

Tasks:

1. *Outline the speech/ ...*
2. *Analyze how Donald Trump brings his messages across to his voters. Focus on the following aspects listed below. You may use tools like:*
 - <https://voyant-tools.org/>,
 - <https://wortliga.de/textanalyse/>,
 - <https://languagetool.org>
 - <http://textalyser.net>
3. *Discuss advantages and disadvantages of Trump's use of language in politics.*

Quantitative analysis (use of online tools required)

comprehensibility of language used:

- variety of words
- repetition of words
- length of syllables of words used
- length of sentences
- use of active and passive structures
- creation of new words

creation of unity and/or joy:

- use of terms associated with first person singular and plural (i.e. 'I', 'me', 'my', 'we', 'us', 'our')
- use of terms associated with positive connotations (i.e.: 'freedom', 'liberty', 'proud', 'strength', ...)

creation of enemies and/or fear:

- use of terms associated with the second person plural (i.e. 'they', 'them', 'their')
- use of terms associated with negative connotations (i.e. 'corrupt', 'crisis', 'destroy', ...)

Qualitative analysis

Additionally an in-depth analysis of at least one speech (content, the use of stylistic devices, structure) is needed, in order to draw critical, informed conclusions.

In political speeches you may especially focus on the following stylistic devices:

engaging the audience:

- rhetorical questions,
- personal anecdotes,
- imperative sentences,
- appealing to common sense (i.e. 'as everybody knows', 'believe me', ...), ...

emphasizing aspects through the use of:

- metaphors,
- similes,
- allusions,
- personifications,
- alliterations and anaphoras,
- repetitions of words and sentence patterns,
- hyperboles,
- intensifiers (i.e. 'very', 'tremendously', ...)

establishing credibility: **Attention:** fact check!

- use of facts, statistics, ...
- quoting 'experts', ...

