



# CLEARWATER ADVISORS

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## Prime Ministerial Leadership Contest April 2015 Identifying the presentation "X-Factor"

Personal Presence Analysis®  
For  
Ed Miliband, David Cameron, Nick Clegg and Nigel Farage

# ACOUSTIC VOICE ANALYSIS RESULTS

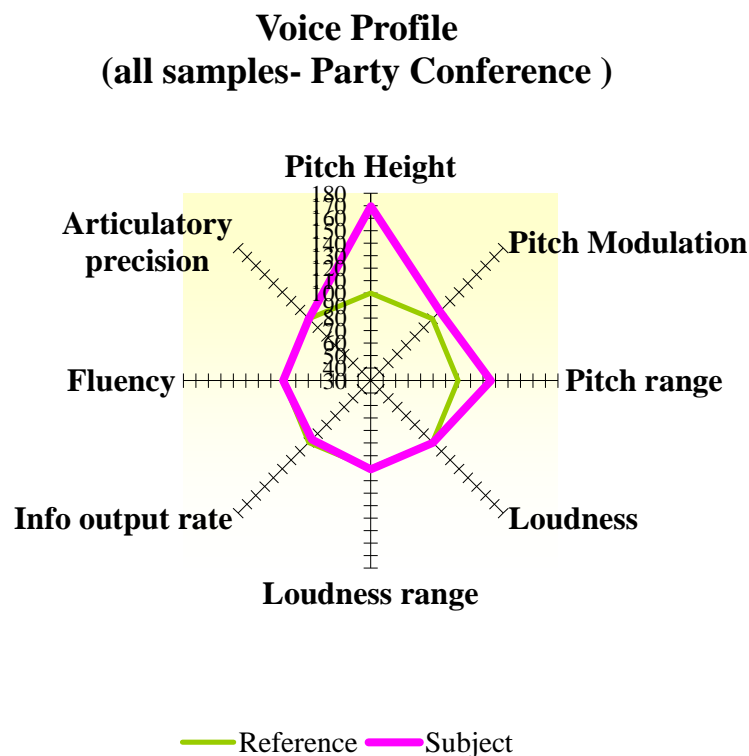
**Subject: Mr Cameron**

Procedure:

Two sets of samples were submitted to acoustical signal analysis.

- 1) David Cameron's Speech to Conservative Party Conference 2014 (3 samples : beginning, middle, end)
- 2) Election TV debate April (5 samples: opening statements, response to deficit, NHS, immigration, concluding statements )

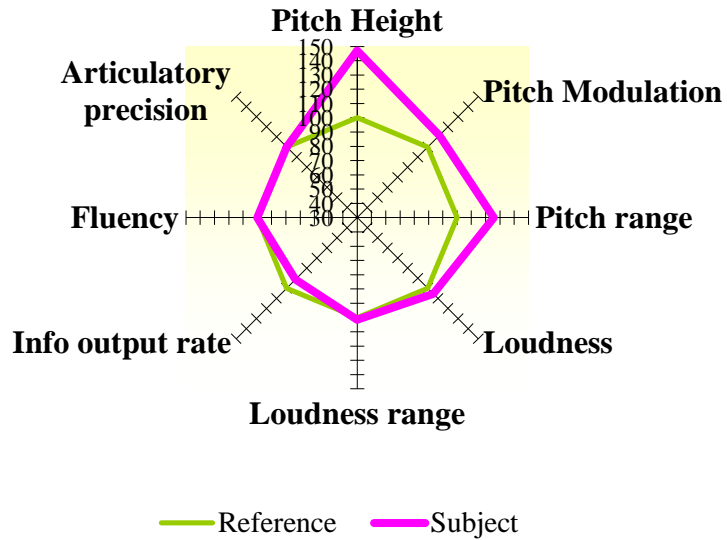
The measured values were compared with those of reference-speakers of similar professional and social background. In the figures they are expressed on a percentage scale.



As shown in the Voice Profile above, the speaker's pitch much above the required value and his pitch range is very wide.

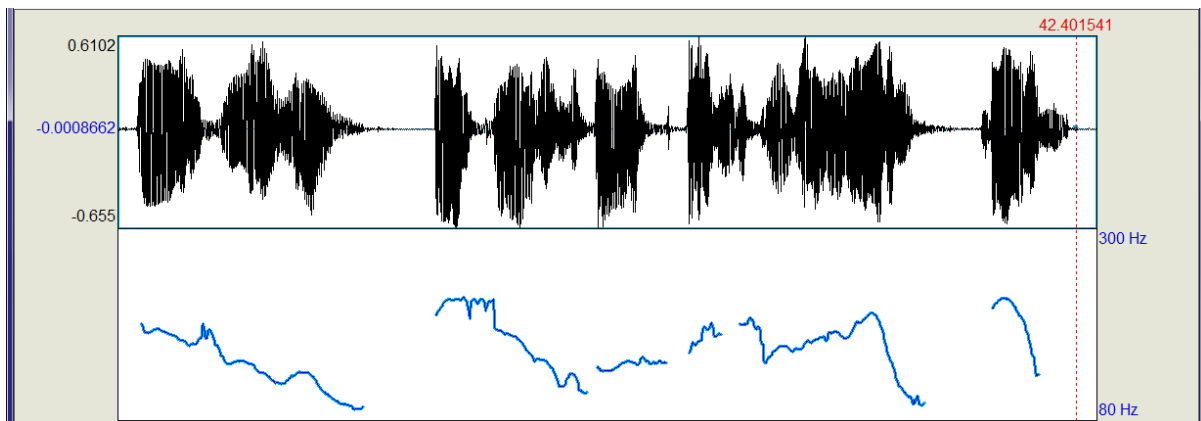
At the debate, his pitch is still very high (normally male voice does not exceed 120 Hz while his pitch often reaches 150Hz).

## Voice Profile (all samples-Debate)

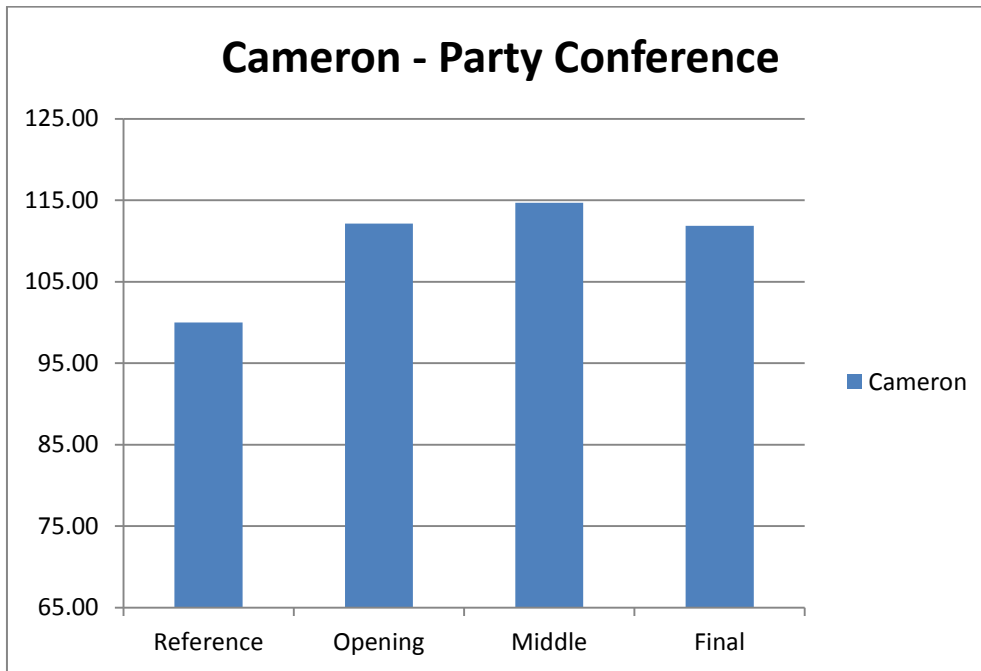


### Speaker's Image

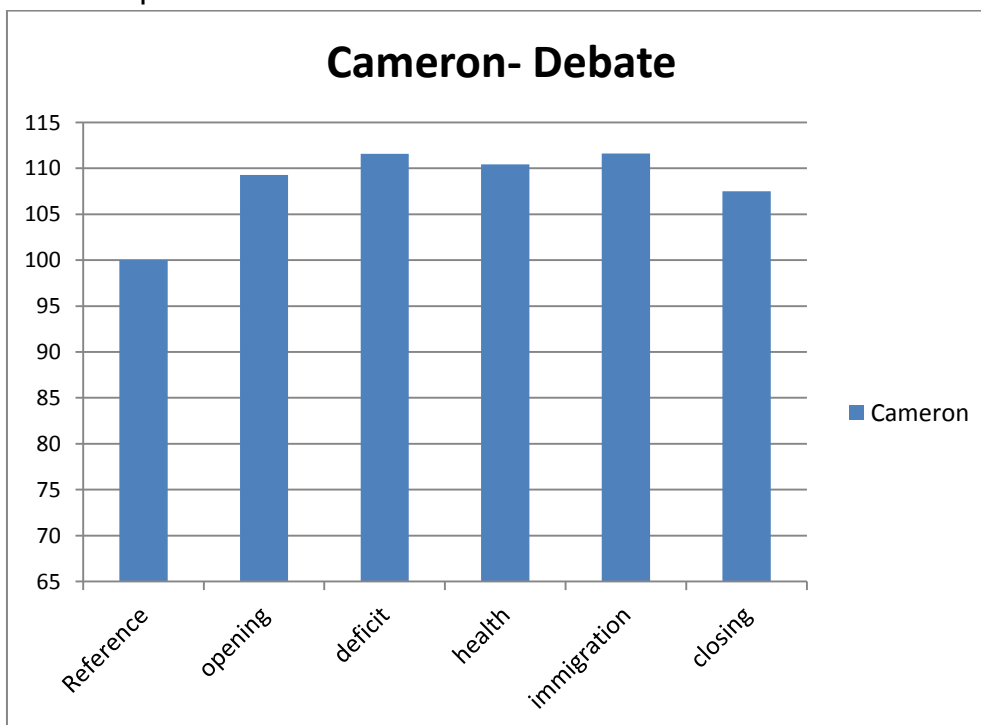
Such vocal characteristics are not pleasant to the ear and may be perceived as signalling a high emotional arousal which is usually associated with honesty. The perceived level of dynamism is quite high as well. The speaker's level of credibility is moderate and it is positively reinforced by his falling intonations – downward end-of-phrase contours (see figure below).



## Degree of Emotional Involvement



The height of the columns indicates that the speaker's emotional involvement is much above average (reference). His emotional expressiveness is the highest in the middle of his speech.



One observes a similar pattern in the debate. In his closing statement the speaker is slightly less emotional.

### Vocal Style

The main features of the speaker's vocal style are: a comfortably loud very modulated high-pitched voice combined with a moderate rate delivery, and falling intonations.

## Speaking style / rhetorical figures

### Cameron Party Conference

**Ethos:** "I am so proud"

**Attention:** To captivate the audience's attention he uses the classical rhetorical figure of **anchoring in time** / a precise date: "On June 6<sup>th</sup>, the 17<sup>th</sup> anniversary of D-day" - much like W. Churchill's "On *Friday evening last* I received His Majesty's commission to form a new Administration (On May 10, 1940, Winston *Churchill* became Prime Minister). This is followed by the story-telling technique: naming a specific person - an eye-witness.

**Logos:** classical figures are frequent. They include:

- a large quantity of anaphoras (deliberate repetition of the first part of the sentence - possibly the oldest literary device)
- rhetorical questions
- 2 *paromologias* (admitting a weaker point in order to make a stronger one)

#### Pathos:

- Appeal to **pride**

*Amplification* - a well known figure - arranging words in a sequence of **increasing force** - comparable to climax sometimes called incrementum.": "...**for you, for your family, for everyone**".

The same figure is used in his concluding remarks at the debate:

"...security **for you, for your family, for our country**".

Overall Rating Scale Communicating and Persuading		
5	High	Talented
4		Consistently Proficient
3	Medium	Proficient
2	Low	Some Development Needed
1		Major Development Needed

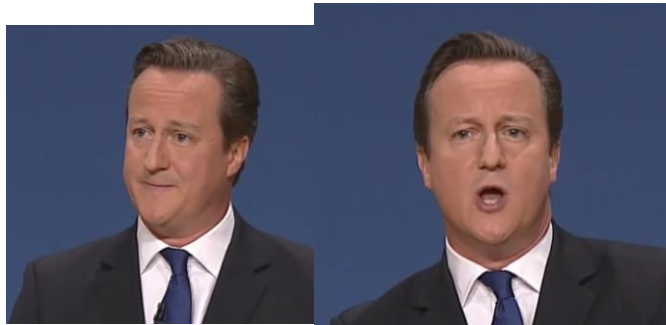
## NONVERBAL BEHAVIOUR

### PARTY CONFERENCE

**Negative facial expressions** are very clear and congruent with the content of his discourse.



(sadness) « ... behead journalists and aid workers... »

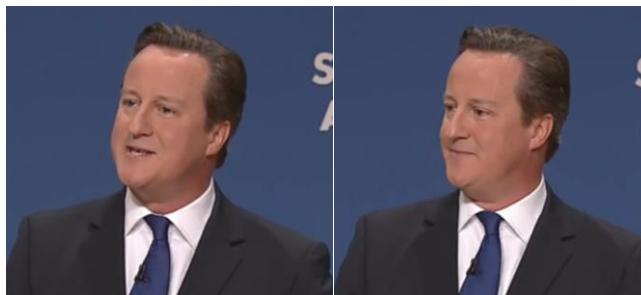


(worry) « ...nothing comes easy, no reward without effort... »



(worry) « ...Labour had made some mistakes... »

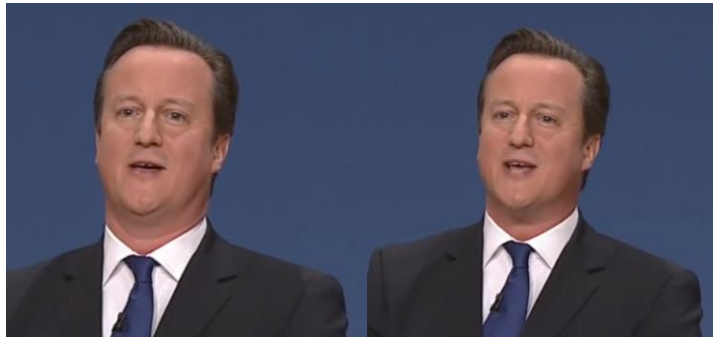
### Positive expressions



There are no fully developed smiles - just slight contentment is seen.  
« ...1.8 million jobs... »



(neutral or very slight contentment)  
« ... Britain that everyone's proud to call home... »



(neutral or very slight contentment)  
Speaking about children

### TV Debate

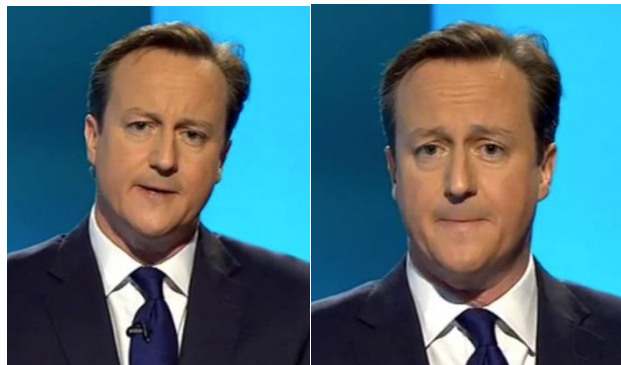
**Introduction:** mainly negative emotions can be seen



(worry – congruent)  
“... this country was on the brink”



(worry – congruent)  
“...millions of people unemployed...”



(blend of concern and anxiety - not entirely congruent)  
“Britain can do so much better than that”

### Deficit

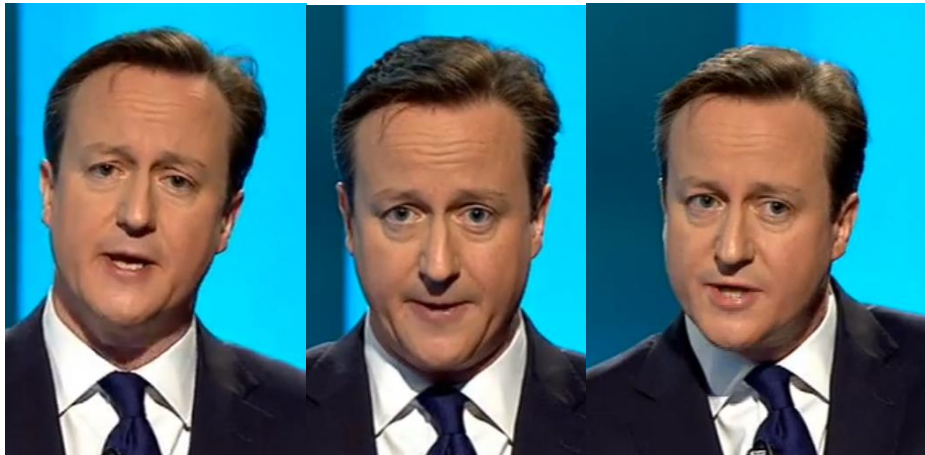


(determination) congruent  
“...we are going to find savings...”



(doubt and slight anger) non-congruent  
‘We have a plan which is working’  
The negative expression here may mean I am angry with those who think it’s not working’

## NHS



(worry, doubt) – congruent  
“20 000 more bureaucrats..... ”      “some of the worst”

## Immigration



(worried) - non-congruent  
“...they help make this a great country





(pleased) – congruent  
“we have created more jobs than the rest of the EU put together”

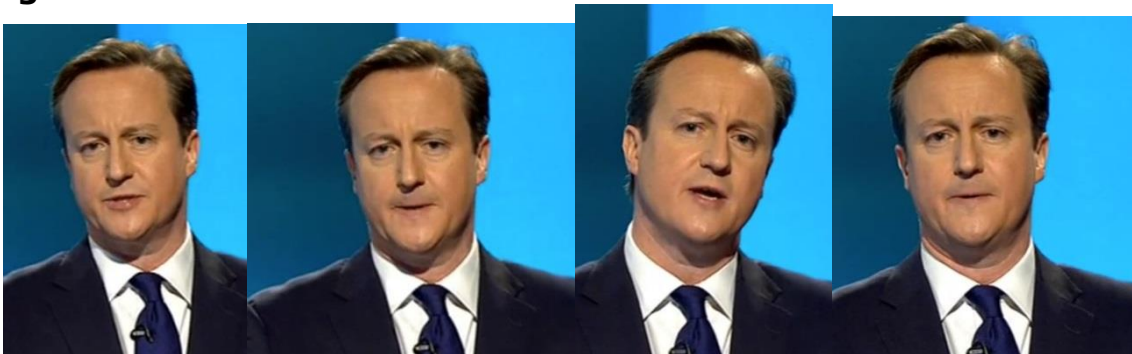


(determination – congruent)  
“..we need to bring that under control”



(anxious) - non-congruent  
“fair changes that I can deliver...”

### Closing statement



(blends of negative emotions – congruent)  
“...clearing up the mess...”



(anxiety) non congruent  
“..let’s finish what we started”

### Gestures

Two types of gestures are present: prosodic and illustrative

#### Prosodic



« ...just look what we achieved... »

#### Illustrative



« ... the commitment... »

#### Conclusions:

The repertoire of gestures is limited. Positive facial expressions are very rare. His smiles are rarely fully developed. The main “message” is: **I am sincerely worried and determined to pursue the plan.**

## CHARISMATIC LEADERSHIP CRITERIA

- 1) Congruence between what and how you say it: Yes mainly for negative messages, not enough for positive messages
- 2) Illustrative gestures: Yes but rather rare
- 3) Absence of anxiety: **No.** (one can too often see an anxious face)
- 4) Display of positive affect: **No** (too rare)

### Vocal behaviour:

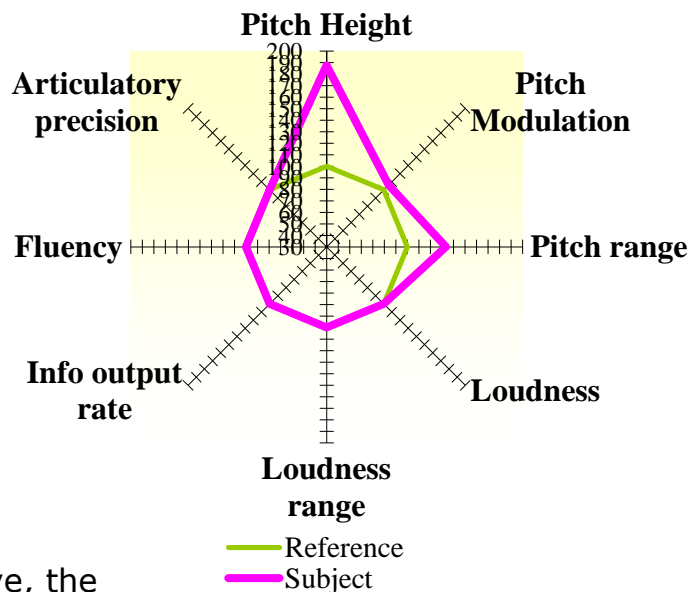
- 1) Well-modulated voice: Yes
- 2) Comfortable loudness: Yes
- 3) Low pitch: **No.**
- 4) Lively pace : Yes
- 5) Chunking : Yes, excellent
- 6) Vocal emphasis : Yes
- 7) Falling intonations: Yes.

**Subject: Mr Clegg**

- Procedure: Two sets of samples were submitted to acoustical signal analysis.
- 3) Nick Clegg's speech to Spring Conference 2015 (3 samples : beginning, middle, end)
  - 4) Election TV debate April 2<sup>nd</sup> 2015 (5 samples: opening statements, response to deficit, NHS, immigration, concluding statements )

The measured values were compared with those of reference-speakers of similar professional and social background. In the figures they are expressed on a percentage scale.

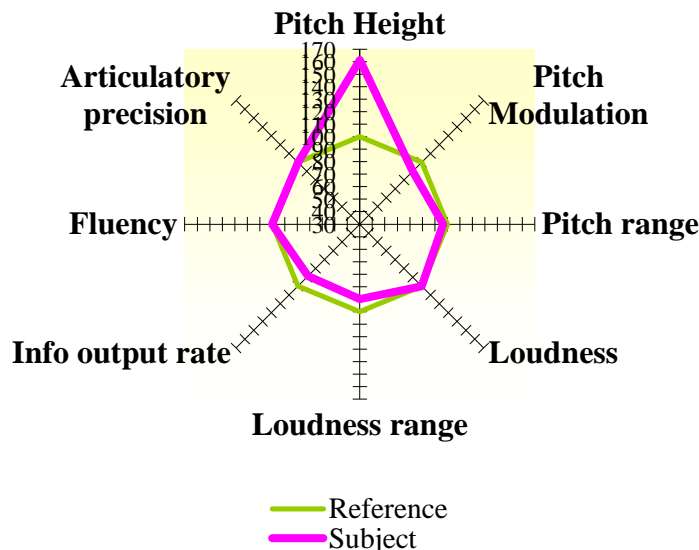
**Voice Profile  
(Spring Conference 2015 - all samples)**



the Voice Profile above, the speaker's pitch is much above the required value and his pitch range is very wide.

As shown in

**Voice Profile  
(Election Debate - all samples)**

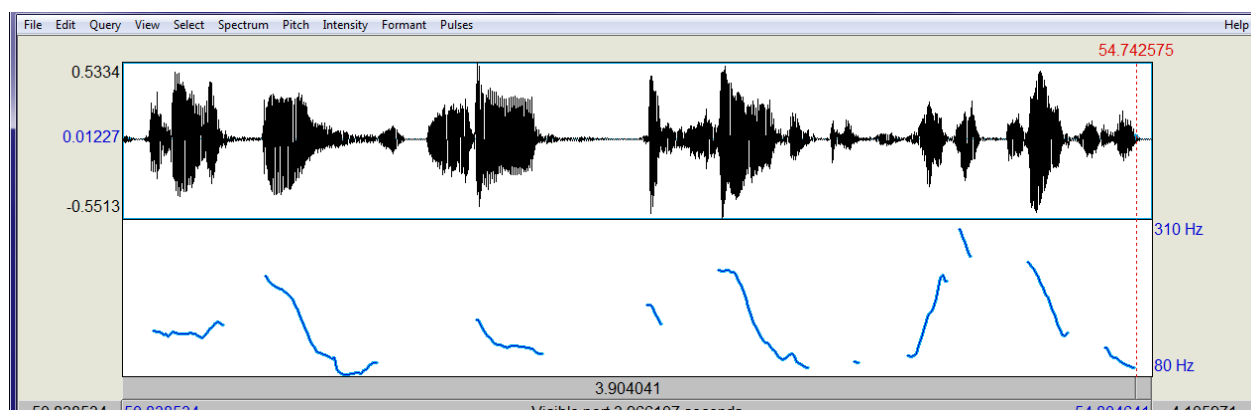


At the election debate (see above), his pitch is still very high (normally male voices do not exceed 120 Hz while his median pitch is 167 Hz). His speech rate is slightly slower than required because his pauses are longer. This may be seen as a sign of wanting to be clear.

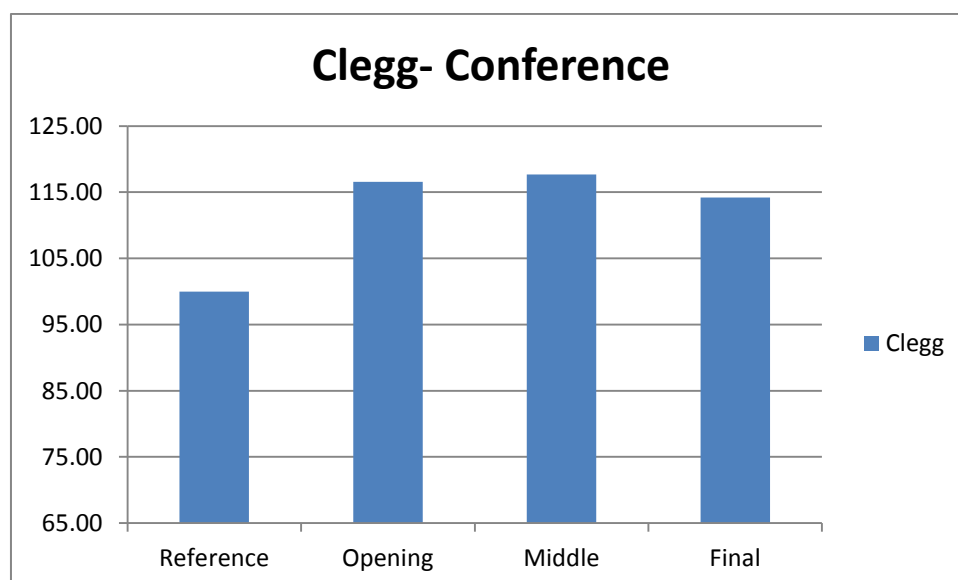
### Speaker's Image

Mr Clegg’s voice is not pleasant to the ear because of his high pitch. This may be perceived as signalling high emotional arousal which can be associated with honesty but also with a lack of composure (or emotional control).

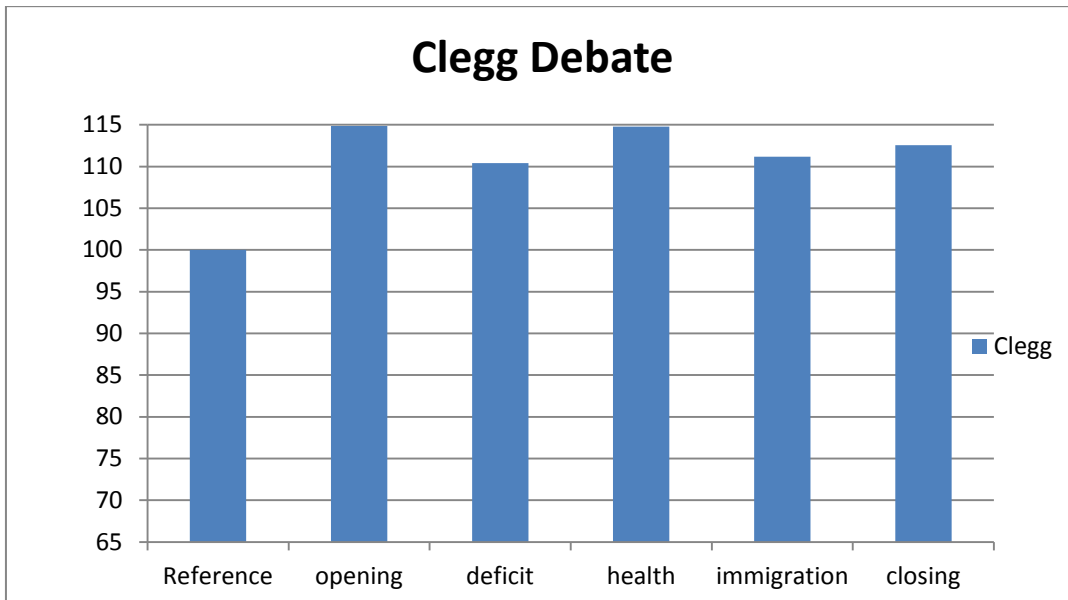
The perceived level of dynamism is moderate. This is due to his pitch modulation that is slightly weaker than required. The speaker’s level of credibility suffers from his high pitch. But it is positively influenced by his falling intonations – downward end-of-phrase contours (see figure below).



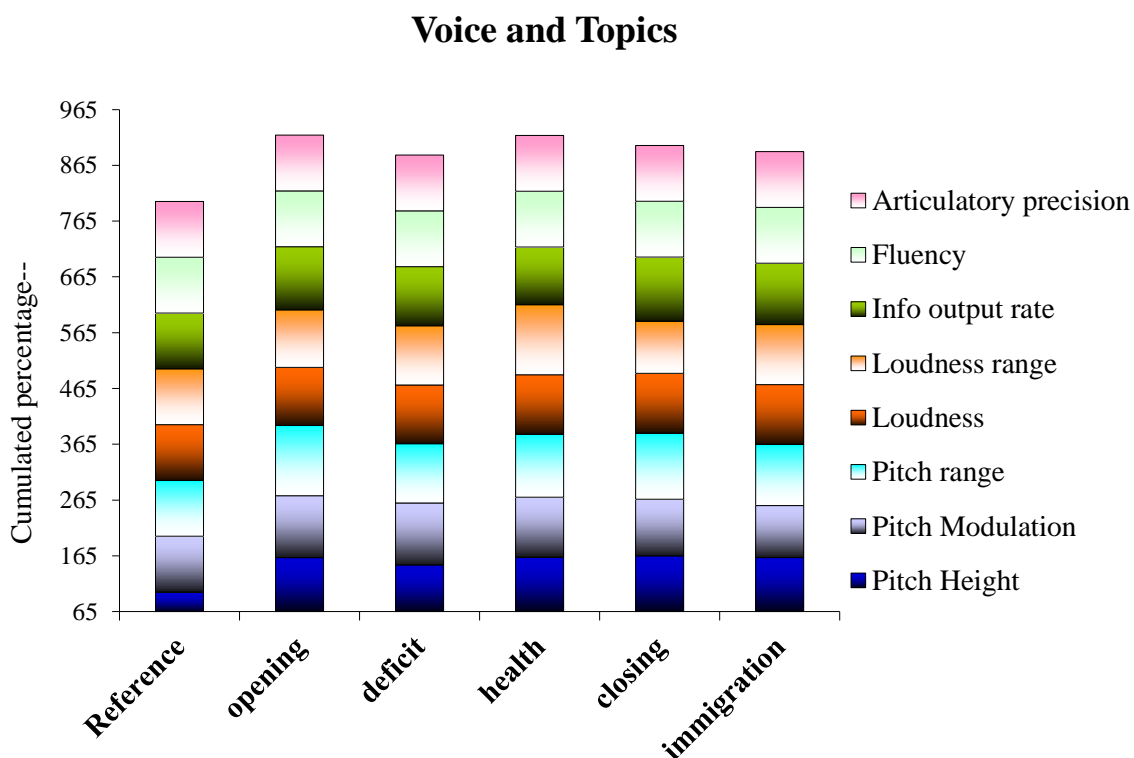
### Degree of Emotional Involvement



The height of the columns indicates that the speaker’s emotional involvement is much above the range of reference values. His emotional expressiveness is the highest in the middle of his speech.



One observes that his opening statements and the topic of NHS induce high emotional arousal.



### Vocal Style

The main features of the speaker's vocal style are: a comfortably loud relatively well-modulated high-pitched voice combined with a moderate pace, and falling intonations.

## Speaking style / rhetorical devices

### Clegg Party Conference

**Attention:** To captivate the audience's attention he uses the classical rhetorical figure of **anchoring in time** / a precise date: "Last autumn; one day in November; on that day in November".

This is followed by the story-telling technique : naming a specific person – an eye-witness: Professor Monica Grady, one of a team of scientists from the Open University; Later in the speech the same technique combined with the principle of personal experience is used: "I met Iris; I also met Robert,... But he told me..;

**Enumeration of positive emotions:** tears of joy; audacious, optimistic, inspiring, beautiful, hopeful; renewed optimism. Britain is an open-hearted, open-minded, optimistic, decent, hard-working, generous people, buzzing with creativity, innovation, entrepreneurialism. Such a series of positive emotion terms reminds us of Tony Blair's speeches (about 12% of the words said in the first minute had positive emotional connotations. The 14-year old boy Duncan Harrison who won the Best Speaker Contest in 2009 used the same technique. The technique is supposed to activate and steer the audience's mental semantic networks towards positive thinking.

#### Stylistic figures:

- **Antithesis:** -- contrary ideas expressed in a balanced sentence. It can be a contrast of opposites: "**We are a small island but we are a big, big country**". (Classical example: "Evil men fear authority; good men cherish it.")
- **Fifteen** anaphoras (deliberate repetition of the first part of the sentence - possibly the oldest literary device)
- Rhetorical questions
- 2 *paromologias* (admitting a weaker point in order to make a stronger one)

The expression "**We can**" is repeated **20 times**.

Here is the frequency of the word used in his party conference:

Word	Frequency		
<b>we</b>	<b>105</b>		
will	36		
Britain	<b>32</b>	British	10
<b>can</b>	<b>30</b>		
people	22		
Government	19		
more	19		
Liberal	17		
<b>want</b>	<b>17</b>		
Conservatives	12		
country	12		
health	12		
children	11	young	10
party	11		
society	10		

Needless to say that it reminds us of Obama’s famous speech “Yes we can”. Globally his speech follows **no chronological / logical** order that may give the impression of advancing.

### Nick Clegg’s Election Debate

In his opening and closing statement one can hear:

- **6 anaphoras** in 110 seconds,
- One instance of Amplification - a well-known figure - arranging words in a sequence of **increasing force** - comparable to climax sometimes called "incrementum»: **...for you, for your family, for the country**".

Overall Rating Scale Communicating and Persuading		
<b>5</b>	<b>High</b>	<b>Talented</b>
<b>4</b>		<b>Consistently Proficient</b>
<b>3</b>	<b>Medium</b>	<b>Proficient</b>
<b>2</b>	<b>Low</b>	<b>Some Development Needed</b>
<b>1</b>		<b>Major Development Needed</b>



## NONVERBAL BEHAVIOUR

### PARTY CONFERENCE

**Negative facial expressions** are very clear and congruent with the content of his discourse. This is rarely the case with positive expressions



(slight sadness) non-congruent  
"What a beautiful thing it says about us..."



(sadness) congruent with discourse content  
"The news were dominated by dark and grisly stories, child abuse, Ebola..."



(sadness) - congruent with discourse content  
"In tough times it's natural to fear the worst"



(query) non-congruent  
"I am delighted..."



(slight sadness) non-congruent  
"But now it's time to dream of the best"



(enjoyment) - congruent  
She's a proud .... Liberal democrat



(worry and doubt ) congruence not clear  
"A young muslim or youg jewish can walk down the street without..."



(doubt) non congruent with discourse  
Feel like it's their home as much as anybody else's



(doubt) non congruent

"That is the sort of Britain that we can help to build (8 :00"



(blend of anxiety and fear) non congruent

"... the end is in sight (8 :32"



(worry) non congruent

"We can end the era of cuts, we can end austerity in three years time (8 :45).."



(pride in the posture) – congruent  
“One of my proudest moments...so far..”



(possibly uncertainty) - non congruent  
“Showing their best ever results”



(determination) – congruent  
“I want every child to be confident at reading, ending child illiteracy for good.”



(blend of concern and sadness) non-congruent  
“..we can (11 :16)”



(worry) - non-congruent "just as we can..."



(sadness) – congruent

" I met Iris an extraordinary woman for whom a deeply traumatic childhood.."



(sadness) – congruent

...caused a lifetime of mental illness (12:46)



(sadness and anger) congruent



(worry) - incongruent  
"The story of the next five years must be one of hope"

### Debate



(worry) congruent      'I have made mistakes...'



(slightly positive expression – smile not fully developed but - congruent)  
'....of our wonderful United Kingdom'

## Debt



(worry helplessness, sadness: congruent)  
'It's all about balance'

## Immigration



(slight sadness) – congruent  
"There is good and bad immigration"  
against  
employers...."



(anger - congruent)  
"I have increased penalties  
unscrupulous

## Gestures

Mr Clegg makes a lot of prosodic and illustrative gestures



Illustrative gesture: There is light at the end of the tunnel (8 :21)



Illustrative gesture: rolling down... shame"



Pointing gesture: "where there is no shame"



Illustrative gesture: As the room erupted



Self-contact gesture

### Conclusions:

The repertoire of gestures is wide. Fully developed positive facial expressions are **very rare**. His smiles are not fully developed. The main "message" is: **I am determined and sincerely worried.**

### CHARISMATIC LEADERSHIP CRITERIA

- 1) Congruence between what and how you say it: **Yes but** mainly for negative messages, not enough for positive messages
- 2) Illustrative gestures: **Yes.**
- 3) Absence of anxiety: **No.** (one can often see an anxious face)
- 4) Display of positive affect: **No** (or very rarely)

#### Vocal behaviour:

- 8) Well-modulated voice: Yes
- 9) Comfortable loudness: Yes
- 10) Low pitch : **No**
- 11) Lively pace : Yes
- 12) Chunking : Yes
- 13) Vocal emphasis : Yes
- 14) Falling intonations: Yes.



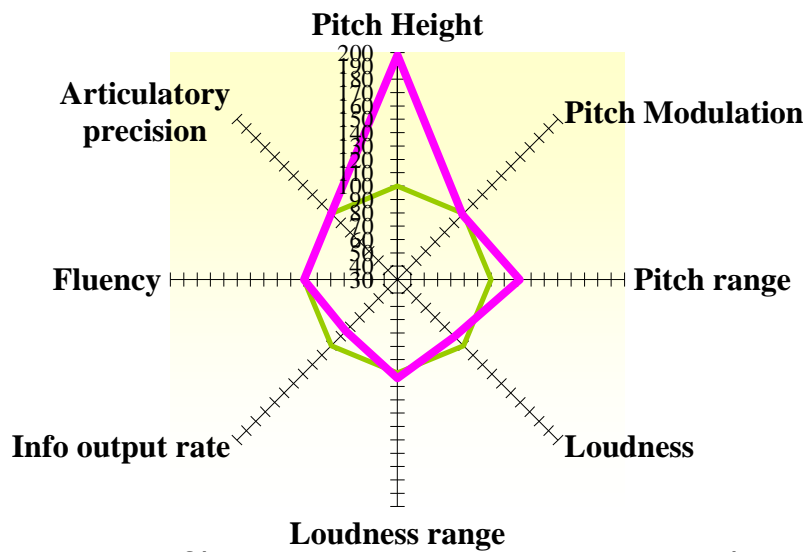
**Subject: Mr Farage**

Procedure: Two sets of samples were submitted to acoustical signal analysis.

- 5) Nigel Farage’s MEP - UKIP Spring Conference 2015 (3 samples : beginning, middle, end)
- 6) Election TV debate April 2<sup>nd</sup> 2015 (5 samples: opening statements, concluding statements and his response to the questions on deficit, NHS, immigration)

The measured values were compared with those of reference-speakers of similar professional and social background. In the figures they are expressed on a percentage scale.

**Voice Profile  
(All samples - Conference)**

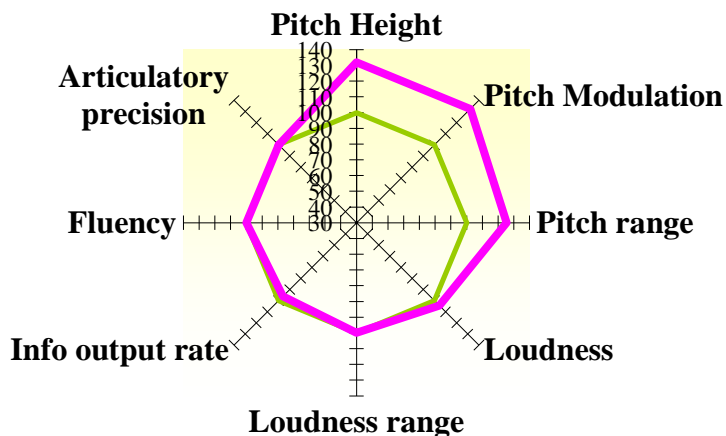


As shown in the Voice Profile pitch is extremely high: 208

— Reference — Subject

above, the speaker's Hz.

**Voice Profile  
(All samples Debate)**

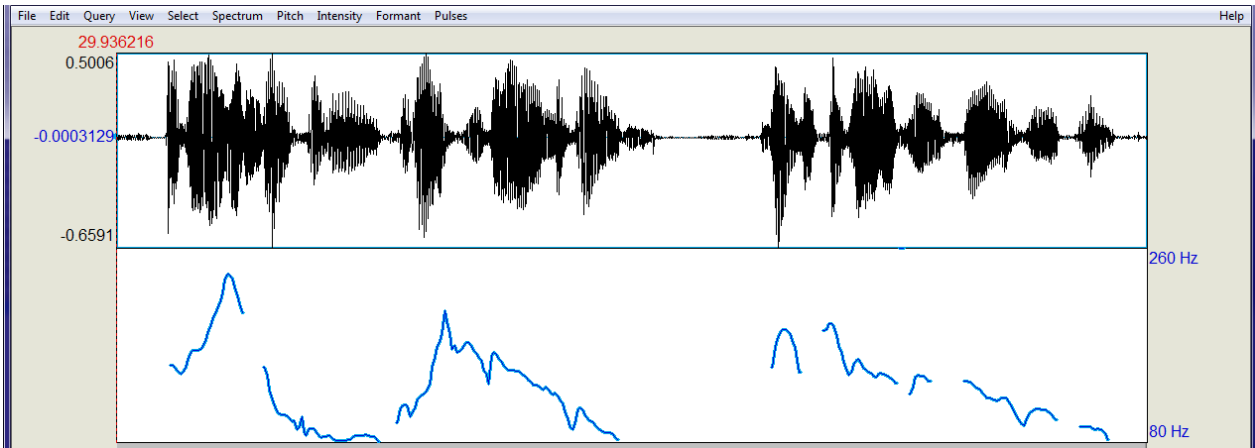


— Reference  
— Subject

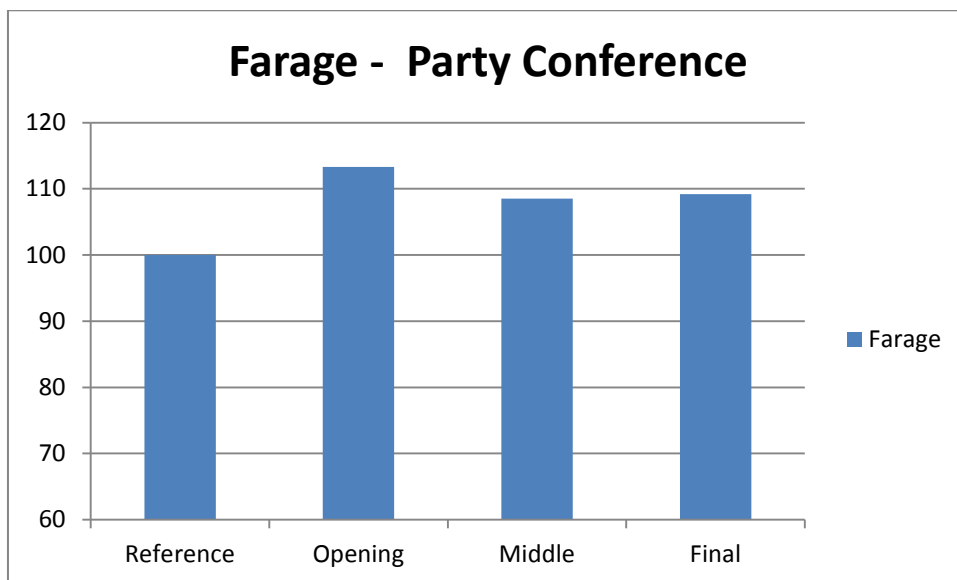
At the debate, his pitch is still very high (normally male voices do not exceed 120 Hz while his pitch often reaches 138 Hz).

### Speaker's Image

Such vocal characteristics are not pleasant to the ear though they may be perceived as signalling sincerity but also a lack of composure (emotional control). The perceived level of dynamism is quite high. The speaker's credibility is moderate but it is positively reinforced by his falling intonations – downward end-of-phrase contours (see figure below).

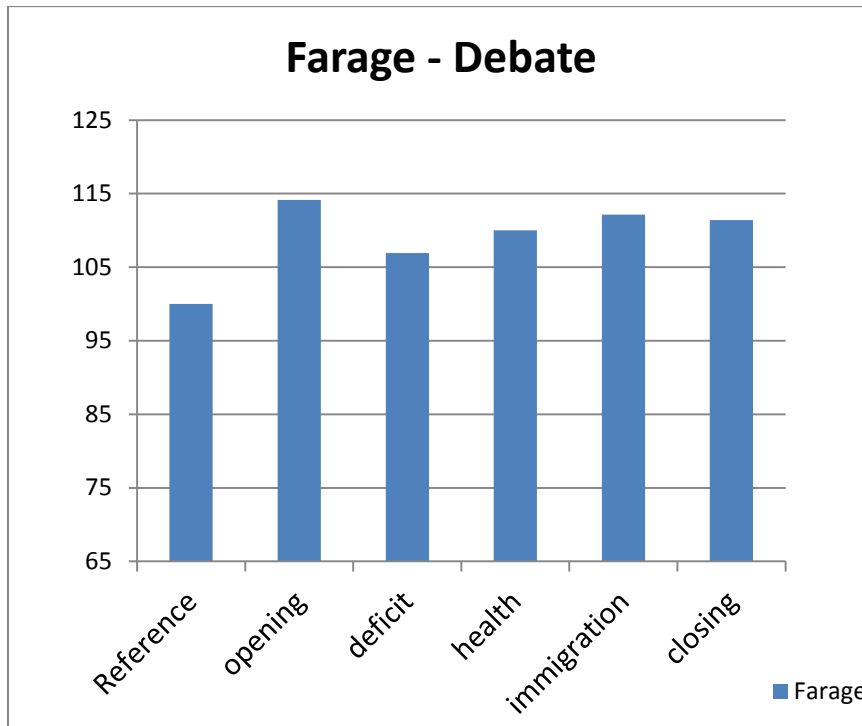


### Degree of Emotional Involvement



The height of the columns indicates the degree of the speaker's emotional involvement in speech communication. It is much above average (reference). His emotional involvement is the highest in the beginning of his speech.

One observes a similar pattern in the **debate**. In his opening statements the speaker is slightly more emotional than the rest of the time.



### Vocal Style

The main features of the speaker's vocal style are: a comfortably loud very modulated high-pitched voice combined with falling intonations.

### Speaking style / rhetorical figures

## Farage Party Conference

**Ethos:** "I feel quite shy and humble."

**Attention:** The above statement is immediately denied in order to provoke laughter (a classical *must* in the first minute of a speech e.g. Tony Blair used to provoke laughter 3 times in the first minute of his speeches). **Farage** then again provokes laughter at 20sec later.

**Logos:** figures and enumerations are frequent. They include:

- 10 instances of anaphora (deliberate repetition of the first part of the sentence - possibly the oldest literary device)
- 6 rhetorical questions

**Pathos:** a well known figure *amplification* (auxesis) - arranging words in a sequence of increasing force - comparable to climax sometimes called "incrementum.": "I am optimistic, I am upbeat, I am bullish".

Overall Rating Scale Communicating and Persuading		
5	High	Talented
4		Consistently Proficient
3	Medium	Proficient
2	Low	Some Development Needed
1		Major Development Needed

## NONVERBAL BEHAVIOUR

### PARTY CONFERENCE



(blends of anger and disappointment) congruent  
"It's ...negative... election campaign in history (5:24)"



(a blend of anger and disgust) congruent  
"I am not a supporter of Ed Milliband"



(sadness) congruent



(anger) congruent

"But it seems to me like the personal attacks that have been made..."



(sarcastic smile)

“But of course everybody is attacking me. I am used to it”



A series of negative expressions



Poker face: non-congruent:

“What people in this country want is some **politics of hope**”



Poker face: non- congruent: “some politics of inspiration”,



(amusement) sarcastic smile

"All of you have put your heads over the parapet - all of you will receive abuse from the neighbours". The first positive facial expression (7:16)



Talking about Cameron : « We should judge him on his record »  
sarcastic smile



(anger + display of coping potential) congruent

We are the only people with the courage of our conviction

## Debate

### Introduction:



(display of coping potential) 'I represent UKIP' (15:30)

### Deficit:



(sarcastic smiles)

It is still running at 90 billion sterling a year



(disappointment) congruent

Welsh and Scottish tax payer are getting a rotten deal



## National Health Policy



(worry) congruent

"Some things that go occasionally wrong"  
debate"



(worry) congruent

"We had a huge internal



(doubt) congruent

..(foreigners) you must have insurance when you come here'

## Immigration



(slight sarcastic amusement)

"I'll tell you what we can do.... **nothing!**"



(sadness) congruent  
Such a crisis in housing



(doubt) congruent  
77% of British people want something done

### Closing statements



(contempt) congruent  
what you have seen tonight .....is the politically correct political class



(very slight amusement)



(determination) congruent  
"Let's do it"

## Conclusions:

Mr Farage's negative facial expressions are very frequent, clear and congruent with the content of his discourse. His repertoire of negative expressions is wide: anger, disgust, sadness, contempt, worry. Positive expressions are **only seen in the form of sarcastic smiles**. His smiles are never fully developed.

His repertoire of gestures includes prosodic and pointing gestures. They are well synchronised with the rhythm of speech.

The main "message" is: **I am angry and disappointed and I feel we can make it.**

## CHARISMATIC LEADERSHIP CRITERIA

- 1) Congruence between what and how you say it: **Yes, for negative** messages, **No**, for positive messages
- 2) Illustrative gestures: **No**.
- 3) Absence of anxiety: **OK** not too frequent (present only in situations that require the display of anxiety)
- 4) Display of positive affect: **No**, only sarcastically.

### Vocal behaviour:

- 15) Well-modulated voice: Yes
- 16) Comfortable loudness: Yes
- 17) Low pitch : **No** – much too high
- 18) Lively pace : Yes
- 19) Chunking : Yes
- 20) Vocal emphasis : Yes
- 21) Falling intonations: Yes.

## Subject: Mr Miliband

Procedure:

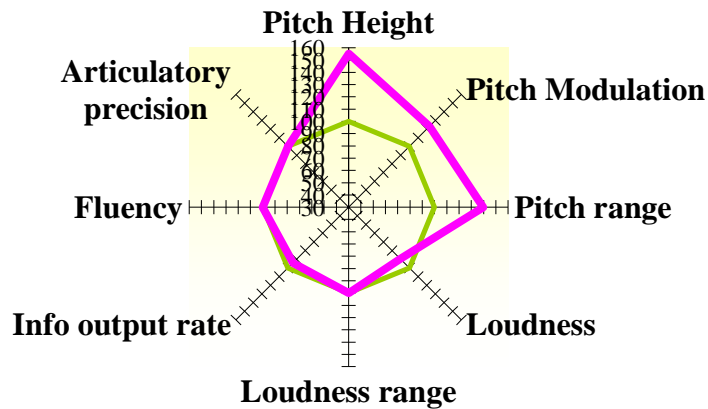
Two sets of samples were submitted to acoustical signal analysis.

7) Ed. Miliband's full Labour Party conference speech 2014 (3 samples : beginning, middle, end)

8) Election TV debate April 2<sup>nd</sup> 2015 (5 samples: opening statements, first response to the questions regarding the deficit, NHS, immigration, and the concluding statement)

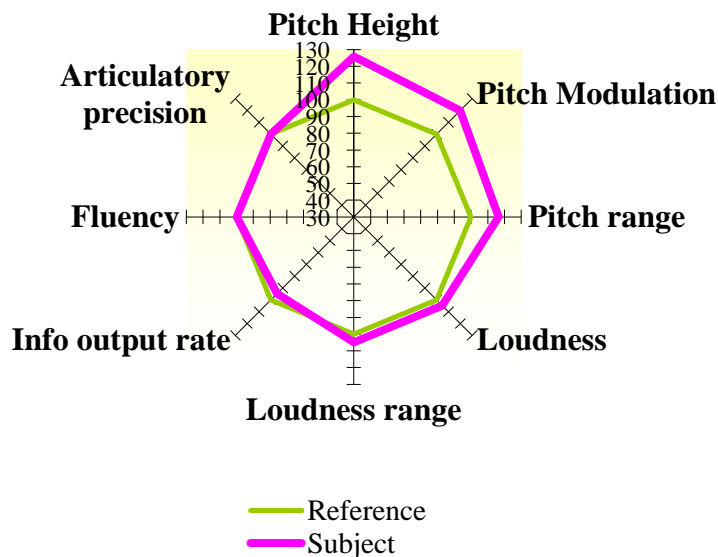
The measured values were compared with those of reference-speakers of similar professional and social background. In the figures they are expressed on a percentage scale.

### Voice Profile All samples - Conference



As shown in the Voice Profile above, the speaker's pitch modulation is very strong and his pitch range is very wide

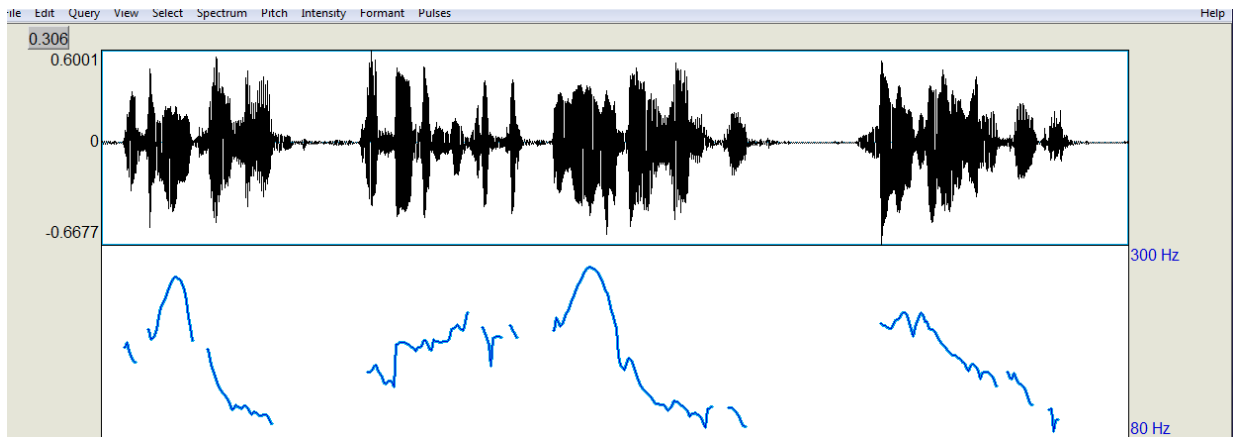
### Voice Profile (All samples - Debate)



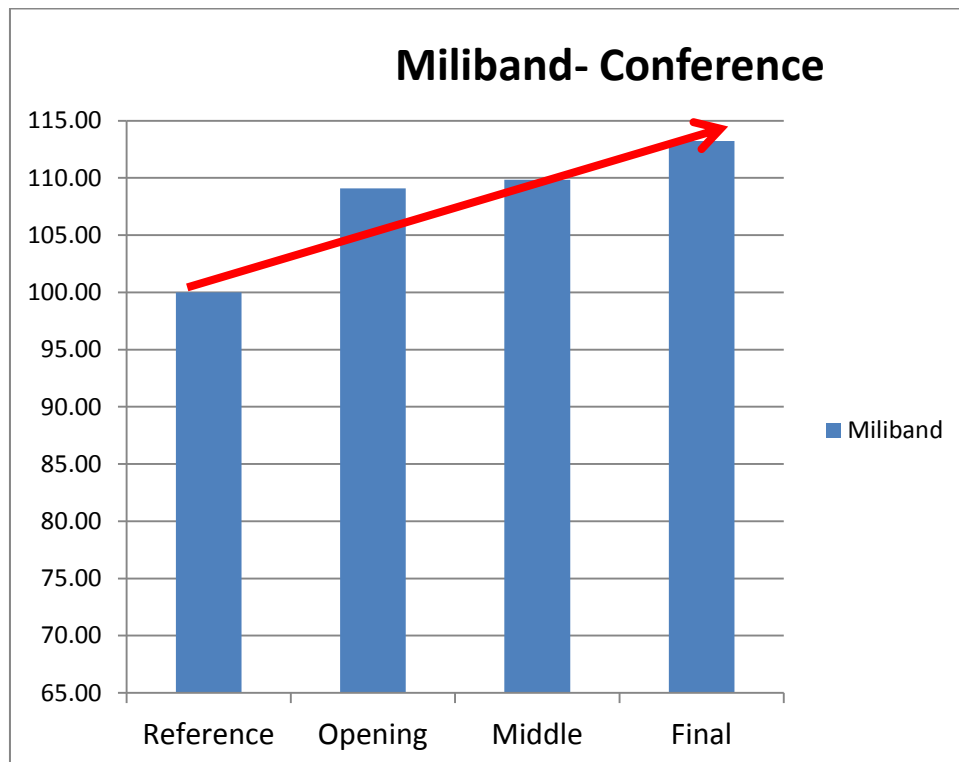
At the debate, his pitch is slightly lower but it is still very high (normally male voices do not exceed 120 Hz while his pitch often reaches 140 Hz).

### Speaker's Image

The speaker's voice is not very pleasant to the ear and may be perceived as signalling a much too high emotional arousal. The latter may be associated with honesty but at the same time with the inability to control one's emotions. The perceived level of dynamism is quite high as well. The speaker's credibility is moderate. It is positively reinforced by his falling intonations – downward end-of-phrase contours (see figure below).

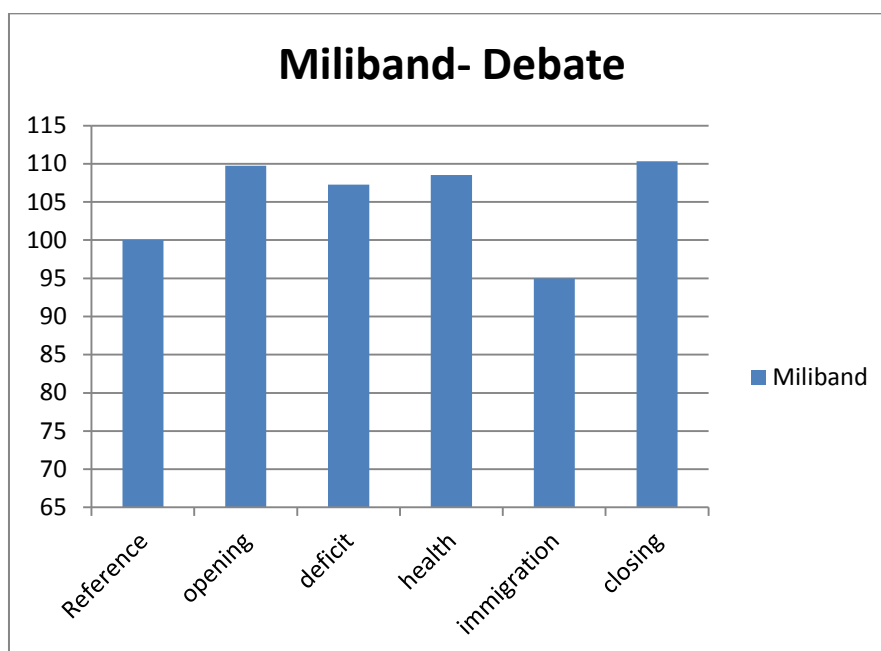


### Degree of Emotional Involvement



The height of the columns (cumulative percentages of 6 vocal parameters) indicates the degree of the speaker's emotional involvement in speech. It is much above average. His emotional expressiveness is the highest at the end of his

speech. One observes a steady **crescendo** in his emotional involvement – the feature found in Martin Luther King’s and President Obama’s speeches.



The speaker is as emotionally involved in his closing statement as he is in his opening statement. The level of emotional involvement immigration topic appears low, but it represents his first answer to the question.

### Vocal Style

The main features of the speaker’s vocal style are: a comfortably loud very much modulated voice combined with an optimal rate of delivery, and falling intonations.

### Speaking style / rhetorical figures

#### Miliband Party Conference

- **Catching Attention:** To captivate the audience’s attention he uses the classical rhetorical figure of **anchoring in time and space: “just down the road here”** combined with the story-telling technique: naming a specific person.
- A large quantity of anaphoras (deliberate repetition of the first part of the sentence - possibly the oldest literary device): 3 times “it’s time to”; 3 times “every... every... every...); 11 times “together we can...” 9 times “If I am prime minister...” The latter expression: repeating ad nauseam the idea of him becoming the PM was used by François Hollande in his TV presidential debate against Sarkozy. He is known for that and mocked all over France for this.
- Rhetorical questions
- 1 *paromologia* (admitting a weaker point in order to make a stronger one)

- *Amplification* a well known figure (auxesis) - arranging words in a sequence of increasing span - comparable to climax sometimes called "incrementum.": "...for you, for our neighbourhood, for our community".

<b>Overall Rating Scale Communicating and Persuading</b>		
<b>5</b>	<b>High</b>	<b>Talented</b>
<b>4</b>		<b>Consistently Proficient</b>
<b>3</b>	<b>Medium</b>	<b>Proficient</b>
<b>2</b>	<b>Low</b>	<b>Some Development Needed</b>
<b>1</b>		<b>Major Development Needed</b>

## NONVERBAL BEHAVIOUR

### PARTY CONFERENCE

**Negative facial expressions** are very clear and congruent with the content of his discourse.



« ... She thinks politics is rubbish... »



« ...our economy doesn't work... »



« ...serving our country in the most dangerous places... »



## Positive expressions:



« ...this Labour party will showing [...] you have made the right choice... »  
Only partially congruent as his smiles are not fully developed



« ...friends, I've got a great idea... » « ...we reward the talents ... »

Only partially congruent as his smiles are not fully developed (they do not involve the raising of the cheeks and the narrowing of the eyes).

A real smile involves the contraction of both the *zygomatic major* muscle (which raises the corners of the mouth) and the *orbicularis oculi* muscle (which raises the cheeks). The smiling in which the muscle around the eye contracts is uniquely associated with positive emotion.

## Debate

### Introduction



(Emotionally neutral and very slightly positive expression)  
"For all the young people..."



(anger) congruent  
"I'll rescue ..."



(pride) congruent  
"...balance the books ..."

## **Debt**



(slight satisfaction) non-congruent  
"Your living standards have been falling over the last five years..."



(query, slight surprise) Non-congruent  
"..that's a fair way and a better way for our country..."

## National Health Policy



(concern)- congruent  
I am deeply concerned



(query)? non-congruent?  
"it's a plan to turn the NHS around"



(blend of anger and sadness)  
congruent  
"..we had a tent erected in the hospital car park"

## Immigration



(worry) congruent  
"...concern to many people"

## Closing statements



(query) - congruent  
“..or do we carry on with the government..”



(worry) non-congruent  
“If I am prime minister everyone will play by the same rules”



(Determination + the feeling of coping potential) - congruent  
“--- will protect health and education (2:03:21)”

## Gestures

### Gestures:

Prosodic and illustrative gestures are present .They are unilateral and bilateral.



**Prosodic / illustrative gesture**



**Clenched fist** gesture is used as a gesture of defiance or solidarity. This gesture was likely adopted from John F. Kennedy, who was seen using it in many speeches.



**Precision gesture** (placing the first finger in contact with the tip of the thumb). It's conventional meaning is *precision* but it is not approbation.



**Steeppling** (fingertips together) is used when one feels strongly about what one is saying. It is interpreted as a powerful display of confidence.

### **Conclusions:**

The repertoire of gestures is large. Positive facial expressions are frequent but his smiles are not fully developed. The main "message" is: **I feel strongly about the problems the country is facing and I am confident we will make it.**

## **CHARISMATIC LEADERSHIP CRITERIA**

- 1) Congruence between what and how you say it: **Yes, but** mainly for negative messages. For positive messages the expressions are not fully developed. Pride is the only positive emotion clearly expressed (more in the posture than in the face)
- 2) Illustrative gestures: **Yes, but** rarely.
- 3) Absence of anxiety: **OK** although at times it is present when congruent with the word meaning.
- 4) Display of positive affect: **OK but** rare and relatively unclear

### Vocal behaviour:

- 22) Well modulated voice: Yes
- 23) Comfortable loudness: Yes
- 24) Low pitch : **No**
- 25) Lively pace : Yes
- 26) Chunking : Yes, excellent
- 27) Vocal emphasis : Yes
- 28) Falling intonations: Yes.

## Speaker's Image & Rhetoric

Speaker	Vocal Pleasantness	Assertiveness (falling intonations)	Perceived Dynamism	Perceived Emotional Control	Variation of Rhetorical figures
Clegg 3/5	No	Yes	Yes, Moderate	Moderate	No Too many clichés
Cameron 3/5	No	Yes	Yes, High	Moderate	No Too many clichés
Miliband 2.5/5	No	Yes	Yes, High	Moderate	Far Too many Clichés -1/2 penalty
Farage 3/5	No	Yes	Yes, High	Moderate	No Too many clichés

## Charismatic Leadership

(Criteria based on Prof. Zayan's research – Louvain University)

Speaker Number of points	Congruence betw. What and How	Illustrative Gestures	Absence of anxiety regarding the future	Display of Positive affect
Clegg 1.5/4	Yes, with negative messages 1/2 point	OK present	No anxious face observed	Not enough Very rarely
Cameron 2/4	Yes, mainly with negative messages 1/2 point	OK present	No anxious face observed	Not enough Very rarely 1/2 point
Miliband 2.5/4	Yes, more with negative messages 1/2 point	OK present	Yes, but not always 1/2 point	OK but rarely 1/2 point
Farage 1.5/4	Yes, with negative messages 1/2 point	No absent	OK mainly absent	No only sarcastically *

\*Sarcastic smiles can be pleasing to the audience who likes being entertained.

## Global Summary

Leader	Vocal Image & Rhetoric	Charismatic Leadership	Total
Cameron	3/5	2/4	5/9
Miliband	2.5/5	2.5/4	5/9
Clegg	3/5	1.5/4	4.5/9
Farage	3/5	1.5/4	4.5/9

1. Cameron and Miliband (trying very hard)
2. Clegg and Farage\* (Farage's sense of humour was pleasing). He may have been liked by the public because of this.

Also, the content of his discourse is simple and clear: "Get out of Europe". People like simple messages (it reminds us of a German führer who got massive support for his elimination of a people.)