

Chapter 1 : Untitled Document

*Politics or Policy? How Rhetoric Matters to Presidential Leadership of Congress* JOSÉ D. VILLALOBOS University of Texas at El Paso JUSTIN S. VAUGHN.

In lieu of an abstract, here is a brief excerpt of the content: Edited by Leroy G. Dorsey. The book includes chapters by political science, history, and speech communication scholars, including David Zarefsky, Stephen E. Benson, Meena Bose and Fred I. Thomas Goodnight, and John Murphy. In his introduction Dorsey describes the problem of defining leadership and points out that, in one way or another, "the concept of leadership is grounded in the nature and practice of rhetoric" 5. Despite the close connection between the two concepts, the idea of the president as a rhetorical leader makes many scholars nervous, because the ability of leaders to influence the public through the use of rhetoric is commonly perceived as dangerous. In other words, rhetorical leadership can often lead to bad leadership. On the other hand, any attempt to keep rhetoric out of the presidency constrains the notion of leadership and prevents progress toward an understanding of the dynamic between rhetoric and leadership. The theme uniting the chapters of this volume is the notion of prudence—prudence in the classical sense of a practical intelligence joined with the ability to reason soundly, in order to accomplish the goals necessary for the livelihood of all Dorsey argues that prudence is related to rhetorical leadership and, in fact, is the key to successful rhetorical leadership. Simply put, they are successful rhetorical leaders" Presidents have always needed more power and resources than the Constitution offers, and rhetoric offered presidents a means to obtain more power. One important element of presidential strategy, according to Zarefsky, is prudence. Or as he puts it, "there are no rules for sizing up a situation or responding to it. Rather these skills are developed in particular contexts and through practice" Zarefsky concludes by emphasizing that, although rhetorical leadership is a constant in the presidency, each president [End Page ] faces a unique situation and not all situations lend themselves to the same kind of leadership. Most of the other chapters in the book address the issue of the rhetorical presidency from the perspective of a single president. Lucas uses Washington to show how the first president successfully used public speech opportunities to exercise rhetorical leadership. Even though Roosevelt was a poor public speaker, he was able to use his status as an energetic man of action as a successful rhetorical strategy. Meena Bose and Fred I. You are not currently authenticated. View freely available titles:

**Chapter 2 : Presidential Rhetoric and the Public Agenda**

*The rhetorical presidency is a political communication theory that describes the communication and government style of U.S. presidents in the twentieth century. This theory describes the transition from a presidency that directed rhetoric toward the United States Congress and other government bodies, to one that addresses rhetoric, policy and.*

Do presidents talk too much? The rhetorical presidency and its alternative. *Presidential Studies Quarterly*, 18, Abshire, D. Saving the Reagan presidency: Trust is the coin of the realm. Narrative, intertextuality, and apologia in contemporary political scandals. *Southern Communication Journal*, 65, Eisenhower and the mass media: Peace, prosperity, and prime time TV. University of North Carolina Press. Power, rhetoric, and the state: A theory of presidential legitimacy. *The Review of Politics*, 50, Presidential leadership and national identity: Woodrow Wilson and the meaning of America. The election and the demise of live oratory. The general election campaign of pp. An analysis of language and style. *Human Communication Research*, , Economic actors, economic behaviors, and presidential leadership: The constrained effects of rhetoric *Lexington Studies in Political Communication*. The negative shift in presidential immigration rhetoric. *Presidential Studies Quarterly*, 43, " Newsreels as domestic propaganda: Visual rhetoric at the dawn of the Cold War. *Quarterly Journal of Speech*, 49, The prospect of presidential rhetoric pp. Civil Rights rhetoric and the American presidency. Bush and the Pauline conversion narrative in A Charge to Keep. Tocqueville and the rhetoric of civil religion in the presidential inaugural addresses. *Quarterly Journal of Speech*, 53, Constructing images in presidential primaries: An analysis of discourse strategies in the Dole bush Iowa straw poll speeches. *Argumentation and Advocacy*, 43, Presidential persuasion on social issues: A two way street? *Political Research Quarterly*, 56, How the public learns about State of the Union proposals from the mass media. *Presidential Studies Quarterly*, 38, " The Rhetorical Presidency meets the unitary Executive: Implications for presidential rhetoric on public policy. Going public as a legislative weapon: Measuring presidential appeals regarding specific legislation. *Presidential Studies Quarterly* 35, Public opinion, presidential rhetoric, and the domestic politics of audience costs in U. *Journal of Conflict Resolution*, 48, *Presidential Studies Quarterly*, 44, " American national identity in presidential rhetoric. *Rhetoric and Public Affairs*, 5, Identity, democracy, and presidential rhetoric. P, Hart and B. Making diversity safe for democracy: American pluralism and the presidential local address, *Quarterly Journal of Speech*, 87, The rhetoric of ideological consensus in the United States: American principles and American pose in presidential inaugurals. *Communication Monographs*, 68, The ritualistic and pragmatic basis of political campaign discourse. *Quarterly Journal of Speech*, 63, Toward a new political narrative. *Journal of Communication*, 35, Retrospective versus prospective statements and outcome of presidential elections. *Journal of Communication*, 56, Election outcome and topic of political campaign attacks. *Southern Communication Journal*, 69, Political party affiliation and presidential campaign discourse. *Communication Quarterly*, 52, Benoit, W. Presidential campaign discourse as a causal factor in election outcome. *Western Journal of Communication*. Acclaiming, attaching, and defending in Presidential nominating acceptance addresses, *Quarterly Journal of Speech*, 85, Blending politics and entertainment: Dan Quayle versus Murphy Brown. *Southern Communication Journal*, 62, A functional analysis of acclaiming, attacking, and defending. A functional analysis of presidential announcement speeches, An analysis of three image restoration discourses on Whitewater. *Journal of Public Advocacy*, 3, The place of horrific human rights abuses in presidential persuasion efforts. *Presidential Studies Quarterly*, 37, Jimmy Carter and George W. Faith, foreign policy, and an evangelical presidential style. *Presidential Studies Quarterly*, 36, Reassessing the modern-traditional divide in presidential history. Speaking to the people: The rhetorical presidency in historical perspective pp. University of Massachusetts Press. The assault on deliberation. The invention of Nixon. Crafting a presidential partnership rhetorically. The rhetoric of American First Ladies of the twentieth century pp. The rhetoric of redemption: Communication, ideology, and democratic theory. *American Political Science Review*, 84, A fantasy theme analysis. A fantasy theme analysis of the television coverage of the hostage release and the Reagan inaugural. *Quarterly Journal of Speech*, 68, Rhetorical visions of committed voters: Fantasy theme analysis of a large sample survey.

## Chapter 3 : The Presidency and Rhetorical Leadership - Google Books

*Presidential Rhetoric and the Public Agenda uses the war on drugs as a case study to explore whether and how a president's public statements affect the formation and carrying out of policy in the United States.*

Encyclopedia of Political Communication. The language of freedom in the American presidency, , Presidential Studies Quarterly 37, " Five trends in presidential rhetoric: An analysis of rhetoric from George Washington to Bill Clinton. Presidential Studies Quarterly, 32, A tale of two constructs: The rhetorical presidency versus presidential rhetoric. The presidency has always been a place for rhetorical leadership. Week 3 September 9, 10 - Sept 7 Labor Day no class: The rhetoric of ideological consensus in the United States: American principles and American pose in presidential inaugurals. Communication Monographs, 68, Evolution of the modern rhetorical presidency: Presidential presentation and development of the State of the Union Address, Presidential Studies Quarterly, 33, Election concession and victory speeches: The influence of genre, context, and speaker on addresses by presidential and vice presidential candidates. American Behavioral Scientist, Week 4 September 14, 16, Going Public Druckman, J. Does presidential rhetoric matter? Priming and presidential approval. Presidential Studies Quarterly, 34, The partisan story of going public. Presidential rhetoric and the power of definition. Presidential Studies Quarterly 34, Week 5 September 21, 23, Distance as bane and blessing. Quarterly Journal of Speech, 88, The continuing fascination with Lincoln. Week 6 Sept 28, 30, October 2: Theodore Roosevelt and the myth of Americanism. Rhetoric and Public Affairs, 6, Establishing the rhetorical presidency through presidential rhetoric: Theodore Roosevelt and the Brownsville Raid. Quarterly Journal of Speech, 92, The transformation of the American self and the construction of the German enemy. Week 7 October 5, 7, 9: Reading the body of the text: Southern Communication Journal, 63, The lion and the lamb: Week 8 October 12, Fall Break 16, no class: Presidential Studies Quarterly, 26, Week 9 October 19, 21, The invention of Nixon. Beyond the rhetorical presidency pp. The greats and the great debate: Presidential Studies Quarterly, 37, What presidents talk about: Presidential Studies Quarterly; 33, Quarterly Journal of Speech, 83, Reagan at the Brandenburg Gate: Moral clarity tempered by pragmatism. Upholding the faith of the greatest generation. Quarterly Journal of Speech, 89, Communication Studies, 43, Parallels in preemptive war rhetoric: Reagan on Libya, Bush 43 on Iraq. Presidential rhetoric and economic leadership. A government as good as its people: Jimmy Carter and the restoration of transcendence to politics. Quarterly Journal of Speech, 63, A religious response veiled in a presidential address: Political Theology, 5, The rhetoric of atonement. Communication Studies, 55, Ten myths that plague modern scholarship. From the new deal to the Reagan revolution and beyond pp. Towards a theory of silence as a political strategy. Quarterly Journal of Speech, 66, Implications for rhetorical theory and method. Quarterly Journal of Speech, 86, Week 15 Nov Research Project Reports, Lecture.

## Chapter 4 : Project MUSE - The Presidency and Rhetorical Leadership (review)

*Leroy Dorsey's edited volume on the relationship between presidential rhetoric and leadership is a welcome addition to the growing body of work on the subject.*

## Chapter 5 : Rhetorical studies in pol comm

*How Rhetoric Matters to Presidential Leadership of Congress Employing a data set on presidential legislative proposals that covers the years 1969-2013, we find that politics matters less than policy.*

## Chapter 6 : The Rhetorical Presidency - Wikipedia

*The bully pulpit is one of the modern president's most powerful tools and one of the most elusive to measure. Presidential Rhetoric and the Public Agenda uses the war on drugs as a case study to explore whether and how a*

*president's public statements affect the formation and carrying out of policy in the United States.*

## Chapter 7 : Project MUSE - Presidential Rhetoric and the Public Agenda

*The argument that I make in more detail next is that presidential leadership shapes broad employment conditions in federal agencies and, depending on the salience of the policy that bureaucrats implement, presidential rhetoric affects the motivation of bureaucrats and, then, the overall turnover rate in federal agencies.*

## Chapter 8 : "President Barack Obama Responds to Gun Violence: A Rhetoric of Transfo" by Gabriela Tsch

*Presidential Rhetoric and Economic Leadership Using the PERL logical text language, every presidential remark on the economy, unemployment, inflation, and the federal deficit is extracted from Public Papers of the Presidents from the Truman administration through April*