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DISINFORMATION, ARTIFICIAL INTELLIGENCE AND MEME POLITICS ON SOCIAL MEDIA:
"Slopaganda" During Trump's Second Term

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ABSTRACT

This study aims to analyse the use of memes, images and videos as tools of political propaganda during Donald Trump's second term as President of the United States. Recent political communication has undergone a qualitative shift driven by online disinformation, the circulation of memes on social media and the emergence of generative artificial intelligence, which facilitates the rapid dissemination of manipulated content. While previous years were characterised by the viral spread of AI-generated images, more recent trends have been marked by viral images and videos produced using generative AI tools. Fourteen images and four videos are analysed to illustrate how this meme-based communication fosters polarisation, controversy and digital disinformation.

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1. Introduction

Recent developments in political communication have been driven by three key factors: online disinformation, the circulation of memes on social media and the emergence of generative artificial intelligence, which facilitates the dissemination of manipulated images and videos. While 2023 was characterised by the viral spread of AI-generated images, 2025 has been marked by viral images and videos produced using generative AI tools. Against this backdrop, this study analyses the use of AI-generated memes, images and videos as tools of political propaganda during Donald Trump's second term in the United States. Polak & Zwetsloot (2022) examined this form of visual communication and concluded that memes played an important role in Trump's communication strategy, employing exaggerated and absurd narratives to attract and mobilise online supporters. They also highlighted Trump's use of "cartoon logic" to influence public perception and behaviour.

In her work *What Is Politics?*, Hannah Arendt discusses judgements and prejudices in politics. In her view, prejudices against politics — the notion that domestic politics is a fraudulent and deceptive tangle of petty interests and ideologies, while foreign policy fluctuates between empty propaganda and brute violence — are considerably older than the invention of instruments capable of destroying all organic life on Earth. The philosopher argues that the extraordinarily prominent role played by prejudices in everyday life and, therefore, in politics is not in itself a cause for regret and should under no circumstances be regarded as something that must be changed. However, Arendt understands politics as being concerned with the coexistence of diverse people. "Men organise themselves politically according to certain essential commonalities in an absolute chaos, or out of an absolute chaos of differences", she states. We have moved from the twentieth century and the age of mass media into the twenty-first century, characterised by digitalisation and the crisis of democracy (Han, 2021), following the arrival of digital social media in our lives and the emergence of generative artificial intelligence as a source of disinformation within that same digital ecosystem.

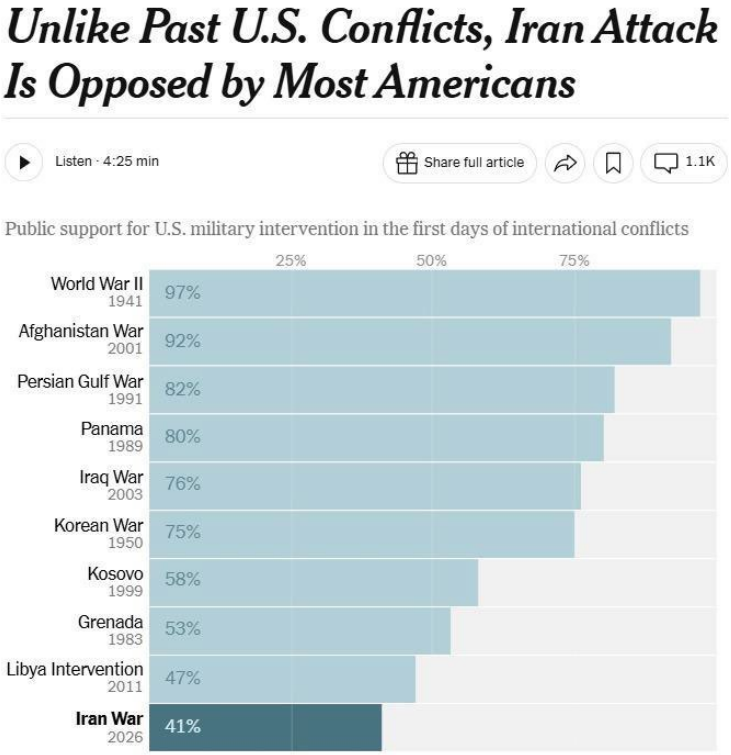
What, then, has political communication on social media become in recent years? Meme politics, transformed into a form of daily parody, has become embedded in social media consumption, while the advent of generative artificial intelligence has particularly encouraged the creation of image-based content replete with symbolic imaginaries, as well as videos that distort reality. As Han (2022) explains, infowars involving fake news and conspiracy theories reveal the current state of democracy, in which truth and truthfulness no longer matter. In Infocracy, Han makes clear that memes play a central role in election campaigns as weapons of information warfare. "Memes are comic drawings, photomontages or short videos with a brief and provocative slogan that circulate on social media and go viral. Following Donald Trump's electoral victory, the *Chicago Tribune* quoted a 4chan user: 'We actually elected a meme as President'." In Han's words, information is used as a weapon in the "infocracy". The philosopher then notes that CNN referred to the 2020 election as the "meme election", while the election campaign was described as "the great meme war".

According to a *New York Times* editorial (November 2025), Donald Trump has exercised power in a manner unlike any previous president. His actions, the American newspaper argues, have raised a chilling question, which also serves as the editorial's headline: "Are We Losing Our Democracy?" The editorial identifies twelve warning signs through which to examine the patterns eroding democracy under President Donald Trump in the United States. These twelve warning signs, all of which had already become apparent in the United States over the course of 2025, are as follows: an authoritarian suppresses dissenting voices; an authoritarian persecutes political opponents; an authoritarian bypasses the legislature; an authoritarian uses the military for domestic control; an authoritarian defies the courts; an authoritarian declares national emergencies on false pretences; an authoritarian vilifies marginalised groups; an authoritarian controls information and new media; an authoritarian seeks to take control of universities; an authoritarian creates a personality cult; an authoritarian uses power for personal gain; and, finally, an authoritarian manipulates the law to remain in power.

The *Pew Research Center* (2025) reports that most Americans believe Trump is attempting to exercise more power than previous presidents: seven in ten Americans say that President Donald Trump is seeking to exercise more power than his predecessors. Regarding the global state of democracy in 2025, the findings emphasise that the current global landscape is characterised by radical uncertainty, exemplified by events in the United States, which are unsettling long-established

assumptions concerning democratic resilience and multilateralism (International IDEA, 2025). As disapproval of Donald Trump grows and his policies become increasingly violent, New York Times editorials argue that, although the United States does not follow the same model as China or Russia, once countries begin to move away from democracy, there is no turning back. This, they contend, is precisely what is occurring in the United States under the Trump administration (New York Times, 2025). Below, in connection with the war in Iran launched by the Trump administration on 28 February, we present a graph, also published by the New York Times, showing US public opinion on the wars in which successive administrations have intervened militarily in recent years.

Figure 1. Majority opposition in the United States to the attack on Iran compared with previous wars



Source: *New York Times* (2026)

Irrespective of his policies, in terms of political communication President Donald Trump has radically transformed his communication style, using social media, artificial intelligence and memes as weapons of political propaganda. In an article entitled *How Trump's Use of Artificial Intelligence Videos Is Changing His Political Playbook*, *Time* magazine (October 2025) observes: "President Donald Trump is turning artificial intelligence into one of his most powerful political tools, using it to amplify his message and online persona in an extraordinarily effective manner, according to experts". A *New York Times* editorial (November 2025) states that President Trump posts video memes in which he appears wearing a crown, including an AI-generated video showing him piloting an aircraft that drops excrement on protesters. He also uses televised meetings in the Oval Office in which members of his cabinet lavish sycophantic praise on him. Han (2022) asserts that meme warfare in digital communication increasingly privileges the visual over the textual because images circulate more rapidly than texts: neither discourse nor truth goes viral.

Donald Trump's presidency is often associated with the strategic use of disinformation (Myers, 2022; Díez-Gracia et al., 2023), artificial intelligence and meme politics, a phenomenon sometimes referred to as "slopaganda". This term encapsulates the chaotic and often deceptive communication style that has characterised Trump's political rhetoric and online presence. Trump's approach to disinformation is multifaceted and includes direct communication through social media, the use of memes and the deployment of AI-powered tools to amplify his messages. This strategy has not only influenced public discourse but has also reshaped the political landscape by normalising disinformation and fostering a culture of scepticism towards traditional media. The following sections examine the various components of Trump's "slopaganda" strategy in greater depth.

The approach adopted in this study focuses on these uses of artificial intelligence by the President of the United States, which became increasingly prominent during Donald Trump's second term from 2025 onwards and intensified further at the beginning of 2026 following the capture of Nicolás Maduro on 3 January 2026, threats to annex Greenland and the outbreak of the war in Iran on 28 February. During the conflict, a US missile struck an Iranian school, killing 175 people, most of them minors. Ultimately, the President who claimed that he wanted no further wars has initiated a global geopolitical shift, fuelling international chaos through familiar conflicts in Latin America and wars in several countries, including Iran in the Middle East.

2. Theoretical Framework

2.1 Disinformation in the Age of Social Media

The generation of false, computer-generated images through artificial intelligence has posed a major challenge within the digital ecosystem of social media, where large volumes of false information circulate because news is disseminated without the involvement of information intermediaries, other than the platforms themselves, which may censor content on certain occasions (Martínez, 2024). Disinformation has been one of Donald Trump's political tools since his first term, and he helped to popularise the concept of fake news after coming to power in 2016. "Fake news is the enemy" was one of Donald Trump's principal claims during his first term, while *fake news* was named word of the year in 2017 by the Oxford and Collins dictionaries (Amorós, 2018).

Díez-Gracia et al. (2023) confirmed that Donald Trump employed the term "fake news" as a political argument and as a weapon in support of disinformation and disintermediation. This strategy involved a personalist agenda focused on defending his proposals and his team while delegitimising his opponents and the press, predominantly through negative and derogatory language. Han also notes in *Infocracy* (2022) that fake news is, above all, information because, by the time a verification process begins, it has already had its full effect. In his words, the attempt to combat the infodemic with truth is therefore doomed to failure. The multiplier effect of social media in hyperconnected societies, combined with political polarisation in turbulent contexts, only exacerbates the problem of disinformation. Fake news consists of false information designed to pass as news with the aim of spreading deception or deliberate disinformation in pursuit of a political or financial objective (Amorós, 2018). Amorós (2018) cites the example of Hearst, who merely sought to sell newspapers, a financial objective, but ultimately led his country into war, a political objective.

Through their algorithms, social media amplify our desire to inhabit a post-truth environment, that is, realities that become confused with the real world, in which everything is fragmented and fiction ultimately becomes indistinguishable from truth. This article continues part of the research developed in *Artificial Intelligence in Contemporary Photojournalism as a Tool for Producing Viral Images on Social Media* (Martínez, 2024). In Donald Trump's case, however, the use of social media is combined with that of generative artificial intelligence. After being banned from several social media platforms, including Twitter, Donald Trump founded his own platform, *Truth Social*, a name that paradoxically translates as "Social Truth", with the aim of spreading disinformation through his own social network. This content is subsequently reproduced across other platforms, including Instagram and X, through the POTUS account, taking advantage of platforms on which content can readily go viral when it generates controversy, confusion and entertainment.

To gain a better understanding of these dynamics, it is essential to draw on the conceptual framework proposed by Wardle and Derakhshan (2017), who classify information disorder into three main categories — *misinformation*, *disinformation* and *malinformation* — and offer an interdisciplinary approach to analysing how false or manipulated content circulates and goes viral in digital environments. These categories are embodied in specific techniques that can influence public opinion or manipulate information. Manfredi and Ufarte (2020) identify five principal strategies: the active manipulation of content for a predetermined purpose, involving the fraudulent use of private data; passive manipulation, manifested through echo chambers and algorithmically reinforced information bubbles; a lack of transparency in the design and management of algorithms, which generates "algorithmic truths"; the production of sophisticated audiovisual fabrications, such as deepfakes used

to attribute statements or attitudes falsely to public figures; and, finally, the use of fiction to create imagined communities through content that reinforces the values or preferences of particular groups.

Against this backdrop, digital technologies have a dual nature: they offer significant opportunities for democracy, but also entail serious risks owing to the proliferation of authoritarian discourse (Fornasier & Schwede, 2020). Several experts in audiovisual literacy, including Torrecillas and Fernández (2023), emphasise the need for digital literacy to prepare citizens to evaluate information critically and reduce their vulnerability to disinformation. From Camacho's perspective (2024), the spread of disinformation on social media may be understood as an autonomous and complex phenomenon in which interactions between accounts generate information contagion beyond the control of any platform, and in which even advanced models struggle to distinguish natural patterns from anomalous flows.

2.2 'Slopaganda' and Meme-Politics: Visual Propaganda through Generative Artificial Intelligence

The history of "slopaganda" is the history of propaganda produced with the aid of artificial intelligence. Díez-Gracia et al. (2023) and Zaman (2023) had already warned that AI and bots played a decisive role in disseminating disinformation during Trump's presidency, particularly on platforms such as Twitter. As Sigman & Bilinkis (2023) explain in *Artificial*: *The New Intelligence and the Boundaries of the Human*, "the visual world has been, like games, both the testing ground and the showcase for the greatest advances in artificial intelligence, in both recognition and generation". There is little academic literature on "slopaganda", as the concept was coined only recently. In an article entitled, *Slopaganda*: *The Interaction between Propaganda and Generative Artificial Intelligence* Klincewicz et al. (2025) state that "slopaganda" is a term coined in 2024: a "neologism" denoting a new digital communication strategy. They use it to describe the combination of a familiar phenomenon, propaganda, with the recent emergence of "generative AI slop". As the *New York Times* (2025) notes, "the age of AI propaganda is here, and President Trump is an enthusiastic participant". The prominence of computational propaganda in Trump's strategy highlights the transformative impact of digital platforms on political communication (Dojcinovic & Ljajic, 2022).

The term appears in a report published by *The Guardian*, which presents ten examples of "slopaganda" selected for examination in this article. Entitled *The Slopaganda Era*: 10 *AI Images Posted by the White House and What They Teach Us*, the report describes, in the words of journalist Steve Rose, "trolling as official government communication". To paraphrase the philosopher Han (2022), "infocracy" can dispense with truth. Similarly, according to Klincewicz et al. (2025), the neutral presentation of information shown to be false continues to influence people's beliefs and reasoning even after it has been corrected. Carlos Guadián, a Spanish director of marketing, communication and innovation, published a blog post entitled *When the Government Trolls with Fake Images* (*Slopaganda*). The post explains that propaganda employing AI-generated images no longer seeks to persuade, but rather to attract attention. In his view, the White House combines memes, wishcasting and deepfakes, turning official communication into a form of institutional trolling governed by a simple rule: "If it causes outrage, it works; if it causes confusion, even better" (2026). Battista (2024) argues that advances in artificial intelligence have confronted the communication landscape, particularly in the political sphere, with a series of complex dilemmas relating to information and its emerging ecosystems. "The rapid evolution of AI has opened up various possibilities concerning the dissemination and consumption of political information". Battista therefore notes that, in this context, we face challenges relating to source verification, information manipulation, access to news and the creation of a trustworthy information environment.

As journalist Stuart A. Thompson observes (*New York Times*, 2025), some posts are intended to confuse readers or intensify political division. Others, however, are jokes containing clear signs of deception or AI manipulation. Thompson adds that political experts believe even the President's most innocuous uses of artificial intelligence could normalise these tools as a powerful new component of propaganda in modern politics (*New York Times*, 2025). According to the report, AI experts consider Trump to have become one of the most prominent figures sharing this type of content, although the practice is, in fact, developing into an international phenomenon in political communication. Nevertheless, the average American citizen still considers the United States to be a democracy (Johnson & Autry, 2022).

3. Methodology

This study analyses how digital political communication in the United States has been transformed during Donald Trump's second term, focusing on the dissemination of memes and AI-generated content through official government accounts, including those of the White House, the Department of State, the Vice-President and other senior officials, primarily on Twitter/X, Instagram and Facebook. Three main hypotheses are formulated on the basis of the patterns observed in the viral circulation of content during 2025 and 2026.

H1. "Meme politics" represents a transformation of traditional political communication in the United States, characterised by the dissemination of AI-generated images and viral memes through official government accounts.

H2. Memes and AI-generated content disseminated through official social media accounts are used as tools of political propaganda and information manipulation, contributing to polarisation and disinformation during the 2025–2026 period.

H3. The use of AI to create memes and visual content constitutes an emerging form of political propaganda, termed "slopaganda", which combines humour, exaggeration and visual manipulation to influence public perceptions through social media.

A descriptive qualitative approach is employed, based on a content analysis of 14 images and four videos purposively selected through non-probability sampling and published between 2025 and 2026 on the aforementioned official government accounts. The selection prioritises content that illustrates political communication strategies involving generative artificial intelligence. The analysis combines direct observation of posts published on official social media accounts — to identify publication patterns, formats and patterns of viral circulation — with references to reports in English-language media highlighting particularly representative cases of "slopaganda". This combination ensures that the sample includes both content verified directly on official accounts and emblematic examples identified by the press. The analysis focuses on the following key variables:

- Content format (image/video): each item is classified as either an image or a video, taking into account its duration, visual composition and the presence of animated elements. This makes it possible to distinguish between the ways in which different types of messages are disseminated and to assess their potential to go viral.
- Example of slopaganda: the analysis assesses whether the content was clearly generated by AI, partially manipulated or created to present a false version of reality, taking into account visual elements, textures, lighting consistency, historical context and political symbolism. This variable makes it possible to identify strategies of disinformation and visual exaggeration.
- Political and social context: the timing and political circumstances of each publication are analysed, taking into consideration relevant events, political campaigns, controversies, public debates and government decisions. This makes it possible to relate the production of memes and AI-generated content to the political agenda and propaganda strategies.

Table 1. Analysis sheet

Item number	Publication date	Example of slopaganda	Political and social context	Format (image/video)

Source: Authors' own elaboration, 2026.

To ensure the consistency and validity of the analysis, clear inclusion and exclusion criteria are applied. The inclusion criteria encompass all content published on the official accounts of the White House, the Department of State, the Vice-President and other senior officials during the 2025–2026 period. This includes images and videos generated or manipulated using artificial intelligence, as well as symbolic or exaggerated representations known as "slopaganda". Only content directly related to political communication or the promotion of Trump's agenda is included, thereby ensuring that the material analysed is relevant to the study of digital propaganda and meme politics.

By contrast, the exclusion criteria rule out content originating from third-party personal accounts or unofficial sources, as well as posts that are purely informative, contain no visual manipulation or have no direct connection with political communication strategies. AI-generated content and memes published before 2025 are also excluded, except in exceptional cases used as historical references, such as an item from 2024 included specifically to illustrate the concept of "slopaganda". These criteria

ensure the consistency of the sample and that the analysis focuses on the most representative elements of Trump's digital political communication strategy during his second term.

The sample comprises 18 relevant generative AI productions disseminated on social media between February 2025 and February 2026, with the exception of one item from Trump's 2024 campaign, which is included as an example of "slopaganda". Each case is assessed according to its publication date, AI-generated representation, political and social context and format, without examining audience reception. The method combines direct observation of social media posts with qualitative analysis of images and videos, focusing exclusively on the sender and the construction of the digital narrative rather than on audience interaction or reception. The content analysed comprises nine posts published in 2025 and seven in 2026, drawn from the accounts of the White House, the Department of State, the Vice-President, POTUS and other senior officials. Once the inclusion and exclusion criteria had been established, the final selection of items was informed by reports published by English-language media outlets, including *The New York Times* ("How Trump Is Using Fake Imagery to Attack Enemies and Rouse Supporters", 21 October 2025) and *The Guardian* ("The Slopaganda Era: 10 AI Images Posted by the White House – and What They Teach Us", 29 January 2026). These publications served as a guide for identifying relevant and representative cases, while the variables were coded and analysed systematically and independently on the basis of direct observation of the official accounts.

4. Results

Figure 1 presents the 14 images and four videos (or deepfakes) analysed in this study, which are representative of the dissemination of memes and AI-generated content through the official accounts of the Trump administration between 2025 and 2026. Each thumbnail (item) illustrates the diversity of formats, visual styles and strategies of manipulation or exaggeration ("slopaganda") present in official digital political communication. The viral images and AI-generated videos featuring Donald Trump reveal, first, the President's considerable interest in and enthusiasm for experimenting with the viral dissemination of fake images and videos produced using artificial intelligence and, second, a clear evolution in the content created for propaganda purposes, which may be divided into three stages:

1. *The pre-election campaign and the first experiments with artificial intelligence in* 2024: the earliest AI-generated images appeared to originate from social media users seeking to encourage people to vote for Donald Trump as President. Trump subsequently embraced the initiative launched by his election campaign "fans" on social media. One example is the image depicting the American singer Taylor Swift endorsing Trump. The year 2024 served as a testing ground for fake images on social media, as the presidential candidate began sharing photographs and videos of dubious credibility on *Truth Social*. Taylor Swift did not respond to the fake image used to encourage Republican voters to vote for Donald Trump.
2. *The year* 2025, *when numerous images and videos disseminated through official accounts went viral and provoked widespread revulsion*. This was the year in which Donald Trump began his second term and the administration experimented with carefully produced AI-generated images and videos (deepfakes) as official political propaganda of the United States Government. These images portrayed Donald Trump as though he were appearing on the cover of *Time* or *The New Yorker*, or as the protagonist of American films such as *Superman* or *Star Wars*. Taking advantage of the election of the new Pope, the Trump administration produced an image depicting Trump as the Pope as an online means of provoking reactions on social media. That year, the administration also began producing deepfakes designed to generate public outrage: one portrayed Gaza, while it was being subjected to mass violence, as a luxury resort enjoyed by Trump, Netanyahu and Musk; another depicted Donald Trump crowned as a king and piloting a fighter jet from which he dropped excrement on demonstrators from the US anti-Trump movement known as *No Kings*.
3. *The beginning of* 2026, *when AI-generated discourse and narratives intensified considerably in both images and videos*. Seven of the images in the selected sample date from January 2026, coinciding with the violence promoted by the Donald Trump administration both within and beyond the United States. From 3 January onwards, a major shift occurred in global geopolitics following the intervention in Venezuela, the videos showing the deaths of two Americans shot by armed ICE immigration agents, which made violence explicit on social media, and the threats

directed at Europe concerning the annexation of Greenland to prevent the island from falling into the hands of Russia and China. This context was accompanied by AI-generated images that increasingly simulated genuine photographs in order to create even greater confusion within the narrative, including an image purporting to show Trump meeting European leaders in the Oval Office at the White House. A significant turning point was the deepfake posted on 6 February, which transformed politicians into animals as though they were characters in *The Lion King*. It was deleted twelve hours later following the outrage caused by its opening scene, which depicted Barack and Michelle Obama as smiling apes. This video prompted the creation of an opposing deepfake in which Donald Trump was transformed into an ape as a form of mockery; it also went viral on social media.

Figure 2. Selection of AI-generated images of the Trump administration (2025–2026)



Source: Authors' own elaboration, 2026-

Table 2 presents a detailed analysis of each selected item according to the variables defined in the methodology: format, degree of manipulation ("slopaganda") and political and social context. This breakdown makes it possible to identify publication patterns, strategies of visual exaggeration and the points on the political agenda at which the content was disseminated. Most of the memes combine humorous elements with explicit references to political figures and relevant events, while AI-generated content displays a high degree of visual manipulation intended to reinforce specific narratives.

Table 2. Analysis of memes and AI-generated images on the official accounts of the Trump administration (2025–2026)

Item number	Publication date	Example of slopaganda	Political and social context	Format (image/video)
1	19/08/24	Image of Taylor Swift holding a US flag and wearing a US hat, with the message: 'Taylor wants you to vote for Donald Trump'	Based on disinformation relating to images of women wearing T-shirts bearing the slogan: 'Swifties for Trump'.	An image modelled on the famous 'I want you' poster, but depicting Taylor Swift pointing her finger straight ahead, with the US flag behind her.
2	19/02/25	Trump as King on a Time magazine cover with the caption 'Long Live the King'. Trump smiles in New York, wearing his royal crown for the first time.	The first image produced by Donald Trump's administration, shortly after he took office as president. Taking office for a second term.	He stages a triumphant entrance like that of a king on a Time magazine cover. Illustration: Trump, crowned, smiles in New York wearing a red tie, with the headline: 'Long Live the King'.
3	26/02/25	Video depicting Gaza as a luxury resort, where Musk, Trump and Netanyahu are on holiday.	Gaza was being bombed and destroyed by Israel; Trump achieved the provocation he sought by releasing the video.	A surreal, mocking video of Gaza, lasting just a few seconds, sparked outrage because Gaza was being bombed.
4	27/03/25	Turning the image of a woman being deported into a meme, in the style of Studio Ghibli.	There have been thousands of arrests and hundreds of deportations of immigrants in the United States carried out by ICE (*Immigration and Customs Enforcement*) officers.	A meme of a crying woman – who could be of mixed race or Black, of middle age – standing in front of an ICE officer and a US flag.
5	05/03/25	The ability to turn President Donald Trump into a Pope, dressed in papal robes and giving a thumbs-up.	The election of the new Pope at the Vatican, a moment which President Donald Trump seizes upon to draw attention to himself by posing as the Pope.	Another viral image, in meme format, of President Trump transformed into the Pope, which is generating criticism and controversy on social media.
6	04/05/25	The possibility of turning the President of the United States into a Jedi, alongside the US flag and the eagle.	There is no clear theme. The narrative is constructed around the current President of the United States as a superhero.	A meme in the form of an illustration depicting President Donald Trump himself as if he were a superhero.
7	10/07/25	Donald Trump transformed into a superhero like Superman on a film poster: 'Truth, Justice and the American Way. Superman Trump'.	There is no clear theme relating to the national or international context; it simply plays on the idea of the President as a superhero. The fantasy of Superman versus reality.	We see an illustrated meme of Trump as if it were the cover of a Superman film, featuring the seven words: 'Truth, Justice, the American Way. Superman Trump'.
8	18/10/25	Video of Donald Trump as a king, piloting a fighter jet, but dropping bombs filled with excrement on protesters.	Massive demonstrations against President Donald Trump took place across the United States in October under the slogan 'No Kings'.	A very brief, 19-second video – surreal and provocative – in which the president drops faeces from an aeroplane onto all the protesters.
9	19/10/25	A black-and-white video of Donald Trump, in which the President crowns himself and raises a sword, whilst politicians such as the Democrat Nancy Pelosi are shown on their knees.	This video was circulated on the very same weekend as the protests against Donald Trump in the United States under the slogan 'No Kings', as a response.	A 19-second video that looks like a scene from a Donald Trump film, in black and white, in which he crowns himself and raises a sword, whilst everyone kneels before him.
10	29/10/25	Images of Hakeem Jeffries, a Democrat, and Senator	Trump's mockery of two Democrats, a month after he	A mocking, hyper-realistic meme-style image of two

		Chuck Schumer are shown wearing Mexican hats and sandals – to mock them.	shared a *deepfake* that was condemned as offensive and racist.	Democratic opponents, wearing Mexican hats and sandals.
11	01/01/26	New Year's Eve celebrations in Washington, with golden lettering welcoming the new year: 'Welcome to the Golden Age'.	Official New Year's greeting from the White House featuring a fake image.	The New Year's message reads 'Welcome to the Golden Age'.
12	14/01/26	An image of two sledges, with the flag of Greenland drawn on it, where a choice must be made between the path of the United States or that of Russia and China. Which path should you choose, man of Greenland?	The international controversy sparked by Donald Trump in mid-January, when he sought to annex the island of Greenland to the United States before Russia or China could annex it.	An illustrative image, depicting in a childlike manner the choice between two sledges representing two paths, using flags: the United States or China, and Russia.
13	15/01/26	Propaganda in support of ICE, designed to look like a poster for a US film about ICE immigration officers.	Violence and terror within the United States, centred on Minneapolis, Minnesota, caused by ICE's detention of dozens of people, including brutal killings of US nationals captured on camera.	An illustrated poster, styled like an action film poster, in support of ICE or immigration officers in the United States, following the violence sparked across the country by these deaths.
14	22/01/26	The arrest of lawyer Nekima Levy Armstrong in the city of Minnesota, whose image has been manipulated by AI.	In January, Minnesota was rocked by a spate of arrests, including two fatal shootings of US nationals by ICE agents. The violence plunged the city into a state of war.	Actual manipulation of a photograph using Artificial Intelligence, where reality does not match what is shown.
15	23/01/26	A parody of the 'nihilist penguin' meme, featuring Donald Trump, which includes a video. Trump is seen alongside the penguin, which is carrying a US flag, as they walk together towards the mountains.	The 'nihilist' penguin is a gaffe by the Trump Administration in discussing the annexation of Greenland, given that there are reportedly no penguins on the island.	Use of rhetoric linking an image and a video produced by the State Department to extol the figure of the 'nihilist' penguin and the Donald Trump administration.
16	20/01/26	Simulating the image of 'conquest' with the US flag upon arrival on the island of Greenland, with Trump, Marco Rubio and Vice-President Vance in attendance.	The threat of Greenland's annexation is accompanied by many other threats to other countries, such as Canada. The issue dominates the news for at least a full week in January 2026.	Illustration of the island of Greenland showing President Donald Trump planting the US flag on the island to mark it as US territory.
17	20/01/26	Simulation of a photograph of President Donald Trump meeting with European leaders in the Oval Office at the White House.	The problems arising from Trump's statements about wanting Greenland lead to tensions with all European leaders and with Greenland.	When AI is used, it looks like a real photograph of Donald Trump meeting with European leaders in his office at the Casablanca.
18	06/02/26	A video simulating the film *The Lion King*, in which Barack Obama and Michelle Obama are depicted as apes, Biden as a hyena and Trump as the Lion King.	The video provokes a very negative reaction on social media, which serves to draw attention to racism.	It is a deepfake video, set to the background music *'The Lion Sleeps Tonight',* which was taken down from social media 12 hours later.

Source: Authors' own elaboration, 2026.

5. Discussion and Conclusions

The findings demonstrate that digital political communication during Donald Trump's second term is profoundly shaped by the convergence of social media, meme politics and generative artificial intelligence. Contemporary "infocracy" prioritises the visual over the textual (Han, 2022), and the analysis of the 14 images and four videos (deepfakes) confirms that the viral dissemination of content centres on exaggerated, humorous and highly manipulated representations intended to shape public perception rather than provide accurate information. The empirical evidence is consistent with the observations of Manfredi and Ufarte (2020), who identified active manipulation and the creation of imagined communities as predominant strategies in digital environments. These strategies are enhanced by the capacity of artificial intelligence to generate fake images and videos that reinforce specific narratives, in a context in which visual technologies have become one of the principal fields of experimentation in artificial intelligence (Sigman & Bilinkis, 2023).

The findings also show how disinformation is articulated within a hyperconnected ecosystem through the dissemination of content that combines the three English-language concepts of misinformation, disinformation and malinformation (Wardle & Derakhshan, 2017). The recurring presence of "slopaganda" on the official accounts of the White House, the Department of State and other government officials, particularly at moments of political or geopolitical crisis, demonstrates that manipulated visual content is strategically incorporated into the political agenda, reinforcing polarisation and the Trump administration's narrative of power (Martínez, 2024; Klincewicz et al., 2025). This is consistent with the dilemmas posed by the growing use of artificial intelligence in contemporary political information ecosystems (Battista, 2024).

1. In relation to the first hypothesis, the results confirm that "meme politics" constitutes a significant transformation of traditional political communication in the United States. The dissemination of memes and AI-generated visual content has displaced many conventional discursive formats in favour of faster, more visual and more readily shareable messages adapted to a hyperconnected digital audience. The selection of 18 posts published between 2024 and 2026 reveals a consolidated communication model that combines information, entertainment and political propaganda on social media.
2. Regarding the second hypothesis, the content analysed confirms that memes and AI-generated content function as tools of political propaganda and information manipulation. The observed patterns of publication, political context and visual composition reveal that disinformation is intentional and strategic, reinforcing polarisation and deliberately shaping public perception. Each viral image or video is disseminated at a specific political moment, ranging from domestic crises to international conflicts, demonstrating that digital communication not only complements the political agenda but also becomes an instrumental weapon for amplifying narratives favourable to the Trump administration.
3. Finally, in accordance with the third hypothesis, the study confirms that "slopaganda" constitutes an emerging and distinctive form of visual political propaganda produced through generative artificial intelligence. The combination of humour, exaggeration and visual manipulation demonstrates that this strategy not only reinforces the President's public image but also deliberately alters perceptions of political and social events. "Slopaganda" thus emerges as a novel communicative phenomenon, consistent with the theoretical descriptions presented in the conceptual framework, which radically transforms the long-standing relationship between politics, mass media and citizens in the age of generative artificial intelligence.

This study demonstrates how Donald Trump's second term has consolidated a model of digital political communication in which the viral dissemination of memes and AI-generated content not only transforms the way information is communicated but also functions as a strategic instrument of warfare, propaganda and disinformation. The convergence of meme politics, "slopaganda" and social media demonstrates that visual formats have become central to the construction of political narratives, redefining the boundaries between entertainment, persuasion and disinformation. These findings underline the need for further research into the impact of artificial intelligence on contemporary political communication, as well as the need to strengthen citizens' media literacy and online verification skills so that they can understand and critically evaluate digital content within an increasingly visual, immediate and polarised ecosystem.

Although the propagandistic communication strategy associated with Donald Trump has proved remarkably effective in mobilising his electoral base and destabilising or reconfiguring the dominant narratives of traditional media, this dynamic raises important questions regarding its structural effects on the quality and stability of democratic systems. In particular, the growing proliferation of disinformation and the consequent erosion of public trust in media institutions constitute substantial challenges to the sustainability of a deliberative public sphere based on verified information. Furthermore, the increasing dependence on artificial intelligence and digital platforms as central infrastructures of political communication highlights the need to develop normative and regulatory frameworks capable of systematically addressing the ethical, social and political implications arising from the use of these technologies. In this context, contemporary debate on disinformation requires the articulation of a complex normative balance: on the one hand, the preservation of the fundamental principle of freedom of expression and, on the other, the protection of democratic values, institutional trust and the integrity of the information ecosystems that underpin the functioning of open societies.

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