

## The Rhetorical Presidency

*Campaign rhetoric helps candidates to get elected, but its effects last well beyond the counting of the ballots; this was perhaps never truer than in Barack Obama's 2008 campaign. Did Obama create such high expectations that they actually hindered his ability to enact his agenda? Should we judge his performance by the scale of the expectations his rhetoric generated, or against some other standard? The Rhetoric of Heroic Expectations: Establishing the Obama Presidency grapples with these and other important questions. Barack Obama's*

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*election seemed to many to fulfill Martin Luther King Jr.'s vision of the "long arc of the moral universe . . . bending toward justice." And after the terrorism, war, and economic downturn of the previous decade, candidate Obama's rhetoric cast broad visions of a change in the direction of American life. In these and other ways, the election of 2008 presented an especially strong example of creating expectations that would shape the public's views of the incoming administration. The public's high expectations, in turn, become a part of any president's burden upon assuming office. The interdisciplinary scholars who have contributed to this volume*

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*focus their analysis upon three kinds of presidential burdens: institutional burdens (specific to the office of the presidency); contextual burdens (specific to the historical moment within which the president assumes office); and personal burdens (specific to the individual who becomes president).*

*Presidents since Theodore Roosevelt have addressed the issues of clean air and water, wilderness and wetlands preservation, and the use of natural resources rhetorically in their public addresses and pragmatically in their policies and appointments to pertinent positions. In "Green Talk in the White House," noted scholars present an array of approaches to*

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*studying environmental rhetoric and the presidency, covering a range of administrations and a diversity of viewpoints.*

*In The Rhetorical Presidency, Jeffrey Tulis argues that the president's relationship to the public has changed dramatically since the Constitution was enacted: while previously the president avoided any discussions of public policy so as to avoid demagoguery, the president is now expected to go directly to the public, using all the tools of rhetoric to influence public policy. This has effectively created a "second" Constitution that has been layered over, and in part contradicts, the original one. In our volume, scholars from different subfields of political*

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*science extend Tulis's perspective to the judiciary and Congress; locate the origins of the constitutional change in the Progressive Era; highlight the role of Theodore Roosevelt, Woodrow Wilson, and the mass media in transforming the presidency; discuss the nature of demagoguery and whether, in fact, rhetoric is undesirable; and relate the rhetorical presidency to the public's ignorance of the workings of a government more complex than the Founders imagined. This book was originally published as a special issue of Critical Review: A Journal of Politics and Society. The rhetorical presidency encompasses all the ways a president communicates and*

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*acts. These rhetorical elements of the job are not prescribed in the Constitution and as a result it is the presidents themselves who help shape the cultural understanding of presidentiality, of what it means to be president. When President Barack Obama participated in a “Slow Jam the News” comedy sketch on Late Night with Jimmy Fallon in 2012, he took the rhetorical presidency to a place it had never been before. This choice established a new genre of presidential rhetoric that President Obama would rely on throughout his time in the White House—communicating directly to target audiences via the YouTube bully pulpit. The aim of this thesis is twofold: first, provide historical context for*

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*presidents utilizing comedy and new forms of mass media for political ends; and second, rhetorically analyze select comedic YouTube videos to reveal how President Obama reshaped the rhetorical presidency to create new opportunities to succeed both culturally and politically.*

*Theodore Roosevelt's Rhetorical Presidency*

*Tracing the Changes in*

*Presidential Address and Power*

*The Presidency and the Rhetoric of Foreign Crisis*

*The Rhetorical Presidency of George W. Bush*

*The Rhetoric of Heroic Expectations*

*The Rhetorical Presidency in Action*

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“A brilliant, fast-moving narrative history of the leaders who have defined the modern American presidency.”—Bob Woodward

*In Republic of Spin*—a vibrant history covering more than one hundred years of politics—presidential historian David Greenberg recounts the rise of the White House spin machine, from Teddy Roosevelt to Barack Obama. His sweeping, startling narrative takes us behind the scenes to see how the tools and techniques of image making and message



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craft work. We meet Woodrow Wilson convening the first White House press conference, Franklin Roosevelt huddling with his private pollsters, Ronald Reagan's aides crafting his nightly news sound bites, and George W. Bush staging his "Mission Accomplished" photo-op. We meet, too, the backstage visionaries who pioneered new ways of gauging public opinion and mastering the media—figures like George Cortelyou, TR's brilliantly efficient press manager; 1920s ad whiz Bruce Barton; Robert

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Montgomery, Dwight  
Eisenhower's canny TV  
coach; and of course the  
key spinmeisters of our  
own times, from Roger  
Ailes to David Axelrod.  
Greenberg also examines  
the profound debates  
Americans have waged over  
the effect of spin on our  
politics. Does spin help  
our leaders manipulate the  
citizenry? Or does it  
allow them to engage us  
more fully in the  
democratic project?  
Exploring the ideas of the  
century's most incisive  
political critics, from  
Walter Lippmann and H. L.

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Mencken to Hannah Arendt and Stephen Colbert, Republic of Spin illuminates both the power of spin and its limitations—its capacity not only to mislead but also to lead.

Describes the constitutional principles behind the Presidency, looks at how modern presidents have generated public support for their programs, and discusses the problems this approach creates

The End of the Rhetorical Presidency? Public Leadership in the Trump

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Era explores one of the most disruptive aspects of the Trump presidency.

Since the FDR administration, presidents developed the capacity and skill to use the public to influence the legislative arena, gain reelection, survive scandal and secure their legacy.

Consequently, presidential rhetorical leadership has its own norms and expectations. Comparing President Trump's communications apparatus as well as rhetoric (including Twitter) to previous presidents, Diane

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Heith demonstrates how Trump exercises leadership by adhering to some of these norms and expectations, but rejects, abandons and undermines most. Heith argues that his individual, rather than institutional, approach to leadership represents a change in tone, language and style. She concludes that the loss of skill and capacity represents a devolution of the White House institution dedicated to public leadership, especially in the legislative arena. More

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significantly, the individual approach emphasizes weakening the ability of the press and other political elites to hold the president accountable. This book will appeal to students and scholars of the presidency as well as general readers who quest for a deeper understanding of the Trump White House. This book is an evolutionary examination of the rhetoric of the President of the United States, from George Washington to George W. Bush. It provides a close

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analysis of the history and content of inaugural addresses, State of the Union addresses, presidential proclamations, and executive orders in order to trace the changes in their use and impact from their origin to the present day. Content analysis of these forms of executive address are combined with case studies and illustrations to provide a complete look at the way that - contrary to the widely held ascription to a clear -traditional- versus -modern- divide -

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the presidents of the eighteenth, nineteenth, and twentieth centuries have all contributed to the rhetorical tools and powers that the current president wields in the execution of his duty.

&ltI>The Evolutionary Rhetorical Presidency is widely useful not only for standard governmental classes on, for example, the Presidency or on political communication, but also for courses in history, leadership studies, and rhetoric."

Speaking to the People Who Belongs In America?:



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Presidents, Rhetoric, and  
Immigration

Deeds Done in Words

Presidential Communication  
and Digital Democracy in  
Tumultuous Times

The Decline of

Presidential Rhetoric from  
George Washington to  
George W. Bush

Republic of Spin: An  
Inside History of the  
American Presidency

*"Deeds Done in Words is an  
impressive piece of work. It is the  
first attempt to identify and  
assess the principal genres of  
rhetoric, and to interpret the  
panoply of those genres in terms  
of the needs of, and the needs*

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*for, ritual in American politics."—Jeffrey Tulis, author of The Rhetorical Presidency*

*"Deeds Done in Words is a thoughtful survey of how a democracy uses language to transact its business. Based on an enlivened understanding of genre theory and on numerous pieces of original criticism, Campbell and Jamieson vividly show how central public discourse has become the lifeblood of the American polity."—Roderick Hart, author of The Sound of Leadership*

*"The rhetoric that issues from the White House is becoming an ever more salient part of what the*

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*presidency means and does. This acute inquiry provides a great many insights into the forms, meanings, and functions of presidential discourse. It is an enlightening contribution to our understanding of American politics."*—Murray Edelman, author of *Constructing the Political Spectacle*

*The Rhetorical Presidency* New Edition Princeton University Press  
*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*

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*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*

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*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,*

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*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*

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*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*

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*political science a volume that reexamines the place and significance of presidential rhetoric.*

*In The Rhetorical Presidency, Jeffrey Tulis argues that the president's relationship to the public has changed dramatically since the Constitution was enacted: while previously the president avoided any discussions of public policy so as to avoid demagoguery, the president is now expected to go directly to the public, using all the tools of rhetoric to influence public policy. This has effectively created a "second" Constitution that has been layered over, and*



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*originally published as a special  
issue of Critical Review: A  
Journal of Politics and Society.*

*The End of the Rhetorical  
Presidency?*

*Reconstituting the American  
Spirit*

*The Rhetorical Genius of Donald  
Trump*

*Establishing the Obama  
Presidency*

*Presidents Creating the  
Presidency*

*New Edition*

*Jason A. Edwards explores the  
various rhetorical choices and  
strategies employed by former  
President Bill Clinton to discuss  
foreign policy issues in a new, post-*

*Cold War era. Edwards argues that each American president has situated himself within the same foreign policy paradigm, drawing upon the same set of ideas and utilizing the same basic vernacular to discuss foreign policy. He describes how former presidents- and President Clinton, in particular- made modifications to this paradigm, leaving a rhetorical signature that tells us as much about the nature of their presidency as it does about the international environment they faced. With the end of the Cold War came the end of a relatively stable international order. This end sparked intense debates about the new direction of*

*American foreign policy. As Bill Clinton took office, he developed a new lexicon of words in order to discuss America's changing role in the world and other major international issues of the time without being able to fall into Cold War-era rhetoric. By examining the nuances and unique contributions President Clinton made to American foreign policy rhetoric, Edwards shows how his distinct rhetorical signature will influence future administrations.*

*Parry-Giles challenges the scholarly assumption that the rhetorical presidency refers to presidential messages delivered from the bully pulpit only. By examining early*

*Cold War discourse, she demonstrates how Presidents Truman and Eisenhower transformed the U.S. propaganda program into an executive tool reliant on presidential surrogates in the promulgation of a covert and monolithic Cold War ideology.*

*Why has it been so long since an American president has effectively and consistently presented well-crafted, intellectually substantive arguments to the American public? Why have presidential utterances fallen from the rousing speeches of Lincoln, Teddy Roosevelt, Wilson, and FDR to a series of robotic repetitions of talking points and sixty-second soundbites, largely*

*designed to obfuscate rather than illuminate? In The Anti-Intellectual Presidency, Elvin Lim draws on interviews with more than 40 presidential speechwriters to investigate this relentless qualitative decline, over the course of 200 years, in our presidents' ability to communicate with the public. Lim argues that the ever-increasing pressure for presidents to manage public opinion and perception has created a "pathology of vacuous rhetoric and imagery" where gesture and appearance matter more than accomplishment and fact. Lim tracks the campaign to simplify presidential discourse through presidential and*

*speechwriting decisions made from the Truman to the present administration, explaining how and why presidents have embraced anti-intellectualism and vague platitudes as a public relations strategy. Lim sees this anti-intellectual stance as a deliberate choice rather than a reflection of presidents' intellectual limitations. Only the smart, he suggests, know how to dumb down. The result, he shows, is a dangerous debasement of our political discourse and a quality of rhetoric which has been described, charitably, as "a linguistic struggle" and, perhaps more accurately, as "dogs barking idiotically through endless nights."*

*Sharply written and incisively argued, The Anti-Intellectual Presidency sheds new light on the murky depths of presidential oratory, illuminating both the causes and consequences of this substantive impoverishment. The role of public opinion in American democracy has been a central concern of scholars who frequently examine how public opinion influences policy makers and how politicians, especially presidents, try to shape public opinion. But in Speaking with the People's Voice: How Presidents Invoke Public Opinion, Jeffrey P. Mehlretter Drury asks a different question that adds an important*



*new dimension to the study of public opinion: How do presidents rhetorically use public opinion in their speeches? In a careful analysis supported by case studies and discrete examples, Drury develops the concept of “invoked public opinion” to study the modern presidents’ use of public opinion as a rhetorical resource. He defines the term as “the rhetorical representation of the beliefs and values of US citizens.” Speaking with the People’s Voice considers both the strategic and democratic value of invoked public opinion by analyzing how modern presidents argumentatively deploy references to the beliefs and values of US*

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*citizens as persuasive appeals as well as acts of political representation in their nationally televised speeches.*

*Navigating the Post-Cold War World*

*Public Leadership in the Trump Era*

*The Ubiquitous Presidency*

*Speaking with the People's Voice*

*Rethinking the Rhetorical Presidency*

*How President Barack Obama*

*Reshaped the Rhetorical Presidency*

*by Slow Jamming the News*

**Modern presidents**

**regularly appeal over the heads of Congress to the people at large to**

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*generate support for public policies. The Rhetorical Presidency makes the case that this development, born at the outset of the twentieth century, is the product of conscious political choices that fundamentally transformed the presidency and the meaning of American governance. Now with a new foreword by Russell Muirhead and a new afterword by the author, this landmark work probes political pathologies and analyzes the dilemmas of presidential statecraft. Extending a tradition of*

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*American political writing that begins with The Federalist and continues with Woodrow Wilson's Congressional Government, The Rhetorical Presidency remains a pivotal work in its field.*

*Shogan explores the political effects of the rhetorical choices presidents make through nine historical cases (Presidents Washington, Jefferson, Madison, Buchanan, Lincoln, Theodore Roosevelt, Kennedy, Lyndon Johnson, and Carter).*

*For George H. W. Bush, the*

*distinction between campaigning (“politics”) and governing (“principles”) was crucial. Once in office, he abandoned his campaign mode and with it the rhetorical strategies that brought electoral success. Not recognizing the crucial importance of rhetoric to policy formation and implementation, Bush forfeited the resources of the bully pulpit and paid the price of electoral defeat. In this first-ever analysis of Bush’s rhetoric to draw on the*

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*archives of the Bush Presidential Library, scholars explore eight major events or topics associated with his presidency: the first Gulf War, the fall of the Berlin wall, the "New World Order," Bush's "education presidency," his environmental stance, the "vision thing," and the influence of the Religious Right. The volume concludes with a cogent of the 1992 re-election campaign and Bush's last-gasp use of economic rhetoric. Drawing on the resources of the*

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*Bush Presidential Library and interviews with many of Bush's White House aides, the scholars included in this tightly organized volume ask, How well did President Bush and his administration respond to events, issues, and situations? In the process, they also suggest how a more perceptive embrace of the art of rhetoric might have allowed them to respond more successfully. The Rhetorical Presidency of George H. W. Bush breaks important ground for our understanding of the forty-*

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*first president's time in office and the reasons it ended so quickly.*

*Arguing that "the presidency" is not defined by the Constitution—which doesn't use the term—but by what presidents say and how they say it, Deeds Done in Words has been the definitive book on presidential rhetoric for more than a decade. In Presidents Creating the Presidency, Karlyn Kohrs Campbell and Kathleen Hall Jamieson expand and recast their classic work for the YouTube era, revealing how our media-saturated age*



*has transformed the ever-evolving rhetorical strategies that presidents use to increase and sustain the executive branch's powers.*

*Identifying the primary genres of presidential oratory, Campbell and Jamieson add new analyses of signing statements and national eulogies to their explorations of inaugural addresses, veto messages, and war rhetoric, among other types. They explain that in some of these genres, such as farewell addresses intended to leave an individual*

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*legacy, the president acts alone; in others, such as State of the Union speeches that urge a legislative agenda, the executive solicits reaction from the other branches. Updating their coverage through the current administration, the authors contend that many of these rhetorical acts extend over time: George W. Bush's post-September 11 statements, for example, culminated in a speech at the National Cathedral and became a touchstone for his subsequent address to*

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*Congress. For two centuries, presidential discourse has both succeeded brilliantly and failed miserably at satisfying the demands of audience, occasion, and institution—and in the process, it has increased and depleted political capital by enhancing presidential authority or ceding it to the other branches. Illuminating the reasons behind each outcome, Campbell and Jamieson draw an authoritative picture of how presidents have used rhetoric to shape the*

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***presidency—and how they continue to re-create it.***

***Pres. Rhetoric, 16***

***A Feminist Perspective on Presidential Marginalization***

***President Clinton's Foreign Policy Rhetoric Demagogue for President Beyond the Rhetorical Presidency***

Examines presidential crisis management--or the way U.S. presidents portray foreign crises to the American public--as a potent tool for the accumulation, & at times, the forfeiture, of political power.

Building on the premise that the

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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

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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

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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.

The rise of the media presidency through radio and television broadcasts has heightened the visibility and importance of presidential speeches in determining the effectiveness and popularity of the President of the United States. Not surprisingly, this development has also witnessed the rise of professional speechwriters to craft the words the chief executive would address

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to the nation. Yet, as this volume of expert analyses graphically demonstrates, the reliance of individual presidents on their speechwriters has varied with the rhetorical skill of the officeholder himself, his managerial style, and his personal attitude toward public speaking. The individual chapters here (two by former White House speechwriters) give fascinating insight into the process and development of presidential speechwriting from Franklin D. Roosevelt ' s administration to Ronald Reagan ' s. Some contributors, such as Charles Griffin writing on Eisenhower and Moya Ball on Johnson, offer case studies of specific speeches to gain



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insight into those presidents. Other chapters focus on institutional arrangements and personal relationships, rhetorical themes characterizing an administration, or the relationship between words and policies to shed light on presidential speechwriting. The range of presidents covered affords opportunities to examine various factors that make rhetoric successful or not, to study alternative organizational arrangements for speechwriters, and even to consider the evolution of the rhetorical presidency itself. Yet, the volume 's single focus on speechwriting and the analytic overviews provided by Martin J.

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Medhurst not only bring coherence to the work, but also make this book an exemplar of how unity can be achieved from a diversity of approaches.

Medhurst ' s introduction of ten " myths " in the scholarship on presidential speeches and his summary of the enduring issues in the practice of speechwriting pull together the work of individual contributors. At the same time, his introduction and conclusion transcend particular presidents by providing generalizations on the role of speechwriting in the modern White House.

The main objective of this master's thesis is to compare the traditional and rhetorical presidency in the

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United States of America, focusing on milestones and the reasons for them. Another objective is to analyze different presidential speeches and their evolution throughout history and different events. The master's thesis presents an analysis of two presidential speeches given by the 25th American president William McKinley. The speeches were analyzed with regards to classical rhetorical elements based on Leith (2012), who summarizes classical rhetorical principles based on Aristotle's Rhetoric (Aristotle, 1992). The analysis provides evidence of the shift from traditional to the rhetorical presidency, which occurred during the final stages of

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William McKinley's presidency when he served as the American leader in the Spanish-American war. A handful of authors have mentioned McKinley (e. g. Robert Saldin, 2011) as the transitional president in American presidential rhetoric, however, the general literature still portrays Theodore Roosevelt as such. The analysis will provide rhetorical evidence to disprove the theory which considers Roosevelt as the beginner of the rhetorical presidency.

The Rhetorical Presidency  
Encounters Ecology  
Analysis of Clinton's Political  
Apologia in Response to the  
Lewinsky Scandal

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Presidential Rhetoric and the  
Genres of Governance  
The Anti-Intellectual Presidency  
Constructing the War on Drugs  
The Rhetorical Presidency,  
Propaganda, and the Cold War,  
1945-1955

"Modern presidents regularly appeal over the heads of Congress to the people at large to generate support for public policies. [This book] makes the case that this development, born at the outset of the twentieth century, is the product of conscious political

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choices that fundamentally transformed the presidency and the meaning of American governance. Now with a new foreword by Russell Muirhead and a new afterword by the author, this...work probes political pathologies and analyzes the dilemmas of presidential statecraft."... Successful presidential leadership depends upon words as well as deeds. In this multifaceted look at rhetorical

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leadership, twelve leading scholars in three different disciplines provide in-depth studies of how words have served or disserved American presidents. At the heart of rhetorical leadership lies the classical concept of prudence, practical wisdom that combines good sense with good character. From their disparate treatments of a range of presidencies, an underlying agreement emerges among the

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historians, political scientists, and communication scholars included in the volume. To be effective, they find, presidents must be able to articulate the common good in a particular situation and they must be credible on the basis of their own character. Who they are and what they can do are thus twin pillars of successful rhetorical leadership. Leroy G. Dorsey introduces these themes, and David Zarefsky picks them up



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in looking at the historical development of rhetorical leadership within the office of the presidency. Each succeeding chapter then examines the rhetorical leadership of a particular president, often within the context of a specific incident or challenge that marked his term in office.

Chapters dealing with George Washington, John Adams, Thomas Jefferson, Theodore Roosevelt, Woodrow Wilson, Franklin Roosevelt, Dwight

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Eisenhower, Ronald Reagan, and Bill Clinton offer the specifics for a clearer understanding of how rhetoric serves leadership in the American presidency. This book provides an indispensable addition to the literature on the presidency and in leadership studies. Since its identification in 1981, the rhetorical presidency has drawn both defenders and critics. Chief among those critical of the practice is political

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theorist Jeffrey K. Tulis, whose 1987 book, *The Rhetorical Presidency*, helped popularize the construct and set forth a sustained analysis of the baleful effects that have allegedly accompanied the shift from a "constitutional" presidency to a "rhetorical" one. Tulis locates this shift in the presidencies of Theodore Roosevelt and Woodrow Wilson, arguing that the rhetorical presidency is a

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twentieth-century phenomenon. Yet not all scholars agree with this assessment. Before the Rhetorical Presidency is an attempt to investigate how U.S. presidents in the nineteenth century communicated with their publics, both congressional and popular. In part 1, Martin J. Medhurst, Mel Laracey, Jeffrey K. Tulis, and Stephen E. Lucas set forth differing perspectives on how the rhetorical

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presidency ought to be understood and evaluated. In part 2, eleven scholars of nineteenth-century presidential rhetoric investigate the presidencies of Martin Van Buren, John Tyler, James K. Polk, Franklin Pierce, James Buchanan, Andrew Johnson, Ulysses S. Grant, Rutherford B. Hayes, Benjamin Harrison, Grover Cleveland, and William McKinley. As the first volume ever to focus on nineteenth-century

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presidents from a rhetorical perspective, Before the Rhetorical Presidency examines administrations, policies, and events that have never before been subjected to rhetorical analysis. The sometimes startling outcomes of these investigations reveal the need for continuing debate over the nature, practices, and effects of the rhetorical presidency. In a brief afterword, Medhurst raises eight challenges

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to the original formulation of the rhetorical presidency and in so doing sets forth an agenda for future studies.

"The End of the Rhetorical Presidency? Public Leadership in the Trump Era explores one of the most disruptive aspects of the Trump presidency. Since the FDR administration, presidents developed the capacity and skill to use the public to influence the legislative arena, gain

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re-election, survive scandal and secure their legacy. Consequently, presidential rhetorical leadership has its own norms and expectations. Comparing President Trump's communications apparatus as well as rhetoric (including Twitter) to previous presidents, Diane Heith demonstrates how Trump exercises leadership by adhering to some of these norms and expectations, but rejects, abandons and undermines most. Heith



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argues that his individual, rather than institutional, approach to leadership represents a change in tone, language and style. She concludes that the loss of skill and capacity represents a devolution of the White House institution dedicated to public leadership, especially in the legislative arena. More significantly, the individual approach emphasizes weakening the ability of the press and other political elites

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to hold the president accountable. This book will appeal to students and scholars of the presidency as well as general readers who quest for a deeper understanding of the Trump White House in particular"--

From the New Deal to the Reagan Revolution and Beyond

Magistrsko Delo

The Evolutionary

Rhetorical Presidency

The Moral Rhetoric of American Presidents

The Rhetorical

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### Presidency in Historical Perspective

### How Presidents Invoke Public Opinion

The bully pulpit is one of the modern president's most powerful tools—and one of the most elusive to measure. *Presidential Rhetoric and the Public Agenda* uses the war on drugs as a case study to explore whether and how a president's public statements affect the formation and carrying out of policy in the United States. When in June 1971 President Richard M. Nixon initiated the modern war on drugs, he did so with rhetorical flourish and force, setting in motion a federal policy that has been largely followed for more than three

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decades. Using qualitative and quantitative measurements, Andrew B. Whitford and Jeff Yates examine presidential proclamations about battling illicit drug use and their effect on the enforcement of anti-drug laws at the national, state, and local level. They analyze specific pronouncements and the social and political contexts in which they are made; examine the relationship between presidential leadership in the war on drugs and the policy agenda of the Drug Enforcement Administration and the U.S. Attorneys; and assess how closely a president's drug policy is implemented in local jurisdictions. In evaluating the data, this sophisticated study of presidential

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leadership shows clearly that with careful consideration of issues and pronouncements a president can effectively harness the bully pulpit to drive policy.

"As the nation's ceremonial as well as political leader, presidents through their rhetoric help to create the frame for the American public's understanding of immigration. In an overarching essay and ten case studies, *Who Belongs in America?* explores select moments in U.S. immigration history, focusing on the presidential discourse that preceded, addressed, or otherwise corresponded to events."--BOOK JACKET.

Although sometimes decried by pundits, George W. Bush's use of

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moral and religious rhetoric is far from unique in the American presidency. Throughout history and across party boundaries, presidents have used such appeals, with varying degrees of political success. *The Moral Rhetoric of American Presidents* astutely analyzes the president's role as the nation's moral spokesman. Armed with quantitative methods from political science and the qualitative case study approach prevalent in rhetorical studies, Colleen J. Shogan demonstrates that moral and religious rhetoric is not simply a reflection of individual character or an expression of American "civil religion" but a strategic tool presidents can use to

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enhance their constitutional authority. To determine how the use of moral rhetoric has changed over time, Shogan employs content analysis of the inaugural and annual addresses of all the presidents from George Washington through George W. Bush. This quantitative evidence shows that while presidents of both parties have used moral and religious arguments, the frequency has fluctuated considerably and the language has become increasingly detached from relevant policy arguments. Shogan explores the political effects of the rhetorical choices presidents make through nine historical cases (Presidents Washington, Jefferson, Madison,

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Buchanan, Lincoln, Theodore Roosevelt, Kennedy, Lyndon Johnson, and Carter). She shows that presidents who adapt their rhetoric to the political conditions at hand enhance their constitutional authority, while presidents who ignore political constraints suffer adverse political consequences. The case studies allow Shogan to highlight the specific political circumstances that encourage or discourage the use of moral rhetoric. Shogan concludes with an analysis of several dilemmas of governance instigated by George W. Bush's persistent devotion to moral and religious argumentation. "Deserves a place alongside George Orwell's 'Politics and the



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English Language'. . . . one of the most important political books of this perilous summer."—The Washington Post "A must-read"—Salon "Highly recommended"—Jack Shafer, Politico Featured in "The Best New Books to Read This Summer" and "Lit Hub's Most Anticipated Books of 2020"—Literary Hub

Historic levels of polarization, a disaffected and frustrated electorate, and widespread distrust of government, the news media, and traditional political leadership set the stage in 2016 for an unexpected, unlikely, and unprecedented presidential contest. Donald Trump's campaign speeches and other rhetoric seemed on the surface to be

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simplistic, repetitive, and disorganized to many. As Demagogue for President shows, Trump's campaign strategy was anything but simple. Political communication expert Jennifer Mercieca shows how the Trump campaign expertly used the common rhetorical techniques of a demagogue, a word with two contradictory definitions—"a leader who makes use of popular prejudices and false claims and promises in order to gain power" or "a leader championing the cause of the common people in ancient times" (Merriam-Webster, 2019). These strategies, in conjunction with post-rhetorical public relations techniques, were meant to appeal

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to a segment of an already distrustful electorate. It was an effective tactic. Mercieca analyzes rhetorical strategies such as argument ad hominem, argument ad baculum, argument ad populum, reification, paralipsis, and more to reveal a campaign that was morally repugnant to some but to others a brilliant appeal to American exceptionalism. By all accounts, it fundamentally changed the discourse of the American public sphere.

Evolution of the Modern Rhetorical Presidency Reconsidered  
Presidential Speechwriting  
Oversell, the Rhetorical Presidency, and the Politics of Consensus  
The Rhetorical Presidency

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### The Presidency and Rhetorical Leadership

#### Presidential Leadership in the Trump Era

Evaluates the changing role of popular leadership and presidential rhetoric in American politics

"American democracy is in a period of striking tumult. The clash of a rapidly changing socio-technological environment and the traditional presidency has led to an upheaval in the scope and standards of executive leadership. Research on the presidency, although abundant, has been slow to adjust to changing realities associated with digital technologies, diverse audiences, and new political practices. Meanwhile, journalists and the public continue to encounter and shape

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emerging presidential efforts in deeply consequential ways. This book offers a comprehensive framework for understanding contemporary presidential communication: the ubiquitous presidency. Presidents harness new opportunities in the media environment to create a nearly constant and highly visible presence in political and nonpolitical arenas. They do this by trying to achieve longstanding presidential goals, namely visibility, adaptation, and control. However, in an environment where accessibility, personalization, and pluralism are omnipresent considerations, the strategies presidents use to achieve their goals are very different from what we once knew. Using this novel framework, the book undertakes one of

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the most expansive analyses of presidential communication to date. A wide variety of approaches-ranging from surveys and survey-experiments, to large-scale automated content and network analyses, to qualitative textual analysis-uncover new aspects of the intricate relationship between the president, news media, and the public. Focusing on the presidency since Ronald Reagan, and devoting particular attention to the cases of Barack Obama and Donald Trump, the book uncovers remarkable shifts in communication that test the institution of the presidency and, consequently, democratic governance itself"--

‡The ‡transitional Period of the Rhetorical Presidency in the United States of America

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Agenda  
Franklin D. Roosevelt's Rhetorical  
Presidency