

# Analyzing Rhetorical Strategies In Presidential Speeches

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## **Presidential Rhetoric The Speech Analysis**

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For the modern American president, the ability to be an effective public speaker can make all the difference in terms of the perception of the intelligence of any given commander-in-chief of the most powerful nation on earth. The value of this talent is also highly desirable among employers in the private sector as well. Politically speaking, the skill of orators has been seen as essential in written accounts dating back to days of the ancient Greeks, Romans and Egyptians (Lucas, 2008).

It is with the inaugural addresses of two of America's most beloved modern presidents in mind that this paper will discuss rhetoric, speaker's purpose, and personal opinions as well. President Barack Obama Inaugural Address: January 20th, 2009 To begin, it is possible to find both the most recent inaugural address and an address from one of the 21st century's most popular presidents in one. On January 20, 2009, President Barack Obama delivered an inaugural speech to a nation on the brink of financial chaos, facing threats from rogue nations and terrorist groups, and dealing with moral decay from all sides.

Rhetorically, there was an attempt in this speech to sell the American people on undertaking the massive amount of work that lie ahead in helping the nation recover from its many problems and issues, but the absence of specific examples of ways this could be accomplished took away from the potency of the rhetoric. Because of both the audience and the situation, Obama spoke of a "crisis" facing America, while still reassuring the average American that brighter days would eventually prevail. Overall, Obama's inaugural speech was long on style, but short on substance. President John F. Kennedy Inaugural Address: January 20th, 1961

Nearly half a century before president Obama delivered his inaugural speech to the American people and indeed the entire world, President John F. Kennedy did the exact same thing, but in closer examination, was more effective in doing so. First, a look at the rhetoric of Kennedy in his speech; simply put, Kennedy was attempting to sell the American people on the idea that for all of the challenges that America faced at the time of his inauguration- the threat and rivalry of communism, a transition of power from one generation to the next, and the protection of American interests across the globe.

Kennedy achieved his rhetorical objective with the use of power phrases such as "ask not what America will do for you, but what together we can do for the freedom of man" and "the energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it". These types of words were chosen given the fact that the target audience for the speech would be the working generation of Americans, in whose hands the future of the nation was placed with the occasion of Kennedy's election.

Overall, there is compelling evidence to fairly argue that the purpose of the speech- to revive, protect and rebuild America- was accomplished. A Comparison of the Speakers Generally speaking,...

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## **Analyzing Rhetorical Strategies in Presidential Speeches**

Presidential speeches are more than just pronouncements; they are meticulously crafted performances designed to persuade, inspire, and ultimately, shape public opinion. Analyzing the rhetorical strategies employed by presidents provides invaluable insight into their leadership styles, the socio-political climate of their time, and the enduring power of language in shaping national narratives. This post will delve into the key rhetorical strategies presidents frequently utilize, offering practical examples and demonstrating how to effectively analyze these powerful

communications. We'll equip you with the tools to dissect presidential rhetoric, enabling you to become a more informed and critical citizen.

## **H2: The Pillars of Presidential Persuasion: Key Rhetorical Strategies**

Effective presidential speeches rely on a blend of rhetorical techniques. Understanding these strategies is crucial for a thorough analysis. Here are some of the most frequently employed:

### **H3: Ethos: Establishing Credibility and Trust**

Ethos centers on the speaker's credibility and authority. Presidents often leverage their experience, expertise, and even their personal narratives to build trust with their audience. For example, a president might highlight their military service to establish their commitment to national security or emphasize their economic background to bolster their credibility on fiscal policy. Analyzing ethos involves identifying how the speaker positions themselves as a reliable and trustworthy source of information.

### **H3: Pathos: Appealing to Emotions**

Pathos uses emotional appeals to connect with the audience on a personal level. Presidents often utilize powerful imagery, storytelling, and evocative language to evoke feelings of patriotism, fear, hope, or anger. Think of President Lincoln's Gettysburg Address, which masterfully evokes a sense of national unity and sorrow. Analyzing pathos requires identifying the specific emotions targeted and how the speaker uses language to achieve this impact.

### **H3: Logos: Employing Logic and Reason**

Logos relies on logic, evidence, and reasoning to persuade the audience. Presidents may cite statistics, historical precedents, or expert opinions to support their claims. Analyzing logos involves scrutinizing the evidence presented, evaluating its validity, and identifying any logical fallacies. A well-structured argument, supported by credible evidence, is a hallmark of effective presidential communication employing logos.

### **H3: Kairos: Seizing the opportune moment**

Kairos refers to the timeliness and appropriateness of a message. A president's speech must resonate with the current social, political, and cultural context. Analyzing kairos involves examining how the speech responds to specific events, trends, or public sentiments. For instance, a speech delivered during a national crisis will differ significantly in tone and content compared to one delivered during a period of economic prosperity.

### **H3: Anaphora and Epistrophe: The Power of Repetition**

The strategic repetition of words or phrases, known as anaphora (repetition at the beginning) and epistrophe (repetition at the end) can significantly enhance the impact of a speech. Martin Luther King Jr.'s "I have a dream" speech is a prime example of the power of anaphora, creating a powerful rhythm and memorability. Identifying and analyzing the use of these devices reveals how the speaker intends to emphasize certain points and create a lasting impression.

## **H2: Analyzing a Presidential Speech: A Step-by-Step Guide**

To effectively analyze a presidential speech, follow these steps:

1. Identify the context: Understand the historical, political, and social circumstances surrounding the speech.
2. Determine the audience: Who was the president addressing? How did this influence the message and rhetorical strategies employed?
3. Analyze the main arguments: What are the central claims or propositions being made?
4. Identify the rhetorical appeals: How does the speaker utilize ethos, pathos, and logos? Look for specific examples of language and imagery.
5. Assess the effectiveness: How successfully did the speech achieve its intended purpose? Did it persuade, inspire, or unify the audience?
6. Consider Kairos: How well did the speech respond to the specific timing and circumstances?

## **H2: Beyond the Basics: Advanced Analytical Techniques**

Beyond the foundational rhetorical strategies, consider exploring more nuanced aspects:

Figurative language: Metaphors, similes, and other figures of speech can powerfully convey meaning and evoke emotion.

Tone and style: The president's choice of words, sentence structure, and overall tone contribute to the speech's impact.

Use of rhetoric devices: Alliteration, assonance, and other literary devices should be noted for their persuasive power.

Comparison with other speeches: Comparing and contrasting different presidential speeches can reveal evolving rhetorical styles and trends.

## Conclusion:

Analyzing rhetorical strategies in presidential speeches is a valuable skill that allows for a deeper understanding of political discourse and the power of persuasion. By applying the techniques discussed above, you can move beyond simply listening to a speech and engage in a critical, insightful analysis of the president's communication strategies and their impact on the nation. Developing this skill fosters informed citizenship and a more nuanced understanding of the political landscape.

## FAQs:

1. Why is analyzing presidential speeches important? Analyzing presidential speeches provides insight into the political climate, the president's communication style, and the effectiveness of their persuasive techniques. It allows for a more critical understanding of political messaging.
2. Are there specific resources available to help with this analysis? Yes, many academic databases, presidential libraries, and online archives offer transcripts and recordings of presidential speeches. Textbooks on rhetoric and public speaking are also valuable resources.
3. Can this analysis be applied to other forms of political communication? Absolutely! The principles of rhetorical analysis apply to all forms of political communication, including campaign ads, debates, and interviews.
4. What are some common pitfalls to avoid when analyzing presidential speeches? Avoid making subjective judgments without supporting evidence. Be aware of your own biases and strive for objective analysis. Ensure a thorough understanding of the historical context.
5. How can I improve my ability to analyze rhetorical strategies? Practice! Analyze various speeches, compare and contrast different strategies, and seek feedback on your analyses from others. Engage with scholarly resources on rhetoric and political communication.

**analyzing rhetorical strategies in presidential speeches:** Handbook of Communication in the Public Sphere Ruth Wodak, Veronika Koller, 2008-08-27 As you are reading this, you are finding yourself in the ubiquitous public sphere that is the Web. Ubiquitous, and yet not universally

accessible. This volume addresses this dilemma of the public sphere, which is by definition open to everyone but in practice often excludes particular groups of people in particular societies at particular points in time. The guiding questions for this collection of articles are therefore: Who has access to the public sphere? How is this access enabled or disabled? Under what conditions is it granted or withheld, and by whom? We regard the public sphere as the nodal point for the discourses of business, politics and media, and this basic assumption is also reflected in the structure of the volume. Each of these three macro-topics comprises chapters by international scholars from a variety of disciplines and research traditions who each combine up-to-date overviews of the relevant literature with their own cutting-edge research into aspects of different public spheres such as corporate promotional communication, political rhetoric or genre features of electronic mass media. The broad scope of the volume is perhaps best reflected in a comprehensive discussion of communication technologies ranging from conventional spoken and written formats such as company brochures, political speeches and TV shows to emerging ones like customer chat forums, political blogs and text messaging. Due to the books' wide scope, its interdisciplinary approach and its clear structure, we are sure that whether you work in communication and media studies, linguistics, political science, sociology or marketing, you will find this handbook an invaluable guide offering state-of-the-art literature reviews and exciting new research in your field and adjacent areas.

**analyzing rhetorical strategies in presidential speeches: The Rhetorical Presidency** Jeffrey K. Tulis, 2017-11-07 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.

**analyzing rhetorical strategies in presidential speeches: Donald Trump and the Kayfabe Presidency** Shannon Bow O'Brien, 2020-07-21 This book examines Donald Trump's longstanding connections to professional wrestling in relation to how he uses and exploits language, and the ways in which he has weaponized going public never before seen in previous administrations. Trump utilizes the language of wrestling to make rhetorical appeals and draws upon its theatrical tactics to redefine expectations of spaces to fundamentally change the nature of political expectations and expression. Wrestling is almost always about stories within a confined space, and Donald Trump inculcated many of its techniques to command an audience with rhetoric. The emotional performance supersedes truth or accuracy; factual exactness matters less than your presentation of the material. As Donald Trump blends performance and public service, social confusion over boundaries has occurred. Theatrical norms, when applied to daily life, generate vastly different reactions than within the artificial confines of an arena. It is not simply a muddling of public and private, but rather a jumbling of theatrical and generalized social standards. This book examines these aspects and explores how Donald Trump has also utilized well-established presidential tools in completely new ways in an attempt to build the strongest executive branch in American history.

**analyzing rhetorical strategies in presidential speeches: The Gettysburg Address** Abraham Lincoln, 2009-08-27 The Address was delivered at the dedication of the Soldiers' National Cemetery in Gettysburg, Pennsylvania, on the afternoon of Thursday, November 19, 1863, during the American Civil War, four and a half months after the Union armies defeated those of the Confederacy at the decisive Battle of Gettysburg. In just over two minutes, Lincoln invoked the principles of human equality espoused by the Declaration of Independence and redefined the Civil War as a struggle not merely for the Union, but as a new birth of freedom that would bring true equality to all of its citizens, and that would also create a unified nation in which states' rights were no longer dominant. Throughout history, some books have changed the world. They have

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**analyzing rhetorical strategies in presidential speeches: Analysing Political Speeches**

Jonathan Charteris-Black, 2018-08-24 Exploring speeches by public figures such as Emma Watson, Tony Blair, Donald Trump, Julia Gillard and Lady Gaga, this engaging textbook explains the ways in which political speeches can be analysed. It examines the role of language in speeches and how it can be used to challenge or reinforce prevailing social, cultural and political attitudes. Each chapter introduces a particular discourse approach and then applies this in a model analysis of a passage of text. The chosen texts concern issues of social, cultural and political importance that address topics of significant importance to the audience to which they were delivered. Students are encouraged to engage with the text and consider how approaches to text analysis, such as cohesion, context analysis and metaphor analysis, may be adapted to provide a more critical perspective. This text will be essential reading for students of English language, linguistics, communication studies and politics on critical discourse and discourse analysis modules.

**analyzing rhetorical strategies in presidential speeches: *The Politics of Economic***

*Leadership* B. Dan Wood, 2021-02-09 The American president is widely viewed by the public and media as the nation's single most influential political and economic figure. But social scientists have often concluded that presidential words fall on deaf ears or have little lasting impact on policy or public opinion. Then why did Bill Clinton make 12,798 public references to the economy during his eight years in office compared with Harry Truman's mere 2,124 during his own two terms? Why George W. Bush's 3,351 remarks during his first term? Did all these words matter? *The Politics of Economic Leadership* is the first comprehensive effort to examine when, why, and how presidents talk about the economy, as well as whether the president's economic rhetoric matters. It demonstrates conclusively that such presidential words do matter. Using an unprecedented compendium of every known unique statement by U.S. presidents about the economy from World War II through the first George W. Bush administration, Dan Wood measures the relative intensity and optimism of presidents' economic rhetoric. His pathbreaking statistical analysis shows that presidential words can affect everything from approval of the president's job performance to perceptions of economic news, consumer confidence, consumer behavior, business investment, and interest rates. The impacts are both immediate and gradual. Ultimately, Wood concludes, rhetoric is indeed a tool of presidential leadership that can be used unilaterally to affect a range of political and economic outcomes.

**analyzing rhetorical strategies in presidential speeches: The Fireside Chats of Franklin**

**Delano Roosevelt** Franklin D. Roosevelt, 2022-08-15 DigiCat Publishing presents to you this special edition of *The Fireside Chats of Franklin Delano Roosevelt (Radio Addresses to the American People Broadcast Between 1933 and 1944)* by Franklin D. Roosevelt. DigiCat Publishing considers every written word to be a legacy of humankind. Every DigiCat book has been carefully reproduced for republishing in a new modern format. The books are available in print, as well as ebooks. DigiCat hopes you will treat this work with the acknowledgment and passion it deserves as a classic of world literature.

**analyzing rhetorical strategies in presidential speeches: White House Studies Compendium**

Glenn P. Hastedt, 2007 The American Presidency has become one of the most powerful offices in the

world with the ascendancy of American power in the 20th century. 'White House Studies Compendium' brings together piercing analyses of the American presidency -- dealing with both current issues and historical events. The compendia are the bound issues of 'White House Studies' with the addition of a comprehensive subject index.

**analyzing rhetorical strategies in presidential speeches:** Demagogue for President Jennifer R. Mercieca, 2020 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--

**analyzing rhetorical strategies in presidential speeches:** Talking Donald Trump Jennifer Sclafani, 2017-08-07 Talking Donald Trump examines the language of Donald Trump's presidential campaign from the perspective of sociocultural linguistics. This book offers an insight into the many stages of Trump's political career, from his initial campaign for the Republican nomination, up to his presidency. Drawing from speeches, debates, and interviews, as well as parodies and public reactions to his language, Sclafani explores how Trump's language has produced such polarized reactions among the electorate. In analysing the linguistic construction of Donald Trump's political identity, Sclafani's incisive study sheds light on the discursive construction of political identity and the conflicting language ideologies associated with the discourse of leadership in modern US society. Talking Donald Trump provides a crucial contemporary example of the interaction between sociolinguistics and political science, and is key reading for advanced students and researchers in the fields of sociolinguistics, language and politics, communication studies and rhetoric.

**analyzing rhetorical strategies in presidential speeches:** The "War on Terror" Narrative Adam Hodges, 2011-04-15 The War on Terror Narrative analyzes three types of data--presidential speeches, U.S. media discourse, and focus group interviews--to provide a longitudinal and holistic study of the formation, circulation, and contestation of the Bush administration's narrative about the war on terror. The narrative sustains, in Foucault's terms, a regime of truth by placing boundaries around what can meaningfully be said and understood about the subject. Adam Hodges illustrates that even as social actors resist the narrative and the policy it entails, they appropriate its language to be heard and understood. While this often works to strengthen the narrative, discourse is inevitably reshaped as it enters into new contexts. This recontextualization allows for the introduction of new meanings, and therein lies the potential for resistance and social transformation. Hodges argues that applying ideas on intertextuality to the analysis of political discourse is central to understanding the way micro-level discursive action contributes to macro-level cultural narratives like the Bush War on Terror narrative.

**analyzing rhetorical strategies in presidential speeches:** The Great Silent Majority Karlyn Kohrs Campbell, 2014-03-03 In his televised and widely watched speech to the nation on November 3, 1969, Pres. Richard M. Nixon introduced a phrase—"silent majority"—and a policy—Vietnamization of the war effort—that echo down to the present day. Nixon's appearance on this night framed the terms in which much of the subsequent civil conflict and military strategy would be understood. Rhetorical scholar Karlyn Kohrs Campbell analyzes this critically important speech in light of the historical context and its centrality to three other speeches—two earlier and one the following spring, when the announcement of the US invasion of Cambodia brought a far different response. She also sheds light on a discourse that generated much heat in a nation already seriously divided in its support of the war in Vietnam. The first single volume dedicated to this speech, this addition to the distinguished Library of Presidential Rhetoric provides the speech text, a summary of its context, its rhetorical elements, and the disciplinary analyses that have developed.

**analyzing rhetorical strategies in presidential speeches:** You Talkin' To Me? Sam Leith, 2011-10-20 Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens.

You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's Back In Black. Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

**analyzing rhetorical strategies in presidential speeches: The Language of Argumentation** Ronny Boogaart, Henrike Jansen, Maarten van Leeuwen, 2021-01-20 Bringing together scholars from a broad range of theoretical perspectives, *The Language of Argumentation* offers a unique overview of research at the crossroads of linguistics and theories of argumentation. In addition to theoretical and methodological reflections by leading scholars in their fields, the book contains studies of the relationship between language and argumentation from two different viewpoints. While some chapters take a specific argumentative move as their point of departure and investigate the ways in which it is linguistically manifested in discourse, other chapters start off from a linguistic construction, trying to determine its argumentative function and rhetorical potential. *The Language of Argumentation* documents the currently prominent research on stylistic aspects of argumentation and illustrates how the study of argumentation benefits from insights from linguistic models, ranging from theoretical pragmatics, politeness theory and metaphor studies to models of discourse coherence and construction grammar.

**analyzing rhetorical strategies in presidential speeches: Why Presidential Speech Locations Matter** Shannon Bow O'Brien, 2018-04-10 This book explores speeches by American presidents. Domestic public presidential speechmaking helps us understand the pressures, priorities, and targeted audiences of different presidencies. Many administrations generally work to reinforce already existing support though some may try to reach out to new areas. Census areas help us better understand where presidents prioritize speeches in certain areas of the country. Designated Market Areas, or media markets, allow us to look at presidential speechmaking without geographical constraints and focus on areas of population concentrations. Electoral College results show that most administrations prefer to give speeches in places where they have the most electoral support to reinforce their bases. The chapter on vacation locations explores how some presidents use Camp David or their homes as places to actively speak, while some administrations just use them as retreats. Foreign speeches allow us to see that most presidents prefer to speak in openly free countries more than other places.

**analyzing rhetorical strategies in presidential speeches: Eloquence in an Electronic Age** Kathleen Hall Jamieson, 1990-04-19 In a book that blends anecdote with analysis, Kathleen Hall Jamieson--author of the award-winning *Packaging the Presidency*--offers a perceptive and often disturbing account of the transformation of political speechmaking. Jamieson addresses such fundamental issues about public speaking as what talents and techniques differentiate eloquent speakers from non-eloquent speakers. She also analyzes the speeches of modern presidents from Truman to Reagan and of political players from Daniel Webster to Mario Cuomo. Ranging from the classical orations of Cicero to Kennedy's Ich bin ein Berliner speech, this lively, well-documented volume contains a wealth of insight into public speaking, contemporary characteristics of eloquence, and the future of political discourse in America.

**analyzing rhetorical strategies in presidential speeches: What I Saw at the Revolution** Peggy Noonan, 2003-10-14 On the hundredth anniversary of Ronald Reagan's birth comes the twentieth-anniversary edition of Peggy Noonan's critically acclaimed bestseller *What I Saw at the Revolution*, for which she provides a new Preface that demonstrates this book's timeless relevance. As a special assistant to the president, Noonan worked with Ronald Reagan—and with Vice President George H. W. Bush—on some of their most memorable speeches. Noonan shows us the world behind the words, and her sharp, vivid portraits of President Reagan and a host of Washington's movers and shakers are rendered in inimitable, witty prose. Her priceless account of



what it was like to be a speechwriter among bureaucrats, and a woman in the last bastion of male power, makes this a Washington memoir that breaks the mold—as spirited, sensitive, and thoughtful as Peggy Noonan herself.

**analyzing rhetorical strategies in presidential speeches:** *F.D.R., My Boss* Grace Tully, 2017-07-11 Few people had the opportunity to know Franklin Delano Roosevelt as Grace Tully did. For nearly seventeen years, twelve of which were spent in the White House, she was his private secretary, and she saw him not only in his office but also in his home, during working hours and during moments of relaxation, coping with momentous issues and enjoying the company of his friends and family. It was a rare and rewarding opportunity, for F.D.R. was a fascinating and tremendously important person. First published in 1949, Miss Tully has written a unique account of what it was like to be in daily association with him, so that through the pages of her book you may come to know F.D.R. as she did. Which means that you will know him not only as a historic figure but also as an individual human being, a man with likes and dislikes, with moods and whims, with hopes and anxieties such as all men have—and with courage, determination, an faith that all men do not have. Here are first-hand, behind-the-scenes stories of campaign tours, of tense election nights, of processions and inaugurations and vital meetings. Here are accurate, intimate impressions of the many famous and colorful personalities who were relatives, friends, associates, opponents, advisers—Eleanor Roosevelt, Harry Hopkins, Wendell Millkie, Ed Starling, Dwight Eisenhower, Harry Truman, to name but a few. And here are revealing and entertaining anecdotes about the members of royalty, the prime ministers, the diplomats who made Tully's office seem indeed a crossroads of the globe. With affection and respect, Miss Tully has drawn a picture of a man of integrity, warmth, vitality, humor, generosity, and courage—and a man, also, of great religious faith. She has not taken it upon herself to make historic judgments, for this is after all a personal narrative. Her book is humble, human, and gracious. It is also vital, distinguished and unforgettable.

**analyzing rhetorical strategies in presidential speeches:** *Words Like Loaded Pistols* Sam Leith, 2016-04-26 An entertaining history of great oratory and a primer to rhetoric's key techniques (The New Yorker). Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their vegetables. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In *Words Like Loaded Pistols*, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Richard Nixon—and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Obama, and pays tribute to the rhetorical brilliance of AC/DC's *Back In Black*. Before you know it, you'll be confident in chiasmus and proud of your panegyrics— because rhetoric is useful, relevant, and absolutely nothing to be afraid of.

**analyzing rhetorical strategies in presidential speeches:** *Essays in Presidential Rhetoric* Theodore Windt, Beth Ingold, 1992

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**analyzing rhetorical strategies in presidential speeches:** *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. Research on the presidency, although abundant, has been slow to adjust to changing realities associated with digital technologies, diverse audiences, and new political practices. Meanwhile, journalists and the public continue to encounter and shape emerging presidential efforts in deeply consequential ways. This book offers a comprehensive framework for understanding contemporary presidential communication: the ubiquitous presidency. 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 their goals are very different from what we once knew. Using this novel framework, the book undertakes one of the most expansive analyses of presidential communication to date. A wide variety of approaches-ranging from surveys and survey-experiments, to large-scale automated content and network analyses, to qualitative textual analysis-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-

**analyzing rhetorical strategies in presidential speeches:** FDR's First Fireside Chat Amos Kiewe, 2007 I want to talk for a few minutes with the people of the United States. Thus began not only the first of Franklin Roosevelt's celebrated radio addresses, collectively called Fireside Chats, but also the birth of the media era of the rhetorical presidency. Humorist Will Rogers later said that the president took such a dry subject as banking and made everyone understand it, even the bankers. Roosevelt also took a giant step toward restoring confidence in the nation's banks and, eventually, in its economy. Amos Kiewe tells the story of the First Fireside Chat, the context in which it was constructed, the events leading to the radio address, and the impact it had on the American people and the nation's economy. Roosevelt told America, The success of our whole national program depends, of course, on the cooperation of the public on its intelligent support and its use of a reliable system. Kiewe succinctly demonstrates how the rhetoric of the soon-to-be-famous First Fireside Chat laid the groundwork for that support and the recovery of American capitalism.

**analyzing rhetorical strategies in presidential speeches:** The Functional Analysis of English Thomas Bloor, Meriel Bloor, 2013 An accessible introduction to the analysis of English, helping you to understand the structure, meaning and use of the English language in the context of the Hallidayan systemic functional grammar model.

**analyzing rhetorical strategies in presidential speeches: Recent Contributions to Quantitative Linguistics** Arjuna Tuzzi, Martina Benešová, Ján Macutek, 2015-10-16 Quantitative Linguistics is a rapidly developing discipline covering more and more areas of linguistic and textological research. The book represents an overview of the state of the art in Quantitative Linguistics, its scope and reach. Some of the topics: linguistic laws, frequency analyses, synergetic models of language, networks, part-of-speech systems, authorship attribution, polyfunctionality and polysemy, and opinion target identification.

**analyzing rhetorical strategies in presidential speeches:** *The Modern Presidency and Crisis Rhetoric* Amos Kiewe, 1994 This volume examines how presidents from Truman to Bush rhetorically approached and managed political, military, judicial, legislative, and economic crises during their presidencies. Editor Amos Kiewe assembles new essays by communications scholars who look at rhetoric initiated during national crises, and account for various rhetorical developments affected by crises, changes in presidential rhetoric, and rhetorical and situational crisis constraints. Their studies suggest similarities in rhetoric in different types of crises, and yield resources for postulating patterns of crisis rhetoric. Each chapter's author presents a crisis rhetoric case study, analyzing initial strategies and tactics, shifts in rhetorical tactics, adjustments of discourse to particular phases in the crises, and unique rhetorical approaches designed to accommodate unexpected turns of events. The contributors discuss how presidents use rhetorical inventions, flip-flops, face-saving

posturing, and even silence to diffuse crises. Specific topics include Eisenhower's response to the constitutional crisis in Little Rock, Kennedy and the Berlin Wall crisis, Johnson and the Kennedy assassination, Nixon and Watergate, and Bush and the Persian Gulf Crisis. Recommended for political scientists and communication theorists.

**analyzing rhetorical strategies in presidential speeches:** Qualitative Discourse Analysis in the Social Sciences Ruth Wodak, Michal Krzyzanowski, 2017-09-16 What can language tell us about society? Looking at a range of genres, from political speeches to internet chat, this book shows how qualitative methods are used to analyse discourses throughout the social sciences. The practical problems of designing and conducting discourse-based research are solved in this key resource for all social scientists.

**analyzing rhetorical strategies in presidential speeches: Dirty Politics** Kathleen Hall Jamieson, 1993 In recent years, Americans have become thoroughly disenchanted with political campaigns, especially with ads and speeches that bombard them with sensational images while avoiding significant issues. Now campaign analyst Kathleen Hall Jamieson provides an eye-opening look at the tactics used by political advertisers. Photos and line drawings.

**analyzing rhetorical strategies in presidential speeches:** *Analysing Political Discourse* Paul Chilton, 2004-08-02 This is an essential read for anyone interested in the way language is used in the world of politics. Based on Aristotle's premise that we are all political animals, able to use language to pursue our own ends, the book uses the theoretical framework of linguistics to explore the ways in which we think and behave politically. Contemporary and high profile case studies of politicians and other speakers are used, including an examination of the dangerous influence of a politician's words on the defendants in the Stephen Lawrence murder trial. International in its perspective, *Analysing Political Discourse* also considers the changing landscape of political language post-September 11, including the increasing use of religious imagery in the political discourse of, amongst others, George Bush. Written in a lively and engaging style, this book provides an essential introduction to political discourse analysis.

**analyzing rhetorical strategies in presidential speeches: Politicians and Rhetoric** J. Charteris-Black, 2016-01-03 This book analyzes the rhetoric of speeches by major British or American politicians and shows how metaphor is used systematically to create political myths of monsters, villains and heroes. Metaphors are shown to interact with other figures of speech to communicate subliminal meanings by drawing on the unconscious emotional association of words.

**analyzing rhetorical strategies in presidential speeches: The Little Blue Book** George Lakoff, Elisabeth Wehling, 2012-06-26 Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

**analyzing rhetorical strategies in presidential speeches: Rethinking the Rhetorical Presidency** Jeffrey Friedman, Sherna Friedman, 2013-09-13 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*.

**analyzing rhetorical strategies in presidential speeches: Korean airline massacre** United States. President (1981-1989 : Reagan), 1983

**analyzing rhetorical strategies in presidential speeches: *Beyond Misunderstanding*** Kristin Bührig, Jan D. ten Thije, 2006-01-01 This book challenges two tacit presumptions in the field of intercultural communication research. Firstly, misunderstandings can frequently be found in intercultural communication, although, one could not claim that intercultural communication is constituted by misunderstandings alone. This volume shows how new perspectives on linguistic analyses of intercultural communication go beyond the analysis of misunderstanding. Secondly, intercultural communication is not solely constituted by the fact that individuals from different cultural groups interact. Each contribution of this volume analyses to what extent instances of discourse are institutionally and/or interculturally determined. These linguistic reflections involve different theoretical frameworks, e.g. functional grammar, systemic functional linguistics, functional pragmatics, rhetorical conversation analysis, ethno-methodological conversation analysis, linguistic anthropology and a critical discourse approach. As the contributions focus on the discourse of genetic counseling, gate-keeping discourse, international team co-operation, international business communication, workplace discourse, internet communication, and lamentation discourse, the book exemplifies that the analysis of intercultural communication is organized in response to social needs and, therefore, may contribute to the social justification of linguistics.

**analyzing rhetorical strategies in presidential speeches: *Politics and Rhetoric*** James Martin, 2013-10-08 Rhetoric is the art of speech and persuasion, the study of argument and, in Classical times, an essential component in the education of the citizen. For rhetoricians, politics is a skill to be performed and not merely observed. Yet in modern democracies we often suspect political speech of malign intent and remain uncertain how properly to interpret and evaluate it. Public arguments are easily dismissed as 'mere rhetoric' rather than engaged critically, with citizens encouraged to be passive consumers of a media spectacle rather than active participants in a political dialogue. This volume provides a clear and instructive introduction to the skills of the rhetorical arts. It surveys critically the place of rhetoric in contemporary public life and assesses its virtues as a tool of political theory. Questions about power and identity in the practices of political communication remain central to the rhetorical tradition: how do we know that we are not being manipulated by those who seek to persuade us? Only a grasp of the techniques of rhetoric and an understanding of how they manifest themselves in contemporary politics, argues the author, can guide us in answering these perennial questions. *Politics and Rhetoric* draws together in a comprehensive and highly accessible way relevant ideas from discourse analysis, classical rhetoric updated to a modern setting, relevant issues in contemporary political theory, and numerous carefully chosen examples and issues from current politics. It will be essential reading for all students of politics and political communications.

**analyzing rhetorical strategies in presidential speeches: *Reading Obama*** James T. Kloppenberg, 2012-02-26 This title traces the origins of Barack Obama's ideas and establishes him as the most penetrating political thinker elected to the presidency in the past century.

**analyzing rhetorical strategies in presidential speeches: *Presidents Creating the Presidency*** Karlyn Kohrs Campbell, Kathleen Hall Jamieson, 2008-05 Arguing that "the presidency" is not defined by the Constitution—which doesn't use the term—but by what presidents say and how they say it, *Deeds Done in Words* has been the definitive book on presidential rhetoric for more than a decade. In *Presidents Creating the Presidency*, Karlyn Kohrs Campbell and Kathleen Hall Jamieson expand and recast their classic work for the YouTube era, revealing how our media-saturated age has transformed the ever-evolving rhetorical strategies that presidents use to increase and sustain the executive branch's powers. Identifying the primary genres of presidential oratory, Campbell and Jamieson add new analyses of signing statements and national eulogies to their explorations of inaugural addresses, veto messages, and war rhetoric, among other types. They explain that in some of these genres, such as farewell addresses intended to leave an individual legacy, the president acts alone; in others, such as State of the Union speeches that urge a legislative agenda, the executive solicits reaction from the other branches. Updating their coverage through the current administration, the authors contend that many of these rhetorical acts extend over time: George W.

Bush's post-September 11 statements, for example, culminated in a speech at the National Cathedral and became a touchstone for his subsequent address to Congress. For two centuries, presidential discourse has both succeeded brilliantly and failed miserably at satisfying the demands of audience, occasion, and institution—and in the process, it has increased and depleted political capital by enhancing presidential authority or ceding it to the other branches. Illuminating the reasons behind each outcome, Campbell and Jamieson draw an authoritative picture of how presidents have used rhetoric to shape the presidency—and how they continue to re-create it.

#### **analyzing rhetorical strategies in presidential speeches: You, the People** Vanessa B.

Beasley, 2011-11-07 New in paperback As we ask anew in these troubled times what it means to be an American, *You, the People* provides perspective by casting its eye over the answers given by past U.S. presidents in their addresses to the public. Who is an American, and who is not? And yet, as Vanessa Beasley demonstrates in this eloquent exploration of a century of presidential speeches, the questions are not new. Since the Founders first identified the nation as “we, the people,” the faces and accents of U.S. citizens have changed dramatically due to immigration and other constitutive changes. U.S. presidents have often spoken as if there were one monolithic American people. Here Beasley traces rhetorical constructions of American national identity in presidents' inaugural addresses and state of the union messages from 1885 through 2000. She argues convincingly that while the demographics of the voting citizenry changed rapidly during this period, presidential definitions of American national identity did not. Chief executives have consistently employed a rhetoric of American nationalism that is simultaneously inclusive and exclusive; Beasley examines both the genius and the limitations of this language.

#### **analyzing rhetorical strategies in presidential speeches: Political Public Relations**

Jesper Stromback, Spiro Kioussis, 2011-05-18 *Political Public Relations* maps and defines this emerging field, bringing together scholars from various disciplines—political communication, public relations and political science—to explore the area in detail. The volume connects differing schools of thought, bringing together theoretical and empirical investigations, and defines a field that is becoming increasingly important and prominent. It offers an international orientation, as the field of political public relations must be studied in the context of various political and communication systems to be fully understood. As a singular contribution to scholarship in public relations and political communication, this work fills a significant gap in the existing literature, and is certain to influence future theory and research.

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