Slide 1: Good morning. My name is Marcos Dominguez. Before I get started, I’d like to congratulate president-elect Joseph R. Biden and the DNC on your victory.

Slide 2: However, the battle has just begun, as there are still 72 million staunch Trump supporters whose views and attitudes differ significantly from ours. Clearly, we can’t continue live in disarray with each other because it could lead to increased political instability and distrust in institutions. (show image 1) In 2016, according to a poll conducted by Pew Research democrats and republicans had negative views of each other, labeling each other “close-minded,” “immoral,” “dishonest” and “lazy.” (show image 2) To this day, we can’t even agree on what’s important during both a pandemic AND a recession.

Slide 3: The solution I am proposing is using natural language processing to analyze Trump’s speeches, extracting topics he used to appeal to his base, and using those topics to appeal to the same base in order the bridge the gap and unite the country.

Slide 4: What is Natural Language Processing, you ask? Natural Language Processing (or NLP) is the process of using computer programming and mathematics to decipher human language and produce valuable insights. In this case, I extracted several topics from Donald Trump’s October speeches.

Slide 5: In October, Lame Duck President Trump held several speeches in Arizona, Nebraska, Wisconsin, Michigan, and Pennsylvania. For my analysis, I used 8 of them.

Slide 6: Over the course of his 8 speeches, Donald Trump focused his speeches on Economy, Conservative Values, Patriotism, Trolling the Dems, Border, Winning the Election, China/World Trade, COVID, and Law & Oder.

Slide 7: It is important for President-elect Joe Biden to show solidarity with Trump supporters, even if we don’t necessarily agree with their political views. I’m not saying we should turn our backs in liberal principles. Demonstrating commonality with those we do not agree with would make a significant impact on closing the divide. For example, discussing “open-carry” gun laws in conjunction with common sense gun reform is a good way to appeal to both sides of the aisle. Emphasizing the importance of COVID safety while allowing people to gradually return to a normal life is another example. As you can imagine, there’s various ways each topic can be approached.

Slide 8: Extracting priceless information from iconic figures in history would give extremely useful insight on what it takes to unite the nation. Given the opportunity to further research this topic, I would dig into speeches by former Presidents Obama, Roosevelt, and Lincoln.

Slide 9: Thank you for your time and I’d love to answer any questions!