

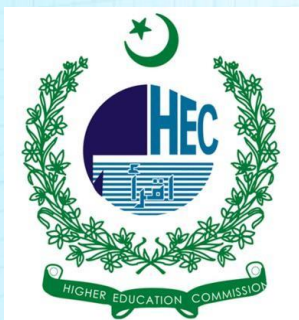
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**The Power of the Soundbite: Donald Trump's Media Strategy  
and Its Impact on Political Discourse**



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## Abstract

This research examines the strategic use of soundbite-driven rhetoric in Donald Trump's tweets, focusing on his mastery of concise and provocative language as a means to shape political discourse. Using Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA), the study analyzes key tweets from Trump's social media presence, exploring their textual features, discursive practices, and broader ideological implications. Through the application of CDA, the research investigates how Trump's tweets serve as tools for reinforcing nationalist and populist ideologies, fueling political polarization, and promoting a narrative of American exceptionalism. The findings reveal how Trump employs charged vocabulary, metaphors, and imperative grammar to frame issues such as immigration, trade, and military power as existential threats to the nation. His use of social media as a direct communication channel bypasses traditional media, creating an echo chamber that amplifies his messages and deepens ideological divides. The ideological effects of his tweets reinforce his political base's support while positioning him as a defender of American sovereignty against perceived foreign and domestic threats. The significance of this study lies in its contribution to understanding how modern political leaders use social media to control the political narrative and influence public opinion. The study underscores the growing role of social media in shaping contemporary political communication and its implications for democratic discourse. Ultimately, this research highlights the power of soundbites in the digital age, showing how brief, impactful statements can transform political engagement and contribute to the ongoing polarization of political landscapes globally.

**Keywords:** Donald Trump, Social Media, Soundbites, Critical Discourse Analysis, Political Polarization, Nationalism, Populism.

### Introduction

In the digital age, political discourse has undergone a profound transformation, with concise, emotionally charged messages commonly known as soundbites playing a pivotal role in shaping public opinion. Donald Trump has exemplified this phenomenon, leveraging soundbites and social media to craft a narrative that

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resonates with a broad audience. His strategic use of platforms like Truth Social, podcasts, and viral videos has enabled him to bypass traditional media filters, directly engaging with supporters and influencing political dialogue (Bruttin, 2024; Wicke & Bolognesi, 2024). This research delves into Trump's media strategy, examining how his mastery of soundbites has impacted political discourse in the United States.

The proliferation of soundbite-driven communication has led to a shift in political discourse, often prioritizing brevity and emotional appeal over nuanced policy discussions. Trump's adeptness at utilizing soundbites has raised concerns about the depth and quality of political conversations, potentially fostering polarization and undermining informed civic engagement (Kamarck & Mettler, 2024). This study seeks to investigate the implications of Trump's media strategy on the nature of political discourse, focusing on the consequences of soundbite-centric communication. Understanding the dynamics of soundbite-driven political communication is crucial in an era where media consumption is increasingly fragmented and instantaneous. By analyzing Trump's use of soundbites, this research aims to provide insights into how such strategies influence public perception, media practices, and the overall health of democratic discourse. The findings could inform discussions on media literacy, political communication strategies, and the role of social media in contemporary politics.

## **Objectives of the Study**

- i. To analyze the linguistic features and rhetorical strategies employed by Donald Trump in his tweets.
- ii. To assess the impact of Trump's soundbite-driven communication on public political discourse and polarization.

This study contributes to the field of political communication by providing a contemporary analysis of soundbite usage in political rhetoric. It offers a framework for understanding the mechanisms through which concise, emotionally charged messages influence public opinion and political engagement. The research also highlights the challenges and opportunities presented by the digital media landscape in shaping political discourse.

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## **Literature Review: The Power of the Soundbite: Donald Trump's Media Strategy and Its Impact on Political Discourse**

Donald Trump's political communication strategy has been characterized by his adept use of soundbites and social media to shape public discourse. His rhetoric, often concise and provocative, has significantly influenced political dialogue in the United States.

Trump's use of soundbites has been a central element of his media strategy. These short, impactful phrases are designed to capture attention and resonate with audiences. Researchers have noted that such soundbites can simplify complex issues, making them more accessible to the public, but also risk oversimplifying nuanced topics (Prahallad & Mamidi, 2025). In the context of Trump's rhetoric, these soundbites often serve to reinforce his political messages and mobilize support. Social media platforms have played a pivotal role in amplifying Trump's messages. By bypassing traditional media channels, he has been able to directly communicate with his audience, ensuring that his soundbites reach a wide and engaged demographic. Studies indicate that Trump's use of platforms like Truth Social has allowed for the rapid dissemination of his rhetoric, contributing to the shaping of public opinion (Shah et al., 2024).

The proliferation of Trump's soundbites has had a profound impact on political discourse. Critics argue that this approach has led to a decline in the quality of political dialogue, with a focus on sensationalism over substance (Tomasky, 2024). Furthermore, the emotional appeal of these soundbites has been linked to increased political polarization, as they often evoke strong reactions and reinforce existing biases (Buzelin et al., 2025). Donald Trump's mastery of soundbites and strategic use of social media have reshaped political communication in the United States. While these tactics have enabled him to effectively convey his messages, they have also contributed to challenges in the quality of political discourse and increased polarization. Understanding the mechanisms behind this phenomenon is crucial for analyzing contemporary political communication strategies.

### **Research Methodology**

In this research, Norman Fairclough's (2015) Three-Dimensional Model of Critical Discourse Analysis (CDA) was employed to analyze Donald Trump's tweets, focusing

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on three key dimensions: textual analysis, discursive practice, and social practice. The textual analysis examined the linguistic features and rhetorical strategies in Trump's tweets, including vocabulary, metaphors, and grammatical choices. Discursive practice explored the production, distribution, and consumption of his tweets, considering how these messages were crafted, disseminated via social media, and engaged with by his audience. Finally, the social practice dimension contextualized the impact of his rhetoric within broader ideological and power structures, especially in terms of nationalism, populism, and political polarization. This multi-dimensional approach allowed for a thorough understanding of how Trump's tweets shaped political discourse and mobilized his base, while also contributing to the increasing polarization of American society (Fairclough, 2015).

## Analysis

- **Tweet (February 15, 2024):**

"The wall is being built, and America is safer because of it! We will never allow illegal immigration to take over our country. #SecureOurBorders"

- **Context:** Trump reiterates his commitment to building a border wall and his stance on immigration.
- **Relevance:** This tweet provides an example of how Trump's rhetoric aligns with nationalist and anti-immigrant policies, key themes in his speeches and public statements.

This tweet encapsulates Donald Trump's strong stance on national security and immigration, emphasizing his ongoing commitment to constructing a border wall as a symbol of his "America First" policy. This tweet serves as an excellent example of his media strategy, using concise, impactful language to assert his position and influence public discourse.

## Textual Analysis: Vocabulary, Metaphors, Grammar

In this tweet, Trump employs a specific vocabulary designed to evoke a sense of urgency, threat, and national pride. The term "illegal immigration" is charged with a negative connotation, positioning immigrants as a "problem" that must be controlled to preserve national security. The phrase "take over our country" amplifies the narrative of an external threat, creating a fear-based justification for his immigration policies. By using such loaded language, Trump frames immigration not as a policy

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debate, but as an existential threat to American sovereignty and identity (Fairclough, 2015).

The metaphor of "the wall is being built" serves as a tangible symbol of Trump's efforts to protect the U.S. from external forces. The wall here represents not just a physical barrier, but also an ideological one marking a clear distinction between "us" (the American people) and "them" (illegal immigrants, foreign nationals). In this way, the wall metaphor reinforces Trump's nationalist and exclusionary rhetoric, aligning with the broader populist agenda that is central to his political identity (Bruttin, 2024).

The grammatical choices in this tweet further emphasize Trump's role as the leader and protector of the nation. The use of the imperative "We will never allow" implies decisive action, portraying Trump as someone actively defending American values. His use of "America is safer because of it" links the construction of the wall directly to the nation's security, positioning the border wall as a necessary measure for national survival and safety. This framing uses repetition to reinforce the link between safety and the wall (Prahallad & Mamidi, 2025).

## **Discursive Practice: Production, Distribution, Consumption**

The production of this tweet reflects Trump's strategic use of social media as a direct communication tool to bypass traditional media and engage his base. By using platforms like Twitter, he can control the narrative and speak directly to his supporters, without the filter of journalists or political commentators. Trump's identity as a populist leader is reinforced by this direct communication style, which positions him as the voice of the people against an establishment he often critiques as being out of touch with the concerns of ordinary Americans (Shah et al., 2024).

The distribution of the tweet occurs in real time across various platforms, primarily Twitter, but also through reposts, shares, and discussions on other social media networks. The tweet's use of the hashtag #SecureOurBorders enhances its visibility, facilitating its spread among like-minded individuals and groups. The hashtag also functions as a rallying cry for Trump's supporters, creating a sense of community and collective action around the idea of national security. Additionally, the tweet's distribution reaches both domestic and international audiences, influencing the global perception of Trump's stance on immigration and border control.

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The consumption of this tweet varies depending on the audience. For Trump's supporters, the tweet serves to reaffirm their beliefs, amplifying their feelings of patriotism and national security. It engages with them emotionally by framing immigration as a national threat and presenting Trump as the leader actively defending American values. On the other hand, critics of Trump consume this tweet with skepticism, viewing it as a continuation of divisive and exclusionary rhetoric that exacerbates xenophobia and political polarization (Tomasky, 2024). The polarized nature of this consumption highlights the deepening ideological divides in American political discourse, as Trump's rhetoric often fuels echo chambers, where individuals only interact with content that reaffirms their existing viewpoints (Buzelin et al., 2025).

### **Social Practice: Ideological Effects, Power Relations**

The ideological effects of this tweet are deeply rooted in nationalist and populist rhetoric. Trump's invocation of "America is safer" through the construction of the wall reinforces the narrative of American exceptionalism, positioning the U.S. as a beacon of strength and security in a world full of threats. By framing immigration as a national crisis, Trump's tweet taps into the growing fears among certain segments of the American population, particularly those who feel threatened by demographic changes or perceive the government as failing to protect their interests (Kamarck & Mettler, 2024).

In terms of power relations, this tweet exemplifies Trump's use of language to assert control over the political narrative. The act of "building the wall" is symbolic of Trump's efforts to take charge of national security and shape U.S. policy according to his vision of sovereignty and nationalism. By framing the political opposition as weak or complicit in allowing illegal immigration, Trump consolidates his position as the leader who will protect the nation at all costs, positioning himself as the antithesis to the so-called elite politicians and bureaucrats (Wicke & Bolognesi, 2024).

This rhetoric also fits within broader postcolonial power dynamics, particularly in the context of U.S. interactions with Latin America. By portraying immigrants from Mexico and Central America as a threat, Trump aligns with historical narratives of controlling marginalized groups. This language mirrors colonial attitudes of dominance and control, framing immigration as something that

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must be tightly regulated to preserve national identity (Prahallad & Mamidi, 2025).

In conclusion, Trump's tweet about the border wall serves as a powerful example of how soundbite-driven rhetoric, when strategically employed, can shape political discourse and reinforce nationalist ideologies. Through his use of language, metaphors, and grammar, Trump constructs a narrative of national security that appeals to fear and a desire for control. The distribution and consumption of his tweet reveal how social media facilitates the rapid spread of political messages, often deepening ideological divides and polarizing political discourse. This analysis highlights the significant role of soundbites in contemporary political communication, particularly in the context of populist and nationalist movements.

## **Tweets on Trade and Protectionism**

- **Tweet (March 12, 2024):**

"The trade deals we've signed have been historic! America is winning again. We will no longer allow countries to take advantage of us. #TradeDeals"

- **Context:** Trump touts his administration's trade policies, emphasizing protectionism and the importance of negotiating better deals for the U.S.
- **Relevance:** This tweet is valuable for analyzing how Trump uses economic nationalism to promote his populist agenda and how this rhetoric resonates globally.

This tweet represents Donald Trump's continued emphasis on protectionism and economic nationalism, themes central to his populist agenda. By claiming that the trade deals signed during his presidency have been "historic" and that "America is winning again," Trump asserts that his administration has succeeded in reclaiming economic power for the United States, positioning it as a dominant force in international trade. This analysis examines the tweet using Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA), providing insights into the linguistic strategies, discursive practices, and ideological implications of Trump's rhetoric.

## **Textual Analysis: Vocabulary, Metaphors, Grammar**

Trump's use of vocabulary in this tweet is strategically charged to elicit strong reactions from his audience. The term "historic" implies that the trade deals he has negotiated are groundbreaking and unprecedented, elevating their importance and



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positioning them as a significant achievement for his administration. Additionally, "America is winning again" utilizes the concept of victory, a recurring theme in Trump's rhetoric, which not only appeals to the pride of American citizens but also reinforces his image as a leader who restores national greatness.

The phrase "We will no longer allow countries to take advantage of us" uses the term "take advantage" to frame foreign nations in a negative light, presenting them as exploiters of the United States. This vocabulary aligns with Trump's populist rhetoric by framing the situation as one of victimization, where the U.S. is portrayed as having been wronged in the past but now empowered to correct these injustices. The use of "we" serves to create a sense of collective action, positioning the U.S. as a unified entity under Trump's leadership, working together to protect national interests. Metaphorically, Trump's framing of trade deals as "historic" casts them as transformative, suggesting that they mark a turning point in U.S. trade policy. The idea of "winning" again further reinforces a narrative of recovery and strength, where trade negotiations are seen as battles won for the American people, aligning with the broader populist theme of reclaiming power from foreign elites.

Trump's use of grammar in this tweet emphasizes authority and action. The use of the imperative voice, especially in phrases like "We will no longer allow," is a rhetorical strategy that suggests decisiveness and control, positioning Trump as the ultimate decision-maker. The directness of this language reflects his image as a strong leader who is not afraid to take bold action on behalf of the American people (Fairclough, 2015).

### **Discursive Practice: Production, Distribution, Consumption**

The production of this tweet is in line with Trump's broader media strategy of using social media to bypass traditional news outlets and speak directly to his supporters. Twitter, as a platform, allows Trump to communicate in real-time and control the narrative around his presidency and policies, without being filtered or critiqued by the mainstream media. The audience for this tweet is likely a combination of his base, conservative-leaning individuals, and those invested in the economic nationalism agenda.

In terms of distribution, this tweet rapidly spreads across digital platforms, not only through retweets but also through media coverage. Given Trump's large social media

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following, his messages quickly gain traction, often amplified by his supporters and sympathetic media outlets like Fox News. The use of hashtags such as #TradeDeals further aids in categorizing and indexing the tweet, helping it reach a broader audience of people following or discussing trade policies, both in the U.S. and globally.

The consumption of this tweet is polarized. For Trump's supporters, it serves to reinforce their belief in his leadership and his ability to make America economically strong. The rhetoric of protectionism and winning resonates with those who feel that prior administrations were complicit in undermining the nation's economic power. However, critics likely interpret the tweet as oversimplified, divisive, and as part of Trump's broader strategy to blame foreign countries for internal economic issues (Shah et al., 2024). The tweet's ability to quickly generate engagement, whether positive or negative illustrates how it contributes to ongoing political polarization and divides the audience into those who are in favor of Trump's economic nationalism and those who are not.

### **Social Practice: Ideological Effects, Power Relations**

The ideological effects of this tweet are rooted in Trump's nationalist and populist agenda, particularly the idea that the U.S. has been wronged by foreign powers and that his administration is restoring the nation's economic strength. The emphasis on "no longer allowing" foreign countries to take advantage of the U.S. constructs an ideological framework in which the U.S. is the victim and must now stand firm to protect its interests. This rhetoric is grounded in an economic nationalism that seeks to protect domestic industries and jobs from the effects of globalization, positioning trade policy as a key battleground in the fight for national sovereignty (Buzelin et al., 2025).

In terms of power relations, the tweet reflects Trump's positioning of the U.S. as a dominant global actor that must assert control over trade relations. By framing the trade deals as victories, Trump is portraying himself as the defender of American interests, effectively consolidating his authority as the person responsible for restoring American power in the global arena. This rhetoric also frames international trade relations in zero-sum terms, where one country's gain is another's loss. This simplification of global trade dynamics helps reinforce Trump's populist image as

someone who is fighting on behalf of ordinary Americans against global elites (Shah et al., 2024).

Furthermore, the tweet contributes to the broader postcolonial power dynamics in international relations, particularly in the context of U.S.-China trade relations and economic competition with other global powers. Trump's rhetoric places the U.S. in opposition to foreign countries, framing trade as a means of reclaiming national autonomy from perceived global forces that seek to undermine U.S. interests (Wicke & Bolognesi, 2024).

Trump's tweet on trade and protectionism serves as an effective example of how soundbites and social media can be used to shape political discourse. By analyzing this tweet through the lens of Fairclough's CDA, it is evident how Trump uses language to frame trade policies as victories, mobilizing support around an economic nationalism agenda. His use of metaphors, emotive vocabulary, and imperatives effectively reinforces his image as a protector of American sovereignty, while the distribution and consumption of his tweets illustrate the role social media plays in shaping polarized political discourse.

## **Tweets on Foreign Policy and National Security**

- **Tweet (April 5, 2024):**

"Our military is stronger than ever, and our enemies know it. America will always defend its people, its borders, and its way of life. #StrengthAndSecurity"

- **Context:** Trump reiterates his focus on military strength and national security as part of his nationalist agenda.
- **Relevance:** This tweet helps demonstrate how Trump's rhetoric on national security and military power serves his broader nationalist and populist narrative.

This tweet highlights Donald Trump's continued emphasis on national security and military strength as central elements of his political platform. It serves as a strong reaffirmation of his "America First" ideology, reiterating his commitment to defending American sovereignty, people, and values. By applying Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA), we can understand how Trump's use of language constructs a narrative of power and protection, while influencing political discourse and polarization.

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## **Textual Analysis: Vocabulary, Metaphors, Grammar**

In terms of vocabulary, Trump uses terms like "stronger than ever", "enemies", and "defend" to convey a sense of national power, threat, and resolve. The phrase "Our military is stronger than ever" implies that the U.S. has regained or enhanced its military might, framing his administration as a key actor in restoring U.S. dominance on the global stage. The term "enemies" creates an antagonistic dichotomy between the U.S. and those who threaten it, casting adversarial nations in a negative light and positioning the U.S. as morally justified in its military actions. This terminology aligns with Trump's broader rhetoric of adversarial engagement, which resonates with his nationalist base (Prahallad & Mamidi, 2025).

Metaphorically, the tweet's invocation of military strength as "stronger than ever" functions as a symbolic representation of U.S. resilience and dominance, projecting an image of an impenetrable force that commands respect and fear. The phrase "America will always defend its people, its borders, and its way of life" frames national security as a continuous and non-negotiable endeavor. The "way of life" metaphor emphasizes cultural and ideological preservation, suggesting that national security is not just about defense but about protecting American values and identity from external threats (Fairclough, 2015).

Grammatically, the tweet employs a declarative tone, affirming strength and resolve through imperatives such as "will always defend". This grammatical choice conveys certainty and authority, positioning Trump as the leader who guarantees the safety and security of the nation. By using the personal pronouns "our" and "America", the tweet builds a sense of collective unity and purpose, positioning Trump as the guardian of national interests.

## **Discursive Practice: Production, Distribution, Consumption**

In the production of this tweet, Trump leverages the immediacy and accessibility of social media to speak directly to his audience without traditional media filters. As a former president with a significant social media presence, Trump's words carry immediate weight and reach. The production is strategic, designed to reaffirm his role as the protector of American interests and to engage his base with language that reinforces their concerns about security and sovereignty. The audience of this tweet is largely Trump's followers, who are aligned with his nationalist agenda, and the

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broader American public, who are concerned with issues of national security and military strength (Shah et al., 2024).

The distribution of this tweet occurs across digital platforms, primarily Twitter, where it is instantly shared and amplified. By using the hashtag #StrengthAndSecurity, Trump connects his tweet to broader conversations on social media about military power and national defense, further cementing its relevance in public discourse. The use of hashtags also categorizes his tweet, making it discoverable to those following discussions on these topics, while bypassing traditional media's control over narrative framing. His followers likely repost and amplify this tweet, spreading it within their networks and reinforcing the ideological messages contained within (Buzelin et al., 2025).

The consumption of this tweet depends on the ideological positioning of the audience. For Trump's supporters, the tweet serves as a reaffirmation of his strength as a leader and his ability to protect the country. It validates their beliefs that strong military power is necessary to ensure the safety of the nation. Conversely, critics may view the tweet as divisive or as oversimplifying complex geopolitical issues. The focus on military power and the adversarial framing of international relations may deepen existing divides, as opponents of Trump may perceive such rhetoric as promoting militarism and exclusionary nationalism (Prahallad & Mamidi, 2025).

## **Social Practice: Ideological Effects, Power Relations**

The ideological effects of this tweet are rooted in Trump's populist and nationalist narrative. By emphasizing the "strength" of the military and the continuous "defense" of American values, the tweet constructs an image of a nation that must stand firm against external threats. Trump's rhetoric taps into fears of cultural erosion and economic decline, positioning military power as essential to both national security and the preservation of American identity (Wicke & Bolognesi, 2024). The framing of national security as "defending our way of life" reflects broader ideological struggles over national identity, particularly in the context of globalization and immigration.

In terms of power relations, Trump's tweet solidifies the U.S. as a global power that will protect its interests at all costs. The phrase "our military is stronger than ever" suggests a military dominance that rivals global competitors, and the declaration that "America will always defend" implies an unchallenged power

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structure, reinforcing Trump's image as the authoritative figure who guarantees national strength and security. This rhetoric serves to consolidate his authority and position the U.S. as an unyielding actor in the international arena, particularly regarding military and defense policies (Fairclough, 2015).

This tweet also interacts with postcolonial power dynamics in international relations. Trump's emphasis on military strength and national defense, while focusing on "borders", reflects a desire to maintain control over U.S. sovereignty in the face of perceived foreign challenges. The use of military might as a tool to "defend" American values subtly positions the U.S. as a power that must guard against external influence and uphold its ideological superiority on the global stage, often at the expense of diplomatic engagement (Prahallad & Mamidi, 2025).

Trump's tweet on military strength and national security exemplifies how his use of concise, impactful rhetoric shapes public discourse and reinforces his nationalist agenda. Through the use of charged vocabulary, strategic metaphors, and decisive grammar, Trump constructs a narrative that prioritizes military power as essential to national survival and security. The tweet's distribution through social media amplifies its ideological impact, reinforcing the divides in political discourse and mobilizing his base. By analyzing this tweet through Fairclough's CDA framework, we can understand how such rhetoric contributes to the broader ideological struggles over identity, sovereignty, and global power relations in contemporary politics.

## Tweets on International Relations and Globalism

- **Tweet (July 16, 2024):**

"The UN has failed America and its people for too long. It's time to put America first and stop paying for everyone else's problems. #AmericaFirst"

- **Context:** A critical tweet aimed at the United Nations, emphasizing Trump's skepticism towards international organizations and his focus on national interests.
- **Relevance:** This tweet is key for analyzing Trump's rhetorical positioning on global institutions and his rejection of multilateralism, central themes of his foreign policy.

This tweet reflects Donald Trump's continued stance against international

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organizations, particularly the United Nations, and highlights his strong commitment to economic nationalism and sovereignty. By using this tweet to criticize the UN, Trump not only reinforces his America First ideology but also signals his broader skepticism toward multilateralism. Analyzing this tweet using Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA) provides a comprehensive understanding of how Trump's rhetoric shapes political dialogue and influences public perception.

### **Textual Analysis: Vocabulary, Metaphors, Grammar**

In this tweet, vocabulary plays a critical role in shaping the perception of the United Nations and America's role within it. The use of the phrase "The UN has failed America" is charged with a negative connotation, portraying the international body as ineffective and harmful to American interests. By labeling the UN as a "failure", Trump casts the organization as an institution that has not served the needs of the United States, a narrative that appeals to his base by framing global institutions as obstacles to national prosperity (Prahallad & Mamidi, 2025).

The phrase "stop paying for everyone else's problems" uses economic language that frames U.S. financial contributions to the UN and other international organizations as unjust. The word "paying" suggests an economic burden and implies that the U.S. is subsidizing other countries at its own expense. This framing appeals to domestic concerns about resource allocation and national debt, suggesting that America's interests should be prioritized over international commitments. The use of the hashtag #AmericaFirst reinforces this nationalist stance, encapsulating the message in a succinct phrase that taps into a broad, populist ideology (Fairclough, 2015).

Metaphorically, the tweet uses "America first" as a rallying cry that positions the U.S. as the central actor in its destiny, rejecting international cooperation in favor of unilateral action that benefits the nation's economic and strategic interests. This metaphor conveys the idea of the U.S. being at the helm of its fate, emphasizing a self-sufficient, isolationist worldview (Wicke & Bolognesi, 2024).

Grammatically, Trump uses a declarative tone to assert his position and bolster his credibility as a strong leader. The structure of the tweet presents the idea of "failure" as a fact, which works to solidify his argument against the UN. The

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imperative nature of the tweet “stop paying” suggests that action is needed, empowering his followers to adopt this viewpoint and advocate for the rejection of international obligations.

## **Discursive Practice: Production, Distribution, Consumption**

In terms of production, Trump is the primary producer of this message, using his Twitter account as a direct platform to engage with his audience. The medium of Twitter allows him to bypass traditional media gatekeepers, framing his message in real-time to resonate with his base. The tweet’s audience includes not only Trump’s followers but also a broader public interested in foreign policy and national security. Given the highly charged nature of the message, it appeals to those who feel the U.S. has been disadvantaged by its involvement in international organizations (Shah et al., 2024).

The distribution of the tweet is amplified through social media. As is often the case with Trump's tweets, the message is disseminated rapidly through retweets, responses, and discussions across other platforms such as Facebook and news websites. The use of the hashtag #AmericaFirst makes the tweet part of a larger discourse around nationalism and sovereignty, allowing the tweet to become part of the broader public conversation. Trump's use of social media creates a direct and unmediated line of communication, strengthening his populist image and ensuring that his views are heard by a wide audience without traditional media intervention (Buzelin et al., 2025).

The consumption of this tweet varies based on the ideological positioning of the audience. For Trump’s supporters, this tweet reinforces their belief that international organizations like the UN are detrimental to American interests. It resonates with the populist sentiment that the U.S. has been taken advantage of and should prioritize its own needs. On the other hand, critics of Trump view this tweet as evidence of his isolationist tendencies, potentially undermining global cooperation and America's role as a leader on the world stage (Tomasky, 2024). This polarization in the consumption of the tweet further contributes to the ideological divide in American political discourse.

## **Social Practice: Ideological Effects, Power Relations**

Trump's tweet has significant ideological effects that align with his broader nationalist



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agenda. The tweet echoes themes of economic nationalism and protectionism by criticizing the U.S.'s financial contributions to international bodies like the UN. By framing the UN as a failing institution and advocating for prioritizing "America first", Trump promotes the idea that national interests must always come before global cooperation (Buzelin et al., 2025). The ideological underpinning of this tweet taps into fears about American sovereignty being compromised by international entanglements, positioning global institutions as tools of globalism that undermine the nation's autonomy.

In terms of power relations, Trump positions the U.S. as a powerful, self-sufficient nation that should not be beholden to international agreements or obligations. The rejection of the UN reflects Trump's skepticism toward multilateralism, positioning the U.S. as an independent actor that dictates its foreign policy without interference from global organizations. This positioning asserts U.S. dominance in global politics, advocating for a world where American power is not diluted by global cooperation (Fairclough, 2015).

This tweet also resonates with broader postcolonial and nation-building struggles. Trump's rhetoric about global institutions like the UN reflects a historical pattern of postcolonial states reclaiming their sovereignty from international powers that exert influence through organizations like the UN. The emphasis on rejecting global institutions mirrors postcolonial discourses where nations seek to assert their independence from foreign domination, whether economic, political, or ideological (Prahallad & Mamidi, 2025).

Trump's tweet about the United Nations and the America First doctrine exemplifies his strategic use of concise, provocative rhetoric to shape political discourse. Through vocabulary, metaphor, and grammar, Trump frames the UN as a failed institution, while positioning the U.S. as the unchallenged leader in global affairs. The distribution and consumption of his tweets demonstrate how social media serves as a powerful tool for amplifying his messages, creating a direct line of communication to his supporters. This tweet reflects the ideological and power struggles inherent in Trump's nationalist agenda, contributing to the broader discourse on sovereignty, globalism, and the role of international institutions in shaping U.S. foreign policy.

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## Conclusion

This research has employed Norman Fairclough's Three-Dimensional Model of Critical Discourse Analysis (CDA) to examine the linguistic features, discursive practices, and ideological implications of Donald Trump's tweets, focusing on key themes such as nationalism, sovereignty, and globalism. By analyzing specific tweets on topics like immigration, trade, and foreign policy, this study has demonstrated how Trump uses concise and provocative rhetoric to shape political discourse and influence public opinion.

Through textual analysis, it was found that Trump's vocabulary, metaphors, and grammatical choices, such as the use of charged terms like "illegal immigration," "historic trade deals," and "America First," all contribute to creating a sense of urgency, identity, and national pride. These rhetorical strategies align with his broader populist and nationalist agenda, reinforcing divisive narratives that differentiate between "us" (the American people) and "them" (foreign threats or elites). In terms of discursive practice, this study highlighted the strategic production, distribution, and consumption of Trump's tweets. By using social media platforms, Trump bypasses traditional media filters and speaks directly to his base, thus controlling the narrative and engaging in real-time communication with a global audience. His tweets are amplified by followers, media outlets, and activists, further shaping the public political discourse. The consumption of these tweets, however, varies greatly based on political affiliation, contributing to increasing ideological polarization.

Finally, social practice analysis revealed the ideological effects and power relations embedded in Trump's rhetoric. His tweets reinforce a worldview centered on American exceptionalism and the rejection of global institutions such as the United Nations. The messages in his tweets contribute to the broader discourse on sovereignty, nationalism, and the growing divide between populist movements and globalism, both domestically and internationally. The tweet-driven communication further perpetuates power structures that position the U.S. as a dominant, self-sufficient entity, undermining multilateral cooperation in favor of national interests. This study underscores the significant role of Twitter and soundbite-driven communication in modern political strategy. Trump's use of Twitter not only reshapes political discourse but also serves to deepen the polarization within American society.

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By analyzing his tweets through Fairclough's CDA, this research highlights how language can be a powerful tool in shaping political ideologies, influencing public opinion, and further dividing political communities. The findings contribute to the understanding of how social media platforms, particularly Twitter, serve as pivotal arenas for political engagement and ideological conflict in contemporary politics.

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