

Question 1: According to the authors of documents 1 and 2, what is the significance of pictures in Donald Trump's political career?

Analyse du sujet :

You mustn't give your own opinion; all the ideas must come from the authors of the 2 documents.
Significance of pictures = how important image is, the role of photos/pictures, what they mean
Donald Trump's political career = only concerns the former president and his political ambitions

A time when images are everywhere and everything

The pre-eminence of still images over television footage

Trump appearing as a hero/martyr

Trump's savvy use of images

But sometimes images are beyond the control of the president's team

(Introduction) With the looming presidential election coming this November in America, the role of images has never been this important, especially for the Republican candidate, Donald Trump.

Both articles from *The New York Times*, about Trump's assassination attempt in July 2024 and the release of his mugshot following his arrest in Georgia in August 2023, insist on the paramount role of images in today's society. Pictures instantly become memes and go viral around social media.

Besides, document 1, from 2024, asserts the pre-eminence of still images over television footage. In the attack against Donald Trump last July, the filmed images were chaotic and hard to make sense of, while the photos clearly offered an image of the former president as a hero standing up to violence, and embodying authority and resilience. A similar image came out of his Georgia mugshot, according to document 2, as the Republican then favourably appeared as a martyr again, victim of an abuse of the law.

In fact, both texts remind their readers of how savvy Donald Trump's use of images can be. He and his campaign teams are fully aware of the weight of pictures, of their lasting impact on the public and on history, insofar as there can still be any history in this present-obsessed world, as the 2024 article explains. Images confer some sort of mythological dimension to the president, who doesn't hesitate to share them himself, as he did with his mugshot, in a very well-planned manoeuvre, and his teams go as far as using his image in merchandising items like T-shirts or coffee cups.

However, despite all his cunning and PR abilities, Trump sometimes loses control over the representations of his person. The 2023 article thus explains that the former commander in chief sometimes fumed over unflattering images of him that appeared on the press or online, and try as he might, he doesn't always have a say in the media's editorial choices.

The crucial role of images in Trump's political career obviously raises questions about other public individuals, and one might wonder to what extent the public image of politicians should be taken into account in elections.

357 words