

**ONLINE COURSE**  
**TRICKS OF TRUMP: HIS BEST MANIPULATION**  
**TECHNIQUES**

Sneaky techniques, social domination, logical fallacies, psychological and rhetorical tricks with video footage of Trump (52 lessons | 3.5hr Video material).

*with Wladislaw Jachtchenko*

**Section 1: Introduction**

Lesson 1: How does Trump get away with "alternative facts" and lies?

Lesson 2: In a nutshell: How does Trump manipulate?

Lesson 3: About the Trainer & About the class

**Section 2: Trump's psychological tricks**

Lesson 4: Super self-confidence

Lesson 5: Halo effect

Lesson 6: Strong body language

Lesson 7: Strong voice

Lesson 8: Good Jokes

Lesson 9: Playing with the audience

Lesson 10: Counterstrike

Lesson 11: Storytelling

Lesson 12: Slogans & simple language

Lesson 13: Personification

**Section 3: Trump's logical fallacies**

Lesson 14: Introduction into logical fallacies

Lesson 15: Quoting the "right statistics"

Lesson 16: Personal attacks

Lesson 17: Threats

Lesson 18: Quoting authorities

Lesson 19: Red herrings

Lesson 20: Straw man

Lesson 21: Hasty generalization

Lesson 22: Compliments

Lesson 23: Dark Consequences

Lesson 24: Killer phrase

#### **Section 4: Trump's rhetorical tricks**

Lesson 25: Introduction into rhetorical tricks

Lesson 26: Interruptions

Lesson 27: Metaphors

Lesson 28: Repetition

Lesson 29: Framing

Lesson 30: Loaded words

Lesson 31: Neologisms

Lesson 32: "Because"

Lesson 33: Paralipsis

Lesson 34: Ambiguity

Lesson 35: Rhetorical question

Lesson 36: Chiasmus

Lesson 37: Sarcasm

Lesson 38: Exaggeration

Lesson 39: Cliffhangers

## **Section 5: FAQs about Trump**

Lesson 40: Introduction into FAQs

Lesson 41: FAQ1: Is Trump a pretender or is he really competent?

Lesson 42: FAQ 2: How does Trump compare with other successful speakers?

Lesson 43: FAQ 3: How does Trump resonate with so many people?

Lesson 44: FAQ 4: Why do poor people vote for Trump?

Lesson 45: FAQ 5: Why do people follow Trump, although he tells bullshit?

Lesson 46: FAQ 6: How does Trump think?

Lesson 47: FAQ 7: Who is susceptible to populism?

Lesson 48: FAQ 8: How should politicians deal with Trump?

Lesson 49: FAQ 9: Do you have to be like Trump in order to succeed?

Lesson 50: FAQ 10: What's up with his hair?

## **Section 6: Last tips**

Lesson 51: Great deal

Lektion 52: Next steps

Bei weiteren Fragen zu Weiterbildung Ihrer Mitarbeiter auf unserer  
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