

# *ELOQUENCE* in **Electronic Age**

**The  
Transformation  
of Political  
Speechmaking**



*Kathleen Hall Jamieson*

# Eloquence In An Electronic Age The Transformation Of Political Speechmaking

**Shirin Rai, Milija Gluhovic, Silvija  
Jestrovic, Michael Seward**



## **Eloquence In An Electronic Age The Transformation Of Political Speechmaking:**

**Eloquence in an Electronic Age** Kathleen Hall Jamieson, 1988-07-21 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

**Eloquence in an Electronic Age** Kathleen Hall Jamieson, 2023 Kathleen Hall Jamieson author of the award winning *Packaging the Presidency* offers a perceptive and often disturbing account of the transformation of political speechmaking She 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 through Reagan and of other politicians 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

**The Dynamics of Political Communication** Richard M. Perloff, 2017-10-19 What impact do news and political advertising have on us How do candidates use media to persuade us as voters Are we informed adequately about political issues Do twenty first century political communications measure up to democratic ideals *The Dynamics of Political Communication Media and Politics in a Digital Age Second Edition* explores these issues and guides us through current political communication theories and beliefs by detailing the fluid landscape of political communication and offering us an engaging introduction to the field and a thorough tour of the discipline Author Richard Perloff examines essential concepts in this arena such as agenda setting agenda building framing political socialization and issues of bias that are part of campaign news Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis testing each chapter includes materials that challenge us by encouraging reflection on controversial matters Inside this Second Edition you'll find Expanded discussion of conceptual problems communication complexities and key issues in the field New examples concepts and studies reflecting current political communication scholarship The integration of technology throughout the text reflecting its pervasive role in the political spectrum Accompanied by an updated companion website with resources for students and instructors *The Dynamics of Political Communication* prepares you to survey the political landscape with a more critical eye and encourages a greater understanding of the challenges and occurrences presented in this constantly evolving field

**The Oxford Handbook of Political Leadership** R. A. W. Rhodes, Paul 't Hart, 2014 Political

leadership has returned to the forefront of research in political science in recent years after several years of neglect This Handbook provides a broad ranging and cohesive examination of the study of political leadership     **Political**

**Communication** Robert Mann,David D. Perlmutter,2011-05-09 A new era of political power has arrived one in which the social media forces of Facebook YouTube and Twitter indisputably play a larger role in the political process In this revised and expanded edition of Political Communication The Manship School Guide edited by Robert Mann and David D Perlmutter contributors discuss technological changes in the context of studies and techniques that remain unchallenged resulting in a truly comprehensive manual of the world of political communication This shift in communication began with Howard Dean s social media interaction between voters and candidates Later Barack Obama redefined these techniques during his march to the White House This intriguing development in political campaigns focuses the impact of social media on political consultation and communication and this volume provides an up to date and peerless guide to the events methods technologies venues theories and applications of political dialogues More than just a how to primer this new edition also expertly explains the process behind the political engine Political Communication The Manship School Guide includes individual essays that tackle the growing myths revolving around politics such as the political money monster and the Mr Smith Goes to Washington candidate fantasy Twenty seven chapters from a variety of contributors including academics journalists and political professionals provide insightful astute and critical essays for a deeper understanding of political communication and the many roles the public has played in twenty first century politics With this second edition Political Communication The Manship School Guide offers readers a valuable resource that clarifies the confusing world of politics

**Theorizing Digital Rhetoric** Aaron Hess,Amber Davisson,2017-07-20 Theorizing Digital Rhetoric takes up the intersection of rhetorical theory and digital technology to explore the ways in which rhetoric is challenged by new technologies and how rhetorical theory can illuminate discursive expression in digital contexts The volume combines complex rhetorical theory with personal anecdotes about the use of technologies to create a larger philosophical and rhetorical account of how theorists approach the examinations of new and future digital technologies This collection of essays emphasizes the ways that digital technology intrudes upon rhetorical theory and how readers can be everyday rhetorical critics within an era of ever increasing use of digital technology Each chapter effectively blends theorizing between rhetoric and digital technology informing readers of the potentiality between the two ideas The theoretical perspectives informed by digital media studies rhetorical theory and personal professional use provide a robust accounting of digital rhetoric that is timely personable and useful     **The Oxford Handbook of Politics and Performance** Shirin Rai,Milija Gluhovic,Silvija Jestrovic,Michael Saward,2021 While political scientists and political theorists have long been interested in social and political performance and theatre and performance researchers have often focused on the political dimensions of the live arts the interdisciplinary nature of this labor has typically been assumed rather than rigorously explored This volume brings

together leading scholars in the fields of Politics and Performance drawing on experts across the fields of literature law anthropology sociology psychology and media and communication as well as politics and theatre and performance to map out and deepen the evolving interdisciplinary engagement Organized into seven thematic sections the volume investigates the relationship between politics and performance to show that certain features of political transactions shared by performances are fundamental to both disciplines and that to a large extent they also share a common communicational base and language

**The Wiley-Blackwell Companion to Political Sociology** Edwin Amenta, Kate Nash, Alan Scott, 2016-09-26 The Wiley Blackwell Companion to Political Sociology is a complete reference guide reflecting the scope and quality of the discipline and highlighting emerging topics in the field Global in focus offering up to date topics from an interdisciplinary international set of scholars addressing key issues concerning globalization social movements and citizenship The majority of chapters are new including those on environmental politics international terrorism security corruption and human rights Revises and updates all previously published chapters to include new themes and topics in political sociology Provides an overview of scholarship in the field with chapters working independently and collectively to examine the full range of contributions to political sociology Offers a challenging yet accessible and complete reference guide for students and scholars

**Nonverbal Communication in Political Debates** John S. Seiter, Harry Weger Jr., 2020-09-30 Nonverbal Communication in Political Debates presents a framework for understanding and analyzing the multiple ways that nonverbal behavior functions in political debates In addition to addressing the ways in which politicians are presented and present themselves in debate broadcasts the framework considers a wide array of strategic objectives and unintended consequences of candidates nonverbal behaviors Along the way the book examines theory and research from both humanistic and social scientific approaches as well as an immense range of factors that influence how nonverbal behavior is enacted and portrayed Scholars of communication political science psychology and public relations will find this book particularly useful

**Political Rhetoric, Social Media, and American Presidential Campaigns** Janet Johnson, 2020-12-10 Political Rhetoric Social Media and American Presidential Campaigns explores how social media influenced presidential campaign rhetoric The author discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama Mitt Romney Hillary Clinton and Donald Trump This book addresses how presidential candidates adapted their rhetorical performances for newspapers radios television and the Internet Scholars of rhetoric and political communication will find this book particularly useful

*Saving Persuasion* Bryan Garsten, 2009-03-31 In today's increasingly polarized political landscape it seems that fewer and fewer citizens hold out hope of persuading one another Even among those who have not given up on persuasion few will admit to practicing the art of persuasion known as rhetoric To describe political speech as rhetoric today is to accuse it of being superficial or manipulative In *Saving Persuasion* Bryan Garsten uncovers the early modern origins of this suspicious attitude toward rhetoric and seeks to loosen its grip on contemporary political theory

Revealing how deeply concerns about rhetorical speech shaped both ancient and modern political thought he argues that the artful practice of persuasion ought to be viewed as a crucial part of democratic politics He provocatively suggests that the aspects of rhetoric that seem most dangerous the appeals to emotion religious values and the concrete commitments and identities of particular communities are also those which can draw out citizens capacity for good judgment Against theorists who advocate a rationalized ideal of deliberation aimed at consensus Garsten argues that a controversial politics of partiality and passion can produce a more engaged and more deliberative kind of democratic discourse

**The Political Speechwriter's Companion** Robert A. Lehrman, Eric Schnure, 2019-07-17 The Political Speechwriter's Companion A Guide for Writers and Speakers guides students through a systematic LAWS approach language anecdote wit and support that politicians can use to persuade their audiences into taking action In the highly anticipated Second Edition esteemed speechwriter and author Robert A Lehrman has teamed up with one of the go to guys for political humor Eric Schnure to offer students an entertaining yet practical introduction to political speechwriting This how to guide explains how speakers can deliver language the audience will understand and remember anecdotes that make listeners laugh and cry wit that pokes fun at opponents but also shows their own lighter side and support in the way of statistics examples and testimony Packed with annotated speeches from the most recent elections technology tips and interviews from speechwriting luminaries this edition offers the most practical advice and strategies for a career in political communication

**The Manship School Guide to Political Communication** David D. Perlmutter, 1999 Examines the role and process of media consulting for political campaigns The pieces included in this guide range from types of political media to targets of political messages Several authors examine the folk ways of the profession of political consulting itself

**Mass Media and American Politics** Johanna Dunaway, Doris A. Graber, 2022-02-13 A comprehensive trusted core text on media's impact on attitudes behavior elections politics and policymaking Mass Media and American Politics is known for its readable introduction to the literature and theory of the field and for staying current with each new edition on issues of new and social media media ownership the regulatory environment infotainment and war time reporting Written by the late Doris Graber a scholar who has played an enormous role in establishing and shaping the field of mass media and American politics and now lead by Johanna Dunaway this book has set the standard for the course New to this edition Extensive coverage of political misinformation the role changing communication technologies and mass media more generally are playing in its consumption and dissemination as well as how the press is handling and should handle reporting on political misinformation especially as it pertains to the presidency elections and crises like Covid 19 Updated coverage of the role social media and other popular digital platforms are playing or not playing in the effort to stop the spread of mis and dis information on their platforms with special attention to both foreign and domestic efforts to use these platforms to incite violence cause confusion about and or encourage distrust in democratic institutions Expanded treatment of rising affective social and ideological polarization in

politics with a special focus on whether and how mass media are contributing to these forms of polarization New updates on causes and consequences of expanding news deserts declining local news and rampant growth of hedge fund media ownership Up to date coverage of what researchers are learning about the implications of growth in digital social and mobile media use What does it mean for attention to news and politics     The Politics of Authenticity in Presidential Campaigns, 1976-2008 Erica J. Seifert,2014-01-10 Authenticity the dominant cultural value of the baby boom generation became central to presidential campaigns in the late 20th century Beginning in 1976 Americans elected six presidents whose campaigns represented evolving standards of authenticity Interacting with the media and their publics these successful presidential candidates structured their campaigns around projecting authentic images and connecting with voters as one of us In the process they rewrote the political playbook redefined presidentiality and changed the terms of the national political discourse This book is predicated on the assumption that it is worth knowing why     Why Presidents Fail Richard M. Pious,2008-07-25 Presidents are surrounded by political strategists and White House counsel who presumably know enough to avoid making the same mistakes as their predecessors Why then do the same kinds of presidential failures occur over and over again Why Presidents Fail answers this question by examining presidential fiascos quagmires and risky business the kind of failure that led President Kennedy to groan after the Bay of Pigs invasion How could I have been so stupid In this book Richard M Pious looks at nine cases that have become defining events in presidencies from Dwight D Eisenhower and the U 2 Flights to George W Bush and Iraqi WMDs He uses these cases to draw generalizations about presidential power authority rationality and legitimacy And he raises questions about the limits of presidential decision making many of which fly in the face of the conventional wisdom about the modern presidency     **The ^AOxford Handbook of Political Communication** Kate Kenski,Kathleen Hall Jamieson,2017-06-23 The Oxford Handbook of Political Communication provides contexts for viewing the field examines political discourse media and interpersonal and small group political communication and considers political communication s evolution inside the altered political communication landscape Agendas for future research and innovation are presented     **Memories of Lincoln and the Splintering of American Political Thought** Shawn J. Parry-Giles,David S. Kaufer,2017-04-27 In the aftermath of the Civil War Republicans and Democrats who advocated conflicting visions of American citizenship could agree on one thing the rhetorical power of Abraham Lincoln s life This volume examines the debates over his legacy and their impact on America s future In the thirty five years following Lincoln s assassination acquaintances of Lincoln published their memories of him in newspapers biographies and edited collections in order to gain fame promote partisan aims champion his hardscrabble past and exalted rise and define his legacy Shawn Parry Giles and David Kaufer explore how style class and character affected these reminiscences They also analyze the ways people used these writings to reinforce their beliefs about citizenship and presidential leadership in the United States with specific attention to the fissure between republicanism and democracy that still exists today Their study employs rhetorical and

corpus research methods to assess more than five hundred reminiscences A novel look at how memories of Lincoln became an important form of political rhetoric this book sheds light on how divergent schools of U S political thought came to recruit Lincoln as their standard bearer **The Rhetoric of Heroic Expectations** Justin S. Vaughn, Jennifer Mercieca, 2014-01-30 Campaign rhetoric helps candidates to get elected but its effects last well beyond the counting of the ballots this was perhaps never truer than in Barack Obama s 2008 campaign Did Obama create such high expectations that they actually hindered his ability to enact his agenda Should we judge his performance by the scale of the expectations his rhetoric generated or against some other standard The Rhetoric of Heroic Expectations Establishing the Obama Presidency grapples with these and other important questions Barack Obama s election seemed to many to fulfill Martin Luther King Jr s vision of the long arc of the moral universe bending toward justice And after the terrorism war and economic downturn of the previous decade candidate Obama s rhetoric cast broad visions of a change in the direction of American life In these and other ways the election of 2008 presented an especially strong example of creating expectations that would shape the public s views of the incoming administration The public s high expectations in turn become a part of any president s burden upon assuming office The interdisciplinary scholars who have contributed to this volume focus their analysis upon three kinds of presidential burdens institutional burdens specific to the office of the presidency contextual burdens specific to the historical moment within which the president assumes office and personal burdens specific to the individual who becomes president

Communication Yearbook 22 Michael Roloff, 2012-07-23 Communication Yearbook 22 contains in depth literature reviews focused on an important topic in specialized areas as well as syntheses that describe scholarship in other domains Each chapter addresses an aspect of one of the most pressing issues currently facing individuals how to communicate with people from different backgrounds or cultures The first two chapters examine the ways sex differences and cross cultural differences affect communication behavior The following three chapters focus on harmful speech the effects of pornography on criminal sexual offenders and personalization of conflict Further chapters focus on argumentation organizational settings and government media relations as well as styles of customer service communication within families with aging parents and intercultural friendship



## The Enigmatic Realm of **Eloquence In An Electronic Age The Transformation Of Political Speechmaking**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Eloquence In An Electronic Age The Transformation Of Political Speechmaking** a literary masterpiece penned with a renowned author, readers embark on a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting impact on the hearts and minds of those who partake in its reading experience.

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