

## Beyond The Rhetorical Presidency Presidential Rhetoric And Political Communication

“Wegman combines in-depth historical analysis and insight into contemporary politics to present a cogent argument that the Electoral College violates America’s ‘core democratic principles’ and should be done away with...” —Publishers Weekly The framers of the Constitution battled over it. Lawmakers have tried to amend or abolish it more than 700 times. To this day, millions of voters, and even members of Congress, misunderstand how it works. It deepens our national divide and distorts the core democratic principles of political equality and majority rule. How can we tolerate the Electoral College when every vote does not count the same, and the candidate who gets the most votes can lose? Twice in the last five elections, the Electoral College has overridden the popular vote, calling the integrity of the entire system into question—and creating a false picture of a country divided into bright red and blue blocks when in fact we are purple from coast to coast. Even when the popular-vote winner becomes president, tens of millions of Americans—Republicans and Democrats alike—find that their votes didn't matter. And, with statewide winner-take-all rules, only a handful of battleground states ultimately decide who will become president. Now, as political passions reach a boiling point at the dawn of the 2020 race, the message from the American people is clear: The way we vote for the only official whose job it is to represent all Americans is neither fair nor just. Major reform is needed—now. Isn't it time to let the people pick the president? In this thoroughly researched and engaging call to arms, Supreme Court journalist and New York Times editorial board member Jesse Wegman draws upon the history of the founding era, as well as information gleaned from campaign managers, field directors, and other officials from twenty-first-century Democratic and Republican presidential campaigns, to make a powerful case for abolishing the antiquated and antidemocratic Electoral College. In *Let the People Pick the President* he shows how we can at long last make every vote in the United States count—and restore belief in our democratic system.

Donald J. Trump’s speaking and writing invite passionate reactions — maybe he’s a bluecollar, billionaire hero who speaks the language of the common man or maybe he’s a gleefully illiterate, tremendously unqualified idiot. Whatever the case, he was persuasive enough to get himself elected President of the United States and he’s been persuasive enough to keep a majority of his supporters behind him. In *Faking the News: What Rhetoric Can Teach Us About Donald J. Trump*, eleven prominent rhetoric experts explain how Trump’s persuasive language works. Specifically the authors explain Trump’s persuasive uses of demagoguery, anti-Semitism, alternative facts, populism, charismatic leadership, social media, television, political slogans, visual identity/image, comedy and humor, and shame and humiliation. *Faking the News* is written for readers who may not know anything about rhetoric, so each chapter explains a feature of rhetoric and uses that lens to illuminate Trump’s rhetorical accomplishments. Specifically, about how he has used and still uses language, symbols, and even style to appeal to the people in his various audiences.

Few relationships have proved more pivotal in changing the course of American politics than those between presidents and social movements. For all their differences, both presidents and social movements are driven by a desire to recast the political system, often pursuing rival agendas that set them on a collision course. Even when their interests converge, these two actors often compete to control the timing and conditions of political change. During rare historical moments, however, presidents and social movements forged partnerships that profoundly recast American politics. *Rivalry and Reform* explores the relationship between presidents and social movements throughout history and into the present day, revealing the patterns that emerge from the epic battles and uneasy partnerships that have profoundly shaped reform. Through a series of case studies, including Abraham Lincoln and abolitionism, Lyndon Johnson and the civil rights movement, and Ronald Reagan and the religious right, Sidney M. Milkis and Daniel J. Tichenor argue persuasively that major political change usually reflects neither a top-down nor bottom-up strategy but a crucial interplay between the two. Savvy leaders, the authors show, use social movements to support their policy goals. At the same time, the most successful social movements target the president as either a source of powerful support or the center of opposition. The book concludes with a consideration of Barack Obama’s approach to contemporary social movements such as Black Lives Matter, United We Dream, and Marriage Equality.

Here, the contributors suggest how embracing the art of rhetoric might have allowed Bush to respond more successfully to the challenges of his presidency. Drawing on the resources of the Bush Presidential library and interviews with some of his White House aides, they explore such issues as the first Gulf War, the fall of the Berlin wall, Bush's environmental stance, and the 1992 re-election campaign.

A powerful dissection of one of the fundamental problems in American governance today: the clash between presidents determined to redirect the nation through ever-tighter control of administration and an executive branch still organized to promote shared interests in steady hands, due deliberation, and expertise. As the nation's chief executive, Donald Trump pitted himself repeatedly against the institutions and personnel of the executive branch. In the process, two once-obscure concepts came center stage in an eerie faceoff. On one side was the specter of a "Deep State" conspiracy-administrators threatening to thwart the will of the people and undercut the constitutional authority of the president they elected to lead them. On the other side was a raw personalization of presidential power, one that a theory of "the unitary executive" gussied up and allowed to run roughshod over reason and the rule of law. The Deep State and the unitary executive framed every major contest of the Trump presidency. Like phantom twins, they drew each other out and wrestled to light basic issues of governance long suppressed. Though this conflict reached a fever pitch during the Trump presidency, it is not new. Stephen Skowronek, John A. Dearborn, and Desmond King trace the tensions between presidential power and the depth of the American state back through the decades and forward

through the various settlements arrived at in previous eras. *Phantoms of a Beleaguered Republic* is about the breakdown of settlements and the abiding vulnerabilities of a Constitution that gave scant attention to administrative power. Rather than simply dump on Trump, the authors provide a richly historical perspective on the conflicts that rocked his presidency, and they explain why, if left untamed, the phantom twins will continue to pull the American government apart.

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.

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 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*.

Trump won the presidency not because of partisanship, policy, or economic factors but because of how he makes people feel.

Armed interventions in Libya, Haiti, Iraq, Vietnam, and Korea challenged the US president and Congress with a core question of constitutional interpretation: does the president, or Congress, have constitutional authority to take the country to war? *War Powers* argues that the Constitution doesn't offer a single legal answer to that question. But its structure and values indicate a vision of a well-functioning constitutional politics, one that enables the branches of government themselves to generate good answers to this question for the circumstances of their own times. Mariah Zeisberg shows that what matters is not that the branches enact the same constitutional settlement for all conditions, but instead how well they bring their distinctive governing capacities to bear on their interpretive work in context. Because the branches legitimately approach constitutional questions in different ways, interpretive conflicts between them can sometimes indicate a successful rather than deficient interpretive politics. Zeisberg argues for a set of distinctive constitutional standards for evaluating the branches and their relationship to one another, and she demonstrates how observers and officials can use those standards to evaluate the branches' constitutional politics. With cases ranging from the Mexican War and World War II to the Cold War, Cuban Missile Crisis, and Iran-Contra scandal, *War Powers* reinterprets central controversies of war powers scholarship and advances a new way of evaluating the constitutional behavior of officials outside of the judiciary.

In the days and weeks following the tragic 2011 shooting of nineteen Arizonans, including congresswoman Gabrielle Giffords, there were a number of public discussions about the role that rhetoric might have played in this horrific event. In question was the use of violent and hateful rhetoric that has come to dominate American political discourse on television, on the radio, and at the podium. A number of more recent school shootings have given this debate a renewed sense of urgency, as have the continued use of violent metaphors in public address and the dishonorable state of America's partisan gridlock. This conversation, unfortunately, has been complicated by a collective cultural numbness to violence. But that does not mean that fruitful conversations should not continue. In *The Politics of Resentment*, Jeremy Engels picks up this thread, examining the costs of violent political rhetoric for our society and the future of democracy. *The Politics of Resentment* traces the rise of especially violent rhetoric in American public discourse by investigating key events in American history. Engels analyzes how resentful rhetoric has long been used by public figures in order to achieve political ends. He goes on to show how a more devastating form of resentment started in the 1960s, dividing Americans on issues of structural inequalities and foreign policy. He discusses, for example, the rhetorical and political contexts that have made the mobilization of groups such as Nixon's "silent majority" and the present Tea Party possible. Now, in an age of recession and sequestration, many Americans believe that they have been given a raw deal and experience feelings of injustice in reaction to events beyond individual control. With *The Politics of Resentment*, Engels wants to make these feelings of victimhood politically productive by challenging the toxic rhetoric that takes us there, by defusing it, and by enabling citizens to have the kinds of conversations we need to have in order to fight for life, liberty, and equality.

With every presidential election, Americans puzzle over the peculiar mechanism of the Electoral College. The author of the Pulitzer finalist *The Right to Vote* explains the enduring problem of this controversial institution. Every four years, millions of Americans wonder why they choose their presidents through the Electoral College, an arcane institution that permits the loser of the popular vote to become president and narrows campaigns to swing states. Most Americans would prefer a national popular vote, and Congress has attempted on many occasions to alter or scuttle the Electoral College. Several of these efforts—one as recently as 1970—came very close to winning approval. Yet this controversial system remains. Alexander Keyssar explains its persistence. After tracing the Electoral College's tangled origins at the Constitutional Convention, he explores the efforts from 1800 to 2019 to abolish or significantly reform it, showing why each has thus far failed. Reasons include the tendency of political parties to elevate partisan advantage above democratic values, the difficulty of passing constitutional amendments, and, especially, the impulse to preserve white supremacy in the South, which led to the region's prolonged

backing of the Electoral College. The most common explanation—that small states have blocked reform for fear of losing influence—has only occasionally been true. Keyssar examines why reform of the Electoral College has received so little attention from Congress for the last forty years, as well as alternatives to congressional action such as the National Popular Vote Interstate Compact and state efforts to eliminate winner-take-all. In analyzing the reasons for past failures while showing how close the nation has come to abolishing the institution, *Why Do We Still Have the Electoral College?* offers encouragement to those hoping to produce change in the twenty-first century.

This book explores how social media influenced presidential campaign rhetoric. Janet Johnson discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama, Mitt Romney, Hillary Clinton, and Donald Trump.

A collection of Barack Obama's greatest speeches, now including his farewell address, selected and introduced by columnist E.J. Dionne and MSNBC host Joy-Ann Reid. "It is a political partisan's dream to see them [Obama's words] so finely gathered here." - Washington Post *We Are the Change We Seek* is a collection of Barack Obama's 27 greatest addresses: beginning with his 2002 speech opposing the Iraq War and closing with his emotional farewell address in Chicago in January 2017. As president, Obama's words had the power to move the country, and often the world, as few presidents before him. Whether acting as Commander in Chief or Consoler in Chief, Obama adopted a unique rhetorical style that could simultaneously speak to the national mood and change the course of public events. Obama's eloquence, both written and spoken, propelled him to national prominence and ultimately made it possible for the son of a Kenyan man and a white woman from Kansas to become the first black president of the United States. These speeches span Obama's career--from his time in state government through to the end of his tenure as president--and the issues most important to our time: war, inequality, race relations, gun violence and human rights. The book opens with an essay placing Obama's oratorical contributions within the flow of American history by E.J. Dionne Jr., columnist and author of *Why The Right Went Wrong*, and Joy Reid, the host of *AM Joy* on MSNBC and author of *Fracture*.

Since its identification in 1981, the rhetorical presidency has drawn both defenders and critics. Chief among those critical of the practice is political 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 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 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 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 to the original formulation of the rhetorical presidency and in so doing sets forth an agenda for future studies.

In *Articulate While Black*, two renowned scholars of Black Language address language and racial politics in the U.S. through an insightful examination of President Barack Obama's language use-and America's response to it.

The Bush years have given rise to fears of a resurgent Imperial Presidency, but the problem cannot be solved simply by bringing a new administration to power. Both Left and Right agree on the boundless nature of presidential responsibility. For both sides, it is the president's job to grow the economy, teach our children well, save us from hurricanes, and even to spread democracy abroad. In short, the Imperial Presidency is the price we pay for making the office the focus of our national hopes and dreams. Combining historical scholarship, legal analysis, and cultural commentary, *The Cult of the Presidency* argues that the presidency needs to be reined in, with its powers checked by Congress and the courts. Only then will we begin to return the presidency to its proper constitutional role.

From CNN chief legal analyst and bestselling author Jeffrey Toobin, a real-life legal thriller about the prosecutors and congressional investigators pursuing the truth about Donald Trump's complicity in several crimes--and why they failed. Donald Trump's campaign chairman went to jail. So did his personal lawyer. His long-time political consigliere was convicted of serious federal crimes, and his national security advisor pled guilty to others. Several Russian spies were indicted in absentia. Career intelligence agents and military officers were alarmed enough by the president's actions that they alerted senior government officials and ignited the impeachment process. Yet despite all this, a years-long inquiry led by special counsel Robert Mueller, and the third impeachment of a president in American history, Donald Trump survived to run for re-election. Why? Jeffrey Toobin's highly entertaining definitive account of the Mueller investigation and the impeachment of the president takes readers behind the scenes of the epic legal and political struggle to call Trump to account for his misdeeds. With his superb storytelling and analytic skills Toobin recounts all the mind-boggling twists and turns in the case--Trump's son met with a Russian operative promising Kremlin support! Trump paid a porn star \$130,000 to hush up an affair! Rudy Giuliani and a pair of shady Ukrainian-American businessmen got the Justice Department to look at Russian-created conspiracy theories! Toobin shows how Trump's canny lawyers used Mueller's famous integrity against him, and how Trump's bullying and bluster cowed Republican legislators into ignoring the clear evidence of the impeachment hearings. Based on dozens of interviews with prosecutors in Mueller's office, Trump's legal team, Congressional investigators, White House staffers, and several of the key players, including some who are now in prison, *True Crimes and Misdemeanors* is a revelatory narrative that makes sense of the seemingly endless chaos of the Trump years. Filled with never-before-reported details of the high-stakes legal battles and political machinations, the book weaves a tale of a rogue president guilty of historic misconduct, and how he got away with it.

**NEW YORK TIMES BESTSELLER** • From the veteran political journalist and 60 Minutes correspondent, a deep dive into the history, evolution, and current state of the American presidency, and how we can make the job less impossible and more productive—featuring a new post-2020—election epilogue “This is a great gift to our sense of the actual presidency, a primer on leadership.”—Ken Burns Imagine you have just been elected president. You are now commander-in-chief, chief executive, chief diplomat, chief legislator, chief of party, chief voice of the people, first responder, chief priest, and world leader.

You're expected to fulfill your campaign promises, but you're also expected to solve the urgent crises of the day. What's on your to-do list? Where would you even start? What shocks aren't you thinking about? The American presidency is in trouble. It has become overburdened, misunderstood, almost impossible to do. “The problems in the job unfolded before Donald Trump was elected, and the challenges of governing today will confront his successors,” writes John Dickerson. After all, the founders never intended for our system of checks and balances to have one superior Chief Magistrate, with Congress demoted to “the little brother who can't keep up.” In this eye-opening book, John Dickerson writes about presidents in history such a Washington, Lincoln, FDR, and Eisenhower, and and in contemporary times, from LBJ and Reagan and Bush, Obama, and Trump, to show how a complex job has been done, and why we need to reevaluate how we view the presidency, how we choose our presidents, and what we expect from them once they are in office. Think of the presidential campaign as a job interview. Are we asking the right questions? Are we looking for good campaigners, or good presidents? Once a

candidate gets the job, what can they do to thrive? Drawing on research and interviews with current and former White House staffers, Dickerson defines what the job of president actually entails, identifies the things that only the president can do, and analyzes how presidents in history have managed the burden. What qualities make for a good president? Who did it well? Why did Bill Clinton call the White House "the crown jewel in the American penal system"? The presidency is a job of surprises with high stakes, requiring vision, management skill, and an even temperament. Ultimately, in order to evaluate candidates properly for the job, we need to adjust our expectations, and be more realistic about the goals, the requirements, and the limitations of the office. As Dickerson writes, "Americans need their president to succeed, but the presidency is set up for failure. It doesn't have to be."

"Amos Kiewe mounts a critical intervention into Jackson studies by focusing the lens on a little-studied aspect of the populist leader's 1830-31 campaign and subsequent presidency: his creative use of the press. Jackson was a force for reinvention, cannily directing his speeches--like no previous candidate--to the public at large and garnering unprecedented newspaper coverage throughout his campaign and time in office. By focusing on Jackson's public addresses, Kiewe is able to trace the president's rhetorical political maneuvering through his early campaign and the major trials of his presidency."--Provided by publisher.

Modern presidents regularly appeal over the heads of Congress to the people at large to 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 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.

Contributors address aspects of presidential leadership in essays on how presidential values are determined or constructed, how they are condoned and criticized, how they are packaged and conveyed, and how they are interpreted and acted upon. Includes scholars from communication, history, law, philosophy, political science, and psychology

**#1 NEW YORK TIMES BESTSELLER •** A clear-eyed account of learning how to lead in a chaotic world, by General Jim Mattis—the former Secretary of Defense and one of the most formidable strategic thinkers of our time—and Bing West, a former assistant secretary of defense and combat Marine. "A four-star general's five-star memoir."—*The Wall Street Journal* *Call Sign Chaos* is the account of Jim Mattis's storied career, from wide-ranging leadership roles in three wars to ultimately commanding a quarter of a million troops across the Middle East. Along the way, Mattis recounts his foundational experiences as a leader, extracting the lessons he has learned about the nature of warfighting and peacemaking, the importance of allies, and the strategic dilemmas—and short-sighted thinking—now facing our nation. He makes it clear why America must return to a strategic footing so as not to continue winning battles but fighting inconclusive wars. Mattis divides his book into three parts: Direct Leadership, Executive Leadership, and Strategic Leadership. In the first part, Mattis recalls his early experiences leading Marines into battle, when he knew his troops as well as his own brothers. In the second part, he explores what it means to command thousands of troops and how to adapt your leadership style to ensure your intent is understood by your most junior troops so that they can own their mission. In the third part, Mattis describes the challenges and techniques of leadership at the strategic level, where military leaders reconcile war's grim realities with political leaders' human aspirations, where complexity reigns and the consequences of imprudence are severe, even catastrophic. *Call Sign Chaos* is a memoir of a life of warfighting and lifelong learning, following along as Mattis rises from Marine recruit to four-star general. It is a journey about learning to lead and a story about how he, through constant study and action, developed a unique leadership philosophy, one relevant to us all.

In this provocative contribution to the disputes surrounding a liberal education, university president Michael S. Roth focuses on important moments and seminal thinkers in America's long-running argument over vocational vs. liberal education.

**New York Times Bestseller** In the most ambitious one-volume American history in decades, award-winning historian and *New Yorker* writer Jill Lepore offers a magisterial account of the origins and rise of a divided nation, an urgently needed reckoning with the beauty and tragedy of American history. Written in elegiac prose, Lepore's groundbreaking investigation places truth itself—a devotion to facts, proof, and evidence—at the center of the nation's history. The American experiment rests on three ideas—"these truths," Jefferson called them—political equality, natural rights, and the sovereignty of the people. And it rests, too, on a fearless dedication to inquiry, Lepore argues, because self-government depends on it. But has the nation, and democracy itself, delivered on that promise? *These Truths* tells this uniquely American story, beginning in 1492, asking whether the course of events over more than five centuries has proven the nation's truths, or belied them. To answer that question, Lepore traces the intertwined histories of American politics, law, journalism, and technology, from the colonial town meeting to the nineteenth-century party machine, from talk radio to twenty-first-century Internet polls, from Magna Carta to the Patriot Act, from the printing press to Facebook News. Along the way, Lepore's sovereign chronicle is filled with arresting sketches of both well-known and lesser-known Americans, from a parade of presidents and a rogues' gallery of political mischief makers to the intrepid leaders of protest movements, including Frederick Douglass, the famed abolitionist orator; William Jennings Bryan, the three-time presidential candidate and ultimately tragic populist; Pauli Murray, the visionary civil rights strategist; and Phyllis Schlafly, the uncredited architect of modern conservatism. Americans are descended from slaves and slave owners, from conquerors and the conquered, from immigrants and from people who have fought to end immigration. "A nation born in contradiction will fight forever over the meaning of its history," Lepore writes, but engaging in that struggle by studying the past is part of the work of citizenship. "The past is an inheritance, a gift and a burden," *These Truths* observes. "It can't be shirked. There's nothing for it but to get to know it."

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.

A biography of Franklin Delano Roosevelt examines his political leadership in a dark time of Depression and war, his championship of the poor, his revolutionary New Deal legislation, and his legacy for the future.

"This provides incredibly convenient access to most of the results of the most asked of all survey research questions."-- Wilson Library Bulletin

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 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 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 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.

The Twitter Presidency explores the rhetorical style of President Donald J. Trump, attending to both his general manner of speaking as well as to his preferred modality. Trump's manner, the authors argue, reflects an aesthetics of white rage, and it is rooted in authoritarianism, narcissism, and demagoguery. His preferred modality of speaking, namely through Twitter, effectively channels and transmits the affective dimensions of white rage by taking advantage of the platform's defining characteristics, which include simplicity, impulsivity, and incivility. There is, then, a structural homology between Trump's general communication practices and the specific platform (Twitter) he uses to communicate with his base. This commonality between communication practices and communication platform (manner and modality) struck a powerful emotive chord with his followers, who feel aggrieved at the decentering of white masculinity. In addition to charting the defining characteristics of Trump's discourse, The Twitter Presidency exposes how Trump's rhetorical style threatens democratic norms, principles, and institutions.

Successful presidential leadership depends upon words as well as deeds. In this multifaceted look at rhetorical 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 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 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 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.

Crippled America by Donald Trump | Key Takeaways & Analysis Preview: Much has been written about Donald Trump and his campaign for the 2016 Republican nomination for president. But what does the billionaire builder and media personality himself have to say about what America's greatest problems are? And just as important, what solutions does he offer to address these issues? Crippled America: How to Make America Great Again offers a revealing look at his thinking... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread of Crippled America: · Overview of the book · Important People · Key Takeaways · Analysis of Key Takeaways

Culminating a decade of conferences that have explored presidential speech, The Prospect of Presidential Rhetoric assesses progress and suggests directions for both the practice of presidential speech and its study. In Part One, following an analytic review of the field by Martin Medhurst, contributors address the state of the art in their own areas of expertise. Roderick P. Hart then summarizes their work in the course of his rebuttal of an argument made by political scientist George Edwards: that presidential rhetoric lacks political impact. Part Two of the volume consists of the forward-looking reports of six task forces, comprising more than forty scholars, charged with outlining the likely future course of presidential rhetoric, as well as the major questions scholars should ask about it and the tools at their disposal. The Prospect of Presidential Rhetoric will serve as a pivotal work for students and scholars of public discourse and the presidency who seek to understand the shifting landscape of American political leadership.

"Deserves a place alongside George Orwell's 'Politics and the 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 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 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.

"Donald Trump's campaign for the presidency has been called "the single strangest development in American history" (Michael Gerson), and that is in large part because of Trump's use of rhetoric in appealing to the white working class. He won the presidency largely because of his rhetoric, and despite committing gaffe after gaffe, violating every norm identified by pundits and scholars alike about how a presidential candidate should talk, and presenting a message that was antithetical to the rhetorical vision of the greatest conservative hero of the last forty years,

Ronald Reagan. Robert C. Rowland argues that Trump's rhetoric is defined by the themes of nationalist populism and by a rhetorical persona casting himself as first an outsider hero who could achieve near magical results and later, after assuming the presidency, as a more radical version of that persona, moving toward the role of heroic strongman. Rowland shows that, while these three elements are found in all of Trump's campaign and presidential rhetoric, there has been development over time toward a more extreme variant of all of these themes. The Rhetoric of Donald Trump traces the evolution and radicalization of Trump's message in rallies, in formal campaign settings, in policy and ceremonial speeches, and in his tens of thousands of tweets. This is an essential book for understanding what Trump reveals about the status of the modern presidency and the role of rhetoric in the American political system"--

Our understanding of the politics of the presidency is greatly enhanced by viewing it through a developmental lens, analyzing how historical turns have shaped the modern institution. The Development of the American Presidency pays great attention to that historical weight but is organized topically and conceptually with the constitutional origins and political development of the presidency its central focus. Through comprehensive and in-depth coverage, this text looks at how the presidency has evolved in relation to the public, to Congress, to the Executive branch, and to the law, showing at every step how different aspects of the presidency have followed distinct trajectories of change. All the while, Ellis illustrates the institutional relationships and tensions through stories about particular individuals and specific political conflicts. Ellis's own classroom pedagogy of promoting active learning and critical thinking is well reflected in these pages. Each chapter begins with a narrative account of some illustrative puzzle that brings to life a central concept. A wealth of photos, figures, and tables allow for the visual presentations of concepts. A companion website not only acts as a further resources base—directing students to primary documents, newspapers, and data sources—but also presents interactive timelines, practice quizzes, and key terms to help students master the book's lessons.

Shortly after the 1964 Civil Rights Act, Daniel Patrick Moynihan authored a government report titled The Negro Family: A Case for National Action that captured the attention of President Lyndon Johnson. Responding to the demands of African American activists that the United States go beyond civil rights to secure economic justice, Moynihan thought his analysis of black families highlighted socioeconomic inequality. However, the report's central argument that poor families headed by single mothers inhibited African American progress touched off a heated controversy. The long-running dispute over Moynihan's conclusions changed how Americans talk about race, the family, and poverty. Fifty years after its publication, the Moynihan Report remains a touchstone in contemporary racial politics, cited by President Barack Obama and Congressman Paul Ryan among others. Beyond Civil Rights offers the definitive history of the Moynihan Report controversy. Focusing on competing interpretations of the report from the mid-1960s to the late 1970s, Geary demonstrates its significance for liberals, conservatives, neoconservatives, civil rights leaders, Black Power activists, and feminists. He also illustrates the pitfalls of discussing racial inequality primarily in terms of family structure. Beyond Civil Rights captures a watershed moment in American history that reveals the roots of current political divisions and the stakes of a public debate that has extended for decades.

A classic on the separation of powers, this book dissects the crucial constitutional disputes between the executive and legislative branches from the Constitutional Convention to the present day. New material includes military tribunals and NSA eavesdropping, disputes over executive orders, state secrets privilege, and post-9/11 wars in Afghanistan and Iraq.

There's a crisis of trust in politics across the western world. Public anger is rising and faith in conventional political leaders and parties is falling. Anti-politics, and the anti-politicians, have arrived. In Enough Said, President and CEO of The New York Times Company Mark Thompson argues that one of the most significant causes of the crisis is the way our public language has changed. Enough Said tells the story of how we got from the language of FDR and Churchill to that of Donald Trump. It forensically examines the public language we've been left with: compressed, immediate, sometimes brilliantly impactful, but robbed of most of its explanatory power. It studies the rhetoric of western leaders from Reagan and Thatcher to Berlusconi, Blair, and today's political elites on both sides of the Atlantic. And it charts how a changing public language has interacted with real world events – Iraq, the financial crash, the UK's surprising Brexit from the EU, immigration – and led to a mutual breakdown of trust between politicians and journalists, to leave ordinary citizens suspicious, bitter, and increasingly unwilling to believe anybody. Drawing from classical as well as contemporary examples and ranging across politics, business, science, technology, and the arts, Enough Said is a smart and shrewd look at the erosion of language by an author uniquely placed to measure its consequences.

Rage is an unprecedented and intimate tour de force of new reporting on the Trump presidency facing a global pandemic, economic disaster and racial unrest. Woodward, the #1 international bestselling author of Fear: Trump in the White House, has uncovered the precise moment the president was warned that the Covid-19 epidemic would be the biggest national security threat to his presidency. In dramatic detail, Woodward takes readers into the Oval Office as Trump's head pops up when he is told in January 2020 that the pandemic could reach the scale of the 1918 Spanish Flu that killed 675,000 Americans. In 17 on-the-record interviews with Woodward over seven volatile months—an utterly vivid window into Trump's mind—the president provides a self-portrait that is part denial and part combative interchange mixed with surprising moments of doubt as he glimpses the perils in the presidency and what he calls the “dynamite behind every door.” At key decision points, Rage shows how Trump's responses to the crises of 2020 were rooted in the instincts, habits and style he developed during his first three years as president. Revisiting the earliest days of the Trump presidency, Rage reveals how Secretary of Defense James Mattis, Secretary of State Rex Tillerson and Director of National Intelligence Dan Coats struggled to keep the country safe as the president dismantled any semblance of collegial national security decision making. Rage draws from hundreds of hours of interviews with firsthand witnesses as well as participants' notes, emails, diaries, calendars and confidential documents. Woodward obtained 25 never-seen personal letters exchanged between Trump and North Korean leader Kim Jong Un, who describes the bond between the two leaders as out of a “fantasy film.” Trump insists to Woodward he will triumph over Covid-19 and the economic calamity. “Don't worry about it, Bob. Okay?” Trump told the author in July. “Don't worry about it. We'll get to do another book. You'll find I was right.”

Typically a maligned figure in American political history, former vice president Spiro T. Agnew is often overlooked. Although he is largely remembered for his alliterative speeches, attacks on the media and East Coast intellectuals, and his resignation from office in 1973 in the wake of tax evasion charges, Agnew had a significant impact on the modern Republican Party that is underappreciated. It is impossible, in fact, to understand the current internal struggles of the Republican Party without understanding this populist “everyman” and prototypical middle-class striver who was one of the first proponents of what would become the ideology of Donald Trump's GOP. Republican Populist examines Agnew's efforts to make the Republican Party

representative of the "silent majority." Under the tutelage of a group of talented speechwriters assigned to Agnew by President Richard Nixon including Pat Buchanan and William Safire, Agnew crafted the populist-tinged, anti-establishment rhetoric that helped turn the Republican Party into a powerful national electoral force that has come to define American politics into the current era. A fascinating political portrait of Agnew from his pre-vice presidential career through his scandal-driven fall from office and beyond, this book is a revelatory examination of Agnew's role as one of the founding fathers of the modern Republican Party and of the link between Agnew's "people's party" and the fraught party of populists and businessmen today.

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