

@realDonaldTrump tweets:
How Donald Trump Talks About Different Ethnic
Groups on His Twitter Account

Bachelor's Thesis
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Tiivistelmä – Abstract Donald Trump on ollut jatkuvasti globaalien tarkkailun aiheena. Syynä tähän on muun muassa hänen tapansa ilmaista itseään ja omia mielipiteitään yleisöä ja kuuntelijoita säväyttämällä. Tämän lisäksi hänellä on ollut vaikutusvaltaa, sillä hän toimi Yhdysvaltojen presidenttinä vuosina 2017-2021. Hän oli erityisen aktiivinen Twitter-tilillään viimeiseen presidenttivuoteensa 2021 asti, kunnes hänen tilinsä jäädettiin. Donald Trump oli ennen presidenttikauttaan liikemies ja mediapersoona, jonka takia erityisesti Yhdysvaltojen kansa tunsi hänet entuudestaan. Tämän tutkimuksen tarkoituksena on selvittää miten Donald Trump puhui erilaisista etnisistä vähemmistöistä Twitter-tilillään ennen presidenttiyttänsä (2013-2016) ja sen aikana (2017-2021). Erityisesti kiinnostuksen kohteena on se, millä tavoilla hän tuo esille omia mielipiteitään. Työn tutkimuskysymykset ovat, millaisia kielellisiä valintoja hän tekee puhuessaan tietyistä etnisistä ryhmistä ja onko hänellä jokin vakiintunut tapa käyttää kieltä puhuessaan näistä ryhmistä. Tutkimusaineisto kerättiin Twitter-arkistoista ja Google-kuvahaun kautta. Aineisto koostuu 12 tviitistä ennen hänen presidenttikauttaan, ja 23 tviitistä hänen presidenttikautensa ajalta. Tviitit analysoitiin hyödyntämällä kriittistä diskurssianalyysia. Tutkimuksessa kävi ilmi, että Trump suosi tviiteissään suorasanaista ja suodattamatonta kieltä. Ajoittain hänen kielenkäyttönsä oli provosoivaa ja loukkaavaa. Hän käytti useasti isoja kirjaimia, myös sanoissa, joissa sitä ei tarvittu. Kaikkien kirjaimien isolla kirjoittaminen oli myös yleistä, varsinkin yksittäisissä sanoissa, joita hän halusi erityisesti painottaa. Donald Trump ei käyttänyt ollenkaan epävarmuutta ilmentävää kieltä, vaan julkaisi kaiken sanomisensa faktoina ja totuutena. Verrattessani hänen kielenkäyttöänsä edellä mainittujen aikakausien välillä en havainnut minkäänlaista muutosta. Ainoa merkittävä ero ajanjaksojen välillä on se, että hän aktivoitui puhumaan eri etnisistä vähemmistöistä enemmän presidenttikaudellaan	
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1 INTRODUCTION

Donald Trump has been making a lot of headlines in the news, particularly for his words and the way he delivers them. Ott and Dickinson (2019) argue that Trump's rhetoric reflects the most insidious qualities of humanity and that he actively encourages them to others. However, Donald Trump has a loyal group of supporters who are more than willing to defend his actions or words. In addition, according to Ott and Dickinson (2019: 16) his appeal and success does not stem from well-reasoned arguments, since he is not articulate or cogent. He is also described as ethically bereft and his behavior towards the truth is met with utter disregard, thus his appeal and success does not stem from morality or trustworthiness (ibid.). Finally, his appeal and success cannot stem from his beliefs or policy positions either, since he does not show his allegiance to either one of them (ibid.). Given this information, his consistent style is indeed, the factor that makes him appealing to his voters and supporters (ibid.).

Mohammadi and Javad (2016) have shown that his use of language can be described as simple but provocative. He utilizes such language to narrow down the distance he has with his audience (Mohammad and Javad 2016: 9). This research studied the spoken language of Donald Trump at his acceptance speech in the United States Presidential Election in 2016 (ibid: 1). The study also found out that Trump often uses declarative speech acts to demonstrate power and he tries to be inclusive, showing himself as sympathetic and responsible (ibid: 9). Trump is also described to be using norm-breaking and extreme insult politics and right-wing populism in his language (Winberg 2017: 8). He is thus widely perceived as a controversial figure who breaks the boundaries and does not seem feel bad about it.

Although there have been studies on Donald Trump and his language, it merits further research. In particular, a topic like this, his use of written language on ethnic minorities on his Twitter account. In this study, I hope to bring new insights and information into the ever-growing archive of studies on Trump and his language. In the current political climate that is heated and quite polarized, it is imperative to critically analyze the language of political leaders, since they represent the whole country and its citizens. Thus, it is required or at least expected that the president of the United States is not using language that is discriminative towards any people of the country. The specific aim of this study is to demonstrate what kind of communicator Donald Trump is, and how he brings forth his opinions, statements or thoughts on ethnic minorities. It seeks to find out whether, like he himself claims, he really is an ally to all of the American people and does not have a racist bone in his body.

More specifically, the present study will investigate Donald Trump's Twitter account and pay attention to how he uses language about different ethnic minorities. The study will examine how he presents, views and discusses Blacks, or African Americans, Latinos, Asians, Muslims, Native Americans and others not specified. My specific interest is to explore what kind of style, or possibly multiple styles, he uses, and whether he uses different strategies to discuss these ethnic groups. In the study, I will also compare Trump's tweets from two different time periods, from the time before he was a president, and whilst he was one. The intention here is to investigate whether his language changes between these two time periods or not.

The thesis is structured as follows: Section 2 consists of the most relevant background theory for the study and central information for the reader. This includes introduction of critical discourse analysis, social media, specifically Twitter and ethnic minorities and racism. It will also give some prognostication as to what is to be expected from Trump according to previous research. Section 3 presents the research questions, explains in more detail the methods used in this research, and introduces the data and how it was collected. Section 4 begins by presenting my first impressions of the tweets, unwrapping and explaining the tweets from both time periods, focusing on each ethnic group at a time. This is followed by a detailed analysis of the tweets and a summary of the section. Finally, section 5 will conclude the thesis, discuss the main findings and implications of the study.

2 BACKGROUND THEORY

This section presents the most relevant theory for this study. The following section will also give a short guide to what to expect according to previous research done on Trump and his language.

2.1 Ethnic minorities

An ethnic group means a particular social group that shares a common and distinctive culture, religion or language (Kanchan, 2012: 69-70). Ethnicity is not a synonym for race and it should not be confused with it. A group is considered an ethnic minority when they differ from the dominant culture and population (Alia and Bull, 2005: 2). The ethnic minorities in the United States are Blacks or African Americans, Asian Americans, Native Americans, Hispanic or Latinos, Native Hawai'ians and other Pacific Islanders, and Arab and other Middle Eastern Americans (Minority Rights Group International, 2020).

According to the U.S. Census Bureau (2020), White Americans is the most visible group in the States, making up to 60% of the population. Since Arabs and other Middle Easterners are not given their own profile by the Bureau, they are also considered White. However, it is estimated that they make 0.5% of the population. Latinos or Hispanics make 18.5%, and Blacks or African Americans 13.4% of the population. Asians are the third most visible ethnic minority group, making 5.9% of the population. Native Americans and Alaskans make 1.3% and Native Hawai'ians and other Pacific Islanders make 0.2% of the population in the United States of America. (Minority Groups International, 2020).

2.2 Racism and discrimination in the US

Although Donald Trump has said many times that "America is the best country in the world!", the ethnic minorities living in the States may not agree with him. Almost half (45%) of African Americans have experienced racial discrimination when trying to buy a home, or just to rent one (Robert Wood Johnson Foundation, Discrimination in America 2020). About 20% of Asian Americans have experienced discrimination when in contact with the police; Indian Americans are more likely to report unfair police stops and treatment than Chinese American (ibid.). Nearly 25% of Latinos have avoided medical care in fear of being discriminated against or being treated badly (ibid.). Thus, one can conclude that in the U.S. the treatment of different ethnic groups is unfair and

explicitly prejudiced. Discrimination and racism can lead the victim into serious trauma and ultimately to mental health issues.

The United States' citizens have a negative view on the country's racial progress and more than half (56%) say that president Trump has made race relations even worse (Pew Research Center, Race in America 2019). In contrast, the last president, Barack Obama, did much better job according to Americans, 37% saying he made progress with race relations (ibid.). The same research shows that most Americans see that it is now more common to express racially insensitive and racist views, and more than four-in-ten say it is more acceptable (ibid.). This has led the groups of different ethnic minorities questioning will they ever have the same rights as their fellow white American citizens.

2.3 Social media: Twitter

Social media means the new services and applications that make communication between users possible. It also enables users own content production and lets them share it with other users as well. One can usually comment on, like and share other users posts, and also get to know them and thus create new communities (Kansalaisyhteiskunnan tutkimusportaali, University of Jyväskylä, 2020). Different platforms of social media include for example, Instagram, Facebook, Youtube and Twitter.

Social media is praised for enabling interactive public discourse, debate and reaching not only the local area, but also the global area. Users of all social media platforms are able to share ideas, opinions and information with masses of different audiences. However, there are also dangers: social media has a growing number of users, and this increases the risk of clashes between different people with different values. In the worst case scenarios, these clashes can lead ultimately to cyberbullying, cyberstalking or invasion of privacy (Noor and Hendricks, 2011: 237). Social media is popular amongst political figures, since it is a free, easy and effective way of reaching out to the audience and possible supporters or voters.

Twitter enables users to write short posts, including 140 characters - These are called tweets. Users of Twitter have followers, which does not make the communication interpersonal but rather mass communication (Noor and Hendricks, 2011: 277). Twitter is used by many; from businesses to government agents to journalists to celebrities to everyday people (ibid: 96). People from ages 18 to 29 are more likely to be using Twitter everyday than their older counterparts; additionally,

minorities, such as African Americans and Latinos, are twice as likely to use Twitter than Whites (ibid: 97).

2.4 Previous research

Donald Trump's Twitter is quite a popular target of scrutiny, since Trump is known for his rhetorical ways of expressing his opinions and views to people and his account is a good example of his way of reaching out to the citizens; he does it so without making it about his presidency (Kokko, 2017). Trump's style has been described as exceedingly autocratic and authoritarian, and his behavior has been described as obnoxious, overbearing and oblivious (Ott and Dickinson, 2019: 17). According to Ishido et al. (2018) Donald Trump can be characterized as a populist, who uses simple, easy-to-understand words and his slogan, "Make America Great Again", symbolizes that characteristic quite well.

Ott (2016) argues that the logic of Twitter and Donald Trump's natural way of speaking are homologous, meaning they are, for the most part, the same. He has three prominent traits; simple language, deferring to trusted colleagues or friends and insulting his opponents (ibid.). This Trump's simple, uncivil and impulsive way of communicating and tweeting do not only reflect sexism, racism, homophobia or xenophobia; it also spreads those ideologies rapidly (ibid.). Evidence says, that his tweets resonate especially with white supremacists (Kharakh & Primack, 2016). His tweets teach the readers that some groups of people are less human and inspire hatred and violence towards them (Ott, 2016).

Shafer (2015) states that Trump does not favor multisyllabic words or complex sentences, especially when talking in a debate or in an interview: Trump's language is actually so simple, it rates third or fourth grade reading level. According to Merrill (2015) Trump is prone to darker, violent and insult-filled language. Crocket (2016) studied Donald Trump's Twitter account for seven months and he drew the following conclusions. First, his lexicon is not only simple but also repetitious, using mostly monosyllabic words such as "good", "sad" or "bad" (ibid.). Second, his tweets are mostly filled with negativity, and majority of them are out right insults (ibid.). Third, Donald Trump uses exclamation marks and all caps quite frequently, which reinforces the negativity of the tweets and also heighten the emotional impact (ibid.).

3 SET-UP OF THE PRESENT STUDY

This section presents the research questions and the aims of this study. In addition, it also articulates the methods of analyzing the data and how they were collected.

3.1 Aims and research questions

My goal for this study is to investigate how Donald Trump tweets about different ethnic groups during the time periods (2013-2016) and (2017-2021). My particular interest is in how he uses language to present these different groups of people and whether they differ as far as his style of communication is concerned.

The other main goals in this thesis are to discover whether there is any difference between these time periods, and whether there is a drastic change in style after Trump became a president in 2017. In addition, I also want to find out how much he might use stereotypes describing the groups and what kind of prejudices there may or may not be.

There is a great deal of previous research on Donald Trump and his behavior on social media, also on Twitter. However, to the best of my knowledge, there is no previous research on how he presents different ethnic groups on his Twitter account.

My research questions are the following:

1. How does Donald Trump tweet about different ethnic minority groups on his Twitter account before he was a president, in 2013-2016, and when he was a president, in 2017-2021?
 - a. How does he express his opinions and arguments?
 - b. How do these tweets from these two time periods compare with each other?

3.2 Data collection

For this study, I chose 12 tweets from Mr. Trump's Twitter account from the years he was not a president, 2013-2017 and then chose 22 tweets from his years as a president, 2017-2021.

Since Donald Trump's Twitter account as the President of the U.S. is now (Spring 2021) frozen and not available to the public, I needed to search his tweets from the Twitter archive. For this purpose,

I used different hashtags, including ‘ethnicity’ and ‘minority’ to find the tweets to be used as data for this study. I also used Google and its image search to find screenshots of the tweets.

To narrow down my data, I decided to focus on the most visible minorities, such as Blacks and African Americans, Mexicans and other Latinos, Asians and Muslims.

3.3 Analytic methods

In my study, I will use critical discourse analysis as a method of analyzing the data. This helps me to understand the way in which Trump represents different ethnic minorities and the way he brings forth his arguments and opinions. Critical discourse analysis is also helpful for me in that it enables me to investigate how much he might use his power and authoritative position when tweeting about this topic. CDA is also especially useful for this kind of study since it is used for examining the relation between discourse and society, including politics (Van Dijk, 1995: 17). I also paid attention to the grammar, style, speech acts and pragmatic strategies, which are all included to CDA (ibid: 18)

The way in which I analyzed the tweets followed the same structure as the study done by Daghigh and Rahim (2020) who studied and compared the characteristics of the spoken discourse on Muslims by Jacinda Ardern, who is the prime minister of New Zealand and Donald Trump. They investigated how both parties spoke and viewed the Muslim population and then compared the results. More specifically, I also examined the linguistic contents, the referential and representation strategies used by Donald Trump. I studied how Trump uses language to make his point as powerful and assertive as he did. I investigated, for example, what kind of speech acts did he use the most, did he use any exclamation or question marks, capital letters and how is the overall style of his tweets. I also analyzed what kind of words Trump typically uses (e.g. whether or not he uses superlatives) to represent ethnic minorities. The comparison of the two sets of data will take place after the analysis of both sets of tweets.

4 DONALD TRUMP'S TWEETS AND ANALYSIS

This section will look into the analysis of Trump's tweets. First, before a more detailed analysis, I will give my first impressions of the tweets. After this, I will continue by analyzing the first set of the tweets: I will start with the tweets from the time before Donald Trump was a president, and then continue with the tweets at the time of his presidency. I am going to start by describing the contents of Trump's tweets on each ethnic group. After that, I will spell out my analysis of the tweets and lastly, I will summarize the analysis.

4.1 First impressions

Looking and browsing through the tweets, it seems that Trump is especially vocal about Mexican immigration and the undocumented immigrants – these he thinks are a threat. He seems to view Mexicans as aggressive and violent people from whom the US needs to be protected. It seems that he often reposts some tweets from people who are praising him and saying he brought more jobs especially to the Black community than any other president. He also mentions how the African American community is going to vote for him.

Trump seems to think that also Muslims are a threat. For example, he often uses the word “terrorists” when talking about Muslims. In addition, the Asian community is very visibly blamed for the coronavirus by Donald Trump. He uses the word “the Chinese virus” quite frequently when he talks about Covid-19. Later, he contradicts himself saying the Chinese are not to be blamed for the virus. Finally, Trump calls Elizabeth Warren, a Democrat politician, “Pocahontas”, referring to her Native American ancestry. He questions her roots and seems to belittle her, but other than that, he does not really talk about the Native American communities. At some point, he seems to confuse Native American people with Indian people, out of spite or accidentally.

Linguistically, what stands out is Trump's way of using capital letters on some words. Tweets with this kind of style catch the attention of the reader and make one want to read the tweet. He seems to have a few longer tweets, as part of longer threads which consist of multiple tweets. His language is quite poignant and it seems that this is his style throughout the both sets of tweets.

4.2 Trump's tweets from 2013 to 2016

In this period, there are a total of thirteen (12) tweets mentioning different ethnic groups. The mentions are quite equally divided, from only one mention to three mentions.

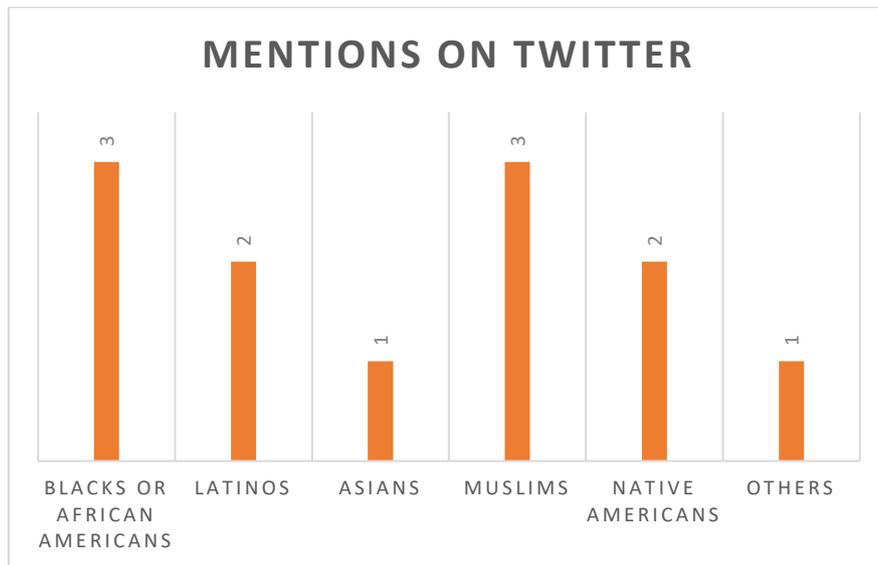
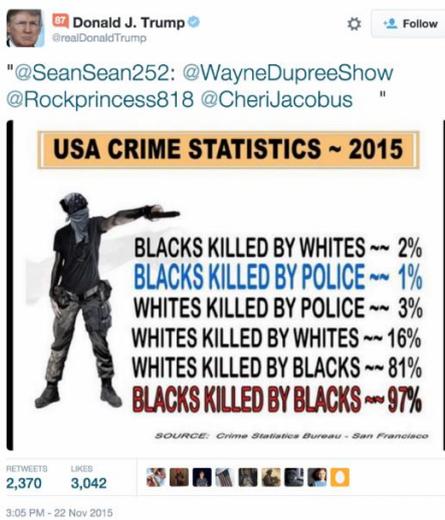


Figure 1: Mentions on different ethnic groups by Donald Trump from 2013 to 2016

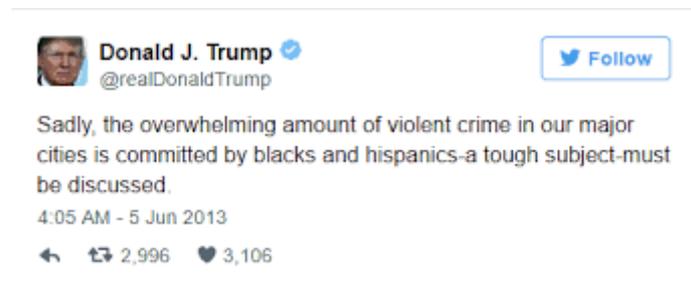
Blacks or African Americans

Donald Trump tweeted about Blacks or African Americans three times. The first Tweet (1) from Trump's Twitter account on Blacks is a figure representing crime statistics according to which Blacks are killed by Blacks more often (97%) than by police officers (1%.) This is in line with his second Tweet (2) saying "Sadly, the overwhelming amount of violent crime in our major cities is committed by blacks and hispanics...".

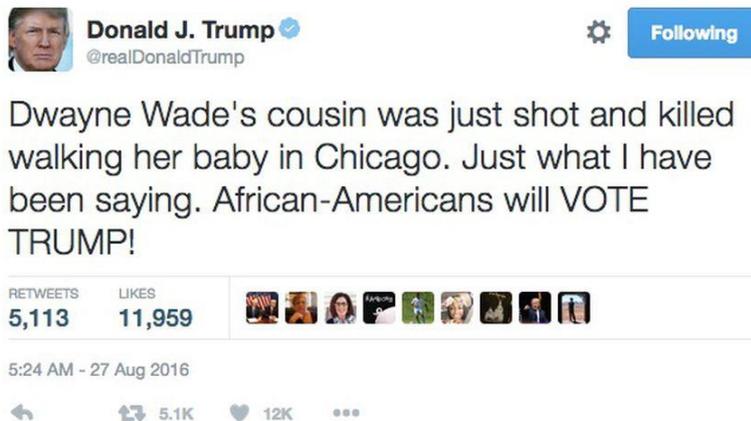
He also tweeted in Tweet (3) that African Americans will vote for Trump, saying "Dwayne Wades's cousin was just shot and killed walking her baby in Chicago...African-Americans WILL VOTE TRUMP!"



Tweet (1)



Tweet (2)

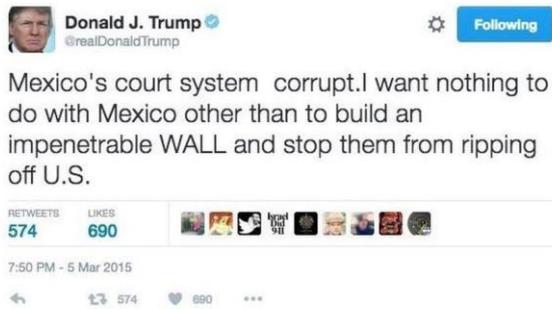


Tweet (3)

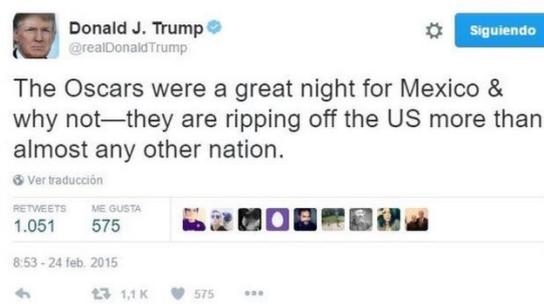
Latinos

Donald Trump tweeted twice about Latinos. He states in Tweet (4) that the Mexican court system is corrupted and wants nothing to do with Mexico other than “...to build an impenetrable WALL and stop them from ripping off U.S.”

In Tweet (5) he is stating that the Oscar’s were a great night for Mexico “... and why not – they are ripping off the US more than almost any other nation.”



Tweet (4)



Tweet (5)

Asians

In this period, Donald Trump tweeted only once mentioning Asians. He wonders in Tweet (6) “Did China ever ask us if it was OK to devalue their currency (making it hard for our companies to compete)...”



Tweet (6)

Muslims

Trump tweeted three times mentioning Muslims. Firstly, in Tweet (7) he wished happy Diwali for the Muslim community, but also says “...I hope they stop spreading terror #StopTerrorism.”

Secondly, Trump refers in one of his Tweets (8) to the United Kingdom, saying “The United Kingdom is trying hard to disguise their massive Muslim problem...”

His last tweet during this period about Muslims, Tweet (9) includes Trump’s statement about preventing the Muslim immigration and a link to the full statement. The statement says that there are strict travel restrictions for citizens of Iran, Iraq, Libya, Yemen, Sudan, Syria and Somalia. This travel ban is also known as “the Muslim ban”, since the countries on the list are heavily Islamic.

I wish Muslims a very
[#happyDiwali](#) 🕯️ as its their special
 religious festival/occasion, I hope they
 stop spreading terror [#StopTerrorism](#)
 4:17 AM · 30 Oct 16

Tweet (7)

Donald J. Trump
 @realdonaldtrump
*The United Kingdom is trying hard to disguise their massive Muslim problem.
 Everybody is wise to what is happening, very sad! Be honest.*
 Dec 10th 2015 - 7:49:41 AM EST · Twitter for Android · [View on Twitter](#)

This tweet failed to load and might have been deleted. Click "View on Twitter" to verify.

Donald J. Trump
 @realdonaldtrump
*Statement on Preventing Muslim Immigration: <https://t.co/HCWU16z6SR>
<https://t.co/d1dhals0S7>*
 Dec 7th 2015 - 5:32:07 PM EST · Twitter for iPhone · [View on Twitter](#)

Tweet (8) and (9)

Native Americans

Donald Trump tweeted twice about Native Americans. Both of these tweets question Elizabeth Warren and her Native American ancestry. He says in Tweet (10) “Let’s properly check goofy Elizabeth Warren’s records to see if she is Native American...” and in Tweet (11) “... She is not Native American.”

 **Donald J. Trump** ✓
 @realDonaldTrump

 Follow

Let's properly check goofy Elizabeth Warren's records to see if she is Native American. I say she's a fraud!

6:16 PM - 6 May 2016

  4,874  13,726

 **Donald J. Trump** ✓
 @realDonaldTrump

 Follow

Goofy Elizabeth Warren, Hillary Clinton's flunky, has a career that is totally based on a lie. She is not Native American.

6:16 PM - 6 May 2016

  5,731  15,537

Tweets (10) and (11)

Others

Trump tweeted once about other ethnic groups. In his Tweet (12) he shows his concern of illegal immigration by claiming “We cannot allow all of these people to invade our Country... Our system is a mockery to good immigration, policy, Law and Order...”



Donald J. Trump  @realDonaldTrump · Jun 24

....Our Immigration policy, laughed at all over the world, is very unfair to all of those people who have gone through the system legally and are waiting on line for years! Immigration must be based on merit - we need people who will help to Make America Great Again!

 35K  32K  128K 



Donald J. Trump  @realDonaldTrump · Jun 24

We cannot allow all of these people to invade our Country. When somebody comes in, we must immediately, with no Judges or Court Cases, bring them back from where they came. Our system is a mockery to good immigration policy and Law and Order. Most children come without parents...

 48K  32K  123K 

Tweet (12)

4.3 Donald Trump's tweets from 2017 to 2021

There are a total of twenty-one (21) tweets that mention different ethnic groups during the years of his presidency (2017-2021). Asians are the most frequently mentioned ethnic group with seven different mentions. These are mostly concerned with Covid-19. The least often mentioned group is the category 'Others' with only one mention, in relation to immigration.

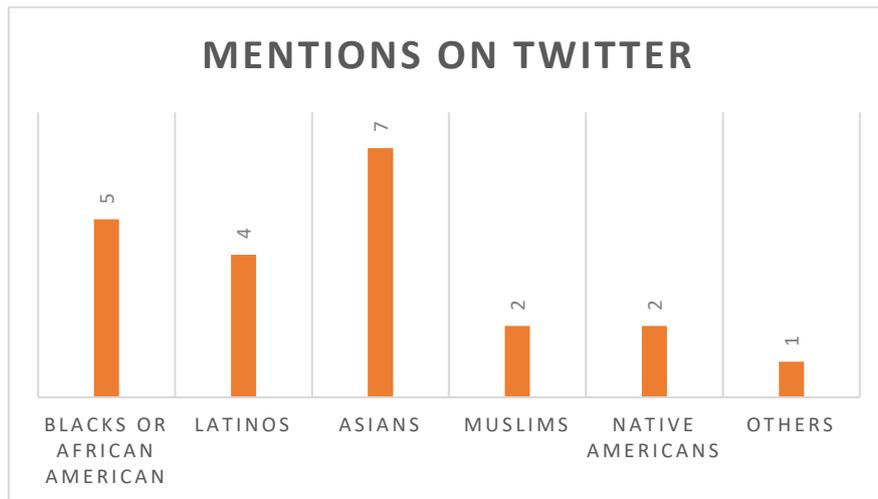


Figure 2: Mentions on ethnic groups by Donald Trump from 2017 to 2021

Blacks or African Americans

Donald Trump tweeted five times mentioning Blacks or African Americans. Firstly, in Tweet (1), Trump praises himself for bringing more jobs than any other president to different minority groups, including the Black and African American community, claiming that the unemployment is the lowest it has ever been and that the economy is rising.

In Tweet (2), Donald Trump also talks about the Black Lives Matter movement, shifting from a neutral tone to a negative one. He states that the activists want to paint a Black Lives Matter -sign on a specific street in New York and how this is infuriating the police, since their chant includes aggression towards the police. Later, in Tweet (3), he disapproves of the mayor's decision to cut funds from the police and allow the painting of the sign, saying that it will denigrate the luxury avenue. In Tweet (4), Trump also addresses the statement made by the leader of Black Lives Matter who demanded change and if it does not happen they will burn the system down and build a new one. Trump stated they are thus guilty of treason, sedition and insurrection. In Tweet (5), he also

mentions George Floyd and his death caused by a police officer; referring to the protests that took place after the tragic event by using ominous language and calling the protesters “...THUGS who are dishonoring the memory of George Floyd.”



Tweet (1)



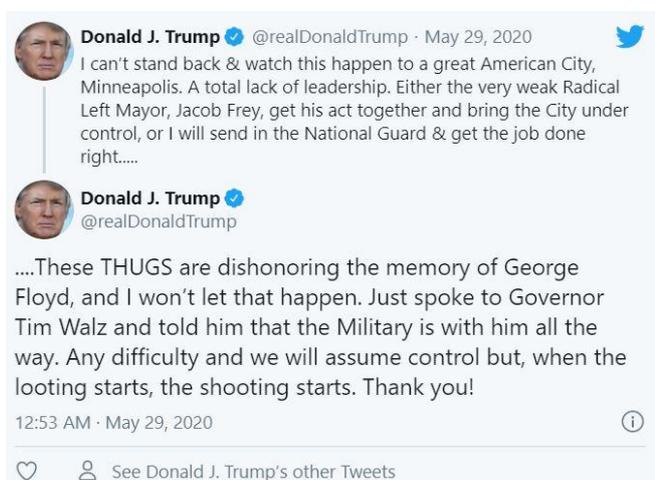
Tweet (2)



Tweet (3)



Tweet (4)



Tweet (5)

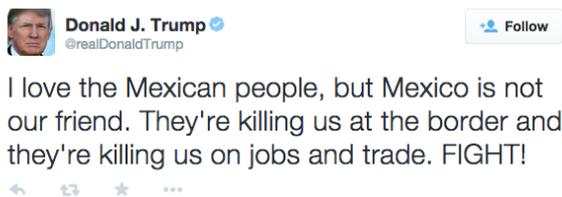
Latinos

Trump tweeted four times mentioning Latinos, all of them referring to Mexicans.

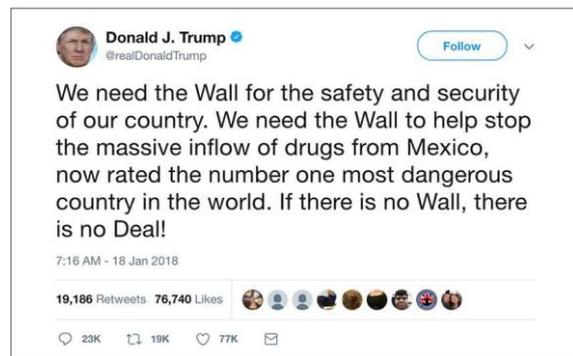
He tweeted about the need to build the wall three times out of the four tweets. Trump deems Mexicans aggressive, vile and dangerous people who are described in Tweet (6) “...killing us at the border and they are killing us on jobs and trade.” In addition, in Tweet (7) he stated how Mexico is

officially the most dangerous country in the world and how the drug flows from Mexico to the U.S. due to poor immigration laws and it has to be changed and stopped with the wall. He also contradicts himself saying in Tweet (8) how he loves the Mexican people but they are not friends of the U.S.

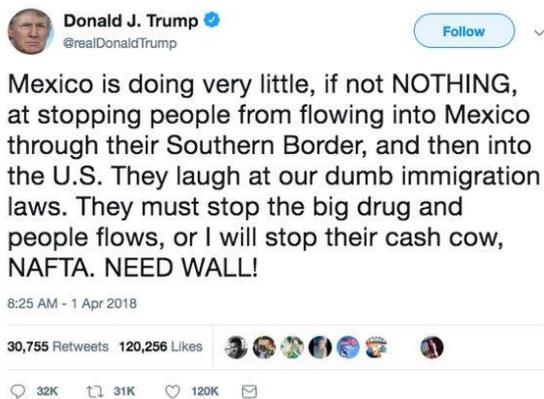
In Tweet (9) Donald Trump tweeted about realizing how Taco Bell's tacos are Mexican-made and how that does not sit right with him. He demands the tacos to be made in America or to make Mexico pay bigger border tax.



Tweet (6)



Tweet (7)



Tweet (8)



Tweet (9)

Asians

Donald Trump tweeted seven times mentioning Asians. Five times out of the seven he mentioned coronavirus, calling it 'Chinese Virus', referring to its origin and almost as if blaming the Chinese for the virus.

He states in Tweet (10) that the United States of America will support industries like airlines that are "...particularly affected by the Chinese Virus."

In Tweet (11) Trump gives his thank you's to China and specifically to president Xi saying "The United States greatly appreciates their efforts and transparency." In this tweet he does not use the word Chinese Virus, but its official name, coronavirus. He also says in Tweet (11) "...on behalf of the American people..." Donald Trump also mentions in Tweet (12) that the Asian people need to be protected and not blamed for the virus, saying "They are amazing people and the spreading of the Virus is NOT their fault in any way, shape or form..." later also adding "WE WILL PREVAIL TOGETHER!"

He tweets about coronavirus being worse in some states than others saying in Tweet (13) "Some are being hit hard by the Chinese Virus, some are practically hit none at all." In Tweet (14) Trump mentions his frustration with fake news that are spreading information about him dealing with the virus poorly saying "I always treated the Chinese Virus very seriously, and have done a very good job from the beginning..."

The last two tweets are about Indians. In Tweet (15) Donald Trump describes Indian people as "...dangerous people with bows and arrows..." and he wants them to go back to India. However, he does show his liking for Indian food in the same tweet, saying "...delicious food, love korma..." The other Tweet (16) Trump demands the Indian people to leave the U.S. because they are "...only smoking pipes and taking away the U.S. land." Both of these tweets have a hashtag #illegalsOUT. These tweets show that he might be confusing Native Americans with Indians, out of spite or accidentally.



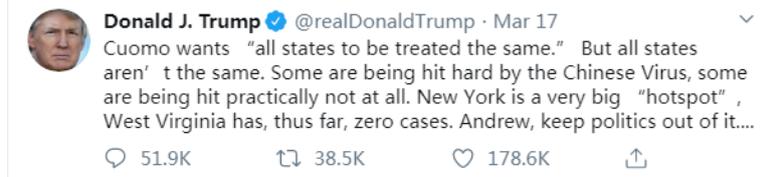
Tweet (10)



Tweet (11)



Tweet (12)



Tweet (13)



Tweet (14)



Tweet (15)



Tweet (16)

Muslims

Donald Trump tweeted twice mentioning Muslims. Both of the tweets include the fear of radicalism. Tweet (17) states that anyone can call the Muslim travel ban however they like, but it is something the United States of America needs. In Tweet (18) Trump continues a similar theme, saying "The threat of radical Islamic terrorism is very real, just look at what is happening in Europe and the Middle-East..." It seems like Donald Trump is only seeing the Muslim people as a threat and something to be feared.



Tweet (17)



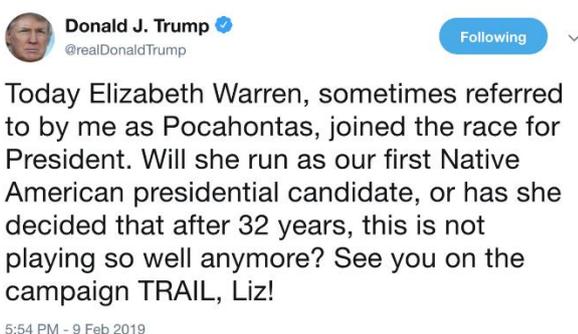
Tweet (18)

Native Americans

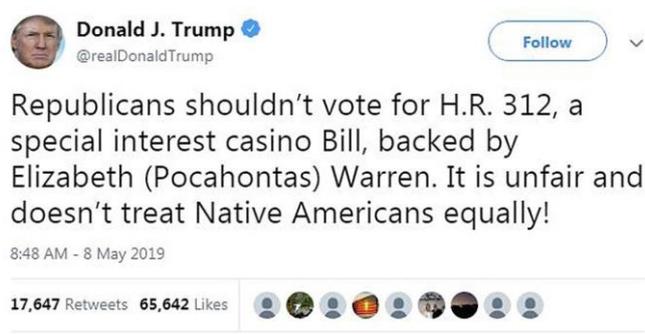
Donald Trump tweeted three times mentioning Native Americans. Two out of the three tweets have a mention of Elizabeth Warren who has Native American ancestry.

Trump is stating in Tweet (19) that Elizabeth Warren who he calls ‘Pocahontas’ has joined the race for president and wonders if she will be the first Native American who runs the country. Tweet (20) says that a specific casino bill “...which is backed by Elizabeth (Pocahontas) Warren...” does not treat the Native Americans equally.

In Tweet (21) he expresses his disappointment with a specific sports team changing their name by saying, “...the Washington Redskins & Cleveland Indians, two fabled sports franchises, look like they are going to be changing their names in order to be politically correct. Indians, like Elizabeth Warren, must be very angry right now!”



Tweet (19)



Tweet (20)

Donald J. Trump

@realdonaldtrump

They name teams out of STRENGTH, not weakness, but now the Washington Redskins & Cleveland Indians, two fabled sports franchises, look like they are going to be changing their names in order to be politically correct. Indians, like Elizabeth Warren, must be very angry right now!

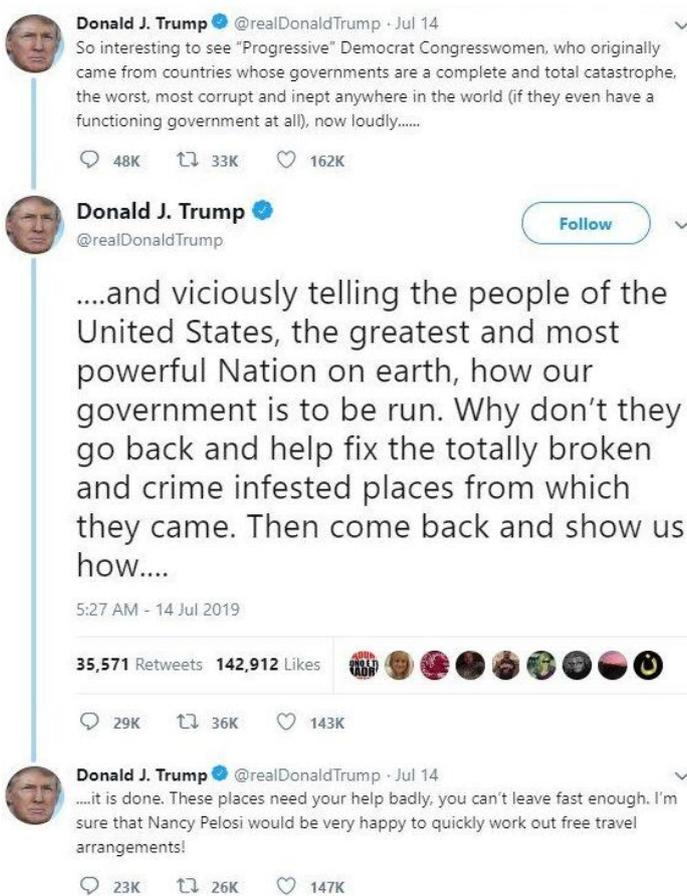
Jul 6th 2020 - 2:13:16 PM EST · Twitter for iPhone · [View on Twitter](#)

Tweet (21)

Others

Donald Trump tweeted once on immigration, specifically illegal immigration.

Trump starts the Tweet (22) by saying “So interesting to see “Progressive” Democrat Congresswomen who originally came from countries whose governments are a complete and total catastrophe...” He also adds how he dislikes how these people tell how to run “...the greatest, most powerful Nation on earth...” and tells them to leave the country and “...go back and help fix the totally broken and crime infested places from which they came. Then come back and show us how it is done.” His frustration seems to be met with aggression with this series of tweets. He does not back away from saying hurtful and insulting things, showing his true emotions without a filter. This characteristic can be quite problematic for a president to have since it can show immaturity and unprofessionalism.



Tweet (22)

4.4 Analysis

Trump's way of tweeting is straightforward and poignant. He tweets as if everything he writes is all facts and uses no hedges to express any indecisiveness or probability. For example, this is the case, when he tweeted about Mexico's court system being corrupt and uses it as evidence for the need for the wall. Trump seems to use lots of face-threatening acts: i.e. he repeatedly threatens another person's self-image. An example of this is when he tweeted about the UK's "Muslim problem" saying "Be honest!" He uses mostly declarative speech acts which function as statements, but he also uses imperative speech acts, commanding people to do something, for instance when he said "... Get smart US." or when he said "FIGHT!" He hardly uses any interrogative speech acts at all; i.e. he does not pose questions.

His usage of language is provocative and at times aggressive, for example when he said "...we cannot allow all of these people to invade our Country – we must immediately without any Judges or Court cases, bring them back from where they came..." The words he uses to describe different situations, people or issues are quite harsh and blatant. For example, when he talked about illegal

immigrants entering the country, he used the word “invade”, and when he discussed Muslims he also added the word “terror” and “terrorism.” He uses aggressive language especially towards the Mexican community, for example saying they are “ripping off” the US more than any other country. Some of his tweets are quite plainly insulting. This is the case, for instance, when he called Elizabeth Warren “goofy” and said she is not Native American, questioning her ancestry. Overall, it seems that he does not filter his words at all, rather he just tweets what he is actually thinking about at that specific time.

Trump often uses capital letters and exclamation marks, which makes the tone of some of his tweets extremely insensitive and even hurtful. Occasionally, he seems to be using capital letters on words when it is unnecessary, for instance when he said “...invade our Country...” or “...spreading of the Virus...” which gives the word perhaps a more official look but also more emphasis. When Trump talked about building the wall, he used only capital letters “...impenetrable WALL...” which gives the statement more power and makes Trump seem to be really frustrated with the current situation. He has a pattern of using all capital letters on words he wants to really emphasize, for instance when he talked about the George Floyd incident and described the protestors as “...THUGS...” or when he stated “NEED WALL!” The use of question or exclamation marks is not very common. However, he uses exclamation marks in some of his tweets to give them more emphasis, for example when he said “...Courts must act fast!”

Donald Trump clearly sees the United States of America as the greatest country in the world. He says, for instance, “...the greatest, most powerful Nation on earth” when talking about the United States of America. As was shown above, he is using different techniques of othering people, which is especially apparent when he is talking about Mexicans or illegal immigrants. It seems like he sees them as “second class people” who have no right to be living in the United States. He also says the following about illegal immigrants “...we must immediately, with no Judges or Court cases bring them back from where they came...” which amplifies the fact that Trump perceives these immigrants as a threat to the national security.

Trump also uses disparaging metaphors about individuals and groups. His way of using metaphors is quite simple: he refers to people as something else, for instance Elizabeth Warren is called “Pocahontas” multiple times. He also makes some derogatory comparisons, for example, Mexicans are called “criminals”. He does seem to use slogans occasionally, these include “If there is no Wall, there is no Deal.”, and, most famously, “Make America Great Again”.

4.5 Summary

Donald Trump started actively to discuss ethnic minorities when he was the president. One reason for this might be, is that the racial and ethnic tension in America was becoming increasingly intense and it needed to be addressed and talked about. Considering the role of a president, it is of course vital for them to talk about the issues in the country. Another reason for Trump's activeness in this respect could be that the different incidents he referred to, such as the George Floyd tragedy and Covid-19 took place at the time.

His style with the tweets stayed the same throughout the years. His opinions were as harsh and poignant as before and during presidency. The only thing that seemed to have changed was the number of tweets he was publishing per ethnic group. Before and during his presidency, Trump kept tweeting about the same topics, such as the wall at the Mexican border, terrorism, Muslims and immigration. He never seemed to have said that he is for equality or anti-racism, but rather he simply addressed, out of responsibility, the recent incidents that had taken place at that time, mostly condemning the violence and death which subsequently took place.

5 CONCLUSION

Twitter worked brilliantly for Donald Trump. It enabled him to stay relevant and to stay in touch with his audience. According to multiple news media outlets, Trump was furious about his Twitter ban and responded to it from his @POTUS account, saying he will be back with his own platform of social media. This was good news for his loyal supporters and his return is highly anticipated by them. Most people were, however glad about Twitter's decision to freeze his account permanently, since he spread verbal violence. He has not made a return to social media yet, or built his own platform. Trump's absence from Twitter seem to have made him more absent from the headlines and news in general as well, which for many is a positive change.

One of my goals was to see how Trump used language when bringing up different ethnic groups. My findings follow the same pattern as those by previous research: his style of tweeting is straightforward, provocative and ominous and it does not change over time. I would argue that, based on the findings of the present study, Twitter had a good reason to do what they did. His language was heavy and insensitive. It encouraged hatred and discrimination towards certain groups of people. Trump's language is indeed, simple, yet autocratic, obnoxious and oblivious (see Ott and Dickinson, 2019). Everything was stated out as facts and it thus provoked many people, which could be argued to be one of Trump's goals with his Twitter account. As stated earlier in the paper, Donald Trump actually made race relations worse, and why this happened became evident in this study, as well. It is no wonder why the citizens of the United States feel like that; Spreading animosity like Trump does, naturally causes tension between different ethnicities and races.

Previous research also stated that Trump's style is not only simple but also aggressive and insulting, and after my own study, I can agree. Trump used derogatory phrases describing, for example, Mexicans and encouraged violence towards them. He also made insulting comments towards his opponents, which was described to be one his characteristics (see Ott, 2016). Trump does not seem to care about giving a professional look, which could be considered to be essential for a president to do. My own conclusion of Donald Trump and his language, according to my studies, is that he was possibly one of the most unprofessional and problematic president in the US history, who spread racist, insensitive and insulting views and opinions. Additionally, he did not seem to really care about it or apologize his behavior. In Trump's mind, it seems like he is never wrong or do wrong, but rather be misinterpreted and thus be the victim, especially of the news medias.

Since I only used a fraction of Trump's tweets, they cannot be generalized but rather present an overview. In addition, it has to be taken into consideration that the data were collected from

archives and the internet, and even though they were liable sources, it has to be remembered that the tweets could have been altered or edited. However, this study can be used to future researches as a basis for a more extensive study on Trump and his language use. Considering the future, it would be interesting to collect more data in order to conduct a more generalizable analysis of Trump's social media language.

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