

# DONALD TRUMP

Reviewing President Trump's Narrative

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# Introduction

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President Trump, whether a conscious strategy or not, has creatively crafted a very specific narrative both before his inauguration and after. He has created a narrative that connects with the American people in an incredibly significant way. Specifically, he has constructed a narrative upon these main elements:

1. Making America Great Again
2. The American People Are Important
3. National Security
4. Fake News

Perhaps not surprisingly, all of these elements connect to one another in various ways.

This book will explore Trump's narrative that has been constructed, using primarily Twitter as the main source. Twitter is chosen since he is incredibly vocal and active on Twitter and because it is easily accessible to most people, thus making it a key component for how his narrative reaches the American people.



## MAKE AMERICA GREAT AGAIN

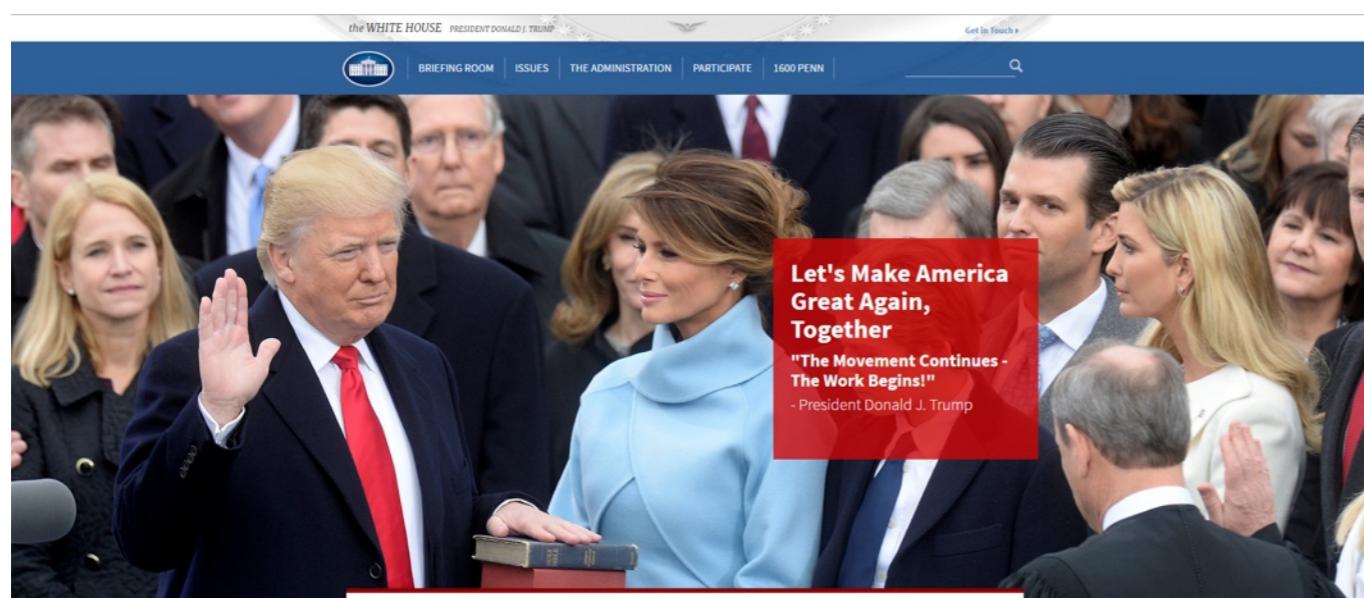
Part of Trump's platform and campaign and a staple phrase in his speeches and statements, is the phrase "**Make America Great Again**" which is almost always in either capitals or followed by an exclamation mark, or both. He appeals to the American people who think that America has fallen apart and his overt promises to fix this "mess" (another common phrase) makes him extremely likeable. Additionally, his use of capitals and exclamation marks after this phrase makes him seem genuine, another characteristic that the American people are looking for if they think that the government has ignored them. Another notable element in this narrative is that the phrase is usually stand alone making it stand out even further.

This phrase is also now a part of the [White House home page](#).



- Donald J. Trump  @realDonaldTrump · 5 Nov 2016  
**MAKE AMERICA GREAT AGAIN!**  
7.1K 59K 115K
- Donald J. Trump  @realDonaldTrump · Feb 4  
**MAKE AMERICA GREAT AGAIN!**  
58K 68K 260K
- Donald J. Trump  @realDonaldTrump · Feb 20  
**HAPPY PRESIDENTS DAY - MAKE AMERICA GREAT AGAIN!**  
48K 50K 245K

# THE AMERICAN PEOPLE



Alongside one of Trump's signature phrases "Make America Great Again", here on the White House homepage he includes "together", implying that the American people will be a large part of this movement. This is further supported by an earlier tweet during his campaign when he stated the following:

**I am asking you to DREAM BIG, to push for BOLD CHANGE, and to believe in a movement powered BY THE PEOPLE and by their love of OUR COUNTRY.**

Trump uses words like "our" and "power" to articulate a clear message that the American people are important to him and that their voices will be at the heart of his government's decisions. He also continually states that the American government will belong to "the people" and be powered by "the people" further promoting this notion of inclusivity and a commitment to Americans. These words and phrases promote Trump as someone that is looking out for the best interests of Americans, that he will listen to Americans, and that he will put the power into the citizens' hands, so to speak. Trump promises that the American people will be heard, something that they desperately want.

- Donald J. Trump  @realDonaldTrump · Jan 20  
We will bring back our jobs. We will bring back our borders. We will bring back our wealth - and we will bring back our dreams!  
 13K 38K 177K
- Donald J. Trump  @realDonaldTrump · Jan 20  
The forgotten men and women of our country will be forgotten no longer. From this moment on, it's going to be #AmericaFirst   
 7.1K 36K 150K
- Donald J. Trump  @realDonaldTrump · Jan 20  
January 20th 2017, will be remembered as the day the people became the rulers of this nation again.  
 15K 62K 222K
- Donald J. Trump  @realDonaldTrump · Jan 20  
What truly matters is not which party controls our government, but whether our government is controlled by the people.  
 9.5K 44K 183K
- Donald J. Trump  @realDonaldTrump · Jan 20  
Today we are not merely transferring power from one Administration to another, or from one party to another – but we are transferring...  
 5.9K 21K 111K
- Donald J. Trump  @realDonaldTrump · Jan 20  
power from Washington, D.C. and giving it back to you, the American People. #InaugurationDay  
 5.8K 19K 93K

## SAFETY OF THE AMERICAN PEOPLE



Donald J. Trump ✅ @realDonaldTrump · Jan 24

Big day planned on NATIONAL SECURITY tomorrow. Among many other things, we will build the wall!

43K 55K 198K



Donald J. Trump ✅ @realDonaldTrump · Feb 8

If the U.S. does not win this case as it so obviously should, we can never have the security and safety to which we are entitled. Politics!

31K 23K 117K

Trump frames national security as an urgent problem and states that security and safety of the American people is his most important duty as President. Trump has spoken about the security of America on multiple occasions and has been a vocal advocate for a ban of specific countries and people (which he did enforce for a short while and then **when it was overturned, he was quite upset**). He has also spoken about the wall between Mexico and the United States that he plans to build in the name of national security. As I will discuss in the **“A (Short) Analysis of Trump’s Narrative”**, Trump either believes in the idea that immigrants or strangers are embodiments of the collapse of order, or he is merely using this framing to gain the trust and approval of the public. Regardless, Trump regularly discusses national security and I think that it is partly successful because of how (some) American people have felt unsafe since the events of 9/11.



Donald J. Trump ✅ @realDonaldTrump · Jan 25

As your President, I have no higher duty than to protect the lives of the American people.



28K

30K



155K

# THE RISE OF FAKE NEWS



Donald J. Trump  @realDonaldTrump · Jan 24

Congratulations to @FoxNews for being number one in inauguration ratings. They were many times higher than FAKE NEWS @CNN - public is smart!

35K 33K 165K



Donald J. Trump  @realDonaldTrump · Jan 28

...dwindling subscribers and readers. They got me wrong right from the beginning and still have not changed course, and never will.  
DISHONEST

37K 16K 107K



Donald J. Trump  @realDonaldTrump · Jan 28

The coverage about me in the @nytimes and the @washingtonpost has been so false and angry that the times actually apologized to its.....

23K 14K 81K



Donald J. Trump  @realDonaldTrump · Jan 28

The failing @nytimes has been wrong about me from the very beginning. Said I would lose the primaries, then the general election.  
FAKE NEWS!

32K 21K 111K

Embedded within Trump's statements of "fake news" is a very particular message. For instance, he makes this issue of "fake news" relative to the American people stating that "it [fake news] is the enemy of the American people!". He also says that fake news is a "great danger to our country". He paints this fake news epidemic as a threat to the American people. So, in my opinion, while the issue of 'fake news' is important to Trump and to the American people, I think that people are more interested in Trump's proclamation of the idea that 'fake news' has the potential to harm them and their country. Additionally, he has constantly bombarded the public with this message, making it seem like an extremely important and urgent issue.



Donald J. Trump  @realDonaldTrump · Feb 12

Just leaving Florida. Big crowds of enthusiastic supporters lining the road that the FAKE NEWS media refuses to mention. Very dishonest!

64K 26K 144K



Donald J. Trump  @realDonaldTrump · Feb 17

The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!

79K 51K 162K



Donald J. Trump  @realDonaldTrump · Feb 18

Don't believe the main stream (fake news) media. The White House is running VERY WELL. I inherited a MESS and am in the process of fixing it.

66K 39K 188K



Donald J. Trump  @realDonaldTrump · Feb 24

FAKE NEWS media knowingly doesn't tell the truth. A great danger to our country. The failing @nytimes has become a joke. Likewise @CNN. Sad!

53K 26K 106K

# A (SHORT) ANALYSIS OF TRUMP'S NARRATIVE

## FEAR

In a book titled '[Strangers at Our Door](#)', Zygmunt Bauman acknowledges and discusses the fear that people have of 'strangers', of those whom Americans feel do not belong in America (essentially, immigrants or foreigners). Bauman boldly states that strangers are "embodiments of the collapse of order" (15). In my opinion, Trump's narrative, at least in part, revolves around this fear that Bauman discusses. Fear in many ways, is a main driver of his narrative. For instance, fake news that is an "enemy" of the American people and he says that he will protect the American people from national security threats, thus far doing so with the travel ban and talk of building the wall. Trump uses fear to his advantage in order to gain the trust and support of the American people.

## BELIEVING WHAT HE SAYS

I think that another part of why his narrative works so well is that Trump is genuine about his ideas and statements and stands by them.

Just check out this tweet:

 Donald J. Trump  @realDonaldTrump · Feb 6

I call my own shots, largely based on an accumulation of data, and everyone knows it. Some FAKE NEWS media, in order to marginalize, lies!

60K 24K 128K

Trump is not "faking" it so to speak. It seems that he feels that these are the issues that America faces and he is willing to do everything to fix them. This confidence and power behind his statements makes him believable and trustworthy. So, it is understandable (or, at least believable), that the American people believed in Trump, voted him as President, and still believe in him. The American people are convinced that Trump is the solution to their problems about fear, strangers (immigrants), and allowing them to be a part of the governmental process.

## ONE OF THE PEOPLE

Trump is someone who appears as one of the American people and there is simply no beating that. To support this idea, I once again turn to Bauman (who mentions Trump in this chapter titled "On Strongmen's (or Strongwomen's) Trail").

Bauman states (with the use of Gilens and Benjamin Page) that the "American middle class 'view government as not so much incompetent as not giving a damn. It's working for the big guys and fat cats.' And so no wonder either that 'they'd [the middle class] support a strong man who'd promise to protect them from

the chaos. Who'd save jobs from being shipped abroad, slam Wall Street, stick it to China, get rid of people here illegally, and block terrorists from getting into America. A strongmen who'd make America great again – which really means make average working people safe again” (49).

Trump adheres to two main parts of this idea quite well. First of all, as I have already briefly discussed, he sculpts an inclusive narrative that makes the American people feel like a part of the decisions. He appears from most people's perspective to be acting in the nature of the American people's desire, but he also crafts his tweets and ideas to be around togetherness using words like “our”, “together” and phrases that emphasize giving the power back to “the people”. Secondly, he says that he is going to “make America great again”. Trump realizes that the American people are unhappy with the current state of the country (and quite frankly, Trump is equally unhappy with the current state of America and the previous American government which adds again to the sentiment that he is one of the people). More importantly, Trump promises again and again to make changes that will benefit the American people and make America great again. The use of this simplistic, catchy, and all-embodying term alongside his ability to seem like one of the people makes Trump a “good guy” in the eyes of the American people.

## LANGUAGE

Additionally, it is undeniable that Trump's use of simple language including short sentences and simple words makes it easier for more of the American population to understand him. As a strategy or not, this simple language works to his advantage.

When compared to other presidential candidates, Trump speaks at approximately a Grade 4 level whereas Hilary Clinton spoke at approximately a Grade 7 level and Bernie Sanders at a Grade 10 level. Read more [here](#).

He emotionally charges his tweets when he uses capitals, exclamation marks and even the way that he frames the tweets themselves. He uses words that evoke emotion from readers and frames his tweets in a way that makes it seem like spoken words rather than written words. This is an important note since Trump is a spokesman, a person that relies on his ability to convey and sell a message to people. Thus, his twitter feed is scattered with capitals, exclamation marks, and emotionally powerful messages in order to maintain the support of the American people.

### How Trump Answers a Question

Watch this video if you want to know more about how Trump uses language:

