

SEMINAR IN PRESIDENTIAL RHETORIC

PSC/CSS 5350

Fall 2011

Dr. Martin J. Medhurst

No person's rhetoric receives more attention—deserved or undeserved—than that of the President of the United States. From major speeches such as the Inaugural Address or the State of the Union to press conferences to campaign discourses (including websites, facebook, tweets, convention films, television spots, radio ads, debates, bumper stickers, etc.) to impromptu reactions—everything the President says and does is grist for someone's interpretive mill. Indeed, the modern presidency produces so much rhetoric, disseminated through so many different media, at all hours of the day and night, to audiences large and small, foreign and domestic, that it is virtually impossible for any one person to keep up with it all, even if that were one's sole occupation.

James Ceaser, Glen Thurow, Jeffrey Tulis, and Joseph Bessette coined the phrase "the rhetorical presidency" in 1981 to describe this overflowing fountain of presidential discourse and to distinguish the modern presidency—starting with Theodore Roosevelt and Woodrow Wilson—from the presidency of the late 18th and 19th centuries. Modern presidents, unlike most of their predecessors, appear to view rhetoric as an important tool of presidential leadership. The ability to go "over the heads" of Congress by appealing directly to the public is viewed by Ceaser, et al. as the essence of "the rhetorical presidency," a fact that many political theorists such as Ceaser and Tulis view with some degree of alarm.

Rhetorical scholars have long studied presidential rhetoric, though it has only been within the last 30 years or so that presidential rhetoric has emerged as a distinct subdiscipline within the larger world of rhetorical studies. Indeed, the sustained book-length analysis of presidential rhetoric is a phenomenon that dates only from the middle 1980s.

Course Goals: I have several goals for this course. It is my firm belief that the study of rhetoric—any kind of rhetoric—can only be fruitful if studied in context. That means that it is not enough just to read what a President said on a given occasion. Nor is it sufficient simply to learn the standard types of rhetoric commonly associated with U.S. Presidents. The speech text is essentially meaningless (not to mention misleading) absent the relevant contextual factors. Speech is a force or a power that is used to accomplish different kinds of ends or goals in different circumstances. Hence, one must understand the purposes or goals of the communicator (i.e., the President), the circumstances under which the communication is taking place (i.e., the rhetorical exigencies and constraints), the audience or audiences being addressed, the genres of discourse being employed, the theories or techniques of rhetoric being utilized, and the standards of judgment that are implicitly or explicitly suggested by the particular confluence of textual and contextual factors. In short, one must really *study* presidential rhetoric, not merely consume it.

Toward this end, I want this course to: 1) survey selected presidential rhetoric from 1789 to the present; 2) expose students to significant types and texts of presidential discourse; 3) learn ways of studying texts in contexts; 4) study some of the methodological approaches to presidential rhetoric now being used by scholars in both political science and rhetorical studies; 5) learn what has already been done and, more importantly, what still needs doing in the study of presidential rhetoric; and 6) struggle with significant theories, problems, and criticisms in presidential discourse. If we can accomplish all of this, we will have done something worthwhile. By the end of the course, students should be able to:

- Identify the components of a complex rhetorical situation
- Discuss the various methodological approaches, including their strengths and weaknesses
- Explain the theory of the rhetorical presidency and identify its primary advocates and opponents
- Differentiate the rhetorical presidency and presidential rhetoric
- Display research skills using historical-critical methods
- Write a graduate-level research paper suitable for publication in an academic journal

Course Requirements:

1) Come to class regularly and participate in the discussion
 2) Read the week's assigned readings *before* arriving for class
 3) Write a major paper (20-30 pages) on a rhetorical controversy (or, better, a political controversy having rhetorical dimensions) that occurred during the course of a presidential administration. Although we will be focusing on the administrations of Washington, Wilson, Franklin D. Roosevelt, Eisenhower, Kennedy, Reagan, George W. Bush, and Barack Obama, you may write your paper on any presidential administration. Representative controversies might include the Whiskey Rebellion (Washington), any major event of the Civil War (Lincoln), natural resource conservation (T. Roosevelt), the League of Nations debates (Wilson), the court packing scheme (Roosevelt), sputnik crisis (Eisenhower), Voting Rights Act (Johnson), strategic defense initiative (Reagan), health care bill (Clinton), the Iraq war (Bush), and the health care reform debate (Obama). Please note that these are merely *representative* types of controversies. You should find a topic/controversy in which you are particularly interested. Please clear your topic with me no later than the end of week four (September 22).

4) To facilitate the timely completion of this major paper, you will turn in three shorter papers and a first draft of the major paper. The first short paper is due on Thursday, September 15 and should consist of a) the name of the president/administration you will be studying, b) a list of three major issues or controversies that arose during that administration, and c) a two-page bibliography of the leading books and articles about the president/administration you have chosen. The second short paper is due on Thursday, September 29, and should identify the particular issue or controversy you will be studying and a two-page bibliography of books and

articles that deal specifically with that issue or controversy. The third short paper is due on Thursday, October 27, and should consist of a single page divided into two paragraphs. The first paragraph should set forth the argument you are going to make in your major paper and the second paragraph should describe the different sections of the paper—it should be a signpost of how you intend to go about proving the argument you have set forth.

The first draft of the final paper itself is due on Thursday, November 10, with the final draft due on Thursday, December 8. Both the first and second drafts must be complete, including endnotes. All endnotes should conform to the modified *Chicago* documentary style used by *Rhetoric & Public Affairs*. A style sheet will be provided.

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| Course Evaluation: | Class attendance and participation: | 20% |
| | Three short papers | 30% |
| | First Draft of Final Paper | 20% |
| | Second Draft of Final Paper | 30% |

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| Scale: | 100-95 = A |
| | 94-90 = A- |
| | 89-87 = B+ |
| | 86-83 = B |
| | 82-80 = B- |
| | 79-77 = C+ |
| | 76-73 = C |
| | 72-70 = C- |
| | 69-67 = D+ |
| | 66-63 = D |
| | 62-60 = D- |
| | 59- = F |

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| Required Textbooks: | Jeffrey K. Tulis, <i>The Rhetorical Presidency</i> (Princeton: Princeton University Press, 1987) |
| | Martin J. Medhurst, ed., <i>Before the Rhetorical Presidency</i> (College Station: Texas A&M University Press, 2008) |
| | Karlyn Kohrs Campbell and Kathleen Hall Jamieson, <i>Presidents Creating the Presidency: Deeds Done in Words</i> (Chicago: University of Chicago Press, 2008) |

Leroy G. Dorsey, ed., *The Presidency and Rhetorical Leadership* (College Station: Texas A&M University Press, 2002)

James Arnt Aune and Martin J. Medhurst, eds., *The Prospect of Presidential Rhetoric* (College Station: Texas A&M University Press, 2008)

Michael Nelson and Russell L. Riley, eds., *The President's Words: Speeches and Speechmaking in the Modern White House* (Lawrence: University Press of Kansas, 2010)

Fred I. Greenstein, *The Presidential Difference: Leadership Styles from FDR to Barack Obama*, 3rd ed. (Princeton: Princeton University Press, 2009)

Recommended Readings:

Halford Ryan, ed., *U.S. Presidents as Orators: A Bio-Critical Sourcebook* (Westport, CT: Greenwood Press, 1995)

Halford Ryan, ed., *The Inaugural Addresses of Twentieth-Century American Presidents* (New York: Praeger, 1993)

Kathleen Hall Jamieson, *Eloquence in an Electronic Age* (New York: Oxford University Press, 1988)

Kathleen Hall Jamieson, *Packaging the Presidency: A History and Criticism of Presidential Campaign Advertising* (New York: Oxford University Press, 1996)

Amos Kiewe, ed., *The Modern Presidency and Crisis Rhetoric* (New York: Praeger, 1994)

Denise M. Bostdorff, *The Presidency and the Rhetoric of Foreign Crisis* (Columbia: University of South Carolina Press, 1994)

Roderick P. Hart, *The Sound of Leadership* (Chicago: University of Chicago Press, 1987)

Wayne Fields, *Union of Words: A History of Presidential Eloquence* (New York: Free Press, 1996)

Kurt Ritter and Martin J. Medhurst, eds., *Presidential Speechwriting: From the New Deal to Reagan and Beyond* (College Station: Texas A&M University Press, 2003)

Samuel Kernell, *Going Public: New Strategies of Presidential Leadership*, 4th ed. (Washington, D.C.: CQ Press, 2006)

Vanessa B. Beasley, *You, the People: American National Identity in Presidential Rhetoric* (College Station: Texas A&M University Press, 2004)

Colleen J. Shogan, *The Moral Rhetoric of American Presidents* (College Station: Texas A&M University Press, 2006)

Erwin Hargrove, *The President as Leader: Appealing to the Better Angels of Our Nature* (Lawrence: University Press of Kansas, 1999)

Mary E. Stuckey, *Defining Americans: The Presidency and National Identity* (Lawrence: University Press of Kansas, 2004)

Richard J. Ellis, ed., *Speaking to the People: The Rhetorical Presidency in Historical Perspective* (Amherst: University of Massachusetts Press, 1998)

Mel Laracey, *Presidents and the People: The Partisan Story of Going Public* (College Station: Texas A&M University Press, 2002)

Terry L. Price and J. Thomas Wren, eds., *The Values of Presidential Leadership* (New York: Palgrave/Macmillan, 2007)

George C. Edwards III, *On Dear Ears* (New Haven, CT: Yale University Press, 2003)

Davis W. Houck, *FDR and Fear Itself: The First Inaugural Address* (College Station: Texas A&M University Press, 2002)

J. Michael Hogan, *Woodrow Wilson's Western Tour: Rhetoric, Public Opinion, and the League of Nations* (College Station: Texas A&M University Press, 2006)

Elvin T. Lim, *The Anti-Intellectual Presidency* (New York: Oxford University Press, 2008)

Helpful Websites:

<http://www.americanrhetoric.com/>

<http://www.presidentialrhetoric.com>

<http://www.presidency.ucsb.edu>

SYLLABUS

Note: Readings not found in the required textbooks will be posted on blackboard or sent via email attachment. Journal articles can be accessed through the electronic databases Communication and Mass Media Complete or JSTOR

Week 1: August 25

The Rhetorical Presidency as Construct: An Ongoing Debate

READ: Jeffrey K. Tulis, *The Rhetorical Presidency* (all)

Jeffrey K. Tulis, "Revising the Rhetorical Presidency," in *Beyond the Rhetorical Presidency*, ed. Martin J. Medhurst (College Station: Texas A&M University Press, 1996), 3-14. [Blackboard]

Jeffrey K. Tulis, "On the Forms of Rhetorical Leadership," in *Before the Rhetorical Presidency*, ed. Martin J. Medhurst (College Station: Texas A&M University Press, 2008), 29-34.

Stephen E. Lucas, "Present at the Founding: The Rhetorical Presidency in Historical Perspective," in *Before the Rhetorical Presidency*, 35-41.

Mel Laracey, "Talking without Speaking, and Other Curiosities," in *Before the Rhetorical Presidency*, 18-28.

Week 2: September 1

Presidential Rhetoric as Construct

READ: Martin J. Medhurst, "From Retrospect to Prospect: The Study of Presidential Rhetoric, 1915-2005," in *The Prospect of Presidential Rhetoric*, ed. James Arnt Aune and Martin J. Medhurst (College Station: Texas A&M University Press, 2008), 3-27.

Martin J. Medhurst, "A Tale of Two Constructs: The Rhetorical Presidency versus Presidential Rhetoric," in *Beyond the Rhetorical Presidency*, xi-xxv. [Blackboard]

David Henry, et al., "Report of the National Task Force on the Theory and Practice of the Rhetorical Presidency," in *The Prospect of Presidential Rhetoric*, 340-354.

Martin J. Medhurst, "Rhetorical Leadership and the Presidency: A Situational Taxonomy," in *The Values of Presidential Leadership*, ed. Terry L. Price and J. Thomas Wren (New York: Palgrave/Macmillan, 2007), 59-84. [Blackboard]

Karlyn Kohrs Campbell and Kathleen Hall Jamieson, *Presidents Creating the Presidency*, 1-28.

Vanessa B. Beasley, "The Rhetorical Presidency Meets the Unitary Executive: Implications for Presidential Rhetoric on Public Policy," *Rhetoric & Public Affairs* 13 (2010): 7-35.

Week 3: September 8

**Establishing the First Rhetorical Presidency through
Presidential Rhetoric: The Case of George Washington**

READ: David Zarefsky, "The Presidency Has Always Been a Place for Rhetorical Leadership," in *The Presidency and Rhetorical Leadership*, ed. Leroy G. Dorsey, 20-41.

Stephen E. Lucas, "George Washington and the Rhetoric of Presidential Leadership," in *The Presidency and Rhetorical Leadership*, ed. Leroy G. Dorsey, 42-72.

Glen E. Thurow, "Dimensions of Presidential Character," in *Beyond the Rhetorical Presidency*, 15-29. [Blackboard]

Michael J. Hostetler, "Washington's Farewell Address: Distance as Bane and Blessing," *Rhetoric & Public Affairs* 5 (2002): 393-407.

Barry Schwartz, "George Washington and the Whig Conception of Heroic Leadership," *American Sociological Review* 48 (1983): 18-33.

Fred I. Greenstein, "Presidential Difference in the Early Republic: The Highly Disparate Leadership Styles of Washington, Adams, and Jefferson," *Presidential Studies Quarterly* 36 (2006): 373-390.

Week 4: September 15

The Nineteenth Century Rhetorical Presidency

READ: Martin J. Medhurst, "Was There a Nineteenth Century Rhetorical Presidency? A Debate Revisited," in *Before the Rhetorical Presidency*, 1-16.

David Zarefsky, "John Tyler and the Rhetoric of the Accidental Presidency," in *Before the Rhetorical Presidency*, 63-82.

Robert E. Terrill, "James Buchanan: Romancing the Union," in *Before the Rhetorical Presidency*, 166-193.

George R. Goethals, "Resolute Commander for Just Peace: The Rhetoric of Ulysses S. Grant," in *Before the Rhetorical Presidency*, 213-242.

Amy R. Slagell, "The Challenges of Reunification: Rutherford B. Hayes on the Close Race and the Racial Divide," in *Before the Rhetorical Presidency*, 243-266.

Kirt H. Wilson, "The Problem with Public Memory: Benjamin Harrison Confronts the 'Southern Question,'" in *Before the Rhetorical Presidency*, 267-288.

Michael Leff, "Grover Cleveland and the Nonrhetorical Presidency," in *Before the Rhetorical Presidency*, 289-306.

Martin J. Medhurst, "Questioning the Rhetorical Presidency Construct," in *Before the Rhetorical Presidency*, 329-334.

Standard Genres of Presidential Discourse

Week 5: September 22

The Inaugural Address

READ: Karlyn Kohrs Campbell and Kathleen Hall Jamieson, *Presidents Creating the Presidency*, 29-72.

Charles O. Jones, "The Inaugural Address," in *The President's Words*, 87-146.

Stephen E. Lucas, "Genre Criticism and Historical Context: The Case of George Washington's First Inaugural Address," *Southern Speech Communication Journal* 51 (1986): 354-370.

John M. Murphy, "Power and Authority in a Postmodern Presidency," in *The Prospect of Presidential Rhetoric*, 28-45.

Martin J. Medhurst, "Barack Obama and the 2009 Inaugural Address: Narrative Signature and Interpretation," in *Making the Case: Advocacy and Judgment in Public Argument*, ed. Kathryn M. Olson, et. al. (East Lansing: Michigan State University Press, forthcoming). I will send you a copy by email attachment.

Week 6: September 29

The State of the Union Address

READ: Campbell and Jamieson, *Presidents Creating the Presidency*, 137-164.

Kathryn Dunn Tenpas, "The State of the Union Address," in *The President's Words*, 147-205.

Dan F. Hahn, "Archetype and Signature in Johnson's 1965 State of the Union," *Central States Speech Journal* (now *Communication Studies*) 34 (1983): 236-246.

Mark P. Moore, "Reagan's Quest for Freedom in the 1987 State of the Union Address," *Western Journal of Speech Communication* (now *Western Journal of Communication*) 53 (1989): 52-65.

Laura Crowell, "Building the 'Four Freedoms' Speech," *Speech Monographs* (now *Communication Monographs*) 22 (1955): 266-283.

Week 7: October 6

The Rhetoric of War and Other Crises

READ: Campbell and Jamieson, *Presidents Creating the Presidency*, 217-254.

Andrew Rudaleviage, "The Crisis Speech and Other Landmark Addresses," in *The President's Words*, 206-273.

Denise M. Bostdorff, et al., "Report of the National Task Force on Presidential Rhetoric in Times of Crisis," in *The Prospect of Presidential Rhetoric*, 355-378.

Robert L. Ivie, "Images of Savagery in American Justifications for War," *Communication Monographs* 47 (1980): 279-294.

David Hoogland Noon, "Operation Enduring Analogy: World War II, the War on Terror, and the Uses of Historical Memory," *Rhetoric & Public Affairs* 7 (2004): 339-365.

Carol Winkler, "Revising the Cold War Narrative to Encompass Terrorist Threats: Vietnam and Beyond," in *The Prospect of Presidential Rhetoric*, 182-208.

Week 8: October 13

Presidential Campaign Rhetoric

READ: Martin J. Medhurst, "The Acceptance Address: Presidential Speechwriting, 1932-2008," in *The President's Words*, 27-86.

Davis W. Houck, "Reading the Body in the Text: FDR's 1932 Speech to the Democratic National Convention," *Southern Communication Journal* 63 (1997): 20-37.

Davis W. Houck, "FDR's Commonwealth Club Address: Redefining Individualism, Adjudicating Greatness," *Rhetoric & Public Affairs* 7 (2004):

259-282.

Martin J. Medhurst, "Text and Contexts in the 1952 Presidential Campaign: Eisenhower's 'I Shall Go to Korea' Speech," *Presidential Studies Quarterly* 30 (2000): 464-484.

Christian Spielvogel, "'You Know Where I Stand': Moral Framing of the War on Terrorism and the Iraq War in the 2004 Presidential Campaign," *Rhetoric & Public Affairs* 8 (2005): 549-570.

David A. Frank, "The Prophetic Voice and the Face of the Other in Barack Obama's 'A More Perfect Union' Address," *Rhetoric & Public Affairs* 12 (2009): 167-194.

Rhetorical Analysis of Selected Presidencies

Week 9: October 20

The Rhetoric of Woodrow Wilson

READ: **Wilson's War Message**
<http://www.americanrhetoric.com/speeches/wilsonwarmessage.htm>

Robert Alexander Kraig, "The 1912 Election and the Rhetorical Foundations of the Liberal State," *Rhetoric & Public Affairs* 3 (2000): 363-395.

Mary E. Stuckey, "'The Domain of Public Conscience': Woodrow Wilson and the Establishment of a Transcendent Political Order," *Rhetoric & Public Affairs* 6 (2003): 1-23.

James R. Andrews, "Presidential Leadership and National Identity: Woodrow Wilson and the Meaning of America," in *The Presidency and Rhetorical Leadership*, 129-144.

Jason C. Flanagan, "Woodrow Wilson's Rhetorical Re-Structuring: The Transformation of the American Self and the Construction of the German Enemy," *Rhetoric & Public Affairs* 7 (2004): 115-148.

Leroy G. Dorsey, "Woodrow Wilson's Fight for the League of Nations: A Reexamination," *Rhetoric & Public Affairs* 2 (1999): 107-135.

Week 10: October 27

The Rhetoric of Franklin D. Roosevelt

READ: FDR's First Inaugural Address

<http://www.americanrhetoric.com/speeches/fdrfirstinaugural.html>

Fred I. Greenstein, "The Virtuous Leadership of Franklin D. Roosevelt," in *The Presidential Difference*, 10-25.

Halford Ross Ryan, "Roosevelt's First Inaugural: A Study of Technique," *Quarterly Journal of Speech* 65 (1979): 137-149.

Suzanne K. Daughton, "Metaphorical Transcendence: Images of the Holy War in Franklin Roosevelt's First Inaugural," *Quarterly Journal of Speech* 79 (1993): 427-446.

Davis W. Houck and Mihaela Nocasian, "FDR's First Inaugural Address: Text, Context, and Reception," *Rhetoric & Public Affairs* 5 (2002): 649-678.

David Zietsma, "Building the Kingdom of God: Religious Discourse, National Identity, and the Good Neighbor Policy, 1930-1938," *Rhetoric & Public Affairs* 11 (2008): 179-214.

Elvin T. Lim, "The Lion and the Lamb: Demythologizing Franklin Roosevelt's Fireside Chats," *Rhetoric & Public Affairs* 6 (2003): 437-

464.

Week 11: November 3

The Rhetoric of Dwight D. EisenhowerREAD: **Eisenhower's Farewell Address*****<http://www.americanrhetoric.com/speeches/dwightdeisenhowerfarewell.html>***

Greenstein, "The Unexpected Eisenhower," in *The Presidential Difference*, 42-57.

Meena Bose and Fred I. Greenstein, "The Hidden Hand vs. the Bully Pulpit: The Layered Political Rhetoric of President Eisenhower," in *The Presidency and Rhetorical Leadership*, 184-199.

Robert L. Ivie, "Dwight D. Eisenhower's 'Chance for Peace': Quest or Crusade?" *Rhetoric & Public Affairs* 1 (1998): 227-243.

Martin J. Medhurst, "Eisenhower's 'Atoms for Peace' Speech: A Case Study in the Strategic Use of Language," *Communication Monographs* 54 (1987): 204-220.

Campbell and Jamieson, *Presidents Creating the Presidency*, 307-334.

Martin J. Medhurst, "Reconceptualizing Rhetorical History: Eisenhower's Farewell Address," *Quarterly Journal of Speech* 80 (1994): 195-218.

Robert L. Scott, "Eisenhower's Farewell Address: Response to Medhurst," *Quarterly Journal of Speech* 81 (1995): 496-501.

Martin J. Medhurst, "Robert L. Scott Plays Dwight D. Eisenhower," *Quarterly Journal of Speech* 81 (1995): 502-506.

Week 12: November 10

The Rhetoric of John F. Kennedy

READ: **JFK's Speech to the Greater Houston Ministerial Association**

<http://americanrhetoric.com/speeches/jfkhoustonministers.html>

Greenstein, "Coming to Terms with Kennedy," in *The Presidential Difference*, 58-73.

Hermann G. Stelzner, "John F. Kennedy at Houston, Texas, September 12, 1960," in *Rhetoric and Communication*, ed. Jane Blankenship and Hermann G. Stelzner (Urbana: University of Illinois Press, 1976), 223-235. [Blackboard]

Barbara Warnick, "Argument Schemes and the Construction of Social Reality: John F. Kennedy's Address to the Houston Ministerial Association," *Communication Quarterly* 44 (1996): 183-196.

John W. Jordan, "Kennedy's Romantic Moon and Its Rhetorical Legacy for Space Exploration," *Rhetoric & Public Affairs* 6 (2003): 209-231.

John M. Murphy, "The Language of the Liberal Consensus: John F. Kennedy, Technical Reason, and the 'New Economics' at Yale University," *Quarterly Journal of Speech* 90 (2004): 133-162.

Steven R. Goldzwig and George N. Dionisopoulos, "John F. Kennedy's Civil Rights Discourse: The Evolution from 'Principled Bystander' to Public Advocate," *Communication Monographs* 56 (1989): 179-198.

Week 13: November 17

The Rhetoric of Ronald Reagan

READ: **Reagan's Evil Empire Speech**

<http://www.americanrhetoric.com/speeches/ronaldreaganevilempire.htm>

Greenstein, "Ronald Reagan: The Innocent as Agent of Change," in *The Presidential Difference*, 145-158.

William F. Lewis, "Telling America's Story: Narrative Form and the Reagan Presidency," *Quarterly Journal of Speech* 73 (1987): 280-302.

G. Thomas Goodnight, "Ronald Reagan's Re-formulation of the Rhetoric of War: Analysis of the 'Zero Option,' 'Evil Empire,' and 'Star Wars' Addresses," *Quarterly Journal of Speech* 72 (1986): 390-414.

B. Wayne Howell, "Reagan and Reykjavik: Arms Control, SDI, and the Argument from Human Rights," *Rhetoric & Public Affairs* 11 (2008): 389-415.

G. Thomas Goodnight, "Ronald Reagan and the American Dream: A Study in Rhetoric Out of Time," in *The Presidency and Rhetorical Leadership*, 200-230.

Robert C. Rowland and John M. Jones, "Reagan at the Brandenburg Gate: Moral Clarity Tempered by Pragmatism," *Rhetoric & Public Affairs* 9 (2006): 21-50.

Week 14: November 24

The Rhetoric of George W. Bush

READ: **Bush's "Our Mission and Our Moment" Speech**
<http://www.americanrhetoric.com/speeches/gwbush911jointsessionspeech.htm>

Greenstein, "George W. Bush and the Politics of Agenda Control," in *The Presidential Difference*, 190-205.

John M. Murphy, "'Our Mission and Our Moment': George W. Bush and September 11th," *Rhetoric &*

Public Affairs 6 (2003): 607-632.

Denise M. Bostdorff, "George W. Bush's Post-September 11 Rhetoric of Covenant Renewal: Upholding the Faith of the Greatest Generation," *Quarterly Journal of Speech* 89 (2003): 293-319.

Robert L. Ivie, "Fighting Terror by Rite of Redemption and Reconciliation," *Rhetoric & Public Affairs* 10 (2007): 221-248.

Martin J. Medhurst, "George W. Bush at Goree Island: American Slavery and the Rhetoric of Redemption," *Quarterly Journal of Speech* 96 (2010): 257-277.

Martin J. Medhurst, "George W. Bush, Public Faith, and the Culture War over Same-Sex Marriage," in *The Prospect of Presidential Rhetoric*, 209-237.

James Arnt Aune, "The Econo-Rhetorical Presidency," in *The Prospect of Presidential Rhetoric*, 46-68.

Week 15: December 1

The Rhetoric of Barack Obama

READ: **Obama's Nobel Prize Lecture**

<http://www.americanrhetoric.com/speeches/barackobama/barackobamanobelprizespeech.htm>

Greenstein, "The Presidential Breakthrough of Barack Obama," in *The Presidential Difference*, 206-218.

David A. Frank and Mark Lawrence McPhail, "Barack Obama's Address to the 2004 Democratic National Convention: Trauma, Compromise, Consilience, and the (Im)possibility of Racial Reconciliation," *Rhetoric & Public Affairs* 8 (2005): 571-593.

Robert E. Terrill, "Unity and Duality in Barack Obama's 'A More Perfect Union,'" *Quarterly Journal of Speech* 95 (2009): 363-386.

Robert C. Rowland and John M. Jones, "One Dream: Barack Obama, Race, and the American Dream," *Rhetoric & Public Affairs* 14 (2011): 125-154.

James Darsey, "Barack Obama and America's Journey," *Southern Communication Journal* 74 (2009): 88-103.

Greenstein, "Lessons from the Modern Presidency," in *The Presidential Difference*, 219-231.