

**PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERSITY OF MOHAMED BOUDIAF - M'SILA**

**FACULTY OF LETTERS AND LANGUAGES
DEPARTMENT OF ENGLISH**

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**DOMAIN: FOREIGN LANGUAGES
STREAM: ENGLISH LANGUAGE
OPTION: LITERATURE & CIVILIZATION**

**The Impact of Social Media on American
Presidential Election Campaigns
The Case of
“ Donald Trump’s 2016 Campaign ”**

**Dissertation Submitted to the Department of English in Partial fulfillment
of the Requirements for The Master Degree**

Candidates

Sofiane DEBBIH

Yakoub HEBARA

Academic Year: 2017/2018

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Dedication

We would like to take this chance to thank all our beloved friends, who have been so supportive along the way doing our dissertation. We would also like to express our wholehearted gratitude to our families for their generous support.

Last but not least, deepest thanks go to all people who took a part in making our dissertation real.

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Abstract

This dissertation entitled “The Impact of Social Media on American Presidential Election Campaigns, Donald Trump's 2016 Campaign”. It consists of two chapters and aims at examining the Influence of Social Media in public presidency (USA). First, it elaborates a background of the history of presidential campaigns in America. Then, this research paper focuses on President Donald Trump, and how he used social media. Furthermore, how widely successful he was in rallying the American society to gain votes. Moreover, by applying "Digital Media Theory ", this study sheds the light on how Trump's Campaign relied on Social Media and the impacts it brought upon American public, whether positive or negative aspects.

Key words:

Social Media, Impact of Social Media, Digital Media Theory, Trump's 2016 Election Campaign.

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General Introduction

General Introduction

Communication lies in the heart of society and leadership. Changes in how we interact have brought along advances in an average citizen's involvement in the political life. While interest or knowledge of governance is not a privilege for the rich anymore, technological advancements in communication have made it possible for the average citizen to be informed and involved in the political process in more ways than one.

These advances in technology have played a vital role in presidential elections, shaping how voters view the candidates and their electoral programs. In 2016, a new force has become communications king "social media". In fact, it played a paramount and a pivotal role in shaping the course of major events before, during and after the presidential elections in the United State of America. On November the eighth, Americans voted on who would be the forty fifth president, while both candidates of the Democrat and Republican parties manifested a unique dimension to the campaign through their use of Social Media. Hillary Clinton had the potential to be the First woman president, a pioneer, as significant as Barack Obama being the First African American President; while Donald Trump presented himself as the ultimate political leader, businessman, and reality T.V host, defining himself as "the Voice of People". Social Media tools such as Twitter, Facebook, and YouTube were used by candidates to post, make supportive videos, links to articles, so that they can express their views, expose programs and increase the number of voters. They can also build an innovative style of modern communication that is different from the ones influenced through public Media (Press). This style provides a smooth, direct contact with voters form various social classes. Marketing experts have said that Trump succeeded in rallying the public opinion in the way that he had an effective approach to reaching his followers and maybe that was the trigger to win him the elections.

Indeed, social media are regarded as one of the main reasons behind Donald Trump's success in the elections. More people than ever get their news mainly from social networks. Candidates have discovered that the quickest way to make news is to put out a statement or

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comment in a social media post. Hence, the purpose of this research paper is to investigate the effect of the use of social networks in Trump's campaign which was unique at different levels. For, it combined the use of social media and the multiple principles such as economy and immigration. Thanks to his campaign organizers who were not as accurate as the ones Obama had, but were successful in triggering hot topics, standing for voters' concerns.

Literature Review

The aim behind writing this part is to give an overview of the literature and various previous studies about the use of social media in political election campaigns. A discussion is provided about the use of social media, and then how technology helped Trump to succeed in rallying the public opinion. This discussion of the existing literature about the research is the foundation of our work.

During the discovery periods, which started around George H. W. Bush Presidency in 1992, the online world was mainly email (Bayraktutan, Binark, Comu, Dogu, Isamoglu & Aydemir, 2011). By 1998, political candidates and parties had begun creating their own websites, engaging the online American audience in their political campaign in a more accessible way.

Throughout the maturity period, which began sometimes in the new millennium, politics was regarded for informational content, until later on when political campaign websites improved with more advanced, interactive features such as videos. Many ideas were put-fourth on the Internet, which laid the foundation of how each party should be viewed in the voter's mind. This began more intensive data collection and distribution of election materials, where each candidate was able to target specific audiences and promote their ideas and roles (Bayraktutan et al 2011). The audience became more involved, since they felt further invested or connected with the candidates they seemingly identified with. The post-maturity period began in the late 2000s until today, where election campaigns spread deeply throughout the Internet instead of being limited to campaign sites. This period began with a "media-controlled online

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communication” which is when third parties controlled the information being disseminated about the political party of their choice (Bayraktutan et al 2011). This allowed parties to reach more channels and create images of each political candidate that are to their liking.

With the rise of social media tools such as Facebook and Twitter, third parties are no longer the only ones in control of creating a certain image for political candidates (Bayraktutan et al 2011). This is known as user-controlled online communication, where social media users dictate what is or is not a salient issue. Later on, towards the post-maturity stage, social media constituted a “new power” for political powers and users.

Since social media often determines which issues and candidates are salient, political candidates are forced to turn to social networking platforms such as Twitter or Facebook to promote their platform (Bayraktutan et al 2011). Social media is now in the fabric of communication, which provokes more online political rhetoric in an attempt to make political ideas and/or candidates engaged.

There are many reasons why social media has become such a powerful influence. More people than ever get their news mainly from social networks like Facebook, Twitter and YouTube. Candidates have discovered the quickest way to make news is to put out a statement or comment in a social media post. *"It's really opened the floodgates of candidates being able to tap into this ecosystem of voters and news consumers who are getting information about these candidates 24/7,"* said Patrick Ruffini, Republican political strategist and founder of *Engage*, a digital media firm. *"This election cycle is the first I've seen (where) candidates realize social media is their direct pipeline into mainstream media coverage and to voters."* (Lang 2016).

Social media played a pivotal role in the US presidential elections; in fact, the 2016 presidential election was called “*a social media election*”. Facebook, Twitter, and YouTube became the chosen platforms of candidates to run their social media presidential campaigns in

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the last few months before the Election Day. Thus, social media is regarded as one of the main reasons behind Donald Trump's success.

To further develop this, Vitak, J., Zube, P., Smock, A., Carr, C., Ellison, N. & Lampe, C (2011) found that higher levels of political activity on Facebook produced high levels of offline political participation. Sharing a politically charged status or "liking" a political candidate's Facebook page significantly predicted the likelihood of someone volunteering for a political organization or signing a petition about a political issue. The intensity of Facebook use and what political material users see on Facebook is a major factor of political participation.

Moreover, an article in the *First Post* published on the 7th November 2016, just a day before the elections suggested that Donald Trump might be the new president based on analyses on social media. The analyses were done "using crowd-integrated sentiment-driven research approach" and showed Trump's lead on social media suggesting the possibility of him winning the elections. And despite the fact that the polls were in favour of Hillary Clinton, Trump did actually manage to become the 45th American president.

However, the effective campaign speeches, alongside with the use of social media, helped Trump to win the support of many Americans and the praise of the world community.

"He talks in such simple terms that his audience can understand it. In communications, that's very important." Ira Kalb says. Whereas, Chad Kawalec, president of West Hollywood-based Brand Identity Center says about Trump: *"He's very authentic. He says what he thinks, come hell or high water. You know no consultant is going to be telling him to say that stuff."*

Then again, Professor Ira Kalb confirms that slogans like: *"Make America Great, Again"* "inspired people". Further, Kalb adds that an important reason for the election principles is his relation with American Ideology and the constant emphasis on economics (Kalb 2016).

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Social media has appeared as both the tool that produced engagement and the space where this engagement unfolded (Dumitrica 2014). It has been rightly pointed out that technologies network us, but it is our stories that connect us (Papacharissi 2015). Researchers have also found that social media platforms are transforming the way publics form and meet, but their capacity to bridge opposing viewpoints on divisive issues remains limited (Hendriks, Duus, & Ercan 2016).

Boyd and Ellison claimed that social network users' main purpose for using social media was to connect with friends and acquaintances and for entertainment purposes, not for obtaining political content or for political participation (Boyd and Ellison 2007). However, political news and information can be found on social networking sites and users have the opportunity to encounter that information. Alternatively, several scholars make the argument that social networking sites can lead to information seeking, and that they can provide an avenue for voters to learn more about political candidates (Zhang, Johnson, Seltzer & Bichard 2009). Therefore, social media could be seen as a tool for increasing knowledge about political candidates and could lead to higher levels of political participation. Valenzuela, Park, and Kee (2009) found there were positive associations between using a social networking site and increased public engagement with civic and social affairs.

Therefore, the literature review documents a number of scholarly papers and books which generally focus on Trump's election and many others that preceded it. Building on this academic literature, this paper focuses mainly on Trump's success in changing the flow of power concerning social media use and his focus on voter involvement and engagement as an integral part of his campaign.

General Introduction

Statement of the Problem

Candidates of any elections tend to use all means to come to the point that nowadays social media have emerged as the strongest tools in order to gain more voters, especially after having recently played a significant role in revolutionizing the Presidential Elections in the United States of America. Barrack Obama succeeded immensely in rallying voters from different Social Classes, whereas Donald Trump knew how to tackle subjects like: Economy and Immigration, which in turn affected the course of elections, through multiple social media platforms such as Twitter, Facebook and YouTube. So, this research paper will analyze the impact of Social Media on Donald Trump's Presidential Campaign of 2016 since it attracted worldwide attention, media, press and headlines.

Research Questions

The main question of this research is: How did social media help Donald Trump win the U.S presidential elections of 2016?

To further develop this problematic, the following sub-research questions need to be answered.

- 1 - How can a presidential candidate win the elections using social media?
- 2 - Which social media platforms are used and how are they employed by political candidates?
- 3 - What are the main topics that were tackled by Donald Trump while addressing his followers on social media? (Economy, Immigration, U.S Ideology).

Significance of the Research

Recently, the American politics gained worldwide popularity thanks to social media tools and became a debatable topic at a universal level. Thus, analyzing the impact of social media on American presidential elections is worthwhile, since it is an up-to-date topic. The main concern of this research paper is to analyze how social media influenced American presidential elections, regardless to the question whether the candidate is capable of fulfilling the requirements needed

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to be a president. There are other points that are concerned with answering the research questions for a fuller understanding of the issue. The 2016 campaign in particular utilized social media in unique ways to involve potential voters. This past election cycle allowed for social media to become more interactive and grow as a medium for sharing political information. With social media growing in campaigns, citizens have more access to political information, which can help them become more politically informed.

Methodology

To study Media, Technology and contemporary cultural Communications between people, "Digital Social Media Theory"¹ focuses on the late of twentieth and twenty-first centuries when people have become worldwide connected, with the onset of personal computers and the improvement of graphic programs, sub-fields and topics may include Social Media, history of Technology, and Digital Publics. Readings may include work by theorists such as Ian Bogost, Wendy Chun, and Mark Hansen through the study of modern media theory, which can be applied as Trump's election campaign. At the same time, the contemporary digital media revolutionized tools for instance: Twitter, Facebook, YouTube and "social networks ushered in the new digital media."

Qualitative and other quantitative data can be used in the collection of historical information. This combination ensures that the limitation of one type data is balanced by the strengths of the other. A variety of resources will be used to obtain both primary and secondary information. Documentation is the main source of evidence. The types of documentation to be collected and analyzed for this study include: Pew Research Reports, blog posts, YouTube videos, posting from social media and text speeches. Social Media is the basis of this research; all pages are monitored and documented.

1 - <https://www.jcsocialmedia.com/digital-social-media-theory/>

Chapter One

US Presidential Campaigning and Social Media

Introduction

Presidential campaigning is the focal point in American politics. No other political event attracts nearly as much attention. Interest in presidential campaigns does not end on Election Day. Presidential elections occur every four years, but their campaigns in some form are perpetually in progress. They are a wide stage for conflict generated basically from personality differences, characters, issues and strategies and fundamental clashes of world views. All contribute to making campaigns a “theatre or a spectacle” (Campbell, 4). To deliver the message that the candidates want to share with the voters, they make use of numerous channels of communication including social media. The use of Twitter, Facebook and YouTube has changed the way campaigns are run and how Americans interact with their elected officials.

To understand how media had a part to take in the American campaigning, this chapter sheds light on the background of presidential campaigning in the U.S and makes the link between this background and social media. It starts first by describing about presidential campaigning, its evolution and types. Moreover, it discusses social media platforms, its types and how they affect American presidential elections in an analytical standpoint.

1.1 Definition of Presidential Campaigning

A presidential campaign is an organized effort to secure the nomination and election of people seeking public office. In a system of representative democracy, electoral campaigns are the primary means by which voters are informed of a political party’s policy

or a candidate's views. Presidential campaigning aims at providing voters with convincing reasons to vote for the candidate.

Campaigns might be defined as activities of the candidates and their campaign operations. From the perspective of the candidate, the purpose of a campaign is to provide voters with convincing reasons to vote for the candidate. Any attempt to convey such reasons to potential voters is part of the campaign (Campbell, 5).

A political campaign can also be defined as an organized effort which seeks to influence the decision-making process within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections and candidates for head of state or head of government, often a president or prime minister. Another definition is the one provided in Collins dictionary, stating that campaign as a planned set of activities that people carry out over a period of time in order to achieve something such as social or political change.

1.2 Components of the Presidential Campaign

One of the components of the campaign is the message that contains the ideas the candidate wants to share with the voters. It is to get those who agree with their ideas to support them when running for a political position. The message often consists of several talking points about policy issues. The points summarize the main ideas of the campaign and are repeated frequently in order to create a lasting impression with the voters.

In the U.S for instance, the opposition party will try to get the candidate "off message" by bringing up policy or personal questions that are not related to the talking points. Most campaigns prefer to keep the message broad in order to attract the most potential voters. A message that is too narrow can alienate voters or slow the candidate down with explaining details (Vavreck, 67). The example is our current case study "Donald Trump's 2016 Campaign" in which social media exposed many talking points about multiple issues: economy and business matters, foreign policy and immigration. While publicity and marketing of the campaign through social media tools (websites, social media platforms) witnessed a lot of changes; ushering a new age of development in campaigning (Vavreck, 67).

1.3 Types of Presidential Campaigns

Political campaigns are categorized into two types: *Informational* and *Paper* Campaigns. In this section, these two types are going to be highlighted according to their characteristics and aims.

1.3.1 Informational Campaign

An informational campaign is a political campaign designed to raise public awareness and support for the positions of a candidate (or his party). It is more intense than a paper campaign, which consists of little more than filing the necessary papers to get on the ballot, but is less intense than a competitive campaign, which aims to actually win election to the office. An informational campaign typically focuses on low-cost outreach such as news releases, getting interviewed in the paper, making a brochure for door to door distribution, organizing poll workers, etc.

1.3.2 Paper Campaign

A paper campaign is a political campaign in which the candidate only files the necessary paperwork to appear on the ballot. The purpose of such a token effort may be simply to increase name awareness of a minor political party or to give voters of a certain ideology an opportunity to vote accordingly. It can be a cost-effective means of attracting media coverage. An informational campaign, by contrast, may involve news releases, newspaper interviews, door-to-door campaigning, and organizing polls. As the level of seriousness rises, the marginal cost of reaching more people rises accordingly, due to the high cost of TV commercials, paid staff, etc. which are used by competitive campaigns.

In a book written by Keena Lipsitz (2016) entitled “*Competitive Elections and the American Voter*”, Lipsitz notes the importance of competition and advertising throughout the campaign. Michael X and Delli Carpini affirm that the combination is “a masterful blend of theory, institutional and individual level considerations, rigorous empirical analyses, and insightful interpretation. The result is a compelling case for making elections more—but not too much more—competitive and, in doing so, improving both the quality of the information environment during campaigns and the quality of voters' participation in the electoral process”. Hence, campaigns are all about competition which is an important factor that paves the way for a successful election.

1.4 Evolution Presidential Campaigning

There is a common agreement that the process of election campaigns has been transformed over recent decades. The need for understanding the changes in election campaigns, as a result of the modernization process rooted in technological and political

developments common in many post-industrial societies, leads to the categorization of this evolution into three stages: *Pre-modern*, *Modern* and *Post-modern* campaigns.

1.4.1 Pre-Modern Campaigns

In this theoretical framework, *pre-modern* campaigns, which originated in the 19th century, are understood to display three characteristics: A- the campaign organization is based upon direct forms of interpersonal communications between candidates and citizens at local level. In the news media, the partisan press acts as core intermediary between parties and the public. B- And the electorate is anchored by strong party loyalties and political advisors. Typically, in these campaigns local parties selected the candidates, rang the doorbells, posted the pamphlets, targeted the wards, planned the resources, and generally provided all the machinery linking voters and candidates. For citizens, the model is one that is essentially local-active, meaning that most campaigning is concentrated within local communities, conducted through more demanding political activities like rallies, doorstep canvassing, and party meetings. C- The earliest studies of campaign communications in America, by Lazarsfeld (1944) and colleagues emphasized that the primary impact of elections was to reinforce partisan supporters, rather than to produce new converts. Classic accounts of American electoral behavior, by V.O.Key (1964), and Campbell et al. (1960), argued that voters were guided by partisan identification, representing an enduring loyalty or ‘standing decision’ influencing voting decisions over successive contests. If voters were largely stable, the main function of party organization was to energize and mobilize their traditional base of electoral support.

1.4.2 Modern Campaigns

The evolution of *Modern* campaigns, which date from the early 1950s to the mid-1980s, are defined as those with a party organization coordinated more closely at central level by political leaders, advised by external professional consultants like opinion pollsters. In the news media, national television becomes the principal forum of campaign events, supplementing other media. And the electorate becomes increasingly decoupled from party and group loyalties. Politicians and professional advisors conduct polls, design advertisements, schedule the theme de jour, leadership tours, news conferences and photo opportunities, handle the press, and battle to dominate the nightly television news. For citizens, the typical experience of the election becomes more passive, in the sense that the main focus of the campaign is located within national television studios, so that most voters become more distant and disengaged spectators in the process (Norris 2004).

The professionalization of the political consultancy industry has developed furthest in the United States, with demand fuelled largely by the traditional weakness of American party organizations, the rise of the candidate-centered campaign in the 1960s, the capital-intensive nature of advertising-driven campaigns, and the number and frequency of American primary and general elections. More recent accounts have emphasized that parties have both contributed towards, and sought to benefit from, the changes in the electorate by developing 'bridging' or 'catch all' strategies, designed to attract voters from outside their core constituency. The modern campaign evolved into a familiar pattern from the early fifties until the mid-eighties, with similar, although not identical, changes becoming evident across many post-industrial societies. In the U.S, the 1992 presidential campaign is a concrete example. Bill Clinton's campaign era was marked by many politicians and academics as the start of modern campaigning (Whitaker 2016).

1.4.3 Post-Modern Campaigns

Lastly, over the last decades, post-modern campaigns are understood as those where the circle of professional consultants on advertising, public opinion, marketing, and strategic news management become more co-equal actors with politicians, assuming a more influential role within government in a ‘permanent’ campaign, as well as coordinating local activity more tightly at the grassroots. The news media fragments into a more complex and incoherent environment of multiple channels, outlets, and levels. And the electorates withdraw allegiance to a political party in their voting choices. For some citizens, the election may represent a return to some of the forms of engagement found in the pre-modern stage, as the new channels of communication potentially allow greater interactivity between voters and politicians. This has been clear in the latest presidential campaign when social media played a pivotal role in rallying the public opinion and voters, i.e. our case study “Donald Trump’s 2016 election campaign”, which is a concrete example of a modern campaign (Norris 2004).

The heart of the political marketing concept is a shift from sales of existing products (advertising party policies, leaders, and images) towards a focus that puts the ‘customer’ first, using research into voter’s needs, wants and drives as revealed through polls, focus groups and similar techniques, and subsequently adopts strategies like developing a dependable reputation for reliable service delivery on key policy issues that aim to maximize votes (Norris, 10).

1.5 The Stages of Presidential Campaigning

The Primaries are the first stage of political campaigns in the United States of America, taking place from the middle of January until the end of June of the year of the

elections, in which potential party candidates travel from state to state to win enough votes for their parties' nomination. Before a candidate gains their party nomination, they must first acquire the most delegates at the national convention by campaigning in each state in primary elections, conventions, or caucuses. National primaries are costly, as candidates must reach constituents in each state, and this is just to get a chance to run with party support in the election, which takes more fundraising (Trent & Friedenber, 28). It is during this stage that social media mistakes, for instance, can break a candidate's chance, a simple tweet or a mistake at any campaign stop can be blown out of proportion with social media. Moreover, the next stage in a presidential political campaign is The National Convention. Candidates make speeches and host a party for the winning nomination, this support, gives the candidates a source of legitimacy for the position (Trent & Friedenber, 39). Conventions were historically a large part of the process, because debate and bargaining continued to occur until the end of the convention when the nominee was chosen. Contemporary conventions are now used more to gain attention from the media and the people and to gain support for the nominees, who are almost always obvious long before the convention is held. (Norton & Company Inc. 2011).

The final stage of a political campaign is The General Election, it is during this stage supporters must gather and begin canvassing, and phone calling to spread the word. The general election campaign is structured around the realities of the Electoral College, which has changed historically over the years through constitutional amendments. The Electoral College gives candidates a goal to work towards—270 electoral votes are needed to win the election. Strategy usually revolves around a certain number of states that will get the candidates past that 270-seat mark, and candidates focus their attention and funding on the states that are most cost-effective in that light. Candidates must decide whether to target states that usually lean toward their political party in order to ensure their support,

and campaign hard in states that usually swing towards the opponent's political party. During this stage the most important part of the campaign is the message. Speeches are made, debates are held, and bumper stickers and signs are plastered across America (Trent & Friedendberg, 45). A campaign can organize their volunteers with social media to get the word out and alter the face of the election with a greater reach. When the campaign nears its end, the entire campaign turns to get-out-the-vote activities in order to ensure that the candidate's supporters end up going to the polls on Election Day. (Norton & Company Inc. 2011)

These four stages of a political campaign create the cycle of professionalism, which has introduced the need for advertising firms to become a part of the American political campaign cycle.

1.6 Presidential Campaigning and Social Media

The field of social media and political communication has recently been surrounded by a huge interest among different political, social and academic branches, in addition to a widespread public interest in mainstream media which all have driven this topic to be in the top league among researchers. Thus, different definitions to social media and its different and most common platforms are going to be highlighted in this section.

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Users access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g. smartphones and tablet computers). When engaging with these services, users can create highly interactive platforms through which

individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals allowing them to receive information available on these platforms. (Campbell, 49).

Each social media networking site has created different tools to connect users and to increase communication throughout the nation and world. Facebook, Twitter and YouTube are three of the most popular social media sites that politicians use to connect to their constituents. A social media strategy should include the different aspects of each site to take full advantage of each site's communication capabilities. In this section, we will delve into Facebook, Twitter and YouTube's tools to show how candidates can use them in their campaigns.

1.6.1 Facebook

Facebook was created in 2004 as a tool for college students to use, but now has expanded to reach people of all ages. Each day 700,000 new members are added to the site and 45 million status updates are added (A Day in the Internet 2012). Unlike Twitter these statuses are not limited to any sort of length, and are shown on the newsfeed and on the page. According to the Facebook Pages Product Guide, pages allow businesses and people to build a unique identity and communicate their story to their audience and respond in a "personal way" (Facebook Pages, 1).

Each Facebook page has eight main different features to help brands communicate their message to their audience. Moreover, the cover story is a large picture that can "capture the essence" of brands and is another opportunity to show your fans what you

want to represent and is the first thing people will see when they visit your page. Candidates can use this space to showcase their campaign supporters or use photos of them working with other politicians or with their family depending on the message the campaign wants to send. The profile picture is the smaller picture that will be associated with your posts on the newsfeed and in any advertisements you place on Facebook; this can be a logo or a picture. Candidates can either use a picture of themselves, their logo or incorporate their photo with their logo, to draw supporter's attention to their Facebook page. Another feature that can help draw people to like your page is the page title and likes information that displays next to the profile picture. The main benefit of this is that it shows a glance of the campaign's high-level stats, not only how many people like the page but how many people are talking about your candidate. This also encourages visitors to like your page, and to continue to explore it to find out more about the candidate. (Facebook Pages, 2)

Other elements that are seen at the top of the page are the views and apps buttons that are below the cover photo and can link to a video page, photo page, number of likes, and any other application your campaign may need. Campaigns can choose custom icons for these buttons and custom apps to fit their needs, this even includes a donate button, a store and a volunteer button. Another useful element is the about link, this shows brief information about the brand and then is linked to another page that contains more information about your brand. This allows campaigns to post their websites and other in-depth facts about the candidates, including his interest and education and past employment. These elements are the first things that people see on a page. However, when people scroll they can see much more information depending on the amount your campaign posts. (Facebook Pages, 2)

Campaigns can post status updates, photos, links and videos on the page for users to view. Campaigns use the composer element to create these updates, it is simple to use and is the best way to engage your audience. Campaigns should post regularly to keep their page active with comments; candidates do not have to be in charge of their own pages, selecting a specific employee in charge of social media will allow the campaign to post multiple times a day. Campaigns can benefit with the more likes and the more they are talked about, engaging their constituents and then extending their reach to their constituents' friends (Facebook Pages, 2). Another interesting element of the timeline layout is the ability to pin posts, this allows the most important story to stay at the top of the timeline for up to seven days. This allows campaigns to post breaking news, or important messages to the top of their page, so they can control what their audience sees when they visit the page. However, this control is minimal after seven days this post will be moved down as you post new posts. These tools allow campaigns to engage their audience and communicate with them through your page, however, Facebook also offers tools to help you reach out to your audience and find out what works best through insight reports. (Facebook Pages, 2)

Campaigns can also drive people to their Facebook page through events, email marketing and including the Facebook logo on their campaign materials to let people know that they are on Facebook. Through the admin page you can create small ads that are posted on the side of the newsfeed that can be specialized to target by location, language, education, work, age, even relationship status and interest (Facebook for Business 2012). This allows campaigns to reach only voters in their constituency which allows Facebook marketing to be much more cost effective than other advertising outlets. Facebook also lets you know if the content on your page is engaging to visitors, as on the insights dashboard, you can view how many people view your page each day, "which posts are most

engaging” and how often people comment and who visits your page (Facebook for Business 2012). This will allow you to update at times when your fans are most engaged on your page, and will allow campaigns to learn what they need to do better to reach their constituents. Facebook is a great resource to reach a targeted audience and engage them with content and updates about how the campaign is going.

1.6.2 Twitter

Twitter is an opt-in social network, meaning you must follow people in order to receive their updates, but this does not mean they will receive yours like on Facebook (Following Rules and Best Practices 2012). According to Twitter, this is because the idea of Twitter is to follow people to keep updated, however if you follow too many people you cannot keep up with massive number of updates (Following Rules and Best Practices 2012). Candidates will be able to collect a number of followers and follow other coworkers and volunteers to keep up-to-date on how they feel about their community and the campaigns. Twitter is useful to help humanize the candidate, with only 140 characters they can update where they are what they are doing and what their vote was for the day. This allows candidates to keep in touch with their constituents more often.

With over 5 million tweets sent a day Twitter has a vast reach (A Day in the Internet 2012). A campaign can design their own page, reply at followers, send direct messages, re-tweet tweets from others and even promote tweets to advertise (New user FAQ 2012). The first thing a campaign should do with twitter is brand your page, which means they must design a background, upload an image or choose a color that matches your campaign (How to Customize Your Twitter Design 2012). This is part of your owned media, similar to the cover photo on Facebook; it personalizes and helps users know more about you. Twitter pages also have a short sentence of text that appears under your name

and profile picture, this too should be carefully written to send the right message across. The rest of the design is simple; it lists the number of tweets, following and followers and includes a box for followers to directly tweet at you. Twitter also offers an enhanced profile page for brands and Twitter partners; these pages include a 90 pixels high banner under the account information that extends across the profile. This allows campaigns to add more content to improve the engaging experience with followers. Another advantage of the enhanced pages is promoted tweets that will be highlighted at the top of their timeline, and will auto expand any attached images (About Enhanced Profile Pages 2012).

Twitter allows brands to promote both their tweets and trending topics. Promoted tweets are tweets that are then purchased by advertisers, these are seen at the top of search results, in their timeline and on profile pages of the brand (What are Promoted Accounts? 2012). Campaigns can use these tweets to highlight the update and allow more people on twitter to see their tweet. Twitter has even created a specific function for political advertising. Political ads are purchased by campaigns to engage a wider audience and will say Promoted by the candidate, however to improve transparency when you hover over the promoted icon it will say who paid for the advertising (What are Promoted Accounts? 2012) This is beneficial to the candidate because it still has the benefits of promoted tweets or sponsored trends, and it creates a better democracy by allowing campaigns to report in another place where they purchased their ads. These each provide options for candidates to promote their page and brand to reach more and more constituents.

Twitter also has a way to monitor what people are saying about your brand and track your interactions. Under the connect tab, twitter offers you the ability to find how many people favorite your tweet, mention your user name, follows you or re-tweets you

(Track your Interactions 2012). This allows campaigns to learn what is working and what is not, if their constituents favorite a tweet about a vote or @ reply about an event, the campaign can learn how their constituents feel about it. The candidate can handle twitter, but in national campaigns it is often best to leave the social media to the staff and specify when the candidate actually tweets something. Twitter is another example of social media humanizing candidates through increased interaction with constituents.

1.6.3 YouTube

Many do not think of YouTube when they think of social media. However, with the ability to share videos and comments has created a participatory culture, in which “fans and other consumers are invited to actively participate in the creation and circulation of new content” (Burgess & Green 10). Chad Hurley, Steve Chen and Jawed Karim launched YouTube to give users the ability to share videos, with no limit to the number of videos uploaded, and provide community features to link users as friends by common interest (Burgess & Green, 1). The ability to upload videos regardless of the content (excluding inappropriate material) and the capabilities to share with URL and HTML code on other sites including Facebook and Twitter create the social atmosphere of social media sites. YouTube has included the subscribe feature to create a social network, connection video bloggers or vloggers¹ and users with common interests.

Candidates have also given YouTube its legitimacy, President Obama announced his run for candidacy for president in 2007 with a YouTube video and supporters have come out with video responses (Sniderman 2011). This builds a more democratic culture as YouTube acts as a direct source, cutting out the agenda of the news media and allowing candidates and our elected officials to address their constituents directly. This also allows

1- Vlogger: a person who keeps a video blog (Collins Dictionary).

constituents to directly address their representatives, or respond to candidates during campaigns (Sniderman 2011).

YouTube has changed the sound bite culture even more drastically than the 24/7 news cycles of mainstream media (Sniderman 2011). YouTube allows the users to upload and share content, this allows for sound bites to be shared at a more rapid pace. Sound bites can be played over and over again and taken out of context. YouTube allows viewers to rank videos with like and dislikes and also shows how many times a video has been watched. This attracts more viewers to watch the video. Campaigns can use YouTube to post their campaign ads, but it is also useful to post video blogs from the campaign trail or responses to speeches (Sniderman 2011). After the 2011 State of the Union speech, both the Republican Party and the Libertarian Party posted responses to the YouTube Politics page (YouTube Politics 2011). This increases participation allowing each candidate to post videos and then fielding the comments that are made on those videos. Campaigns need to work to keep content active and include YouTube in with their social media strategy.

1.7 The Growth of Social Media Use in US Presidential Campaigning

Each social media networking web site targets a distinctive audience and makes use of special tools to allow people to share thoughts, videos, photos and links to form a network of people related via common interests. The increasingly huge range of users on these websites has attracted corporations to encompass internet advertising in their marketing plans, because of social media's focus on capabilities and that it's far regularly much less expensive than TV or print marketing. companies are not the only ones who realized the advertising and networking advantages of these sites. during the 2004 election cycle, political campaigns started out to discover the advantages of these sites, and in 2008

the U.S. Presidential political campaigns began to fully apprehend the use of these sites. While the 2012 and 2016 campaigns, it witnessed an explosion of using Social Media (Lilleker, 32). Through the use of social media networking sites such as Facebook, Twitter, and YouTube, millions of people can share information, spreading news of their lives and distributing news stories from all over the world. The Supreme Court has declared information on the internet to be protected by the First Amendment (*Reno v. ACLU* 1997).

Additionally, with millions of people joining networks from all over the country, social media sites are an effective way for politicians to address their constituents. In the 2016 U.S. Presidential Election, Donald Trump used social media to engage and empower his volunteers, raising millions of dollars online. His campaign was not the first to use the internet to engage and fundraise, but it reached a high level of success, and it is clear their work transferred into actual votes (Lilleker, 32). Political campaigns will still travel all across the country to rally with constituents; the value of that face-to-face interaction has not been lost. Campaigns will still use TV, radio, phone callings, signs in yards and bumper stickers on cars to reach their constituents, but social media offers an inexpensive alternative to communicate a campaigns message to the constituents. Social media has grown to be a necessity for any political campaign; candidates and campaign managers must use social media to effectively organize volunteer and fundraising efforts of their supporters (Lilleker, 33).

A political campaign is carefully crafted for each candidate to address their constituency and present the candidate and party in the best possible way. The advances in technology have created more opportunities for citizens to participate, as they learn more about each candidate and have easier access to the candidates themselves. Whereas every election year brings a parade of TV commercials, televised debates, and commentary by

both the media and “infotainers”, as candidates in nationwide and state campaigns begin their run for office. This requires the creation of a highly strategized campaign, which has been coined as Americanization or Professionalization of communication in political campaigns (Lilleker, 33).

Political campaigns take months or longer just to “surface” or start the run for candidacy, presidential campaigns require even longer as it often takes years to raise money and that is even before the announcement of running for office (Trent & Friedenber, 18). Candidates can use social media effectively once they have announced they are running; in fact, some candidates bypass the normal media and have announced their run for office on YouTube and Facebook.

Conclusion

This chapter discussed how social media transformed election campaigning in America throughout the time. The candidates’ strategies and techniques changed according to the technological developments. During each time period, candidates need to update and use innovative tools to reach the audience to compete. Professor Dr. Emily Metzgar wrote: *“Campaigns need to change with the technologies, going where the voters are going and employing the tools the voters are using.”* (Metzgar & Maruggi). Similarly, with the dawn of social media, the constituents are active contributors to the election process. There is an urgent need for candidates to embrace the Republican nature of the new means and take an advantage of all its benefits. Donald Trump was one candidate who utilized the social media more specifically for his advantage, making his campaign a well-organized one in the history of the American presidential elections and eventually succeeded in the course for the White House.

Chapter Two

Leveraging Social Media to Succeed: Trump's 2016 Presidential Campaign

Introduction

It is not unexpected that a social platform becomes a critical part of any candidate's presidential campaign. A big part of rivaling to the public and getting their message across was the use of social media channels. With the best social media campaigns led by the two mighty contenders *Donald Trump and Hillary Clinton* in the 2016 Presidential Elections, the world has experienced the real power of social media this time.

For Republican presidential nominee Donald Trump, social media was a key component of his victory in 2016 elections. Thus, this chapter aims at investigating how social media helped trump in his presidential campaign with reference to his official website, social media posts, tweets, YouTube videos, debates, highlighting his numerous promises to making the United States of America a better country for all.

2.1. Donald Trumps' 2016 Presidential Campaign: a General Overview

This section is a mere description of how Donald Trump announced his candidacy, raising many questions as to whether he is the rightful person to be a president. It also sheds light on how he used his successful journey as a famous businessman to rally the public opinion to vote for him in the elections. The relationship between Trump and written/ social media is reflected by comments, articles of many writers and journalists.

2.1.1. Is Trump a Politician?

Politicians, viewers, internauts and interested people in the Americans politics have been deluged with coverage of Donald Trump and his campaign. Whereas the American public were between believers and disbelievers on the elected president, exclusively his political persona and solid capability towards the white house. This is reflected in what Street stated "*There are infinite articles on his statements and his behavior; each story expressed stifled disbelief that*

such a person is running for the office of President". (Street, 93).

A way to understand Trump's reality is by pursuing his voters. Since Americans in the southern and western states were much disappointed from the previous president *Barak Obama* in some reasons, due to ethnicity and culture matters, Trump's expertise in candidacy reached their common needs. Confirmed by Smith saying that "*There are the other fragments, in which reporters earnestly pursue Trump's voters, who, despairing of a political system that has failed them, turn to 'the Donald' as a protector who 'speaks their language'*" (Smith 2011).

Another theme, one that has received less attention runs through both types of story. This is not about who Trump is and who his supporters are, but *what* he is. It is a truth almost universally recognized that he is not a politician, either because he fails to meet the standards expected of a democratic representative or because he expresses no desire to be such a figure (Smith). But if he is not a politician, questions can be raised about his identity and roles he may be playing. These questions stalk, in part, from the notion that the contest for the presidency is not an exercise in straightforward political competition. As the writer George Saunders observed in *The Conversation* "*American Presidential campaigns are not about ideas; they are about the selection of a hero to embody the prevailing national ethos.*" If the aim behind this is to be a hero, the question is then, what kind of hero Trump can be. Mark Singer, in his book *Trump & Me*¹, quoted a Trump associate by saying that: "*Deep down, he [Trump] wants to be Madonna*", insinuating Trump as rock or pop star is a theme taken up by other writers (Singer, 67).

Trump's inspiration manipulated not just on laymen, but also on men of national media and press. According to Jonathan Freedland, (Journalist, *The Guardian*) who described finding himself at a Trump rally, in the "*standing area directly in front of the stage, a kind of Trumpian-*

1-¹"Trump & Me": a book written by Mark Singer filled by 112 pages and published July 5th 2016. The book justifies Trump's capability to be the 45th elected president in America.

mosh-pit²...” (Freedland J).

Furthermore, the president of the United States of America reinforced his correlated relationship with audience to be in one side which realized on Trump's international celebrity, according to Bob Lefsetz who just took the analogy one step further in a piece entitled “Trump is a Heavy Metal Band” saying: “*Yes, Donald Trump is a rock star*”. And for Bob Lefsetz, an American music industry analyst and critic, yet an author of the email newsletters and blogs, he harmonized the genre that holds the key to Trump's ability to command an audience:

“Metal... sold out arenas when no one was watching. Is not that America, where despite garnering dollars the establishment shies away from that which it believes is unseemly? And the reason metal triumphed was because it was the other, it channeled the audience's anger, it was for all those closed out of the mainstream, and it turns out there's plenty of them” (Street, 93).

While the music writer Simon Reynolds who appreciates Trump in the semblance of a rock star. Not, though, that of heavy metal, but of glam rock, by saying: “*Trump surrounds himself with glitz. Trump and the glam rockers share an obsession with fame and a ruthless drive to conquer and devour the world's attention.*” For other commentators, the rock star comparison is swapped for the more traditional ideas of show business. *The New Yorker* compares the democratic contest to “*a long-running Broadway musical*” and Freedland talks of Trump rallies as ‘sheer showbiz’. James Poniewozik of the *New York Times* sees Trump in terms of TV formats:

2- Trumpian-mosh-pit =mosh pits are the metal heads dance, unlike most dances of today, this one is very violent and involves a lot of pushing, shoving, screaming and shouting. It starts when a metal band plays a very heavy song and people begin to head bang to the music, whereas this expression is used to show people's acceptance for Trump's campaign.

“His tale has remained a kind of ‘80s prime-time soap of aspiration and ego. He cited his TV ratings the way another candidate might boast of balancing a state budget. Mr. Trump’s primary success was like having a niche hit on cable. In programming terms, his campaign is nostalgia based content – that thing you used to like, I’m going to bring it back again! He’s a classic TV show rebooted for Netflix: that old stuff from back in the day, but edgier and uncensored” (Poniewozik, The New Yorker)

Poniewozik, in the above quotation, described Trump as a *classic* person in dealing with his campaign. His traditional method in campaigning is nostalgic and brings about new promises and hopes for the country; something Americans are looking for.

Moreover, Donald Trump *is* a reality television star. His role on *The Apprentice* (See Figure 01) is key to understanding his ability to play the role of presidential candidate. As David Von Drehle, who works as journalist in Time, wrote: *“The craftier characters of reality TV experience a different kind of stardom from the TV and movie idols of the past. Fans are encouraged to feel that they know these people, not as fictional characters but as flesh and blood.”* In this description by Drehle, Trump is more than a reality TV star. His ability to command and take initiatives in business matters proves his aptitude for politics and for what most Americans want: ‘a stable economy’.

Furthermore, in a work conducted by Professor John Street and other associates about the political nature of Trump’s personality, making an analogy between Trump and UK’s most famous TV stars. It shows that young people in the UK saw figures like Alan Sugar and Simon Cowell as credible political leaders. They were seen as tough and decisive, attributes that were seen necessary to effective political leadership. Trumps’ active proficiency is no more different from the above digits; despite of the total flexibility which America settles in, consequently to

the other political intellectuals noted the dawn of superstar political fames in the era of the good feelings in politics. Many agreed that the similarities on which critics draw are just that analogies; no more than a literary device. But equally it might be that the role of the politician is indeed becoming that of the rock star. And the answer to the question 'is Trump a politician, is that he is indeed a 'candidate or a politician' after all.

2.1.2 Trump and Social Media

Minutes after Trump had won the presidential race, claimed filmmaker Michael Moore in his Facebook post: *"Trump's victory is no surprise. He was never a joke. Treating him as one only strengthened him. He is both a creature and a creation of the media and the media will never own that"*. Indeed, one of the most recurring questions before and after Trump's election was whether the social media were to be blamed for his sweeping successes during the long campaign and, especially, for the shocking finale. The debate engaged mostly the liberal media outlets, where influential pundits, academics, and bloggers tried to come to grips with the widely shared feeling that the media's coverage of Trump was actually drawing him more popular support (Michael Moore 2016).

Donald Trump was a celebrity on his own and a controversial outsider in the Grand Old Party³ campaign. He traversed the country rallying crowds with intemperate speeches against blacks, Muslims, Mexicans; raised hell worldwide with outrageous comments on females, tweeted insults to politicians and stars, he was a newsmaker and an agenda-setter all the way through. So, they covered his triumphant march toward the nomination, using the horse race frame, the one that they are long accustomed to. The coverage haphazardly ended up in boosting Trump's public image, in donating him billions worth of free publicity and, more importantly, in

3- GOP (Grand Old Party): a nickname for the Republican Party in the US.

legitimizing his standing as presidential frontrunner, months before the Republican Convention

in Cleveland. It's the unusual, the sensational that draws the attention of the media, and Trump was both, and sensational stories 'sell well', and bring in a lot of money. (Mazzoleni, 21)

What happened with the media after Trump won the GOP⁴ nomination in July is something that will need further academic investigation. The news media suddenly realized that they had contributed to the process of 'king-making' (Mazzoleni, 21). All the major (as well as several minor) media, even those traditionally aligned with the conservatives endorsed Hillary Clinton sort of felt remorseful, and started to strike a different chord. Things started to look different and an 'Anti-Trump' campaign escalated. To what extent this media war helped Trump to get elected as 45th President of the United States remains to be assessed. A digital media war rose across the country and on a worldwide level, and the question that needed to be asked then was: Did social media 'create' Trump? They clearly did not create the personage, who was already to some extent a famous person in social media, but contributed, unintentionally to the buildup of his political persona.

2.1.3. Trump and Mediatization

To study media in politics, 'mediatization' or 'mediatisation' is a term used to politically describe new modern thoughts and they are covered. It is a process which begins with a change in communication media and proceeds to subordination of the power of prevailing influential institutions (Harvard, 7). Therefore, Media started by examining the various meanings the particular concepts that have been talked in press, which maintain the political campaign in America. Experts developed this perspective only in a relatively brief analysis of media influence over politics.

4 - GOP (Grand Old Party): a nickname for the Republican Party in the US.

Donald Trump declared his candidacy by ignoring the principle speech that his consultants crafted for him, calling for several demands via substitutions which embodied in the need for a 'border wall' between America and Mexico. Instead, he initiated a rant about Mexicans that, interestingly enough, was a direct invocation of Ann Coulter's anti-immigration screed '**Adios, America!**'⁵ Coulter herself was a Trump advisor and evangelist, by promoting his campaign obviously in her book: "*In Trump We Trust*"⁶. Coulter considered the new anti-immigration laws as valuable assets in the presidential campaign of 2016. The relationship between presidential policy, entertainment and media spectacles are aligned to a successful campaign. (Coulter, *In Trump we Trust*, 2016)

Trump, as individual and as phenomenon, and in-between, appeared as a public political figure preceding the 2016 campaign. American citizens date his decision to run for president to the 2011 White House Correspondence dinner, a weird hybrid of national politics, media news, and celebrity culture. Prior to that, though, Trump had long cultivated his commercial brand publically (Baym, 15). Through the 1990s, Trump was the swaggering negotiator imagined in "*Art of the Deal*"⁷, as the 'man of the gold-plated ladies' across American local media, including The Howard Stern Show and Playboy magazine. For 11 years, Trump starred on NBC's *The Apprentice*, the popular reality TV show from executive producer Mark Burnett. Dan Balz once wrote on the *Washington Post*: "*Trump cultivated an image among middle-class Americans as a straight-shooting billionaire who had the bucks and the brass to stand up to anyone.*" That perception of "bucks and brass" in turn led to Trump's starring role on *Fox News*, where he used his weekly call-in for propagandistic morning show *Fox and Friends* to aggressively push the

5 - Adios, America!: A Latin expression declared by 'Ann Coulter' for anti-immigration, and is destined to Non-Americans from all over the world, especially Mexicans.

6 - "In Trump we Trust": is a 2016 book written by Ann Coulter in support of Donald Trump and his 2016 campaign for the presidency of the United States.

7 - The Art of the Deal: is a 1987 book credited to American businessmen Donald Trump and Tony Schwartz, a first book published by the elected president.

Obama “birther”⁸ movement. (Dan Balz, Washington Post, November 9, 2016). While many people deny the media course of Donald Trump as legitimate qualification for the US presidency, the fact is that in an age of mediatization; all sorts of criteria must radically be reformulated. Roger Stone, who works as Trump’s advisor since longtime, suggests that Trump’s presence on TV show reality “*The Apprentice*” played a significant role and a great function in his presidential campaign.

The conclusion is that as politics became increasingly mediatized, there is no need of the independence of the media from politics and society. The important question looks for how to “mediatize politics” since the relationship between media and politics is constricted, it ultimately leads to a new age of digitalized/mediatized politics.

2.1.4. Trump and Publicity

In early elections, media specialists paid a lot of attention to social media. Yet, there is a persuasive argument to think about the whole political communication sphere from how the candidates frame their messages to how the traditional mass media covers them to how people comment and share on social media. In particular, Sarah Qates implies that the traditional mass media gave the oxygen of publicity. Although media coverage has often been critical of candidate Donald Trump, especially in his discourses about immigration, just to leave an impact on promoting the Trump political brand in essential connections. (Qates 2016).

In a mutual project, both Professors Sarah Qates from Philip Merrill College of Journalism, And Wendy W. Moe from Smith School of Business at the University of Maryland analyzed the traditional newspaper coverage and tweets relating to Hillary Clinton and Donald

8- A birther: is a person who doubts the legitimacy of Barack Obama's presidency because of a conspiracy theory that Obama is not a natural-born US citizen and the term that parallels the nickname "truthers" for adherents of 9/11 conspiracy theories.

Trump in the early primary period of the elections (July 1st to September 24th, 2015). And the main purpose was identifying the candidates' effectiveness in communicating their commercial brands into both traditional and social media, as well as to examining amounts of people on Twitter were relating to either campaign messages or the news coverage. By focusing on news stories and tweets that mentioned either of the candidates and words linked to four important primary campaign issues such as: the economy, healthcare, the Iranian nuclear deal, and immigration). Consequently, the US political communication was overwhelmed by the augmentation of Trump's reports about immigration to **"build a wall"**⁹.

According to statistics done by Quintly.com over Twitter, Clinton tweeted more about the economy and healthcare and Trump tweeted more about immigration. This pattern was reflected in public tweets, in which tweets about the economy and healthcare were linked to Clinton and those about immigration were linked to Trump. The sheer volume of immigration/Trump tweets was the single largest election issue that were measured circulating on Twitter from July to September 2015. So, publicity was of paramount importance for Trump to win the elections and social media was a key factor in enhancing this process, taking into account the significance of publicity and advertising of a candidate's commercial brands.

2.1 Trump's Presidential Campaign and Social Media

In order to launch a successful campaign through advertising, candidates tend to use different social media platforms. The usage of the powerful Digitalization made the 2016 campaign a significant shift in the history of presidential campaigning mainly because of its generated content. With launch of Facebook in 2004, YouTube in 2005, And Twitter in 2006, social media would play a much more extensive and momentous role, on different levels, for

9 - "Build a Wall": is considered as a slogan for the future plan of Trump's campaign promises towards foreign policy.

increasing and publicizing news in the 2016 election campaign than in preceding elections (Leuschner, 17).

Each social media networking site has created different tools to connect users and to increase communication throughout the nation and world. Facebook, Twitter and YouTube are three of the most popular social media sites that politicians use to connect to their constituents. A social media strategy should include the different aspects of each site to take full advantage of each sites' communication capabilities. At this stage, we will delve into Donald Trump's Official website, Twitter, Facebook and YouTube's tools to show how he could use them in his electoral campaign. (Leuschner, 18)

2.2.1 DonaldJTrump.com

Donald Trump pioneered in using social media in his campaign. Both Daniel Scavino Jr. who is a Republican social media consultant and Justin McConney a Director of new media were employed as Trump's social media staff members. They succeeded to manage Trump's presence on a big number on social media networking sites. His campaign website¹⁰ proved to be efficient in comparison to other candidates (Quintly.com). The website (See Figure 02) is considered as a source of strength for the candidate throughout the campaign, and made him ahead from his Democratic and Republican rivals making of Brad Parscale Trump's official digital director and the man behind the social media advertising strategy that helped win the election.

Trump's issue page is one page, rather than a list of links to various pages. Instead of boring, low-energy text, it gives people videos of the Donald. Each of the videos shows Trump incisively summarizing the problems facing America before explicating with exacting detail how, as president, he will solve them, supported by well-sourced facts, prevailing socioeconomic

10 - <https://www.donaldjtrump.com/>

theories, and full-bodied historical metaphors. Through his official website, Trump and his social media staff members provided its visitor with necessary information about the campaign, the upcoming visits to different states and many other interesting links such as donations, participation in the campaign, promises, programs and rallies. The videos on the website show Trump summarizing the problems facing America before explicating with exacting detail how, as president, he will solve them, supported by well-sourced facts, prevailing socioeconomic theories, and robust historical metaphors (Saksa 2016).

It is safe to say that Donald Trump's official website was important during his campaign but not all credit goes to his digital media staff and website administrator given the fact that he was more active on other social media platforms like Twitter, Facebook and YouTube (Saksa 2016).

2.2.2. Trump on Twitter

As the 2016 Presidential Election has drawn to a close, it has become clear that one of the major "innovations" and changes in this past election has been how Twitter was used during the 2016 Presidential Campaign. Rather than just being used to circulate information from the candidates to their supporters, as was the norm in the course of the 2012 campaign, it was used as an assault tool by the campaign and supporters, a way to spread fake news, and a way to rally supporters. However, the past election has shown possibility to study between a campaign running a conventional social media presence (by the Democrat Hillary Clinton) in opposition to a candidate who ran an unorthodox campaign (by the Republican Donald Trump). This section will examine the evolution of the uses of Twitter in the past three Presidential Campaigns in order to have a better understanding of how this platform has shaped the manner in which the candidates' attempt to control the message, bypassing 'traditional' print and electronic media

and communicating directly with voters.

By examining the reach of tweets for the 2016 Presidential Campaign, the responses within the media, and of the general public, a better understanding of how campaigns have evolved over the past three presidential elections can be understood. Another important aspect of this research project is to give a clearer insight into the 2016 presidential campaign. Political Scientists will be examining the impact of Donald Trump's tweets on political messaging and governing for a long time. The coming lines are a modest attempt at analyzing the innovative manner in which Donald Trump used Twitter to interconnect with the American people during his campaign.

The Trump campaign turned into a success within the *"Use of Twitter creatively to expose off your political prowess and become a hero to your constituents,"* (Issenberg, 46) specifically thinking about how creative Trump has been with the facts on his Twitter account. This is relevant to the venture due to the records that is given in the Twitter chapter of *Socially Elected* can present a traditional, orthodox approach to using Twitter in a race. Eventually, the book *"The Victory Lab"* written by Sasha Issenberg offers a better comprehension into analytics that can be used to acquire a higher expertise of what sorts of communication techniques work satisfactorily and the way voter targeting may be perfected with the intention to have a better response from the visitors and recipients. As an example, campaigns can use information consisting of magazine subscriptions and demographics so as to figure out who to target through direct mail and emails. However, Twitter does no longer require this kind analysis due to the fact that it is able to reach anyone who's at the website or maybe people who are not; due to the media interest that it gets (Issenberg, 47).

In his explanation to journalist Lesley Stahl (CNBC) who quizzed him on some of his controversial rhetoric, Trump said: *"I think that social media has more power than the money they spent"*. Furthermore, social media became Trump's primary communication channel. It wasn't a platform for broadcasting deliberate messages. However, it was for interacting with supporters and starting new conversations. *"The fact that I have such power in terms of numbers with Facebook, Twitter, and Instagram etc."*, Trump stated, explaining that he may want to reach twenty eight million people with those networks combined. He stated himself: *"I think it helped me win all of these races where they're spending much more money than I spent"* (Lesley Stahl, CNBC). But, arguable those conversations frequently were. Andrew Bleeker, president of *Bully Pulpit Interactive* (a digital marketing agency) says that certainly one of the most important lessons he's learned from this election cycle is that social media is more and more going to be part of any candidate's so called "Earned Media Strategy", that is, the coverage a candidate gets free of charge in the press. Donald Trump has shown he can flip a news cycle in a hundred and forty characters or less; in a recent 60 minutes interview, he said he plans to continue using Twitter as president.

When the election campaign in the United States reached its decisive step, both candidates have been combating it out on every medium from newspapers to television – and social media was no exception. So who was on top on Twitter? According to the latest *Twiplomacy Analysis*¹¹, Donald Trump was in the lead, at the least in terms of fans and engagement. As of July 2016, Trump's official Twitter Account had 10,267,655 followers, putting him in the 177th position among the worldwide Twitterati. After he was elected, he is now considered as the third most followed world leader. The following chart illustrates the total

11 - <http://twiplomacy.com/blog/twiplomacy-study-2016/>A website concerned with analyzing social media use.

number of tweets by Trump and Clinton throughout the campaign. It's apparent, according to the chart, that Trump's use of Twitter exceeds that of Clinton's.

Graph 01: Number of tweets by Trump and Clinton.

In terms of efficacy, Donald Trump would seem to outperform Hillary Clinton. According to Quintly¹², since his tweets have been re-tweeted a total of 12 million times – twice as many as Clinton's, which have been re-tweeted 5.5 million times. Trump has also received 33 million likes for his tweets, almost three times as many as Clinton, who has a total of 12 million likes. Trump averages 5,639 re-tweets per tweet, compared with 2,154 re-tweets per tweet for Clinton. It's not possible to say at this point whether the Trump campaign uses paid promotion to boost its posts, according to Quintly.com.

Donald Trump, who set up his account on 18 March 2009, has sent a total of 32,697 tweets, almost five times as many tweets as Hillary Clinton, who only joined four years later, on April, 09th, 2013, after leaving the State Department. However, Clinton has been more prolific

12 - "Quintly.com" analysed the Twitter profiles of Donald and Hilary Clinton between May 1st and October 31st, 2016.

averaging 18 tweets per day compared with Trump's 12 tweets per day. One in every five tweets on the @HillaryClinton account is either a re-tweet or a quoted tweet, mainly from @TheBriefing2016 and the @HFA campaign accounts. Only 5% of Trump's tweets are re-tweets or quoted tweets, including several tweets from his children @EricTrump and @DonaldJTrumpJr, according to Quintly.com.

Given the above mentioned ideas and statistics, Twitter has played an effective role in mobilizing voters, rallying public opinion and was used by Trump as a weapon to connect with his followers and also to launch "Twitter Wars" with his contender (Hillary Clinton) especially considering how creative Trump has been with the truth on his Twitter account.

2.2.3. Trump on Facebook

Facebook, the famous social media website, and similar to any other platform, played a major role during the course of events of the 2016 US presidential elections. Mark Zuckerberg¹³ tried to convince voters and the public that Facebook had no nefarious role in this election. However, according to Donald Trump's digital director Brad Parscale, the social media website was massively influential—not as it turned into tipping the scales with fake news, but because it helped generate the majority of the campaign's \$250 million in online fundraising. *"Our biggest incubator that allowed us to generate that money was Facebook"*, said Parscale, who worked for the campaign. Over the course of the election cycle, Trump's campaign funneled \$90 million to Parscale's San Antonio-based firm, most of which went toward digital advertising. (Lapowski, Wired.com) And Parscale declared that more of that advertising money went to Facebook than to any other platform: *"Facebook and Twitter were the reason we won this thing"*, *"Twitter for Mr. Trump. And Facebook for fundraising,"* he added.

13 - Facebook C.E.O

Facebook was highly influential during presidential election massively due to the fact Trump's campaign embraced Facebook as a key advertising channel in a way that no other presidential marketing campaign has before—not even Clinton's. *"I think the Trump campaign did that extremely well"*, said Andrew Bleeker, president of Bully Pulpit Interactive, which helped lead Hillary Clinton's digital marketing efforts. "They spent a higher percentage of their spending on digital than we did", he added to Issie Lapowsky, a reporter at Wired.com.

Facebook posts proved to be a powerful tool for Trump's digital team and campaign organizers to boost the marketing campaign's message with the type of significant sample sizes one cannot get with conventional polling. *"They have an advantage of a platform that has users that are conditioned to click and engage and give you feedback"*, said Gary Coby, director of advertising at the Republican national Committee, who worked on Trump's campaign, to Issie Lapowsky at Wired.com: *"Their platform is built to inform you about what people like and dislike"*. He added: *"Each advertising network and platform wants to serve the advert that's going to get the most engagement,"* He continued, *"The more you are testing, the more opportunity you have to find the best setup."* This certifies the huge impact Facebook had on the election campaign of Donald Trump and how effective and fluid the advertising process found its way to the public, making a smooth transition towards a more modern way of communicating with constituents on the world wide web. An example of a Facebook status update by Donald Trump's Official page is given below (See Figure 03).

The following chart illustrates the total number of Facebook posts by both candidates Donald Trump and Hilary Clinton during the campaign.

Graph 02: Facebook posts by Trump and Clinton¹⁴

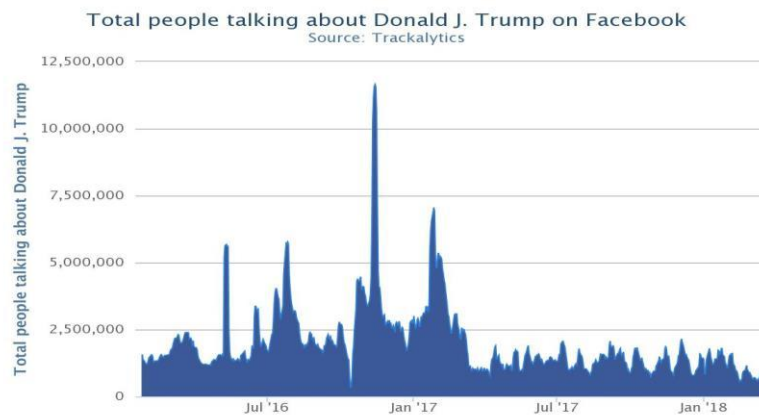
The above graph shows the total Facebook posts by both candidates (Trump and Hilary) throughout May 1st until October 31st. It is clear that Trump's posts (reaching a total of 380 posts) outnumbered those of Hilary's (340 posts).

The next graph illustrates Trump's most frequently used words on his social media posts:

Graph 03: Trump's most frequently used words¹⁵

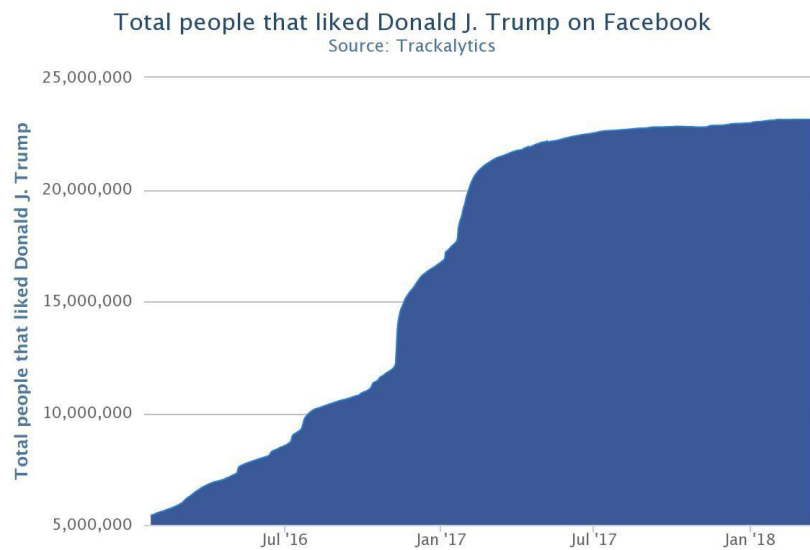
14 - Quintly.com analysed the Facebook profiles of Donald and Hilary Clinton between May 1st and October 31st, 2016.

The above graph shows the most frequently used words by Donald Trump on Facebook. Slogans such as “Let’s Make America Great Again” were most of the time trending worldwide on Facebook, making it one of the most famous slogans ever with over 75 words. Other words such as (Trump, Support, Iowa, and Caucus) were also used frequently in his social media posts.



Graph 04: Number of people talking about Trump on Facebook

Graph 04 illustrates the number of people who talk about Donald Trump on Facebook before, during and after his election to office. The statistics show how big the number is during the campaign and most recently on January 2017 making him the most talked about on Facebook (approximately by 12,500,000 people). The number decreased notably after Trump got elected into office, and during January 2018, the number reached over 1250000 people. (Trackalytics.com)



Graph 05: Total number of people that liked Donald Trump's Facebook page

The above graph shows the total number of people that liked Donald Trump's official Facebook page. It mounted to over 23,220,530 fans on January 2018. (Currently, the page has over 23,269,516 fans) (Source: Facebook.com).

2.2.4. Trump on YouTube

The 2016 presidential candidates rapidly realized that social media could purpose as *“Highly relevant and cost-effective campaign tool when properly employed”*, wrote Dr. Metzgar on the *Daily Mail* newspaper. Otherwise, YouTube acts as a patron of collective creativity, but it is also now as a part of the mainstream media. Vloggers¹⁶ can comment on current events just as reporters do, and YouTube has worked to legitimize itself through pairing with news networks, a leading social media website, posted an infographic celebrating five years of YouTube Politics. After five years over 500 US candidates have a YouTube channel, including 92% of the House and Senate members, and the White House uploads an average of 17 videos a week to the White House channel (Metzgar 2016).

16 - A video blog or video log, usually shortened to vlog /vlog/, is a form of blog for which the medium is video, and is a form of web television. (<https://en.wikipedia.org/wiki/Vlog>)

Mark Prigg wrote on the Daily Mail online that candidates have also given YouTube its legitimacy when President Trump announced his run for candidacy for president in 2015 with a YouTube video and supporters have come out with video responses (Prigg 2016). This builds a more republic culture as YouTube acts as a direct source, cutting out the agenda of the news media and allowing candidates and our elected officials to address their constituents directly. Campaigns can use YouTube to post their campaign ads, but it is also useful to post video blogs from the campaign trail or responses to speeches since viewers are allowed to rank videos with likes and dislikes and also shows how many times a video has been watched.

To put this into details, from November until January, Trump's YouTube channels were averaging 4,000-5,000 views per day, while Clinton was averaging 50,000 to 100,000 views per day or 5x to 10x more than Trump). *'Things changed in late January,'* Polygraph said. "Trump improved 10x, beginning to average 30,000 to 50,000 views per day" (Prigg 2016). On February 1st, the day of the first caucus in Iowa, his views surged to 90,000, led by a tour of his 757 and an Ivanka Trump video about Iowa caucus locations. Mark Prigg examined further the month-to-month trends. He found out that views of the videos typically increased when a state was about to vote in its primary. During March and April, nearly every state watched more of Trump's content than Clinton's. In May, Clinton regained the lead when Priorities USA, a Clinton Super PAC, released two Trump attack ads about his comments toward women. In May, the attack ads were the first and second most popular videos from either candidate, receiving a combined 550,000 views in the US. (See Figure 04).

Furthermore, according to analysis done by Marty Swant on Adweek, YouTube views for the month of May found that videos about the Republican nominee Donald Trump have amassed many millions more views than the combined total of Democrat rivals Hillary Clinton and Bernie Sanders. Views of Trump-related videos increased by 42.8 percent from April to May, to

a total of 254 million. Meanwhile, the total 106 million views of Clinton-related videos were only up 0.68 percent from the previous month. Total views for Sanders videos fell 16.25 percent to 69.7 million. (Swant, Adweek.com)

The above mentioned statistics and analysis of YouTube views and channels emphasize the huge impact the website had on Donald Trump's campaign, and how it helped him gain more voters, views of his videos over debates and rallies in comparison to that of his contender, the Democrat nominee Hillary Clinton.

2.3. Donald Trump's Promises

Social Media was used by Donald Trump to fuel his campaign since it proved to be vital for success targeting the majority of the American public. Unlike Obama's promises in the previous campaign, Trump's presidential project is different since it covered all societal needs and dimensions which were lacking in former presidency.

Provocative rhetoric to "make America great again" fueled Donald Trump's ascent to the Republican nomination. His campaign promises are aimed at changes to immigration, trade, taxes and foreign policy. Promises to cut taxes and fight terrorists are the type of promises any politician might make, said Larry Sabato, who directs the Center for Politics at the University of Virginia. *"But this has been overshadowed by his unusual profile and approach,"* Sabato said.

2.3.1. The Slogan "Make America Great Again"

It duly noted that both candidates built their campaigns around the same ideology and ambitious slogan '*Let's Make America Great Again*'. As the Belgian Björn Soenens describes in his book *America*, Reagan opened his inauguration speech with the words: '*Let us renew our faith and hope*' (Soenens, 99). Journalist Pressman of The Atlantic makes a similar comparison and believes that both men ran on the idea 'that simple solutions exist, but other leaders lack the

strong will to implement them'. He suggests that this *"was a central aspect of Reagan's appeal and is a key to understanding the Trump phenomenon"* (Pressman 2015). When we take a closer look on the next set of tweets, we see how Trump draws upon Reagan's perspectives and maintains that typical binary opposition: if we don't have borders, for example, we don't have a country, so we need a wall. (See Figures 06 and 07)

Both men (Reagan and Trump) also clearly personify the all-American president that wants to save a demoralized country and experience the need to re-establish the self-confidence the United States so desperately needs to properly function again. They stand for a carefree leadership based on certitude that appeals to a major part of the electorate. Reagan stood for a solution after some hard times during the seventies including Vietnam, Watergate, the deceit by Nixon, and the weak Ford and Carter. Trump is that same solution for different problems such as the economic crisis, terrorism, immigration, corrupt establishment, etc. (Soenens, 99).

"We will make America strong again. We will make America proud again. We will make America safe again. And we will Make America Great Again!", (Donald Trump 2016)

This movement would ultimately lead to one of the most unique Presidential campaigns in history. Trump followed no rule book and took his message, *"Make America Great Again"* directly to the people. He is working hard to implement his 'America First' platform, continuing his promise to the American people to lower taxes, repeal and replace *Obamacare*¹⁷, end stifling regulations, protect the borders, keep jobs in the country, take care of the veterans, strengthen the military and law enforcement, and renegotiate bad trade deals, creating a government of, by and for the people. Similarly, He is *"making America First, again, restoring the nation's faith, ushering in a bright, new future now and for generations to come."* (Twitter 2016)

17 - **Obamacare**: (In the US) an informal term for a federal law intended to improve access to health insurance for US citizens. The official name of the law is the Affordable Care Act or (in full) the Patient Protection and Affordable Care Act. (Source: Oxford Dictionary Online).

2.3.2. Boosting Business and Fueling Economic Growth

Donald Trump's success in the last campaign was relatively due to his ability and experience in business and economy. Through most of his social media posts, live videos and debates, he implemented many promises and plans to secure the nation's economy (See Figure 08). He said he will revitalize manufacturing in various iterations "*I'm going to be the greatest jobs president God ever created*", he declared on Twitter. Trump would have the authority under a variety of trade statutes to impose higher tariffs, (See Figure 09). "*It would lead to a trade war and cost hundreds and thousands of jobs*", said Warren Maruyama, a former general counsel to the U.S. Trade Representative under Presidents George W. Bush and Barack Obama.

2.3.3. The American Ideology and The Foreign policy

Many promises and plans during the 2016 campaign have been stated by Trump through multiple social media networks, mainly Twitter because he found it easy to get in touch with the American public. He announced his candidacy with the promise: "*To build a great, great wall on our southern border*" and "*have Mexico pay for that wall,*" and has repeated the call with conviction and consistency through social media platforms. (See Figure 10)

2.3.4. The American Dream

According to Taub, during most of USA's history, authoritarians were divided between Republicans and Democrats. Now, however, only Republicans appeal to them. The Republican Party started to embrace traditional values, turned against the Equal Rights Amendment, denounced abortion and fought against same-sex marriage. The war on terror and the position Republicans take towards this matter, fits the authoritarian line perfectly. She concluded that Trump benefited from a larger shift in his country that goes beyond any candidate and that Trump might well be the first of many Trumps in American politics (Taub 2016).

Later on, we will further elaborate on the comparison between Donald Trump and former President Ronald Reagan. Yet, it makes sense to mention him here in short. He also seems to

incorporate and even mentions explicitly by quoting Reagan on Twitter: “*Government’s first duty is to protect the people, not run their lives*”. (Donald Trump 2016) (See Figure 11). He apparently looks at President Reagan as a mentor and a role model in the way that he targets people’s emotions, playing on the cords of their anger and frustration and ultimately reaching out for their support.

Conclusion

The above mentioned ideas, statistics and information speak eloquently of the huge impact social media, with its different platforms, had on the American presidential elections of 2016 and how Donald Trump used that to communicate his ideas and plans directly to the public. The latter on its part found it honest, direct and full of hope to the whole country for the faith they put in Trump as a leader who was smart enough to trigger hot topics and promised to restore confidence in America and Americans.

General Conclusion

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This study shows that the sources of information have been in a constant change in the US. It can be concluded from the analysis of the data collected that there was remarkable usage of social media during the 2016 presidential election campaign specifically by the Republican candidate Donald Trump. In the light of the different studies referred to throughout the research, it can be observed that Social media played a key role in the victory of Trump over Hillary in 2016 presidential election. A new media environment has been created in 21st March 2006 as mentioned in the research and it was strongly established in 2016. Trump can be named as one of the first politicians who revolutionized that environment reaching and mobilizing a wide variety of volunteers and voters.

The Trump Campaign used latest outfits that were mainly online like social networking and video sharing. It can be concluded that this kind of media could convey Trump's messages of change to what was considered to be unreachable electorate in the past. Through platforms like Twitter, Facebook and YouTube, Trump's Campaign provided a firm relation with the supporters. In addition, those social networks were used as gateways to Trump's official website "DonaldjTrump.com" which comprises of significant services that made the campaign a movement-like. We can deduce that the innovative use of digital media by Trump made him the candidate who will bring the change to Americans.

It can also be concluded that social platforms helped the Trump Campaign raise considerable amounts of money not only from corporations or businessmen but also from regular Americans. Since it was not limited by place or time, Trump proposed a novel way of attracting supporters who contributed thousands of small donations. Cooperative media provided high chances of engagement especially among young voters. Societal figures like, Businessmen, and Radical Americans were

General Conclusion

also targeted by Trump's online strategies. These figures aided enormously in the organization and mobilization through their experiences in the field. Subjects such as "Economy, Immigration and the American Ideology" were all tackled by Donald Trump during his campaign through the multiple social media platforms; in a clever way to increase the number of potential voters. However, while advancing in the stages of our investigation, we faced several limitations. First of all, the newness of the topic caused a shortage in the availability of primary resources in terms of books. Second of all, the number of pages we are supposed to respect limited our analysis to the year of elections only, while pre-election and post-election analysis could enrich the study. Finally, we faced a lack of time because the process of collecting data was longer than planned.

This research was conducted regarding the questions asked earlier in the introduction. It had a limited time background which was the 2016 presidential elections and a specific case study that was the 2016 Trump Campaign. This exploration of the topic can be just an opening for a further study of the subject matter. Critics suggested that Social media continued their domination over political panorama after 2016 essentially in campaigning. Donald Trump himself depended on social networking for his every day's political life in white house and congress discourses. Social media itself is controversial. It is not all arguments, drama, controversy politics and campaign advertising. Social media does have plenty of uses for good purposes. When news needs attention and causes need supporters, using social media outlets is the best way to reach a mass amount of readers as not all stories make it to local news channels for distribution. It's high time we used social media for beneficial purposes.

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Appendices

Appendices

Figure 01: Celebrity Apprentice, a Reality TV Show hosted by Donald Trump.

(Source: <http://www.abc.net.au/news/2016-11-09/the-apprentice-logo/7998454>)



Figure 02: Donald Trump's Official Website homepage. (Source: www.donaldjtrump.com/)



Appendices

Figure 03: Facebook status update by Donald J. Trump's Official page (About strengthening the military).

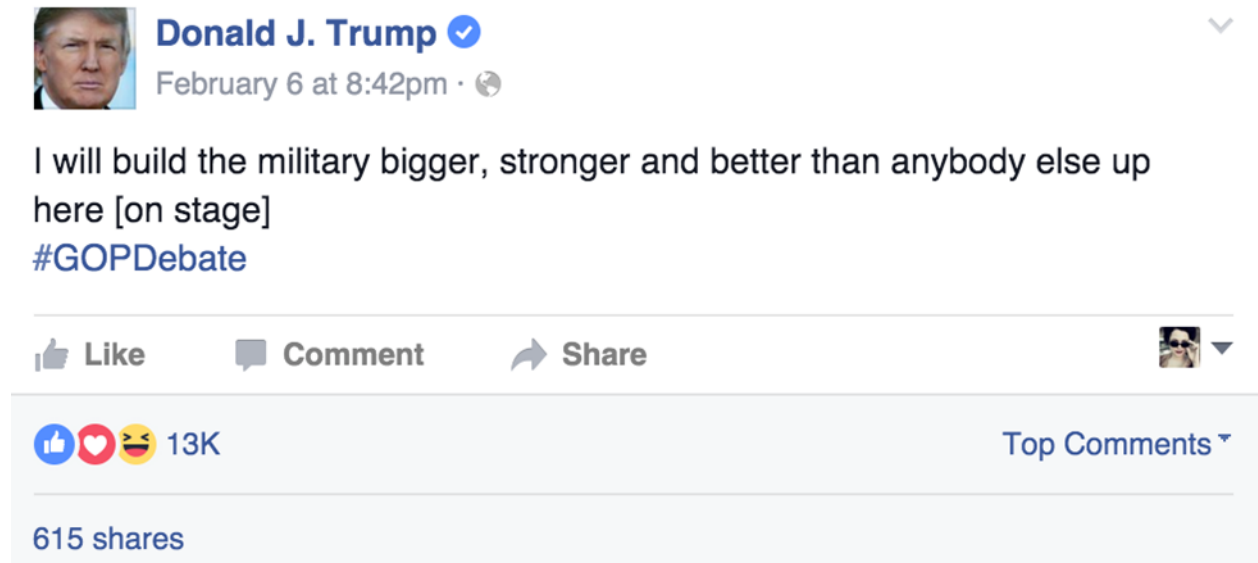


Figure 04: Donald Trump's YouTube use in May 2016

Appendices

Figure 05: The candidate landscape on YouTube. (YouTube use by Trump, Hillary and Sanders).

Figure 06: Sample Tweet by @realDonaldTrump (Quoting President Ronald Reagan)
(Source: Twitter.com)

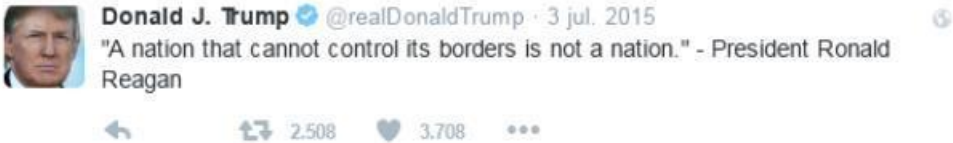
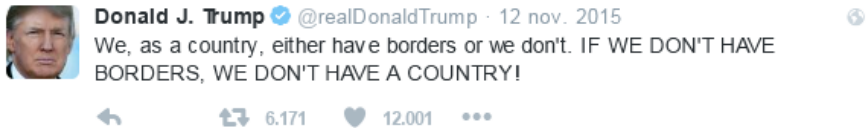


Figure 07: Sample Tweet by @realDonaldTrump (About Border Control)
(Source: Twitter.com)

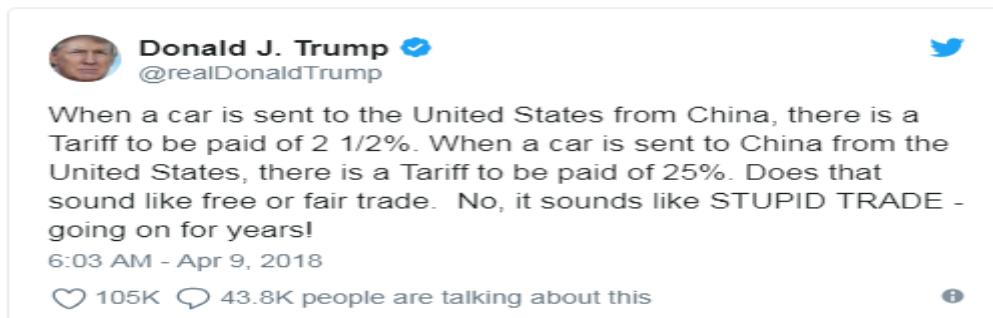


Appendices

Figure 08: Sample Tweet by @realDonaldTrump (About Jobs and Economy)
(Source: Twitter.com)



Figure 09: Sample Tweet by @realDonaldTrump (About Business with China and Mexico)
(Source: Twitter.com)



Appendices

Figure 10: Sample Tweet by @realDonaldTrump (About Border Control)
(Source: Twitter.com)

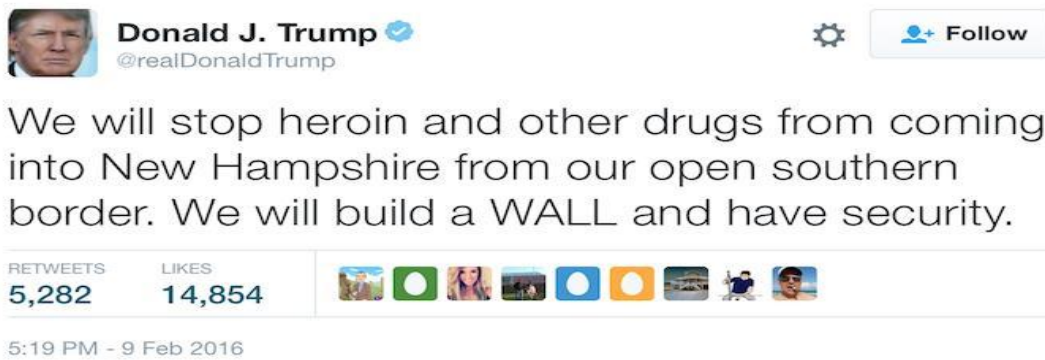
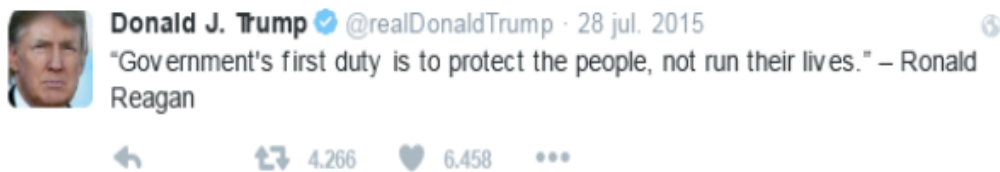


Figure 11: Sample Tweet by @realDonaldTrump (Quoting President Ronald Reagan) (Source: Twitter.com)



الملخص

تمثل هذه المذكرة الموسومة بعنوان " تأثير وسائل الإعلام الاجتماعية على الحملات الانتخابية الرئاسية الأمريكية: حملة دونالد ترامب في عام 2016"، والتي تتكون من فصلين، تهدف إلى دراسة تأثير وسائل الإعلام الاجتماعية في الحملات الانتخابية لرئاسة الولايات المتحدة الأمريكية. أولاً، تقدم لنا خلفية تاريخية عن الحملات الرئاسية بأمريكا. تسلط الضوء على الرئيس ترامب، وكيفية استخدامه لوسائل الإعلام الاجتماعية. علاوة على ذلك، كيف نجح هذا الأخير في حشد المجتمع الأمريكي لكسب الأصوات. من خلال تطبيق "نظرية الإعلام الرقمي"، تلقي هذه الدراسة الضوء على كيفية اعتماد حملة ترامب على وسائل الإعلام الاجتماعية، وما هي التأثيرات التي جلبتها على الجمهور الأمريكي، سواء كانت نواحٍ إيجابية أو سلبية.

الكلمات المفتاحية

وسائل الإعلام الاجتماعية، تأثير وسائل الإعلام الاجتماعية ، نظرية الإعلام الرقمي ، حملة انتخابات ترامب لعام 2016

Résumé

Cela représente une note marquée intitulée « L'impact des médias sociaux sur la campagne présidentielle américaine: la campagne de Donald Trump en 2016 », qui se compose de deux chapitres, vise à étudier l'impact des médias sociaux dans les campagnes électorales pour la présidence des États-Unis d'Amérique. Tout d'abord, donnez-nous un historique sur les campagnes présidentielles en Amérique. Soulignant le président Trump, et comment l'utiliser pour les médias sociaux. De plus, il a réussi à rallier la société américaine pour gagner des voix. Grâce à l'application de la théorie des médias numériques, cette étude met en évidence comment la campagne de Trump est basée sur les médias sociaux, et quelles influences cela a apporté au public américain, à la fois positif et négatif

Les mots clés

Médias sociaux, Influence des médias sociaux, Théorie des médias numériques, Campagne électorale Trump 2016.