

The Rhetorical Presidency

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The Rhetorical Presidency

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 ideas directly to the public.

The Rhetorical Presidency - Wikipedia

"The Rhetorical Presidency is one of the two or three most important and perceptive works written by a political scientist in

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the twentieth century, and it is the one that may help the most to explain the pathological aspects of modern politics -- not only in the United States but in all social democracies."

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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.

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the twentieth century, and it is the one that may help the most to explain the pathological aspects of modern politics—not only in the United States but in all social democracies."—Jeffrey Friedman, Critical Review

The Rhetorical Presidency | Princeton University Press

How rhetoric in the executive has changed over the course of the United States' history and how its meaning has been corrupted and altered to twisted interpretations of the constitution. A interesting look at how societal norms create an appropriate context for rhetoric.

The Rhetorical Presidency by Jeffrey K. Tulis

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governance.

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In the end, although earlier critiques of the field of presidential rhetoric for the absence of systematic evidence gathering and hypothesis testing were largely on target, the study of presidential rhetoric has made substantial progress in recent years. Keywords: rhetorical presidency, American politics, Jeffrey Tulis, agenda-setting, quantitative political science, political communications.

Understanding the Rhetorical Presidency - Oxford Handbooks

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'Rhetorical Presidency' - Newsweek

As the presidents minimized congressional control over propaganda operations, they institutionalized propaganda as a

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presidential tool, expanded the means by which they and their successors could perform the rhetorical presidency, and increased presidential power over the country's Cold War message, naturalizing the Cold War ideology that resonates yet today.

The Rhetorical Presidency, Propaganda, And The Cold War ...

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The Rhetorical Presidency: New Edition - Jeffrey K. Tulis

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The concept of the "rhetoric presidency" has become an important device for drawing a qualitative distinction between nineteenth-century and twentieth-century behavior. The twentieth-century version of the rhetorical presidency drew heavily from the contemporary example of the presidency of Ronald Reagan.

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