

Report:

Donald Trump Presidential Campaign,

725 5th Ave, New York, NY 10022

Nov. 6, 2016

To: The Campaign Manager

From: *UD*

Subject: Mr. Trump's Linguistic Effectiveness

Mr. Trump has been able to connect to the American citizens with his speeches. Catchy slogans ("Make America Great Again"), short sentences and easy comprehension as opposed to the politically elite and difficult language used by other candidates, have been Mr. Trump's forte. He has been majorly positive in all his speeches most of which include important agendas like insufficient jobs, illegal immigration, Islamic terror, national security and the disorganized military and defense. Mr. Trump has been particularly able to address the people of the country as being great, and his potential and eagerness to guide the people of the country to unprecedented levels of economic and social stability. Furthermore, his act of reminding the American people that the nation needed a "Great Leader" through his speech on "National Security", almost two and a half months after the actual speech, was strategically brilliant.

Mr. Trump's approach towards professing his dissent against President Obama's initiatives and administration has been structured precisely to convey how differently he intends to tackle national and global issues. Mr. Trump has also spoken actively about Secretary Clinton and his profound feeling of her being a weak candidate for such a prestigious rank. He has charged her for illegally deleting classified information even after receiving a subpoena, and has identified the legal proceedings for it to be uncovered.

Lastly, Mr. Trump makes it very clear how America demands change, how he would work towards architecting a better America, and how Hillary Clinton would be just another four years of the not-so-good "Obama Rule".

#### **Attachments.**

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