

# Analyzing President Trump's Twitter Language

(Semester) English (Kürzel)

Datum

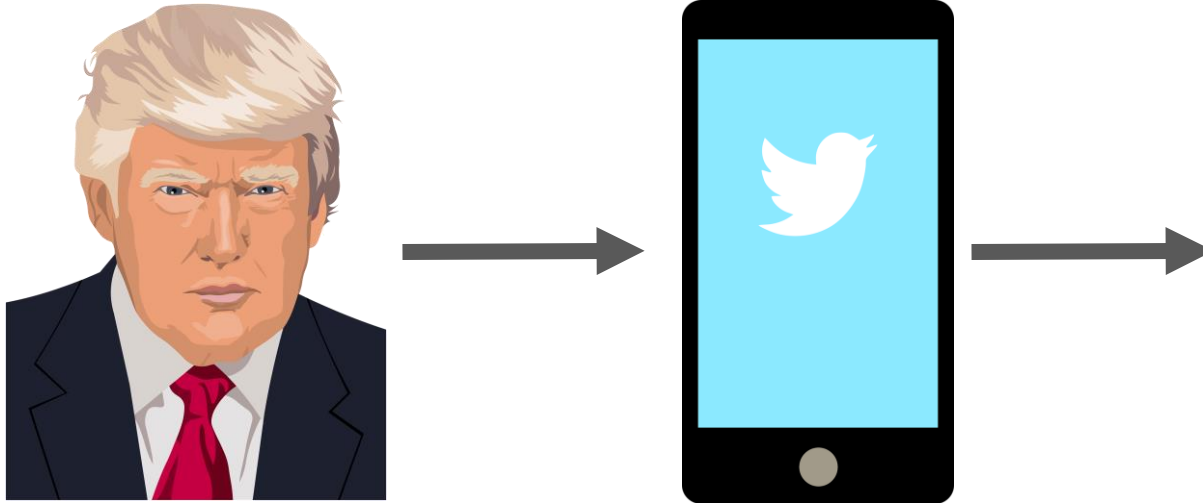


# Agenda

You will...

- ❑ learn about President Trump's behaviour on Twitter.
- ❑ learn about his use of language and the effect that is created.
- ❑ analyze tweets and write an analysis.
- ❑ produce an audio clip in which you record your results as an expert interview.
- ❑ present your audio clip.

# President Trump's Twitter usage:



- ★ He has 58 Mio follower.
- ★ He can communicate directly with his supporters.
- ★ There is no critical authority to change his messages.
- ★ He bypasses the traditional mass media.
- ★ He amongst other things provokes, polarizes, distracts and disturbs.

# President Trump's Twitter account



His Twitter name  
(@realDonaldTrump)

His shared media

His follower

His timeline

His tweets  
(Twitter posts)

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# President Trump's Twitter language

Since tweets are limited, Twitter users are forced to write their message in 280 characters.

This - and the fact that most Twitter user want to attract attention to their messages - sometimes leads to use of stylistic devices (e.g. hyperbole, anaphora, ellipsis, alliteration, allusion, enumeration, rhetorical question, irony).

President Trump makes usage of these stylistic devices in some of his tweets.

# President Trump's Twitter language: Examples



**Donald J. Trump**  @realDonaldTrump · 29. Jan.

In the beautiful Midwest, windchill temperatures are reaching minus 60 degrees, the coldest ever recorded. In coming days, expected to get even colder. People can't last outside even for minutes. **What the hell is going on with Global Warming? Please come back fast, we need you!**

 135 Tsd.  53 Tsd.  209 Tsd.

*Bildquelle: Screenshot Twitter, steht nicht unter CC-Lizenz*

**What is the effect of using irony in this tweet?**

**irony**

# President Trump's Twitter language: Examples



**Donald J. Trump**  @realDonaldTrump · 31. Jan.

More troops being sent to the Southern Border to stop the attempted **Invasion** of Illegals, through large Caravans, into our Country. We have stopped the previous Caravans, and we will stop these also. With a Wall it would be soooo much easier and less expensive. Being Built!

 20 Tsd.  24 Tsd.  101 Tsd.

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**What is the effect of using an hyperbole in this tweet?**

**hyperbole**

# President Trump's Twitter language: Examples



**Donald J. Trump**  @realDonaldTrump · 24. Jan.

Without a Wall there cannot be safety and security at the Border or for the U.S.A.

**BUILD THE WALL AND CRIME WILL FALL!**

 44 Tsd.  33 Tsd.  153 Tsd.

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**What is the effect of using a rhyming couplet in this tweet?**

**rhyming couplet**



# Assignment

Analyze Donald Trump's use of language in his tweets.

- Work with your partner and browse through the Twitter feed of @realDonaldTrump.
- Pick about ten tweets.
- Analyze them regarding the use of language, especially stylistic devices, and the effect that is created.
- Collect your findings in a ZUMpad and write an analysis.
- Create an audio clip in which you record your results as an expert interview.
- Present your clips.