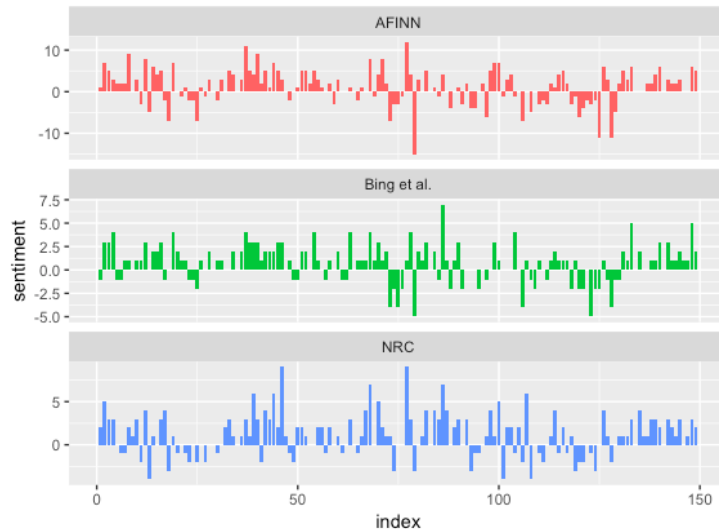


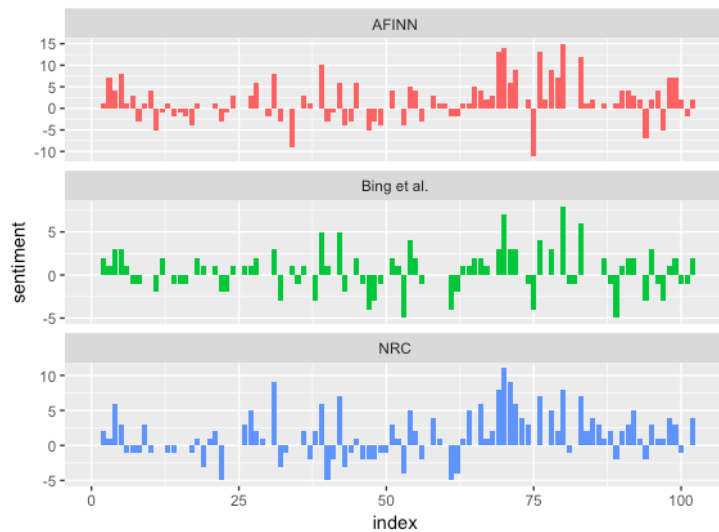
Text Analysis Report

Analyze the text in these speeches, beginning with a sentiment analysis. Use positive vs negative sentiment and the sentiments "joy," "anger," and "anticipation." Write a short report that includes a brief description of your analysis.

Trump:



Reagan



Sentiment Analysis

Positive vs. Negative:

-Trump's speech included the most positive sentiment in the middle of the speech, Reagan's speech had the most positive sentiment toward the end. Shows that Reagan was going for a more grand and spectacular ending to his speech, while Trump set his climax in the middle. Very different style of speaking strategies.

- Looking at the y-axis scale, the range of the sentiment score shows that Reagan used words that are identified as more positive than Trump (ie. having AFINN score stretching up to 15 and above, where Trump only used positive AFINN score up to 10 and above. Similarly with NRC score). This shows that Reagan's speech is generally considered more positive and more hopeful.

Trump

Joy:



Anger



Anticipation:

dictatorship
gang
fighting
defense
deserve
terrible

Reagan:

Joy:

heroism
progress
save money
faith true
freedom
pay to
resources of good pride
grant of liberty

Anger:

fraud
recession
money
uncontrollable
force

Anticipation:



Word Cloud Comparison:

Joy

- Reagan used more words that is associated with "joy" than Trump (Trump had less amount of words in the word cloud for joy)
- Trump's most used "joy" word is "Finally"- according to the proportion of words in the cloud. (In my opinion, not a very effective word to use in a speech to express joy or happiness.) And his second most used "joy" word is "freedom". Reagan's most used "joy" word is "freedom." From both presidential speech, it can be shown that "freedom" really is a popular and powerful word for persuasion and positivity, brings people hope.

Anger

- Reagan's second most used joy word is "money", while his most used anger word is also "money". His speech targeted financial issues in the US. And according to CBS news article "Presidents ranking from the worst to the best", Reagan was ranked top 10 most popular presidents of all times, and one of his most important achievement lies within his changes of US economy. His success lies within "more positive views of his economic management and crisis leadership. He scored extremely highly for public persuasion skills and setting the national agenda....Reagan was able to pass legislation that sped economic growth and strengthened national defense, advancing his vision of 'peace through strength' in the years leading up to the end of the Cold War." Reagan was also able to cut taxes and increased defense spending. Showing that he did keep his promise through his presidency.
- Trump used more words associated with anger than Reagan.

Anticipation

- Trump's most used anticipation word is "deserve", same with his most used anger word, where Reagan's most used anticipation word is "Time" and "Peace".
- Trump used verbs more, while Reagan used nouns more, this proves that Trump focused more on the action toward his goal, while Reagan targets more toward material goods and mental satisfaction. Reagan seems to be a little vague here, since his most used anticipation words doesn't quiet point us toward a goal, where Trump seems a little more active in his pursuit for a Greater America.

- Yet Reagan used a lot more anticipation words than Trump, showing that he is trying to appeal to the audience by helping them anticipate a better future. Providing hope is usually a very good strategy for speeches - proves why CBS scored him “ extremely highly for public persuasion skills”.

About First State of Union speech:

The First State of the Union is the first annual message presented by the President George Washington to a joint session of the United States Congress addressing budget, economic issues, legislative agenda and national priorities Jan 8th 1790.

Conclusion:

Both presidents had very different style in word choices and styles. Reagan (1981- 1989) was definitely one of the more popular presidents in the US history. Just by looking at the type of words he used in his speech, we can see that he is a very charismatic president who is determined to change the economic structure of the US - and kept his promise. Trump also did use many good and persuasive words in his speech, in general, he used less amount of words that show the three emotions “joy, anger and anticipation” than Reagan and his word choices also seems a little unsophisticated. Since his presidency just started, we can't evaluate whether he kept the promises and goals he set up through his speech, yet it seems like his popularity is way lower than Reagan.