Trump's Othering Practices on Truth Social

Niklas Dietzen, Niko Schowalter, Luisa Ulrich, Alexander von Thun, Benigna Wilms

Donald Trump as the current President of the United States, regularly uses social media to spread his political agenda as well as his personal opinions, often employing *othering* techniques to discredit his political and ideological opponents.

This paper examines the prevalence of *othering* in Trump's posts on *Truth Social*, distinguishing between the various othering techniques used by him.

While his communication style across multiple social media platforms has previously been analyzed, existing research has failed to address Trump's rhetoric on his own social media platform *Truth Social.*

By examining one week's worth of posts, this paper will shed light on common techniques to further create a social divide.

We compiled a set of Trump's Truth Social posts, calculated the share of *othering* within these posts, and then did a close reading to identify the lexical fields used for his *othering* practices.

This analysis explicates the extent to which Trump instrumentalizes language on *Truth Social* and shows how he constructs a "them vs. us" narrative to support his political agenda.