

Abstract

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**Key Modifications in Donald
Trump's Twitter Rhetoric after the
2016 Presidential Election**

The main objective of our presentation is to show how Trump`s online way of communication changed after the 2016 Presidential Election.

Our current research is based on a content analysis referring to the period that started on the 1st September, 2016 and lasted until the 1st May, 2017. As an outcome of our research, we found a key modification in Donald Trump's Twitter communication after the 8th November, 2016. As a presidential candidate, Donald Trump used an exploitative language via Twitter, but as a president elect, he started to remit his expressions on the particular social site. We concluded that after Donald Trump's inauguration ceremony further moderation could be measured in the president's Twitter communication. Our conclusion shows that Donald Trump modified his communication on the social site after the election, using as general terms as 'countries' and 'evil' instead of 'Mexico' and 'ISIS' more frequently. We also noticed that Donald Trump's tweets belong most often to the category of 'Enemy'.