

**Please write an essay that explains how you see public relations changing in the face of social media trends and what public relations professionals can do to adapt.**

The US presidential election ended last year after a series of uncertainties. In the election, Donald Trump, the Republican presidential candidate, defeated Hilary Clinton, the Democratic presidential candidate with a big margin. On learning the result, one will ask how can the political newcomer Trump edge out? On the surface, it is acknowledged that the traditional media pales into insignificance against the social media due to three reasons.

The first reason is the receivers of the media. In the process of the election, the receivers of the traditional media have been overwhelmed by the social media platforms in an alarming scale.

The second reason is the resources of advertisements. The diminishing advertisement resources has made the traditional media hard to survive. The operational pattern of the main-stream US media is to attract the readers with authoritarian quality, impress the readers with advertisements and continue to produce authoritarian content with the profits from the advertisements. The transforming of the readers from that of traditional media to the social media has made the dwindling advertisements possible.

The third reason is the reshaping of the public opinions. The US media thinks that in this presidential election, the social media is no longer the follower of the public opinions, but rather the reshaping forces of the public opinions. The social media has become the political tool, exerting great impact upon the ordinary voters. The commenting, transferring as well as the abnormal online behaviors of the net surfers has made the election result full of uncertainties.

The above reasons have made the victory of Trump not difficult to foresee. For many years, Trump has been engaged in manufacturing and presiding the news programs. While, in old times, politicians always preserved their steady images on social media, thus the US politicians including Hilary have been maintaining the social media such as Twitter and Facebook. Their purpose is to create good public images for themselves. Nowadays, as the social media takes the crown, nobody preserves his or her authority. Accordingly, politicians are itching to exhibit their uniqueness and act as news propellers.

For the new media, to preserve the political correctness is equal to no news and only those unique persons can be described as “hot images”. In the Trump’s case, he is just transferring his ability of observing and controlling readers from that of traditional media to the new media. As Trump is already a social media tycoon before the election, he has made the social media a great asset. Many of his clippings and comments are full of sarcasm and politically unfit sentences, which have been broadcast and utilized as free advertisements by his fans.

Undeniably, Trump has created a new model of election, which is to create news with provocative languages. As a master of topic creator, he has discovered net topics and diverted them, advocating normal information into big events. His normal way of doing it is to make a comment after an open fire. His comments on that of Mexico, women and ethnic minorities have been quickly disseminated and then used by him as resources for further comments or retaliation. In the election, he has repeatedly released low-key news, aroused irritating information with no evidence and expressed highly-conflicting proposals, so as to pursue high volume of media coverage and to attract abnormal or socially-sidelined supporters.

Trump’s phenomena shows that on social media, there is but one effective uniqueness, which is to abolish after reading. In my opinion, the election candidates do not have to furnish their Twitter and Facebook content as conflict-free. What they need to do is to seize the opportunity, arouse the timely news and create it as a public opinion. If politicians are able to operate the social media well, they will become media, advertisements and money collectors, so as to “liberate” themselves. By liberation, I mean that they can get rid of the restrictions such as political parties, normal media and social values. In conclusion, the role of social media will, of course, exert great and far-reaching impact upon the US by-partisan politics.