake	news	Media is desperate to write
⊞	DT_twe...	meaningful and yet the Fake	news	is working overtime to follow
⊞	DT_twe...	approved there will be a	news	Conference at The White House

Figure 4b Context of the keyword "news" in 2017

In 2011, during his candidacy, Trump used news media to promote himself, as can be seen, if we look more closely at the tweets that mention "news" from that year. In 2017, however, it became clear that most of the "news" was related to "fake".

To better clarify the correlation between the two words "news" and "fake", I looked for the keyword "fake" on top of "news" using "Trends" (Figure 5). As we can see, the

word "fake" also had a peak in 2017 and followed a similar path to that of "news" since 2017.

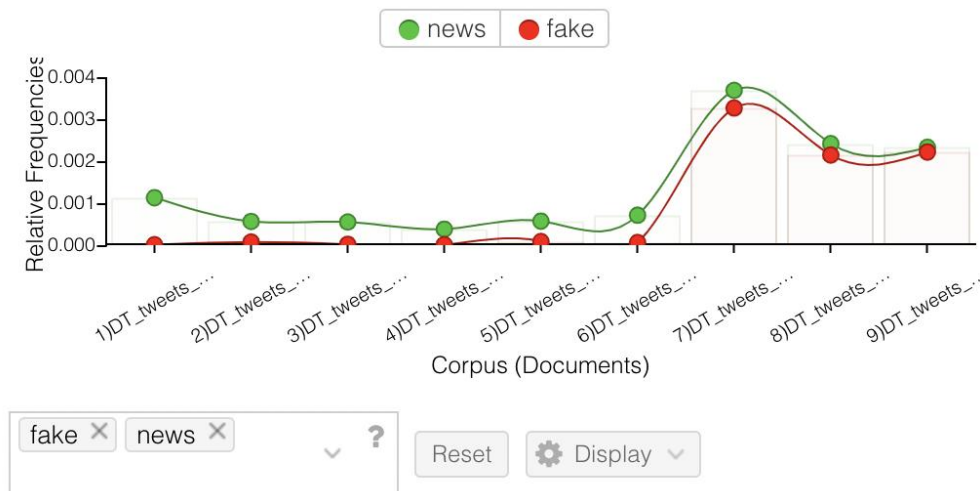


Figure 5 The Trends of the keyword "fake" and "news"

In contrast, the keyword "news" appears 314 times in Obama's tweets. The frequency is relatively flat, as seen by the Trends (Figure). A closer look at using 'Contexts' reveals that the majority of them are announcements of "GOOD NEWS" rather than critiques of the news media.

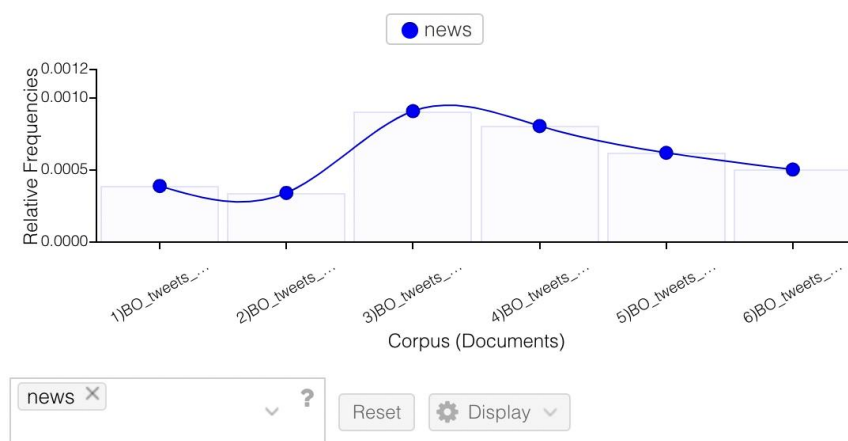


Figure 6 The Trends of the keyword "news"

As can be seen from these two comparisons, the relationship between the government and the news media has significantly worsened under the Trump administration, which frequently refers to news sources and items that he disagrees with as "fake news." "Fake news" even became synonymous with statements from US President Donald Trump, as he railed against the media (BBC, 2017).

I also compared searches for the keyword "news" in TensorFlow Embedding Projector. While Voyant supports keyword research in the Twitter corpus, the TensorFlow Embedding Projector investigates words and their collocations in general (Figure 7).

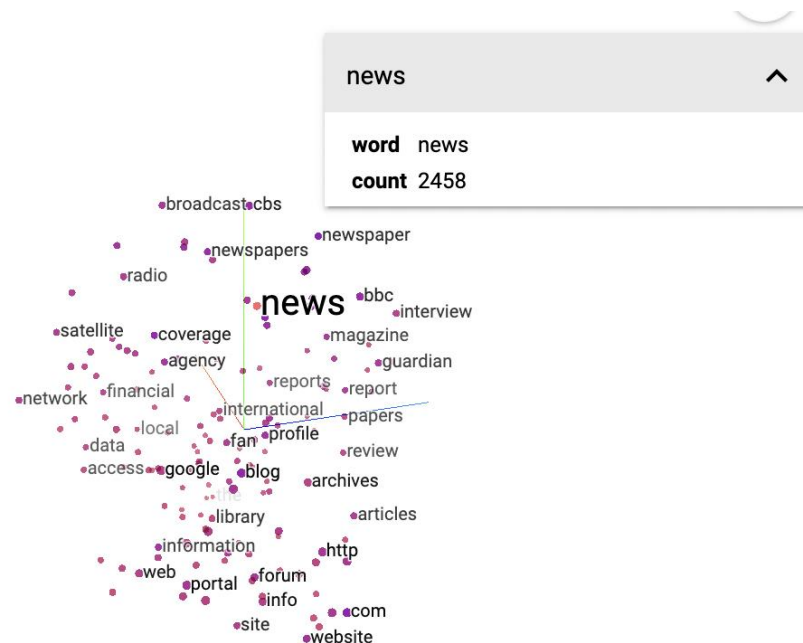


Figure 7 Word embedding of keyword "news" in TensorFlow

We see the word "news" embedded in the vocabulary of the news industry generally, such as "newspaper," "magazine," "bbc," and so on. The words are not linked like in the Twitter corpus because, since 2017, Trump has frequently used the word "news," accusing major news media and journalists of publishing biased or false reporting, causing public confusion and mistrust.

Overall, these findings show that both presidents have drawn media attention to themselves, but President Trump's approach has been more forceful, and as a result, the government's relationship with the media has deteriorated.

Reference

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Retrieved from: <https://www.bbc.com/news/uk-41838386>

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