Political Campaign

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**Introduction**

Today, the extensive role of news media can never ignore in case of political campaigns launched by different politicians to ensure their success in elections. It is observed that political leaders greatly utilize the platform of news media and websites to convey their particular political narratives to the citizens. New forms of political media recognized as the great domains of communication that helps politicians to present their political agenda to the world and enhance their chances of success in the political arena. Deep observation of the current forms of the news media helped to identify political campaign of Donald Trump of 2016. It is observed that this political campaign is greatly influenced by the news media framework. Here the main focus is to select the political campaign of Donald Trump of the 2016 election to critically analyze how long-term news narrative frames were features during this specific campaign.

**Discussion**

American democracy greatly relies on the role of media that shape and interpret the political information and transmit to the general public. It is established that the strong platform of media information is used by the politicians to strongly communicate with the potential voters. Undoubtedly, it can consider as the great medium of influence to achieve outcomes of elections. This specific approach can explicitly observe in case of the political campaign of Donald Trump in 2016. Both mainstream and alternative media play their pivotal role in the election success of Donald Trump. Consideration of the political campaign set by Donald Trump as the presidential candidate is important because it eventually raises the question on the changing spectrum of the media.

The success of Donald Trump as the president is established as an unpopular prospect when it comes to the approach of print media. It is observed that most domains of print media indicated the minimum chances of success for Trump as the successful candidate in the election. On the other hand, social media come up with a strong form of communication and present the entire phenomenon of election differently. The strong medium of social media in the form of Twitter is strongly used by Donald Trump to ensure his political campaign influential and different (Williams, 2017). Unique and changing aspects of social media are used in the political campaign of Donald Trump to enhance the approach of communication. Active forms of social media were adopted to develop desirable forms of long-term news narrative frames. Development of this form of consideration eventually assists Donald Trump to gain popularity.

It is interesting to investigate how the medium of social media is used in Donald Trump’s political campaign of 2016 to enhance the prospect of communication. Comprehensive analysis of the approach of the political campaign of Donald Trump reveals that the role of social media can never ignore. Active involvement of the medium of the social media made it easy for the candidate to deliver his message to the masses and build their narrative according to the expectations. Selection of Donald Trump as the president of the country is recognized as the first ever Twitter-based presidency that appeared due to the increasing consideration of social media. It is observed that Donald Trump and his supporters greatly use the medium of social media as the strong form of communication as compare to the conventional form of the news media. The extraordinary use of internet services considered as the political instrument to influence the opinion of the public (Rivero, 2016). The unprecedented use of Facebook and Twitter are two significant examples of the growing role of social media that was successfully utilized by Donald Trump to attain desired political outcomes.

Strong application of the internet in the political campaign ultimately made it a mandatory part of the new framework in the form of the active mode of communication. The approach of smart politics initiated by Donald Trump by effectively using social media as the strong medium of communication. It is noteworthy to determine the importance of the new medium of social media through the critical consideration of the theories and the various concepts of communication. This form of examination further helps to establish how successfully the option of social media is used to successfully develop long-term news narrative in favor of Donald Trump during the political campaign in 2016. Unlike the traditional political campaigns, development of technology provides new directions of news media to the politician. The scenario of Donald Trump’s political campaign of 2016 indicates that the changing forms of the news media were greatly used by the candidate to influence the opinion of the public. A huge amount of money and time was invested by the candidate to impact the opinion of the public and gain maximum political favor. Political dynamics in the form of the increasing role of social media can better consider through the consideration of the framing theory of communication. Framing theory of communication is one feasible option for the politicians to frame the minds of the voters through the attainment of the suitable forms of communication.

Framing politics is the opportunity for politicians to influence the thinking of the voters and gain maximum political benefit. Framing theory of communication provides an opportunity to the political stakeholders to use media to enhance attention on the particular issues and they defined them within the particular domains (Hänggli & Kriesi, 2010). It is crucial to assess the social media campaign set by Donald Trump to achieve desired outcomes from this mode of communication. The paradigm of active social media presence was ensured by Trump to develop a proper political association between the candidate and his followers. Continuous interaction between the candidate and the potential voters made it easy for Donald Trump to use this platform to frame the thinking approach of the public. Increasing form of visibility established as the emerging phenomenon of political communication by Donald Trump to influence the opinion of the public in a great manner. Agenda setting theory is another theoretical concept that can be assistive to make better inferences about the approach of long-term news narrative framework in the form of the increasing role of social media. The practical measures adopted by Donald Trump and his supporters during the political campaign of 2016 indicate the application of the agenda-setting theory to influence the opinion of the general public. The specific approach of agenda-setting theory is used as the platform to achieve the new forms of communication effectively and efficiently. Different platforms of social media such as Twitter and Facebook were considered by the media team of Donald Trump to influence the political agenda of the people in the strong form. The dimension of media setting is used in case of the political campaign of Donald Trump in 2016 to attain better forms of two other approaches of public agenda and policy agenda.

**Conclusion**

To conclude the discussion about the influential role of the social media as the medium of communication in case of the political campaign of Donald Trump in 2016, it is important to mention that media technology is greatly utilized by the candidate. The new form of communication in the form of social media established as a great opportunity for Donald Trump to impact the political opinion of the public. Regular delivery of the political opinion on different social media sites helps Donald Trump to convey his message to the voters and achieve active trending of communication.

**References**

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