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Title

The 2016 Presidential Election went down in the books as one of the most bizarre and controversial in U.S. history. The disappointing result left millions of Americans scratching their heads and asking themselves how Donald Trump became the 45th president of United States, despite his sexual misconduct allegations, hateful rhetoric, and the links between his associates to Russian officials. When analyzing the elements that contributed to Trump’s victory, memes are often disregarded or overlooked. As peculiar as it may sound, political memes had a significant impact on the outcome of this historic presidential election. Memes are powerful; their humor allows them to spread like wildfire across all social media platforms. Once memes go viral, they are seen by millions of people around the world. There were large amounts of memes circulating around social media addressing both Donald Trump and Hillary Clinton. It is important to consider political memes as powerful pieces of rhetoric because of their potential to influence the ways people view political figures. I will be using the theoretical perspective of visual rhetoric and metaphor in order to the better inform and guide this study.