Donald Trump uses celebries in the 2020 election campaign

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Abstract (Font: Arial, Font size 12)

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This article examines the 2020 American presidential election in which the Republican Party took office under the leadership of Donald Trump. Celebrity was a dominant theme during the campaign, applied by the Republican Party to discredit Trump by playing on his powerful leaderships and ‘new masculinity’. We argue that the effects of celebrity politics on election campaign must be studied within the context of cultural attitudes towards celebrity, media exposure of candidates and political parties prior to the election campaign, previous campaigns, the duration of the official campaign as well as the existence of the ‘permanent campaign’ on the part of governments, and the dynamics of the celebrity theme as the campaign progresses.

**Keywords:** *Celebrity, Political Communication, Election Campaign, Donald Trump*

1. Introduction (Font: Arial, Font size 12 B)

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Celebrity is a condition of fame and broad public recognition of an individual or group, or occasionally a character or animal, as a result of attention given them by mass media. A person may attain a celebrity status from having great wealth, their participation in sports or the entertainment industry, their position as a political figure, or even from their connection to another celebrity. 'Celebrity' usually implies a favorable public image, as opposed to the neutrals 'famous' or 'notable', or the negatives 'infamous' and 'notorious'. Celebrity influence in politics, also referred to as "celebrity politics," or "political star power," is the act of a prominent person using their fame as a platform to influence others on political issues or ideology.

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1. Method

This study used eye tracking experiment technology for monitoring dog’s behavior. Authors need to explain the research method in detail, which includes experiment setting and sample characteristics.

* 1. Tables

Authors can insert tables. Every table must have a caption (title) above it, which must have the **“Table Caption**” style applied. Please note that tables **should not** be supplied as image files, but if they are images they must have the “Image” style applied. As an example, Table 1 shows all the styles available in this template, to be applied to the respective element of your text.

Table 1: Styles available in the Word template

| **Category** | **Number** | **%** |
| --- | --- | --- |
| **Gender** |  |  |
| Male | 24 | 52.2 |
| Female | 22 | 47.8 |
| **Age** |  | 54.3 |
| 20-24 | 25 | 28.3 |
| 25-29 | 13 | 17.4 |
| Older than 30 years | 8 |  |
| **Education** |  |  |
|  University student | 27 | 58.7 |
|  Non university student | 19 | 41.3 |
| **Visual aids** |  |  |
| Wearing glasses or contact lens | 12 | 26.1 |
| No wearing visual aids | 34 | 73.9 |

* 1. Figures

Figures should be inserted after their first text reference, and have specific styles for identification. Insert a figure and apply the “**Image**” paragraph style to it. For the figure caption, apply the style “**Figure Caption.**”

To accommodate readers with color vision differences, figures should still be usable when printed in grayscale. Refer to elements of the figure with non-color terms, for example “indicated as squares” instead of “indicated in blue”. Use different patterns in bar charts, different line patterns in graphs, and different shapes in plots to distinguish groups of elements and reinforce color differences.

* + 1. Figure 1.

Figure 1 is an example of a figure and caption spanning the half-page width (one column in a two column format) with the styles applied. If your figure contains third-party material, you must clearly identify it as such, as shown in the example below.

Figure 1: Celebrity such as Oprah Winfrey endorsed presidential campaign in 2008

1. Result

The result found the strong articulation about cognitive power of pet.

* 1. Quotations and Extracts

There are styles for block quotations, which should be used for quotes that are separated from in-line text. Below is an example.

“Celebrities such as movie stars, professional athletes, musicians, and reality television stars have campaigned for and against political parties, candidates, and on political issues. Examples include Oprah Winfrey and George Clooney endorsing Barack Obama's presidential campaign in 2008 and a song written by American musician Hank Williams Jr. endorsing Senator John McCain's campaign in the same election.” (Kim, 2010)

* 1. Equations

There are two types of math equations: the *numbered display math equation* and the *un-numbered display math equation*. Below are examples of both.

* + 1. *DisplayFormula.*

The **DisplayFormula** style is applied in the numbered math equation. A numbered display equation always has an equation number (label) on the right.

$\frac{x=-b\pm \sqrt{b^{2}-4ac}}{2a}$ (1)

* + 1. DisplayFormula.Unnum.

The **DisplayFormulaUnnum** style is applied only in unnumbered equations. An unnumbered display equation never contains an equation number Bertot and Grimes (2012) on the right—this element distinguishes it from the numbered equation.

$$\frac{x=-b\pm \sqrt{b^{2}-4ac}}{2a}$$

Please note: the subsequent text after the **DisplayFormula** (numbered equation) or **DisplayFormulaUnnum** (unnumbered equation) must have the paragraph style **ParaContinue** applied.

* 1. References

AJOCI prefer APA referencing style providing author(s) name(s), journal title/book title, chapter title/article title, year of publication, volume number, book chapter and the article number or pagination. Use of DOI is highly encouraged. You are referred to the Publication Manual of the American Psychological Association, Sixth Edition. Details concerning this referencing style can be found at

<http://linguistics.byu.edu/faculty/henrichsenl/apa/apa01.html>

References list should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

ACKNOWLEDGMENTS

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