

---

# Beyond The Rhetorical Presidency Presidential Rhetoric And Political Communication

---

The Prospect of Presidential Rhetoric  
 Donald J. Trump and the Politics of White Rage  
 The Rhetorical Presidency of George H. W. Bush  
 The Twitter Presidency  
 You Shook Me All Campaign Long  
 The Cult of the Presidency  
 New Edition  
 The Imperial Age, 1961-1974  
 The American Presidency  
 Voting Deliberatively  
 Trump and Us  
 The Bully Pulpit, Presidential Speeches, and the Shaping of Public Policy  
 How Democracies Die  
 Presidential Road Show  
 Demagogue for President  
 The President's Speeches  
 The Discretionary President  
 The President as Leader  
 Candidates' Use of New Media  
 Presidential Speechwriting  
 The Presidency and Rhetorical Leadership  
 The Rhetorical Presidency  
 A Rhetorical Portrayal of Presidential Leadership  
 America's Dangerous Devotion to Executive Power  
 Nationalist Populism and American Democracy  
 President Donald Trump and His Political Discourse  
 Ramifications of Rhetoric via Twitter  
 Civil Rights Rhetoric and the American Presidency  
 The Rhetoric of Donald Trump  
 The Black President  
 What He Says and Why People Listen  
 The Rhetorical Genius of Donald Trump  
 Beyond the Rhetorical Presidency  
 Presidents Creating the Presidency  
 Beyond "going Public"  
 Music in the 2016 Presidential Election and Beyond  
 Establishing the Obama Presidency  
 The Hardest Job in the World  
 Let the People Pick the President

*Beyond The Rhetorical  
 Presidency Presidential  
 Rhetoric And Political  
 Communication*

Downloaded from  
[blog.gmercyr.edu](http://blog.gmercyr.edu) by guest

---

## BURGESS CARMELO

---

*The Prospect of Presidential Rhetoric*  
 Texas A&M University Press

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*.

**Donald J. Trump and the Politics of White Rage** Texas A&M University Press

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.

### **The Rhetorical Presidency of George**

**H. W. Bush** Texas A&M University Press  
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.

### **The Twitter Presidency** Texas A&M University Press

In the aftermath of the Civil War, Republicans and Democrats who advocated conflicting visions of American citizenship could agree on one thing: the rhetorical power of Abraham Lincoln's life. This volume examines the debates over his legacy and their impact on America's future. In the thirty-five years following Lincoln's assassination, acquaintances of Lincoln published their memories of him in newspapers, biographies, and edited collections in order to gain fame, promote partisan aims, champion his hardscrabble past and exalted rise, and define his legacy. Shawn Parry-Giles and David Kaufer explore how style, class, and character affected these reminiscences. They also analyze the ways people used these writings to reinforce their beliefs about citizenship and presidential leadership in the United States, with specific attention to the fissure between republicanism and democracy that still exists today. Their study employs rhetorical and corpus research methods to assess more than five hundred reminiscences. A novel look at how memories of Lincoln became an important form of political rhetoric, this book sheds light on how divergent schools of U.S. political thought came to recruit Lincoln as

their standard-bearer.

*You Shook Me All Campaign Long Crown* "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.

*The Cult of the Presidency* Routledge  
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.  
*New Edition Beyond the Rhetorical Presidency*

"Zarefsky's concentration on the struggles fought over the symbols of the antipoverty effort makes for an engrossing analysis of the War on Poverty from a fresh angle of vision . . . [and] provides more than a cogent analysis of the War on Poverty. It is a valuable study of rhetoric and history, focusing our attention on how symbols define political situations and how they are modified over time in the face of new events and pressures. The author's account of the Johnson administration's rhetorical moves and modifications in the face of defeats in the 'unconditional war' declared in 1964 is particularly enlightening."—American Historical Review  
"Readers of this fine book will learn far more about the War on Poverty and the foibles of U.S. liberalism in the postwar period than they will about rhetoric. This is both a great service and a great mercy. Zarefsky's effort is a gem. It uses rhetorical analysis to its best advantage: as a narrative thread rather than as an explanation."—Journal of Communication  
"Provocative and subtly argued. . . an important and original study."—Choice  
*The Imperial Age, 1961-1974* Lynne Rienner Pub

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.

**The American Presidency Policy**  
 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.

**Voting Deliberatively** Cato Institute

The rise of the media presidency through radio and television broadcasts has heightened the importance of presidential rhetoric, giving way to the rise of professional speechwriters. Yet the reliance of presidents on their speechwriters has varied with the rhetorical skill of the officeholder himself. The chapters here give insight into the process and development of presidential speechwriting from Roosevelt's administration to Reagan's.

*Trump and Us* Routledge  
 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 as Washington, Lincoln, FDR, and Eisenhower, 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.”

*The Bully Pulpit, Presidential Speeches, and the Shaping of Public Policy*  
 Cambridge University Press  
 One of the great unanswered questions of presidency scholars is why presidents try so hard to influence public opinion when the effort seems likely to be futile. Eshbaugh-Soha answers that question by looking at the indirect effects of presidential rhetoric. The result is essential reading.??Andrew Dowdle, University of Arkansas  
 Why do presidents bother to give speeches when their words rarely move public opinion? Arguing that going public? isn't really about going to the public at all, Matthew Eshbaugh-Soha explores to whom presidential speeches are in fact targeted, and what?if any?influence they have on public policy. Eshbaugh-Soha shows that, when presidents speak, their intent is to provide legislators and bureaucrats with cues pointing to particular policy decisions. Analyzing 50 years of presidential rhetoric, he demonstrates the impact of such presidential signaling? vis-a-vis a range of policy areas. He finds that, although citizen support may increase the likelihood



that a legislator will respond to presidential signals, it is not essential to a president's legislative success. Matthew Eshbaugh-Soha is assistant professor of political science at the University of North Texas. Contents: Why Presidents Speak About Policy. Direct Signaling. When Signaling Works. Salience Matters. The Limits of Signals. Presidential Signaling and Public Policy.

*How Democracies Die* Oxford University Press

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.

*Presidential Road Show* Random House

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.

*Demagogue for President* University of Alabama Press

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

*The President's Speeches* Routledge

"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.

*The Discretionary President* Good Press

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.

*The President as Leader* Cambridge University Press

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. *Candidates' Use of New Media* Texas A&M University Press  
"Hargrove argues that political leadership must contain a moral element if it is to be fully effective ... He suggests a model with which to analyze, compare, and evaluate political leaders, and then assesses the presidencies of Franklin Roosevelt, Lyndon

Johnson, and Ronald Reagan according to the model's normative implications."-- Jacket.

**Presidential Speechwriting** Univ Tennessee Press

This book develops a theory of presidential public leadership taking into account the partisan nature of the political debate and the role of presidents.

Related with Beyond The Rhetorical Presidency Presidential Rhetoric And Political Communication:

- Our Planet Episode 8 Forests Worksheet Answers : [click here](#)