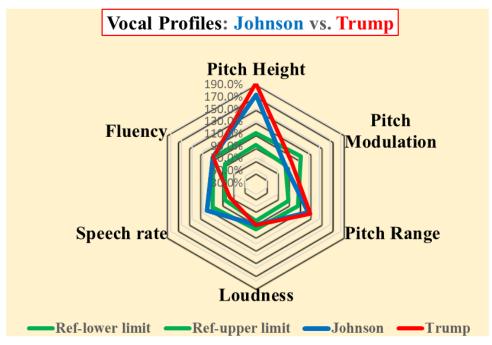
## Amazing Similarity Between Boris Johnson's and Donald Trump's Speaking styles



<u>Vox Institute</u> compared **Boris Johnson's** first speech as PM - delivered on 24 July 2019 with that of **Donald Trump's** Inauguration Address on January 20<sup>th</sup> 2017.



The graph above illustrates the % of correspondence / deviation from "the perfect voice" values elaborated by <a href="Vox Institute">Vox Institute</a> and the linguist Andrew Linn of Sheffield University. The green lines <a href="Ref-lower limit">Ref-lower limit</a> and <a href="Ref-lower limit">Ref-upper limit</a> represent the ranges of such optimal values. The "perfect voice formula" gives us an exciting glimpse into what makes voices appealing or repelling. For ex. if your pitch height is within the range of optimal values, you will inspire trust. If your pitch modulation and your pitch range have the required values, you will be perceived as dynamic, emotionally engaged and competent.

Acoustic analyses of Trump's and Johnson's voices reveal great similarities. They both have far too high pitches (future will tell us about the trust they inspire) and too wide pitch ranges (which may be interpreted as forceful vocal insistence for lack or valid arguments for the promises they make).

The only significant difference is in the pace: Johnson's speech rate is faster (5.9 syllables / sec) than Trump's (3.7 syll./sec).

It took Johnson 11 min. to utter **1,684** words (153 words / min) and make **55 promises**. It took Trump 13 min. to utter **1,457** words (112 words/ min).

## Similarities in their Vocabulary



<u>Johnson's most frequent</u> <u>words:</u> country/people (20 times); you/your (20 times) ready (9); going (8).



Trump's most frequent words: America /American (30 times); you/your (26); country/people (19); great (6).

**Lexical Density:** the ratio of the total number of words to the number of unique words in the document. A lower ratio indicates a vocabulary with more of unique words, while a higher ratio indicates a simpler text with words reused

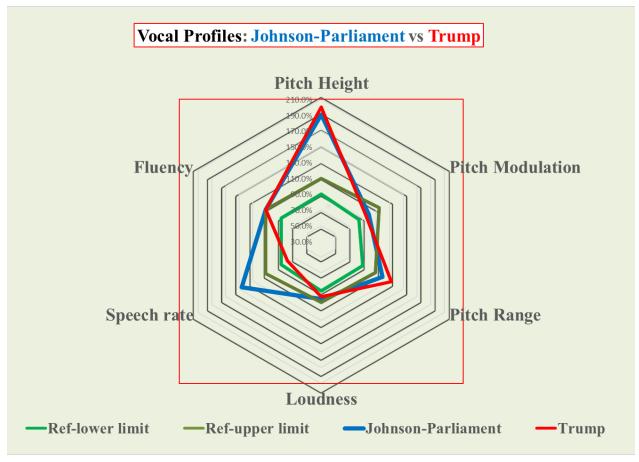
Lexical density is simply a measure of <u>how informative a text is</u>. In adults' speeches the standard ratio is about **0.28**.

Both Johnson's and Trump's Lexical density = 0.37 level - roughly corresponding to 17-year olds' written narratives

## Johnson's first speech in the parliament 25- July 2019

Extract: first 77 sec

Lexical Density = 0.58



Except for Johnson's faster speech rate, Trump's and Johnson's vocal features are identical.



<u>Most frequent words</u>: greatest; kingdom; united.

There is no doubt that Johnson is going to make the UK great again.