Appendix A. Data for individual presidential nomination acceptance speeches: party affiliation, year, mean pleasantness, activation, and imagery; proportional use of first, second, and third person pronouns, and of America-words; number of words, Grade Level, candidate’s name, and indication of winning candidate (asterisk).

Mean Values Proportions for Use

Party/Year Pleasant Active Imaged First Second Third America #Wrds GL Candidate

R 1948 53.76 51.98 46.91 .059 .009 .010 .005 1385 9.0 Dewey

D 1948 47.86 48.52 45.71 .037 .005 .033 .001 2657 8.4 Truman\*

R 1952 52.61 50.94 47.69 .076 .009 .015 .011 1138 8.8 Eisnhowr\*

D 1952 51.20 51.27 45.16 .065 .020 .010 .002 1726 10.5 Stevenson

R 1956 50.71 50.79 47.04 .038 .007 .013 .003 4386 11.7 Eisnhowr\*

D 1956 50.89 50.44 45.88 .066 .009 .010 .010 3029 9.2 Stevenson

R 1960 50.06 51.36 45.75 .062 .010 .016 .015 5394 12.4 Nixon

D 1960 49.25 50.72 46.81 .048 .006 .021 .004 2588 10.2 Kennedy\*

R 1964 50.24 50.31 45.65 .056 .008 .010 .004 3179 11.3 Goldwater

D 1964 51.91 51.55 47.18 .068 .009 .013 .012 2302 7.5 Johnson\*

R 1968 50.69 50.77 48.29 .050 .006 .024 .025 4624 8.2 Nixon\*

D 1968 50.18 51.03 45.37 .062 .011 .010 .017 3785 9.5 Humphrey

R 1972 50.02 51.08 49.23 .069 .011 .012 .020 4347 10.0 Nixon\*

D 1972 50.17 49.48 49.03 .055 .007 .008 .010 2601 10.3 McGovern

R 1976 51.44 52.14 48.85 .067 .011 .013 .016 2893 8.9 Ford

D 1976 50.35 51.83 46.09 .063 .007 .004 .010 2948 10.4 Carter\*

R 1980 49.64 51.74 48.23 .056 .004 .016 .009 4667 10.5 Reagan\*

D 1980 50.50 51.37 47.03 .041 .007 .019 .013 4629 9.1 Carter

R 1984 48.75 50.38 49.53 .044 .004 .022 .008 5001 7.4 Reagan\*

D 1984 51.00 51.80 49.98 .073 .016 .021 .017 2420 5.7 Mondale

R 1988 50.77 50.52 47.25 .056 .010 .014 .008 4455 6.7 Bush1\*

D 1988 51.77 50.98 49.27 .055 .008 .018 .012 3313 9.2 Dukakis

R 1992 50.48 51.57 50.05 .059 .012 .017 .013 4984 6.6 Bush1

D 1992 51.37 51.61 50.41 .067 .014 .023 .014 4440 7.4 Clinton1\*

R 1996 49.28 50.04 45.50 .056 .015 .014 .010 5753 8.1 Dole

D 1996 50.74 52.29 51.02 .068 .010 .022 .012 6937 8.4 Clinton1\*

R 2000 51.21 51.05 49.31 .064 .010 .019 .008 8180 6.7 Bush2\*

D 2000 52.03 51.13 50.13 .061 .016 .017 .007 5772 7.7 Gore

R 2004 51.52 52.44 50.08 .059 .009 .018 .013 5001 8.3 Bush2\*

D 2004 51.20 51.23 50.73 .071 .010 .015 .016 5176 7.4 Kerry

R 2008 51.54 52.38 50.62 .077 .015 .024 .007 4337 6.5 McCain

D 2008 50.23 51.02 49.05 .053 .013 .018 .011 4680 8.8 Obama\*

R 2012 51.99 51.56 50.19 .054 .014 .022 .023 4096 7.4 Romney

D 2012 50.59 51.25 49.03 .055 .019 .018 .006 4468 7.6 Obama\*

R 2016 49.29 51.36 49.60 .061 .007 .023 .012 5094 8.5 Trump\*

D 2016 51.53 51.52 49.93 .058 .019 .024 .008 5389 7.0 Clinton2

R 2020 50.42 51.56 51.05 .051 .013 .027 .014 6980 8.1 Trump

D 2020 50.89 50.85 49.30 .060 .010 .017 .013 3202 5.8 Biden\*

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Dictionary 50 50 50

Mean

Dictionary 22 22 36

SD

2xse .71 .71 1.16 .008 .004 .005 .002 - -

Notes: For party, R=Republican, D=Democrat; Eisenhower is shortened to Eisnhowr; #Wrds stands for the number of words in the speech and GL for its Flesch-Kincaid Grade Level; 2xse represents the least significant difference between any two means in the same column – any difference larger than this value is significant at p<.05, two-tailed.

Appendix B Correlations of the dependent variables with year and three dummy variables representing years 1972 and later, 1980 and later, and 1996 and later.

**Speech Variable Year 1972 Dummy 1980 Dummy 1996 Dummy**

Pleasantness .04 -.03 .04 .11

Activation .34\* .31 .28 .25

Imagery .74\*\* .72\* .72\*\* .55\*\*

1st Person Pronouns .11 .13 .12 .14

2nd Person Pronouns .42\*\* .25 .37\* .45\*\*

3rd Person Pronouns .40\* .21 .46\*\* .36\*

America Words .26 .25 .10 .06

Speech Length .63\*\* .51\*\* .59\*\* .60\*\*

Grade Level -.61\*\* -.50\*\* -.66\*\* -.47\*\*

Notes: \*p<.05, \*\*p<.01

The column for 1980 was included because a Reviewer’s comments indicated that changes made in nomination procedures for 1972 had not really stabilized until 1980.