**Voyant Observations for Donald Trump**

In using the Voyant Tools for Donald Trump, there is the immediate issue of only having one official State of the Union Address. To facilitate a reasonable comparison of text, we have chosen to use his Weekly Addresses from the entire year of 2017 as a corpus to analyze. This we hope can give us a large enough sample size to compare with each of the preceding President’s 8 States of the Union addresses.

**Summary**

In the Summary there is an immediate difference in most frequent word usage in the text. Comparing to the baseline analysis, this is a much more American-centered word usage, which is expected from the “America First” Administration. Terms such as Tax, health, Obamacare, jobs, and Heroes stand out among the most distinctive words. This seems to be right in line with his work to repeal the Affordable Care Act, and his frequent discussion of rescue workers and soldiers as heroes.

**Phrases**

With Trump we again see that the most repeated phrase is an appeal for Congress to act, followed closely by his signature ‘Make America Great Again”. He refers to repealing “Obamacare” and an “Army of Lawyers”. These are interesting subjects into the times that Trump is serving in, using legal pressure to overturn the previous administations work. They seem to represent Trump attempting to be an active president whom is vocal about his efforts.

**Scatter Plot**

We again use the Scatter Plot with Principle Component Analysis, and can observe an extreme prevalence towards “Amcerican”. No other terms come close to the significance that “American” holds, and shows Trumps focus on his America First platform. This is obvious considering his campaign run and presidential focus, but the scatter plot is an interesting point of observation of just how strong that focus is within his speeches.

**Terms Berry**

Within the Terms Berry we observer more of the same strong prevalence to American and complementary ideas, country, people, jobs. The terms seem slanted towards on side and do not all coalesce around one central idea. This shows Trump’s strong affinity for speaking ‘To the American People’ and about improving their situation. This is much more strongly shown than in the baseline comparison.