

POLITICS

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Plan

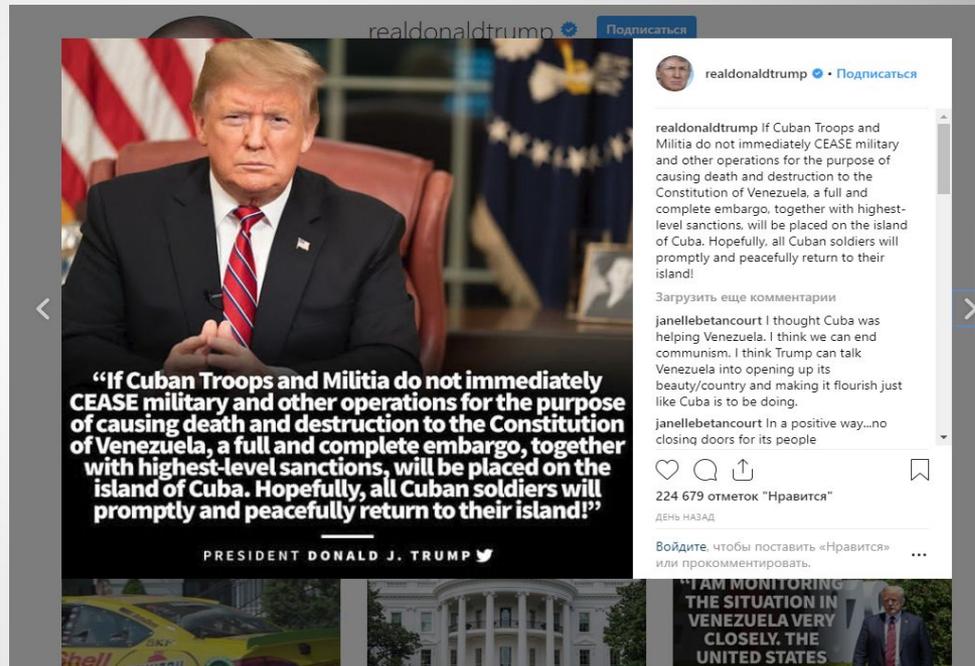
- 1. Introduction

Introduction

Leaders' activity on Social Networks



On social networks, the President of the United States constantly shares his life, about his working trips, about the places he visits and about the global news of the country.





Donald J. Trump 

@realDonaldTrump



In the East, it could be the COLDEST New Year's Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!

8:01 PM - 28 Dec 2017

Political Image

- Political image, conceived as reputation, is re-legitimated according to democratic norms of reason and rationality. Competence, strength of leadership, credibility of promises and so on may all be subjected to informed criticism and the test of experience and thus are unsustainable over time through artifice and illusion.
- It is very important for politicians to build and uphold a positive image. Under the constant scrutiny of their constituents, politicians must maintain a consistent image yet simultaneously appeal to many diverse voters.

The difference between the image that he has in society and his image on the Internet.

Real Life

- Donald Trump is known as “Donald” - this is how the media called him after his ex-wife Ivana Trump (from the Czech Republic) in one interview addressed him this way. He is also known for his

Social Networks

- In his latest Twitter post, Trump explained that he uses social networks not because he likes it, but because it is the only way to deal with a very dishonest and unfair press, which he called the “ Fake News Agency.”