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Sommario/riassunto	Donald Trump is one of the most controversial politicians of our time. On the one hand, this refers to his policies, but on the other hand, it also refers to his political style: Trump himself explicitly sees himself as a Twitter president. But what exactly is that supposed to be? What role does Twitter play in "official" communication, for example, in relation to classic media? Communications expert Klaus Kamps addresses these questions in this popular science essay.