

# The Rhetorical Presidency

The Rhetorical Presidency, Propaganda, and the Cold War, 1945-1955 Franklin D. Roosevelt's Rhetorical Presidency Beyond the Rhetorical Presidency Franklin D. Roosevelt's Rhetorical Presidency The Rhetorical Presidency The Presidency and Rhetorical Leadership Defining Americans The Modern Presidency and Crisis Rhetoric The Discretionary President Civil Rights Rhetoric and the American Presidency Making the Managerial Presidency Post World War II Presidential Rhetoric on Technology The Presidency The Presidency and the Political System, 8th Edition Total Cold War Republican Empire Modern Presidents and the Presidency The Politicizing Presidency Presidential Roles and Rhetoric The Presidency of Woodrow Wilson Shawn J. Parry-Giles Halford R. Ryan Martin J. Medhurst Halford R. Ryan Jeffrey Tulis Leroy G. Dorsey Mary E. Stuckey Amos Kiewe Benjamin A. Kleinerman James Arnt Aune Peri E. Arnold Stephen Donald Geahry Jeffrey Cohen Michael Nelson Kenneth Alan Osgood Karl-Friedrich Walling Marc Karnis Landy Thomas J. Weko Paul Haskell Zernicke Kendrick A. Clements

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both Truman and Eisenhower combined bully pulpit activity with presidentially directed

messages voiced by surrogates whose words were as orchestrated by the administration as those delivered by the presidents themselves a review of the private strategizing sessions concerning propaganda activity and the actual propaganda disseminated by the truman and eisenhower administrations reveals how they both militarized propaganda operations allowing the president of the united states to serve as the commander in chief of propaganda activity as the presidents minimized congressional control over propaganda operations they institutionalized propaganda as a presidential tool expanded the means by which they and their successors could perform the rhetorical presidency and increased presidential power over the country s cold war message naturalizing the cold war ideology that resonates yet today of particular interest to scholars and students of political communication the modern presidency and cold war history

building on the premise that the 20th century has witnessed the rise of the rhetorical presidency ryan parses the public addresses of a master persuader overall fdr s verbal gifts strengthened his hand while enriching the language of american politics ryan examines the mechanics of a typical roosevelt speech considering such factors as intonation rhythm and choice of metaphor as well as roosevelt s incomparable body language these are the best parts of the book ryan effectively treats the question of authorship arguing that although fdr wrote little of his own material his speeches bore a distinct roosevelt imprint ryan s work makes clear why the packaging of a speech must be considered as significant as its substance choice this thought provoking study makes a unique contribution to the literature on franklin d roosevelt by focusing on his presidential rhetoric unlike previous works on roosevelt this volume demonstrates how he tried to persuade the public and the congress what rhetorical techniques he used how he attempted to manage the reception of his messages through the press and the media and what the effect was of his oratorical endeavors it examines his leading orations on national and international issues his persuasive campaign strategies and tactics his four inaugural addresses and his unsuccessful speeches against the supreme court and in the purge it further demonstrates how contemporary americans responded to and received roosevelt s rhetoric

with the administrations of theodore roosevelt and woodrow wilson the american presidency underwent many profound changes chief among those was a radical evolution in the interaction of the president with the general public divided into three

sections the ten essays of this volume focus on that evolution and offer thought provoking analyses concerning the role of presidential rhetoric in passing policy generating support and promoting public discourse in part i jeffrey tulis who introduced the concept of the rhetorical presidency more than a decade ago considers how the dilemmas he envisioned as part of that concept change just as the political arena changes glen e thurow reflects on private virtue and public duty as aspects of presidential character bruce e gronbeck argues that the electronic age has fundamentally changed the nature and impact of presidential rhetoric and indeed the presidency itself while thomas w benson contemplates whether politics is even possible in the environment of current computer mediated communications part ii turns from theoretical and metatheoretical explorations to practical criticism in a series of case studies roderick p hart and kathleen kendall evaluate the significance of a single telephone conversation about civil rights between vice president lyndon johnson and theodore sorenson in june 1963 using richard nixon s rhetoric as the example from which to draw general themes and issues edwin black considers the complex moral economy that supports presidential self invention g thomas goodnight uses the debate over ronald reagan s policy toward central america to study rhetorical history contested memory and the uses of time in the service of power robert l ivie examines graubard s critique of presidential war rhetoric in the context of the persian gulf action karlyn kohrs campbell presents a framework for understanding the public views of the first lady focusing on hillary rodham clinton but drawing historical parallels finally part iii of this volume offers a social scientific assessment of the theoretical and interpretive research on presidential rhetoric from one of the nation s leading scholars of the presidency george edwards an introduction and afterword by series editor martin j medhurst seek to clarify the nature and status of the debate about the rhetorical presidency beyond the rhetorical presidency offers scholars with an interest in speech communication and political science a volume that reexamines the place and significance of presidential rhetoric

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twelve leading scholars provide in depth studies of how words have failed or served american presidents following on from an introduction to the themes each succeeding chapter examines a particular president

ranging broadly from andrew jackson to bill clinton and george w bush stuckey demonstrates how presidents accomplish the dual enactment of inclusion and exclusion through their rhetorical and political choices our early leaders were preoccupied with balancing the growing nation later presidents were concerned with the nature and definitions of citizenship by examining the political speeches of presidents exemplifying distinctly different circumstances she presents a series of snapshots which when taken together reveal both the continuity and the changes in our national self understanding

this volume examines how presidents from truman to bush rhetorically approached and managed political military judicial legislative and economic crises during their presidencies editor amos kiewe assembles new essays by communications scholars who look at rhetoric initiated during national crises and account for various rhetorical developments affected by crises changes in presidential rhetoric and rhetorical and situational crisis constraints their studies suggest similarities in rhetoric in different types of crises and yield resources for postulating patterns of crisis rhetoric each chapter s author presents a crisis rhetoric case study analyzing initial strategies and tactics shifts

in rhetorical tactics adjustments of discourse to particular phases in the crises and unique rhetorical approaches designed to accommodate unexpected turns of events the contributors discuss how presidents use rhetorical inventions flip flops face saving posturing and even silence to diffuse crises specific topics include eisenhower s response to the constitutional crisis in little rock kennedy and the berlin wall crisis johnson and the kennedy assassination nixon and watergate and bush and the persian gulf crisis recommended for political scientists and communication theorists

examines both the peril and the promise of presidential power to clarify that what can destroy our constitution can if the threat is dire also save it an unusually balanced study that argues for a middle path whereby presidents choose consciously to act temporarily outside or even against the laws in serving the nation s best interest

for a century and a half the words of presidents have framed expressed and sometimes challenged the civil rights policies of america as james aune notes in his introduction to this important volume perhaps more than in any other policy arena presidential discourse on civil rights and justice toward african americans illustrates both the highest level of eloquence and the lowest level of rhetorical selfdeception possible in a representative democracy the authors of this book examine the ways in which american presidents and their administrations have defined the meaning of civil rights from rutherford b hayes to william jefferson clinton using a variety of methodologies the book s contributors examine the depressing tale of how the southern redeemer presidents from hayes to mckinley abandoned the promise of civil rights and reestablished the racial class system the eugenics of calvin coolidge s race rhetoric the creative rhetorical invention of eleanor roosevelt and harry truman that laid the foundation for a positive reconstitution of the american community the much debated civil rights legacy of john f kennedy s administration and the efforts by conservative presidents to redefine the civil rights legacy in their own terms the book s insightful closing chapter analyzes president clinton s 1997 98 race initiative and its failure drawing conclusions about the role of presidential rhetoric in the near future of civil rights the original and challenging analyses and perspectives of this well written tightly focused volume shed light on both the history of civil rights and the practice of presidential rhetoric whether for individual enlightenment or for course use readers will find the book addresses many previously unanswered questions and opens new paths for exploring the central american dilemma

examines the political history of administrative reform undertaken by 20th century

presidents attempting to explain the growth of modern bureaucracy within an 18th century framework and the expansion of presidential control over administrative powers the author explores the relationship between administrative theory and the dilemmas posed for a developing administrative state by the separation of powers he also looks at and compares successive cases of presidentially initiated comprehensive reform planning in order to understand the implications for the president s institutional role paper edition unseen 25 00 annotation copyrighted by book news inc portland or

a thematic and comprehensive overview of what political scientists think and know about the presidency this first edition text introduces students to new and fresh ideas about our nation s highest office the authors hope to capture students curiosity and understanding of the presidency by including not only the historical facts surrounding the office but also by discussing controversies theories and scientific perspective

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osgood focuses on major campaigns such as atoms for peace people to people and cultural exchange programs drawing on recently declassified documents that record u s psychological operations in some three dozen countries he tells how u s propaganda agencies presented everyday life in america to the world its citizens living full happy lives in a classless society where economic bounty was shared by all osgood further investigates the ways in which superpower disarmament negotiations were used as propaganda maneuvers in the battle for international public opinion he also reexamines the early years of the space race focusing especially on the challenge to american propagandists posed by the soviet launch of sputnik

the republics of greece and rome proved incapable of waging war effectively and remaining free at the same time the record of modern republics is not much more encouraging how then did the united states manage to emerge victorious from the world wars of this century including the cold war and still retain its fundamental liberties for karl friedrich walling this unprecedented accomplishment was the work of many hands and many generations but of alexander hamilton especially no founder thought more about the theory and practice of modern war and free government none supplied advice of more enduring relevance to statesmen faced with the responsibility of providing for the common defense while securing the blessings of liberty to their posterity hamilton s strategic sobriety led many of his contemporaries to view him as an american caesar but

this revisionist account calls the conventional militarist interpretation of hamilton into question hamilton sought to unite the strength necessary for war with the restraint required by the rule of law popular consent and individual rights in the process he helped found something new the world s most durable republican empire walling constructs a conversation about war and freedom between hamilton and the loyalists the anti federalists the jeffersonians and other federalists instead of pitting hamilton s virtues against his opponents vices or vice versa walling pits hamilton s virtue of responsibility against the revolutionary virtue of vigilance a quarrel he believes is inherent to american party government by reexamining that quarrel in light of the necessities of war and the requirements of liberty walling has written the most balanced and moving account of hamilton so far

from truman to clinton presidents have aggressively tried to expand their control over national government in the process they have vastly enlarged their white house staffs and politicized the federal bureaucracy with thousands of appointees in key administrative positions thomas weko argues that the presidential personnel office ppo charged with screening and recommending such appointees both exemplifies and helps explain the enormous growth of presidential power since world war ii originally conceived as a small advisory group within the white house office the ppo has grown enormously from a staff of two under truman to as many as sixty under other presidents and now oversees nearly four thousand appointments per administration weko charts the ppo s evolution and influence and shows how central it is to our understanding of modern presidential leadership weko s starting point is terry moe s rational choice theory that it is the institution of the presidency not the sitting president that fosters centralization and politicization within the executive branch amplifying and extending moe s theory weko persuasively links the ppo s explosive growth to the weakening of political parties the post eisenhower disintegration of policy networks the growing impact of television news and the public s increasing readiness to hold the president accountable for policy failures the ppo s growth clearly has increased presidential control and bureaucratic responsiveness but weko argues those results have had unanticipated and unwanted consequences that among other things have undermined the integrity and capabilities of administrative agencies any improvement in the leadership of the executive branch he contends can only emerge from changes in the current institutional arrangement of the presidency itself based on exhaustive research in white house files oral histories and memoirs and personal interviews with over 100 white house aides

weko s study provides a provocative new look at the white house office and the modern presidency

describes the goals and accomplishments of the wilson administration and portrays his strangths as a leader bibliog

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