Conveying emotions through polarised political discourses on social media: a critical discourse analysis approach on Instagram, TikTok and X

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This study focuses on how committed political discourse on social media can express emotions, convey populist values and actively contribute to the emergence of polarisation. This can easily be illustrated with Charlie Kirk's murder that has had tremendous repercussions not only in the US but also in several European countries such as France, Italy and the UK.

Thanks to the algorithmic recommendations of mainstream social media platforms such as Instagram, TikTok and X, the study also aims to contribute to a better understanding of how populist discourse and counter-discourse can interact around the notions of violence and victimization. It shows how echo chambers are particularly instrumental in enhancing the proliferation and dissemination of fake news and AI-driven deep fakes on politicians' social media accounts.

It also points out the use of affordances to convey emotions through emojis and punctuation and how grievance politics can act as a way of addressing the people's demands.