

Tweeting

Why does Donald Trump tweet so much?

**Why do his supporters
love it when he does?**

**It is because a tweet gives the illusion
of a direct relationship between
leader and follower.**

**For the follower, the tweet
is addressed just to him- or herself
with no intermediary.**

**The follower imagines a personal
relationship with the president.**

**The pretense of presence and the person-
alization of power go hand in hand.**

**Albert Weale,
*The Will of the People***