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### Lit Review Body Paragraph with Works Cited

Introduction goes here.

#### **Subject Heading**

Scholars in the field of political communication and media studies have examined how social media influencers engage in political discourse, particularly through emotionally charged, entertaining, and algorithm-driven means (von Sikorski et al.; Riedl et al.; Harff et al.; Gonzalez et al.). In “The Political Role of Social Media Influencers: Strategies, Types, and Implications for Democracy - An Introduction,” Christian von Sikorski and his colleagues argue that these influencers are more than just casual political commentators reporting the news. They suggest that they “should be seen as strategic providers of political content, raising important questions about their role in shaping public discourse and democratic engagement” (von Sikorski et al. 1). The writers also explain that, unlike journalists, influencers are not constrained by traditional journalistic norms or fact-checking standards (von Sikorski et al. 5). They suggest that the rhetoric of political influencers prioritizes persuasion and engagement over accountability. Similarly, Martin J. Riedl and his colleagues define political influencers as “content creators that endorse a political position, social cause, or candidate through media that they produce and/or share on a given social media platform” (Riedl 2), emphasizing that they are driven not only by politics, but also by platform and market incentives, such as views, likes, comments, and monetization. Darian Harff and Desiree Schmuck said that content from these influencers is “embedded in personal narratives and emotional appeals” (Harff et al. 360) and that posts with a stronger emotional appeal receive significantly higher engagement (Harff et al. 367). Similarly,

Anaëlle Gonzalez, Desiree Schmuck, and Laura Vandenbosch write about how influencers create their content to maximize human impact (Gonzalez 1606), rather than factual accuracy. Overall, this research suggests that influencer-created political content tends to simplify issues, optimize for the algorithm and engagement, and rely on emotional framing. However, no research has been conducted on the influencer discourse surrounding the Minisoda childcare facilities. How do political creators on Instagram Reels rhetorically frame allegations surrounding Minnesota childcare facilities, and what appeals to emotion, authority, and credibility are most prominent in this discourse community?

## Works Cited

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