Suggested answer:

After recent videos posted on social media by the White House that shocked many, journalists writing in *The Guardian* and *Télérama* explore the evolution of Trump's **digital** communication strategy.

During his first term, Trump **shifted** the political conversation onto social media (doc. 2). Under the influence of Steve Bannon, he **tapped into** gamer culture and adopted its online tactics, using memes, jokes, and pop-culture references to attack his **opponents** and build popularity. Gamers became his digital army, spreading misinformation and mocking rivals; trolling became his **trademark** communication style (doc. 1).

By his second term, with fewer restrictions under Elon Musk's **ownership** of X and on his own platform, these communication strategies had become institutionalized: the White House and federal agencies now use memes and gaming imagery to recruit agents and promote policies - especially anti-immigration messages such as the *Pokémon Go* parody (docs. 1 and 2). This is a powerful tool to gain popularity, **downplay** the **cruelty** of his administration, and trivialize serious issues (doc. 2). What's more, this meme-based language seems unstoppable: both articles also **highlight** the silence of video game companies, whose **lack of** reaction allows the administration to freely exploit gamer culture.

To conclude, since his first campaign in 2016, Trump has refined and expanded his style - his meme-based language is highly effective and has been widely adopted by federal institutions, **turning** politics **into** a mockery. (228 words)