Running head: EVASIVE LANGUAGE AND PRESIDENT TRUMP

Speech Analysis as a Method to Understand the Use of Evasive vs Precise Language in Donald Trump's Political Campaign

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Introduction

Dating as far back as 1995, researchers have described Donald Trump as "egregious" while possessing "the power of persuasion to close deals [and] the art of felicitous speech acts" (McCloskey & Klamer, 1995, p.194). Furthermore, Trump said himself "You have to convince the other guy it's in his interest to make the deal" (Trump & Schwartz, 1987, p.53). Considering these statements, it should not be so outrageous that Donald Trump's 2016 Presidential campaign turned out to be a success. Donald Trump's power of speech and persuasion were integral to his campaign and garnering enough votes to win in the Electoral College despite narrowly losing the popular vote. This election result left a majority of United State's citizens shocked and in a sense of bewilderment.

A couple of easily noticeable differences about Donald Trump, when compared to other and past Presidential candidates, throughout his campaign were his style and delivery of speeches. These noticeable differences inspired the following the research on Donald Trump's speeches from the announcement of his campaign to his joint address to the United State's Congress. Alongside his other attributes, Donald Trump's utilization of his command over the power of speech proved to be enough to win the election. In Ahmadian, Azarshahi, and Paulhus' (2017) study, their findings revealed "that a populist communication style – grandiose, dynamic, and informal – may have 'trumped' a carefully-reasoned platform" (p.52). Grandiosity certainly played a large role as it was found that there is a significant relationship between grandiosity and success while Trump's speeches were ranked the highest and significantly higher than the other Republican candidates in that category (Ahmadian et al., 2017). These findings show that an effective speech strategy can certainly supplant a weak political platform. Through a speech analysis, we will uncover underlying trends in his speeches that could provide a deeper

understanding of not only his speeches but how the United States as a nation arrived where they are today.

Research Method

This research paper will be utilizing speech analysis on President Donald Trump's use of evasive and precise language throughout his campaign and after his eventual victory. Rather than the application of rhetorical tropes, this research will be centered around a systematic breakdown of the use language, primarily nouns and verbs. The use of one's linguistic resources in speech can play a large role in changing how any subjected is represented by the speaker. According to Bayram (2010, p.24) "Language is closely bound up with our social and cognitive development from childhood, and our identity formation. The attitude that a listener can adopt towards the speech of another speaker has been a significant issue in sociolinguistics." The attitudes formed by an audience during and after a speech are significant because these "attitudes may range from very favourable to very unfavourable, and may be manifested in subjective judgments about correctness, worth and aesthetic qualities of varieties, as well as the personal qualities of their speakers" (Bayram, 2010, p.24). When considering the immensity of this issue for sociolinguistics, one can understand why this is a significant topic to research with the newly elected President of the United States, Donald Trump.

This speech analysis will largely consist of political discourse. Van Dijk (1997, p.12) states that political discourse can be "identified by its *actors* or *authors, viz., politicians*…such as presidenta and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels." Although I intend to utilize a speech analysis research method, it is important to understand that the research is rooted in critical discourse analysis, and specifically political discourse in this case.

Application

This research study will be applying speech analysis to the previously mentioned speeches given by President Donald Trump. More specifically, this analysis will focus on President Trump's use of evasive language contrasted against his use of precise language. The categories that will be considered are Personalisation vs Impersonalisation, Individualisation vs Collectivisation, Specification vs Genericisation, Nomination vs Functionalisation, use of honorifics, Objectivation, Anonymization, Aggregation, and the usage of Pronouns vs Nouns. Through a collective analysis of utilizing the aforementioned tools, we can garner a greater understanding of President Trump's speeches and their implications.

Personalisation vs Impersonalisation simply put is the degree to which the noun being discussed is personalized or impersonalised. The decision to go either way with this has a few implications. Impersonalisation can be used to protect one's identity or it can be utilized to give more importance to a specific statement by giving it more weight (Machin & Mayr, 2015).

Individualisation vs Collectivisation addresses how participants are described indivually or grouped together as a whole. Collectivizing people and making them generic takes the audience further away from the situation while individualizing them makes the audience feel closer to those being discussed. The emotional distance the audience feels from the participants contributes greatly to the amount empathy felt by listeners.

Similar to the previous category, Specification vs Genericisation addressed how participants are described, whether it be by name or by category. This category is expected to be a significant factor moving forward as much of Trump's campaign was based on racial issues. The difference between characterizing someone by their name or just saying 'a muslim' plays a

large role in the interpretation of a subject by the audience. This category will applied in situations where Trump speaks of individuals and describes them solely by race or religion.

Again, similar to the previous categories, Nomination vs Functionlisation addresses how a speaker either names a participant or describes them by their action or position by functionalising them. Functionalising people can make the speaker sound more official rather than personal; this also could come at the cost of dehumanizing the subject or reducing them to a role whether that be intentional or not.

Thus far, throughout this explanation of the research method that will be applied in this study, the use of honorifics when mentioning President Trump has varied. Honorifics refers to the use of titles when discussing people, particularly people of power such as presidents, prime ministers, and judges. The use of honorifics is an integral part of speaking in Eastern cultures and has been described as a "way to ensure distance between interactants and it is also a system to geared toward making information ambiguous and complicating its transmission" (Ide, 2005, p.46). When a speaker mentions someone of power without the use of honorifics, it can be strategic to diminish their position in comparison to their own.

Objectivation and anonymisation are similar in that they both do not use the subjects name or title. Objectivation represents a subject through a feature such as a 'ball of fun' when speaking about a baby 'a beauty' when speaking about a woman (Machin & Mayr, 2015). Anonymisation is similar but does not use a feature or characteristic to describe the subject; instead of characterizing a person the speaker might just say 'some people', 'a source', or 'someone' (Machin & Mayr, 2015).

Aggregation is utilized when a speaker limits the description of a subject to a numerical statistic. This creates a grey area that could lead to misunderstanding; for example if a speaker

were to say thousands of people, is he speaking of 5,000 or 200,000. The use of aggregation could imply objective research and impart credibility on the speaker although no specific numbers have been given to the audience (Van Dijk, 1991).

Additionally, the use pronouns and nouns will be considered when looking at President Trump's speeches. These categorizations will primarily be applied to situations such as when President Trump uses 'we' when speaking about the United States or the Republican party or in situations where the President speaks using an 'us versus them' mentality. This categorization will be applied in situations where President Trump used the terms 'us' and 'we' and contrasted against his use of 'they' and 'them'.

The Artifact

The artifacts that will be considered in this research paper are a collection of President Trump's speeches. These speeches will span the time period from the initial announcement of his run for Presidency of the United States to his latest speech to address United State's Congress. These speeches will also cover a wide range of topics that were integral to Trump's eventual election. These topics range from immigration, war, and terrorism to unemployment. The first of these speeches to be analyzed occurred on June 16, 2015 when President Trump announced his intent to run for office at Trump Tower in New York City. For some, this speech came as a surprise as many Americans found it hard to believe that Donald Trump would actually run for President.

Fast forward a year and a few days, Trump spoke at the Republican National Convention. This speech was a critical moment in Trump's campaign as he was still attempting to garner support from his own political party. Trump used this speech as an opportunity to distance himself further from the Democratic nominee, Hillary Clinton. Additionally, this was the first

event where Donald Trump publically announced Mike Pence as his running mate for the Presidential election.

Following the victory speech given shortly after the election results were made public, Trump's next significant speech came at his inauguration on January 20, 2017. After taking the oath of office, newly inaugurated President Trump spoke to the crowd in attendance and those watching on TV about his new plans for his time in office. During this speech, Trump painted a grim view of the current state of affairs in the United States how he would be putting "America First" and giving the country back to the people. To exemplify Trump's description of the United States, he used the term "American carnage" and stated that it "stops right here and stops right now [with his election]" (Trump, 2017, January 20).

The last speech to be considered in this analysis is President Donald Trump's most recent speech given to the United States Congress on February 28th, 2017. In this speech, President Trump speaks mainly about the history of the United States, its current state, and his drive to make it better. Among the most important topics of this speech were Trump's plans for immigration reform, healthcare reform, and terrorism. This speech was directed to the audience in attendance, Congress, and the people of the United States to gain their support his plans as President.

These speeches were chosen because I felt they were the most significant ones to consider along Trump's rise to Presidency. Additionally, these speeches were also delivered at integral times throughout the campaign. The inclusion of the speech that announced his candidacy, victory speech, and latest speech to the United States' Congress is done include not only a variety of events but their progression as well.

Analysis

Presidential Campaign Announcement (Results in Appendix A)

Personalisation vs Impersonalisation:

In Donald Trump's first public speech to announce his run for Presidency he largely used more impersonlisation than personalisation. A large focus of this speech was foreign affairs. The situations where this was applied was primarily when speaking about the leaders of other nations. Instead of naming the leaders of these nations or those responsible for the actions that he was speaking of, Trump referred to them as 'China' or 'Mexico'. This primary use of Impersonalisation in this situation seems to shift blame and responsibility for their actions to their entire nations rather than the government leaders of the respective countries that are directly responsible. When mentioning other unnamed politicians, Trump speaks about how they don't comment on the United States relations with China. Trump goes further to say that "China is killing us" (Trump, 2015, June 16). The use of impersonilisation partnered with such strong language gives added weight and can potentially impart strong feelings for all Chinese people on Trump's audience.

Individualisation vs Collectivisation:

This speech offered few examples to examine Trump's speech patterns in this category. Throughout this speech the group of people that was primarily collectivized the most were politicians. When Trump spoke of other American politicians, he mostly mentioned them as a whole and rarely by name or a specific number of politicians. The only time that Trump mentioned a group of people and specified a name or a number of them was when he spoke about his family. He named all of them that were in attendance at the speech in support of him.

Specification vs Genericisation:

There was no use of genericisation throughout this speech to describe individuals that Trump spoke of. Although there was heavy use of impersonlisation when speaking of foreign countries and their leaders, this was not in line with Trump's use of genericisation when speaking of individuals. Trump primarily mentioned those he spoke of by name instead of classifying them by race.

Nomination vs Functionalisation:

Trump functionalised those he spoke of almost twice as much as naming them. When speaking these individuals they were just mentioned as a friend who was a 'manufacturer' or a 'doctor'. The reasons for this may vary. Trump may have been protecting their identities or have been using the stories of these people and functionalising them in order to make the audience that they can relate to them.

Use of Honorifics:

When speaking of those in elected positions and government leaders Trump used the proper honorifics less than half of the time. Trump used the appropriate honorifics half the time that he spoke about President Obama and once when speaking about Secretary John Kerry. The primary examples of instances where honorifics were left out were when Trump was speaking about President Obama and President Vladimir Putin of Russia.

Objectivation:

There was no objectivation of any individual in this speech by Trump. Although most of the other individuals he spoke of were government leaders, this was potentially a strategic move when discussing other politicians in order not to create enemies from the start of his campaign.

Anonymization:

Anonymization was a common theme throughout this speech. When speaking of unknown groups of individuals Trump used terms such as 'people' or 'some politicians' very often. The term 'people' was used a total a 55 times to describe individuals that were not given anymore description than just one adjective. This rampant use of anonymization was often used to aid Trump's attempt to make critical points such as Mexico not sending the 'right people' or Trump refuting the idea that 'people' have started about him not liking China.

Aggregation:

There were 9 examples of aggregation in this speech when statistical facts were being discussed. In fact, the speech began with one as he simply said "thousands" when referring to the amount of people in attendance. Aggregation was also used when discussing the United States' unemployment rate; he told the audience not to believe the 5.6% and began to say that it could be 18 as he continued to count to 21. The examples of aggregation throughout the speech were used to add weight to either the occasion or the point he was trying to make to the audience.

Usage of 'Us' vs 'Them':

This is potentially the most alarming statistic of the Trump's fist speech. Variations of these words were used a total of 357 times. Forms of 'them' and 'they' were used a total of 202 items, indicating that Trump was often discussing other nations and people opposing the United States. This significant use of these pronouns establishes an 'us versus them' theme and mentality for his campaign.

Republic National Convention Speech (Results in Appendix B)

Personalisation vs Impersonalisation:

Personalisation was a much more common theme in this speech when compared to his Presidential announcement. This was due to Trump discussing foreign affairs far less in this

speech. The clear majority of individuals that were mentioned by name were American politicians. The only other that stands out was Sarah Root, a murder victim. In this situation, personalisation added more weight than impersonalisation because it made the audience feel 'closer' to the victim.

Individualisation vs Collectivisation:

In this speech Trump utilized this strategy of speech the opposite way of which it is prescribed in Machin & Mayr (2015). When speaking about the victims of violence against police and the victims of the terrorist attack in Orlando, FL, Trump collectivized the group and provided a number. Considering the occasion, collectivizing the 49 victims of the terrorist attack is understandable but not individualising the 7 police that were either injured and killed appears to break away from tradition. In contrast, Trump individualised the parents of victims who were murdered by illegal immigrants. This was potentially done strategically in order to bring the audience closer to situation that he could potentially control. Additionally, the only other group of people that were individualized were his family members.

Specification vs Genericisation:

Genericisation based on race or religion was seldom used in this speech. There were only a handful of situations where it could be applied and in the majority of thesesituations Trump was speaking of the American people. When speaking of Sarah Root, a murder victim, Trump did not specify that she was from the United States. Sarah's nationality was implied but was not explicitly stated, therefore it did not qualify as an example of specification. Additionally, Trump used genericisation when speaking of Iranians that captured American soldiers and when discussing 'Islamic terrorists.'

Nomination vs Functionalisation:

Trump functionalised the individuals he spoke far more often, almost twice as much, then specifying them by name. The main subject of these functionlisations was Secretary of State, Hillary Clinton. Throughout the speech, Trump refers to Clinton as 'Secretary of State' or 'my opponent'. This was done strategically in order for Trump to distance himself from and dehumanize Clinton. The majority of examples for nomination came from Trump naming his family members, a group he would rather appear closer to.

Use of Honorifics:

When speaking of elected officials and government leaders, Trump used the proper honorifics only 25% of the time. When Trump mentioned President Obama, President Bill Clinton, or Hillary Clinton he almost never used their formal titles. Trump mentions former President Clinton twice in his speech and does not use the formal title of President either time. However, Trump did use the appropriate honorifics when speaking of his running mate, Governor Mike Pence, and Supreme Court Justice Scalia.

Objectivation:

There is one example of objectivation in this speech and it is certainly significant in a practical sense. During this speech, Trump refers to his opponent, Hillary Clinton, as a puppet. When Trump is discussing "big business, elite media, and major donors" he refers to Clinton as "their puppet" and continues to say "they pull the strings" (Trump, 2016, July 21). The narrative of Clinton being a corporate 'puppet' would last through the rest of campaign and was a term that certainly 'stuck' with voters.

Anonymization:

There was seldom use of anonymization in this speech at the RNC. One of the few times that it was used was to speak about other politicians. In this speech, Trump refers to the

politicians currently in office as just 'the politicians'; Trump's strategy was to differentiate himself from the 'status quo politician' and did so by grouping them all into one group of 'the politicians'. Additionally, Trump referred to his doubters as 'all of those people'. This word choice played into an 'us against the world' mentality that he sought to create in his campaign.

Aggregation:

Aggregation was used strategically throughout this speech to draw attention to the subjects of Trump's choosing. In this case, aggregation was used as a tool to give added weight to statements about the economy and violent crimes by illegal immigrants. When speaking about the economy, Trump attempted to establish logos by stating he had billions of dollars in business deals (Trump, 2016, July 21). Furthermore, he went on to say that he would bring millions of jobs to the American people (Trump, 2016, July 21). When speaking about a few families that he met with whose children were victims of violent crime by illegal immigrants, Trump said that there were thousands more of these families (Trump, 2016, July 21). This aggregation adds weight to an already controversial issue and further polarizes his supports in a favorable way for Trump.

Usage of 'Us' vs 'Them':

When compared to Trump's speech to announce his run for Presidency, this speech has far fewer use of 'us versus them' language. This speech also differs due to there being much less talk about other groups or 'them' and this time the use of 'us' or 'we' is the majority of pronoun use. This was a strategic choice by Trump to focus inward on what he could offer voters rather pointing out the negative attributes of his competitors. Additionally, by this time in the campaign process, Trump only had one competitor left in Hillary Clinton.

Inauguration Speech (Results in Appendix C)

Personalisation vs Impersonalisation:

President Trump's Inauguration speech was focus more on the United States than it was on any individual in particular, leading to less examples to analyze in this category. All of the instances where Trump utilized personlisation came at the beginning of his speech when he thanked the former Presidents in attendance. Trump used impersonalisation when speaking about "the establishment" and Washington in a negative light, stating that they have only been helping themselves in the past (Trump, 2017, January 20). In these examples, impersonalisation provided a clear target for the audience to direct their anger.

Individualisation vs Collectivisation:

Due to the lack of discussion about other individuals, there were also few situations to apply this classification in Trump's Inauguration speech. The sole case of individiualisation occurred at the beginning of the speech when he acknowledged the previous Presidents in attendance. In this case individualizing them was the appropriate choice in order formally acknowledge a President. The one instance where collectivisation was utilized came when Trump spoke about other politicians. This was done strategically by Trump to throw all other politicians in the same basket while distancing himself from them.

Specification vs Genericisation:

Due to theme of this speech and event, race based discussion was kept to a minimum in this speech. There were no examples of specification throughout the Innauguration speech and several instances of genericisation. All but one of the instances of genericisation occurred when speaking about American people; the only other instance was when Trump mentioned Islamic terrorist. These situations all either complimented or made a promise to them; this appears to be

a strategic move in order to gain support from all citizens, primarily those who may not have voted for him.

Nomination vs Functionalisation:

During the only instance Trump spent mentioning other individuals during this speech, he acknowledged them by name rather than just their job or title. Again, this was at the beginning of the speech when he thanked the previous Presidents, Chief Justice Roberts, and Michelle Obama for their attendance and assistance.

Use of Honorifics:

During Trump's acknowledgements at the start of the speech, he used the proper honorifics for everyone that he spoke of. Contrary to Trump's speech at the RNC, he acknowledged Bill Clinton's title as President. In addition to all the Presidents in attendance, Trump acknowledged Chief Justice Roberts and First Lady Michelle Obama by their proper titles. This appears to have been done strategically to make Trump appear more respectful, gracious, and presidential on his first day in office.

Objectivation:

The only example of objectivation occurred when Trump likened the United States to something that will "shine for everyone to follow" (Trump, 2017, January 20). This use of objectivation imparts a positive image on the United States as Trump claims that "we don't seek to impose our way of life on anyone" (Trump, 2017, January 20).

Anonymization:

Anonymization was rarely used in this speech. During the instances that it was, Trump did not use it as a replacement for a source but to speak about groups of people. When speaking of "forgotten men and women" Trump went on to say that "everyone is listening to you now"

(Trump, 2017, January 20). This instance of anonymization gave weight and power to both sides of the statement respectively.

Aggregation:

Throughout this speech, aggregation was used a handful of times to add weight to statements Trump made, the first of which was publically refuted. The first instance in this speech where Trump's speech utilized aggregation was in a claim that "tens of millions" of people came to Washington, D.C. to attend the inauguration (Trump, 2017, January 20). The subsequent uses of aggregation were applied to situations where Trump discussed the national debt and the amount of jobs lost in the United States. The use of aggregation in this speech did not appear strategic but rather in line with Ahmadian et al's (2017) research on Trump and grandiosity.

Usage of 'Us' vs 'Them':

In this speech, forms of 'us' or 'we' were used nine times more than forms of 'they' or 'them'. This was a fitting strategy for the situation of his inauguration. By focusing inward, rather than on other groups or nations, the focus of the speech was about the United States and his plans for the nation. The word count in this category shows illustrates the inward focus and the progression of that focus from Trump's campaign announcement speech.

Joint Address to Congress (Results in Appendix D)

Personalisation vs Impersonalisation:

President Trump's Joint Address to Congress had nearly twice as much use of impersonalisation as his previous speeches at the RNC and his inauguration. This was due to Trump speaking more about the tasks he has assigned to the heads various departments. Rather than name the individuals he spoke, Trump named their organization which provides a sense of

weight to their tasks. The few individuals who were personalized were part of stories that Trump wanted the audience to feel close to such as Denisha Merriweather, a first generation highschool and college graduate.

Individualisation vs Collectivisation:

As opposed to all the previous analyzed speeches, individualisation was used more than collectivisation in this address. In accordance with Machin and Mayr's (2015) take on the subject, Trump utilized individualisation purposefully when speaking of the victims of violent crimes and their families in order to make the audience relate to them more. Collectivisation was only used when Trump spoke about members of the two dominant political parties.

Specification vs Genericisation:

Trump used genericisation far more than specification in his address to Congress. The instances where genericisation was used ranged from speaking about 'Islamic terrorists' to helping Latino and African-American youth and American people. Interestingly, the only individual that was specified based on country of origin was not a person and in fact the company, Harley Davidson. Trump acknowledged Harley Davidson as an American company and went on to describe their struggles with exporting their product. This instance of specification was strategic due to Trump utilizing a name that many Americans know and can relate to and providing a story that would make the audience support Trump's stance on international business.

Nomination vs Functionalisation:

Trump, used functionialisation to begin his speech by indicating those he wanted to address his following words to. These individuals were the Speaker of the House, the Vice President, Congressmen, and the First Lady. Most of the individuals Trump did nominate and

include their significant role were impactful from history such as President Lincoln, President Eisenhower, Alexander Graham Bell, and Thomas Edison. This was done strategically to establish logos with the audience throughout the address. Apart from those men, Trump specified a few individuals by name including a rare disease survivor, Megan Crowley. Rather than just referring to Megan was as a survivor, Trump referred to her by name and pointed her out in the audience. This was done not only to draw attention to her story but to add weight to Trump's demand for less regulation on medicine so that more people like Megan can find their cures.

Use of Honorifics:

In congruency with the change Trump made after officially becoming President, every time that he mentioned an elected official or government leader he used the proper honorifics alongside their name. This is part of a continued strategic choice to show respect for these individuals and in turn appear more 'presidential' himself. The individuals mentioned in this address include Judge Neil Gorsuch, Governor Matt Bevin, and Prime Minister Justin Trudeau of Canada.

Objectivation:

There was no use of objectivation throughout Trump's address to congress. Considering the topics discussed, which included the economy, jobs, crime, and healthcare, this was a strategic choice in line with Trump's more 'presidential' speaking style.

Anonymization:

Similar to the speeches that were previously analyzed in this study, Trump continued to use anonymization to speak of others in order to support his claims. Almost all of these instances occurred when Trump was speaking of unnamed 'allies' or 'partners'. These anonymous 'allies' and 'partners' were mentioned by Trump potentially to make it appear to the

audience that Trump has more internationally allies than he really does to accomplish his goals in foreign affairs.

Aggregation:

This address to Congress provided more instances of Trump using aggregation than any of the other speeches analyzed in this study. Trump continued to use aggregation to add weight to the topics of his choosing; these subjects included the amount of people who supported his campaign, investment in the American economy, jobs that he would create, and money the American government is currently costing taxpayers unnecessarily. Trump's use of aggregation leaves the scale of these issues up to the audience's imagination with the goal of garnering their support for immediate action.

Usage of 'Us' vs 'Them':

Following the trend of Trump's transition into the role of POTUS, the subject of Trump's speeches have shifted from speaking more about other groups to largely focusing within. This is quantified clearly by the use of 'us' and 'we' statements occurring more than twice as much as statements containing 'they' and 'them'. This usage of pronouns was appropriate for this address because of the messages of self-improvement Trump sought to send the primary audience, the United States Congress.

Discussion

Through the chronological progression of Donald Trump's campaign there is a clear evolution of his speech style while some aspects stayed stagnant; the evolution of his speech style is not only noticeable qualitatively but the differences are quantifiable as well. The evolution of his speech style is predominantly evident in the use of honorifics and his use of

pronouns. While there was change in the aforementioned categories, Trump's use of anonymization and aggregation stayed constant throughout.

Honorifics showed a clear difference in the two speeches pre-inauguration and post and post-inauguration. The increased use of honorifics and complete disappearance of referring to government leaders without proper honorifics suggests an attempt to appear more presidential rather than a change of mind to be more respectful.

Donald Trump's use of 'us versus them' language showed a steady chronological progression. Trump's first speech was laced with it as those terms were used over 300 times; throughout the campaign there was nowhere near as much talk about 'them' as Trump's speeches increasing became more inwardly focused. Trump's initial use of this language created a stark difference between himself and other Republican as well as Democratic candidates in the eyes of American voters. Kaplan, Freedman, & Iacoboni (2007) found that "the more negatively [people] felt about the opponent, and the more positively they felt about their own candidate, the greater the DLPFC activity discriminated between the two candidates' faces" (p.60). This suggests that Trump's strategy of differentiating himself from his opponents while mentioning them negatively, increased the amount of attention audiences gave to him. Like the change of use in honorifics, this progression suggests a focus on a more presidential speech style and his plans for the United States after Trump had accomplished his initial goal.

The sole use of objectivation of another individual in the speeches analyzed in this study was a practically significant one that stuck around through the entirety of the campaign. Secretary Clinton's moniker of being a 'corporate puppet' was a strategic blow to her campaign made Donald Trump. Trump excelled at using his environment and current events to speak without a teleprompter while diminishing the platforms his opponents stood on (Hall, Goldstein,

& Ingra, 2016). Trump's use of objectivation succeeded due his understanding of the political climate around the situation.

Throughout Trump's campaign, excluding his Presidential announcement speech, anonymization and aggregation were used consistently for the same purpose. Trump consistently used these tactics to add weight to subjects that were part of his priorities. Cohen & Hamman (2003) "suggest that popular presidents are more persuasive than less popular presidents" (p. 420) and Cohen (1995) found that Presidents must speak about subjects important to them in substantive terms; Trump's use of anonymization and aggregation suggests an attempt to compensate for this lack of persuasiveness and potentially a scare tactic to garner more attention and support on these subjects.

Avenues for further research include finding causal relationships for the utilization of these different speech attributes on voter sentiment. Research on this topic could produce quantifiable findings that could not only provide better understanding for researchers but potential strategies for more effective public speaking.

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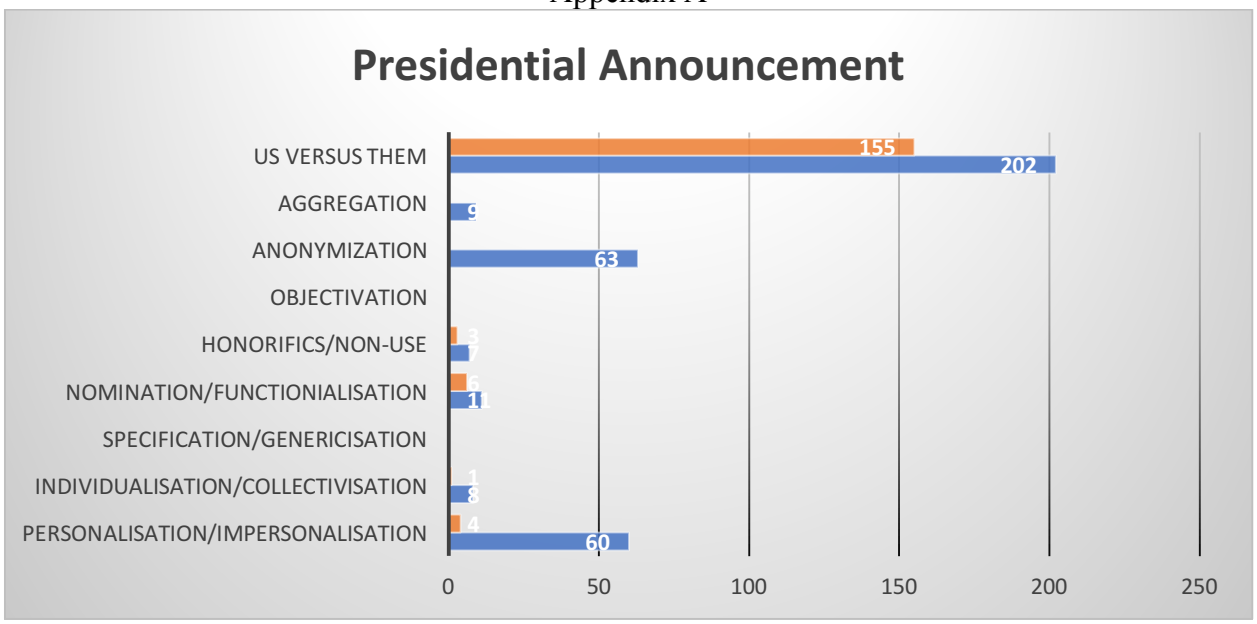
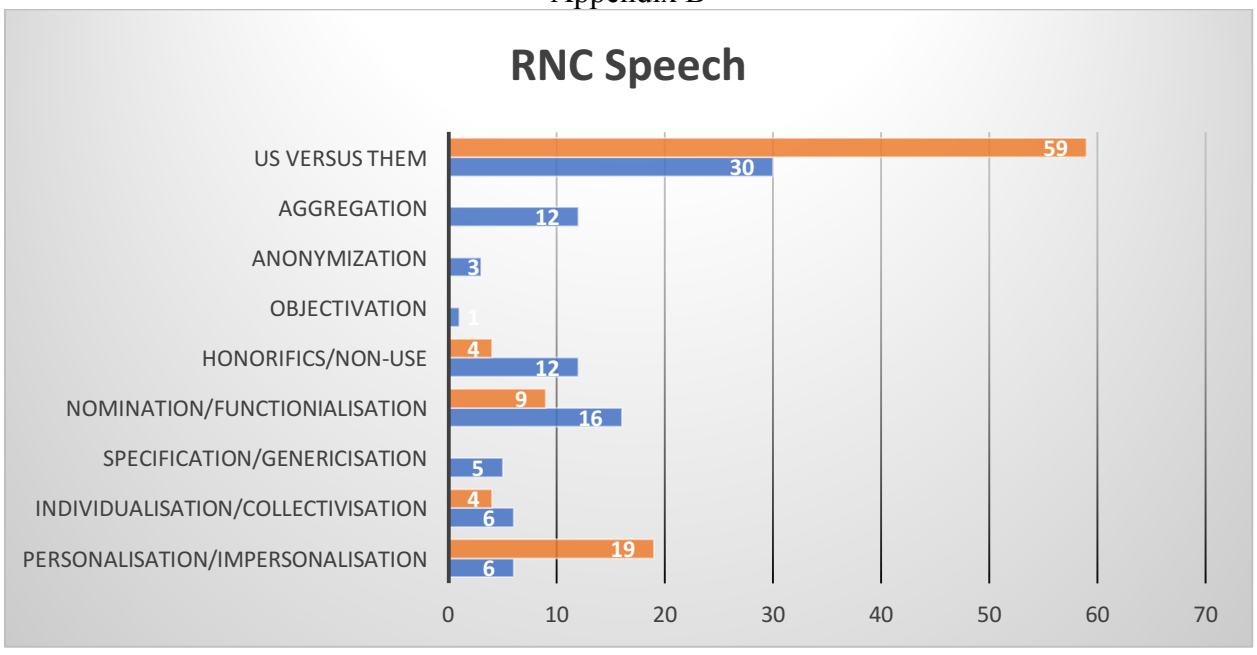
Appendices

Speech Results

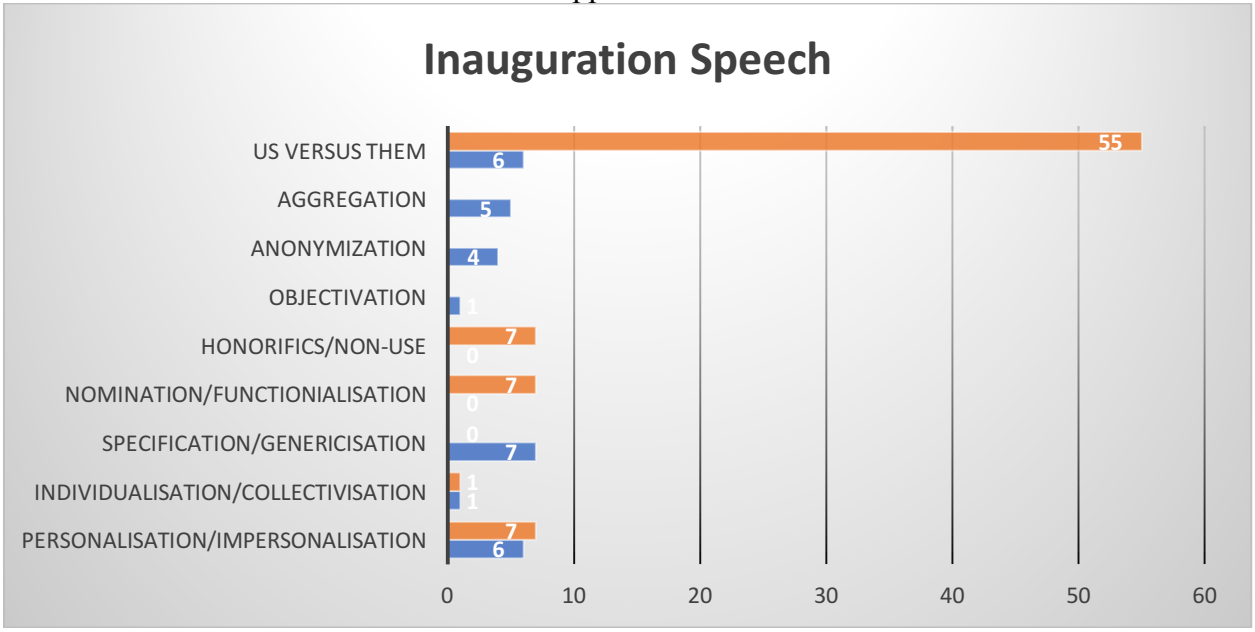
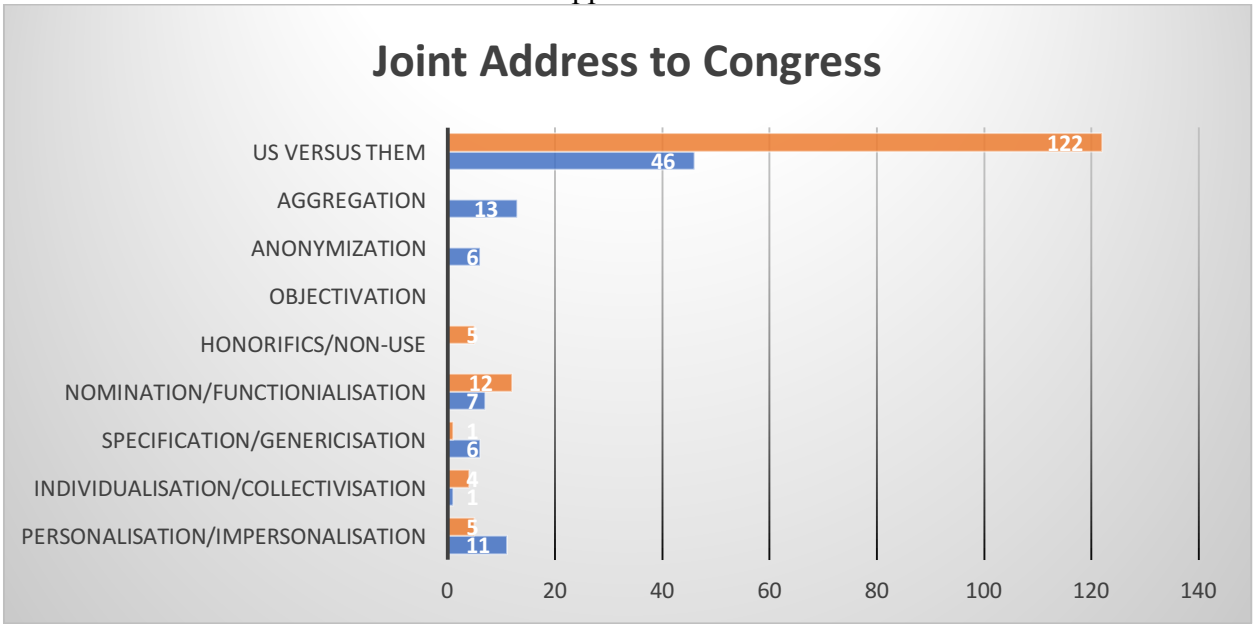
Appendix A



Appendix B



Appendix C



Appendix D