



BEYOND THE Rhetorical PRESIDENCY

Edited by Martin J. Medhurst

Beyond The Rhetorical Presidency Presidential Rhetoric And Political Communication

Anne Teresa Demo



Beyond The Rhetorical Presidency Presidential Rhetoric And Political Communication:

Beyond the Rhetorical Presidency Martin J. Medhurst, 1996 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

The Oxford Handbook of Political Communication Kate Kenski, Kathleen Hall Jamieson, 2017-06-23 Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric politicians and leaders voters opinions and media exposure to better understand how any one aspect can affect the others In The Oxford Handbook of Political Communication Kate Kenski and Kathleen Hall Jamieson bring together leading scholars including founders of the field of political communication Elihu Katz Jay Blumler Doris Graber Max McCombs and Thomas Paterson to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting framing and

cultivation to the changing contours of social media use in politics and the functions of the press in a democratic system The essays in this volume reveal that political communication is a hybrid field with complex ancestry permeable boundaries and interests that overlap with those of related fields such as political sociology public opinion rhetoric neuroscience and the new hybrid on the quad media psychology This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how why when and with what effect humans make sense of symbolic exchanges about sharing and shared power The sixty two chapters in The Oxford Handbook of Political Communication contain an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation

The Oxford Handbook of the American Presidency George C. Edwards, William G. Howell, 2011-08-04 With engaging new contributions from major figures in the field The Oxford Handbook of the American Presidency provides the key point of reference for anyone working in American politics today

[The International Encyclopedia of Political Communication, 3 Volume Set](#) Gianpietro Mazzoleni, Kevin G. Barnhurst, Ken'ichi Ikeda, Rousiley C. M. Maia, Hartmut Wessler, 2015-12-14 The International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library www.wileyicaencyclopedia.com Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association

Prime Ministers and Rhetorical Governance D. Grube, 2015-12-04 Prime Ministers in Westminster style democracies are forever talking to and communicating with the electorate This ground breaking book explores and analyses the uses of political rhetoric by Prime Ministers to explore patterns of communication and shows that the manner in which they talk to the electorate is central to day to day governance

Rhetoric Across Borders Anne Teresa Demo, 2015-07-15 Rhetoric Across Borders features a select representation of 27 essays and excerpts from the In Conversation panels at the Rhetoric Society of America's 2014 conference on Border Rhetorics

[The SAGE Handbook of Political Communication](#) Holli A Semetko, Margaret Scammell, 2012-05-17 This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state of the art review that sets the agenda for future study It is divided into five sections Part One explores the macro level influences on political

communication such as the media industry new media technology and political systems Part Two takes a grassroots perspective of the influences of social networks real and online on political communication Part Three discusses methodological advances in political communication research Part Four focuses on power and how it is conceptualized in political communication Part Five provides an international regional and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students researchers and practitioners in the fields of politics media and communication sociology and research methods

Before the Rhetorical Presidency Martin J. Medhurst, 2008-11-05 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

Woman President Kristina Horn Sheeler, Karrin Vasby Anderson, 2013-08-08 What elements of American political and rhetorical culture block the imagining and thus the electing of a woman as president Examining both major party and third party campaigns by women including the 2008 campaigns of Hillary Clinton and Sarah Palin the authors of *Woman President Confronting Postfeminist Political Culture* identify the factors that limit electoral possibilities for women Pundits have been predicting women s political ascendancy for years And yet although the 2008 presidential campaign featured Hillary Clinton as an early frontrunner for the Democratic presidential nomination and Sarah Palin as the first female Republican vice presidential nominee no woman has yet held either of the top two offices The reasons for this are complex and varied but the authors assert that the question certainly encompasses more than the shortcomings of women candidates or the demands of the particular political moment Instead the authors identify a

pernicious backlash against women presidential candidates one that is expressed in both political and popular culture In *Woman President Confronting Postfeminist Political Culture* Kristina Horn Sheeler and Karrin Vasby Anderson provide a discussion of US presidentiality as a unique rhetorical role Within that framework they review women s historical and contemporary presidential bids placing special emphasis on the 2008 campaign They also consider how presidentiality is framed in candidate oratory campaign journalism film and television digital media and political parody

The Prospect of Presidential Rhetoric James Arnt Aune, Martin J. Medhurst, 2008 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

The SAGE Handbook of Rhetorical Studies Andrea A. Lunsford, Kirt H. Wilson, Rosa A. Eberly, 2008-10-29 *The SAGE Handbook of Rhetorical Studies* surveys the latest advances in rhetorical scholarship synthesizing theories and practices across major areas of study in the field and pointing the way for future studies Edited by Andrea A Lunsford and Associate Editors Kirt H Wilson and Rosa A Eberly the Handbook aims to introduce a new generation of students to rhetorical study and provide a deeply informed and ready resource for scholars currently working in the field

Key Features Brings together scholars from across the disciplines of Speech Communication English and Writing Studies While rhetoric is by definition interdisciplinary self identified scholars in the field are most often institutionally separated from one another This Handbook bridges this divide by providing a refreshing range of transdisciplinary views on the nature status definition and scope of rhetoric today Offers a thorough going overview of rhetorical studies today Organized in four sections Historical Studies in Rhetoric Rhetoric Across the Disciplines Rhetoric and Pedagogy and Rhetoric and Public Discourse the volume provides a single resource for engaging rhetorical studies Underscores the importance of rhetoric to education across a wide range of disciplines as well as to effective participation in public arenas Thus the volume connects rhetoric s long teaching tradition to an activist agenda for informed civic engagement Addresses methodological and theoretical difficulties and offers means of negotiating them Provides one of the first introductions to rhetorical studies across cultures and to the related debates concerning comparative and contrastive rhetorics

Presidential Speechwriting Kurt Ritter, Martin J. Medhurst, 2004-03-15 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 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 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 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

Communication Yearbooks Vols 6-33 Set Various,2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication

Michelle Obama and the FLOTUS Effect Heather E. Harris,Kimberly R. Moffitt,2019-10-29 The FLOTUS Effect emphasizes the import of agency on the part of Michelle Obama in relation to her politics as evidenced in her positionality and presence as the first African American woman to serve as First Lady of the United States of America Her occupation of a previously white space and place tended to frame her as an enigma in the American mind and media Contributors reflect on Mrs Obama s eight years in her ceremonial position and the ways she chose to uniquely embody her role Hence the result is a volume that speculates upon her evolving legacy and the likely

effects of what it meant to be the first African American woman to serve in the ceremonial yet powerful role of FLOTUS

Corpora and Discourse Studies Anthony McEnery, Paul Baker, 2015-07-21 This edited collection brings together contemporary research that uses corpus linguistics to carry out discourse analysis The book takes an inclusive view of the meaning of discourse covering different text types or modes of language including discourse as both social practice and as ideology or representation

Speechwriting in the Institutionalized Presidency Kenneth Collier, 2018-04-18 This book traces the evolution of the speechwriting process for presidents in the White House from the administration of Franklin Roosevelt to the present While institutionalization of the speechwriting process has often been blamed for bland presidential rhetoric this book draws out the many varied consequences of institutionalization on the speechwriting process Ultimately it concludes that the institutionalization of the process has actually served the presidency well by helping presidents avoid the adverse effects of poorly chosen words

American Voices Bernard K. Duffy, Richard Leeman, 2005-08-30 Contemporary public speaking remains an important part of our national life and a substantial force in shaping current events Many of America's most important moments and issues such as wars scandals election campaigns September 11 2001 have been defined by oratory Here over 50 essays cover a substantial and interesting group of major American social political economic and cultural figures from the 1960s to the present Each entry explains the biographical forces that shaped a speaker and his or her rhetorical approach focuses mainly on a discussion of the orator's major speeches within the context of historical events and concludes with an appraisal of the speaker and his or her contribution to American political and social life All entries incorporate chronologies of major speeches bibliographies including primary sources biographies and critical studies and archival collections or Web sites appropriate for student research Entries include high profile individuals such as John D Ashcroft Elizabeth Dole Jerry Falwell Anita Hill Ralph Nader Ronald Reagan Janet Reno Gloria Steinem Malcolm X and many others Excerpts of major speeches and sidebars complement the text Ideal for researchers and students in public speaking classes American history classes American politics classes contemporary public address classes and rhetorical theory criticism classes

Unpacking Metaphor-related Prepositions in Political Discourse Mokhtar Ounis, 2023-11-27 This book explores the context around why English prepositions are used in figurative language more frequently than nouns and verbs using corpus based evidence to examine the most often used prepositions and how they are employed and for what purpose While research on cognitive approaches to metaphor has significantly expanded in recent decades little attention has been paid to prepositions as vehicles of figurative language owing to their polysemous complex and inconsistent nature To bridge this gap Ounis introduces an innovative conceptual framework that integrates conceptual metaphor theory diachronic linguistics and discourse pragmatics Drawing upon an extensive corpus of American presidential inaugural addresses this book considers the linguistic conceptual pragmatic and contextual dimensions of English prepositions revealing the fascinating interplay between language culture and cognition This volume will be of interest to scholars in pragmatics

metaphor studies English language rhetoric studies and historical linguistics *The Ubiquitous Presidency* Joshua M. Scacco, Kevin Coe, 2021 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 Yet research on the presidency although abundant has been slow to adjust to changing realities associated with digital technologies diverse audiences and new elite practices Meanwhile journalists and the public continue to encounter and shape emerging presidential efforts in deeply consequential ways Joshua Scacco and Kevin Coe bring needed insight to this complex situation by offering the first comprehensive framework for understanding contemporary presidential communication in relation to the current socio technological environment They call this framework the ubiquitous presidency Scacco and Coe argue that 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 these goals are very different from what we once knew Using this novel framework as a conceptual anchor *The Ubiquitous Presidency* undertakes one of the most expansive analyses of presidential communication to date Scacco and Coe employ a wide variety of approaches ranging from surveys and survey experiments to large scale automated content and network analyses to qualitative textual analysis to 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

Political Communication Richard M. Perloff, 2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects *Political Communication* addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America

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