

Edited by  
Martin J. Medhurst

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# Eisenhower's War of Words *Rhetoric and Leadership*



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# Eisenhowers War Of Words Rhetoric And Leadership

**Fred Dallmayr**



## **Eisenhower's War Of Words Rhetoric And Leadership:**

*Eisenhower's War of Words* Martin J. Medhurst, 1994 To Ike rhetoric were the central weapon for waging and winning the Cold War Understood as a strategic art of selection arrangement nuance timing and audience adaptation rhetoric became for Eisenhower the preferred means of conflict resolution The Presidency and Rhetorical Leadership Leroy G. Dorsey, 2008-03-26 Successful presidential leadership depends upon words as well as deeds In this multifaceted look at rhetorical leadership twelve leading scholars in three different disciplines provide in depth studies of how words have served or disserved American presidents At the heart of rhetorical leadership lies the classical concept of prudence practical wisdom that combines good sense with good character From their disparate treatments of a range of presidencies an underlying agreement emerges among the historians political scientists and communication scholars included in the volume To be effective they find presidents must be able to articulate the common good in a particular situation and they must be credible on the basis of their own character Who they are and what they can do are thus twin pillars of successful rhetorical leadership Leroy G Dorsey introduces these themes and David Zarefsky picks them up in looking at the historical development of rhetorical leadership within the office of the presidency Each succeeding chapter then examines the rhetorical leadership of a particular president often within the context of a specific incident or challenge that marked his term in office Chapters dealing with George Washington John Adams Thomas Jefferson Theodore Roosevelt Woodrow Wilson Franklin Roosevelt Dwight Eisenhower Ronald Reagan and Bill Clinton offer the specifics for a clearer understanding of how rhetoric serves leadership in the American presidency This book provides an indispensable addition to the literature on the presidency and in leadership studies *A Companion to Dwight D. Eisenhower* Chester J. Pach, 2017-04-07 A Companion to Dwight D Eisenhower brings new depth to the historiography of this significant and complex figure providing a comprehensive and up to date depiction of both the man and era Thoughtfully incorporates new and significant literature on Dwight D Eisenhower Thoroughly examines both the Eisenhower era and the man himself broadening the historical scope by which Eisenhower is understood and interpreted Presents a complete picture of Eisenhower's many roles in historical context the individual general president politician and citizen This Companion is the ideal starting point for anyone researching America during the Eisenhower years and an invaluable guide for graduate students and advanced undergraduates in history political science and policy studies Meticulously edited by a leading authority on the Eisenhower presidency with chapters by international experts on political international social and cultural history *The Cold War: National security policy planning from Truman to Reagan and from Stalin to Gorbachev* Lori Lyn Bogle, 2001 This volume is a comprehensive collection of critical essays on *The Taming of the Shrew* and includes extensive discussions of the play's various printed versions and its theatrical productions Aspinall has included only those essays that offer the most influential and controversial arguments surrounding the play The issues discussed include gender authority female autonomy and unruliness courtship and marriage

language and speech and performance and theatricality

**Terrorism and the Politics of Naming** Michael

Bhatia, 2013-10-18 Previously published as a special issue of *Third World Quarterly* this volume assesses the nature power role and function of names in global politics and the international media Names are not objective they accrue subjective associations for example Terrorist has a very different connotation to Freedom fighter The contributors seek the truth beneath the names assigned in an effort to remove the obscurity created by the power of the politics of naming to the reality of the situation taking examples from Al Qaeda Russia's demonization of the Chechens and naming in the Israeli Palestine conflict among other important contemporary debates *Terrorism and the Politics of Naming* makes a substantial contribution towards elucidating the power of naming in the discourse of conflict and will be of great interest to students and scholars of political philosophy political theory and politics and the media

**Presidential Speechwriting** Kurt Ritter, Martin J.

Medhurst, 2004-03-15 The rise of the media presidency through radio and television broadcasts has heightened the visibility and importance of presidential speeches in determining the effectiveness and popularity of the President of the United States Not surprisingly this development has also witnessed the rise of professional speechwriters to craft the words the chief executive would address to the nation Yet as this volume of expert analyses graphically demonstrates the reliance of individual presidents on their speechwriters has varied with the rhetorical skill of the officeholder himself his managerial style and his personal attitude toward public speaking The individual chapters here two by former White House speechwriters give fascinating insight into the process and development of presidential speechwriting from Franklin D Roosevelt's administration to Ronald Reagan's Some contributors such as Charles Griffin writing on Eisenhower and Moya Ball on Johnson offer case studies of specific speeches to gain insight into those presidents Other chapters focus on institutional arrangements and personal relationships rhetorical themes characterizing an administration or the relationship between words and policies to shed light on presidential speechwriting The range of presidents covered affords opportunities to examine various factors that make rhetoric successful or not to study alternative organizational arrangements for speechwriters and even to consider the evolution of the rhetorical presidency itself Yet the volume's single focus on speechwriting and the analytic overviews provided by Martin J Medhurst not only bring coherence to the work but also make this book an exemplar of how unity can be achieved from a diversity of approaches Medhurst's introduction of ten myths in the scholarship on presidential speeches and his summary of the enduring issues in the practice of speechwriting pull together the work of individual contributors At the same time his introduction and conclusion transcend particular presidents by providing generalizations on the role of speechwriting in the modern White House

*The Inaugural Addresses of Twentieth-Century American Presidents* Halford Ryan, 1993-06-30 The essays in Halford Ryan's *The Inaugural Addresses of Twentieth Century American Presidents* explore how presidents have used their addresses to empower themselves in office The volume's construct holds that the president delivers persuasive speeches to move the Congress and the people and to

move the people to move the Congress if it is intransigent Even on Inauguration Day a largely ceremonial occasion the president seeks acquiescence and action from Congress and the people in his first rhetorical deed as the nation's chief executive officer Since scholars agree that the rhetorical presidency arose in the twentieth century with Theodore Roosevelt the book commences with Roosevelt's address followed by all subsequent presidents' inaugurals including that of Bill Clinton The authors' methodology applies classical rhetoric to the nexus of political discourse the interrelationships between the speaker the speech and the audience discussing *vox populi* *elocutio* *inventio* and *actio* Each of the chapters analyzes the political situation with regard to political purpose giving special attention to genre criticism and to the themes of campaign rhetoric that were or were not carried forth into the inaugural address The essayists explicate the evolution of each inaugural's preparation criticize its delivery and evaluate its persuasive strengths and weaknesses by accounting for its reception by the media and by the American people Recommended for scholars of political communication and rhetoric political science history and presidential studies      *Encyclopedia of Science and Technology Communication* Susanna Hornig

Priest, 2010-07-14 The explosion of scientific information is exacerbating the information gap between richer poorer educated less educated publics The proliferation of media technology and the popularity of the Internet help some keep up with these developments but also make it more likely others fall further behind This is taking place in a globalizing economy and society that further complicates the division between information haves and have nots and compounds the challenge of communicating about emerging science and technology to increasingly diverse audiences Journalism about science and technology must fill this gap yet journalists and journalism students themselves struggle to keep abreast of contemporary scientific developments Scientist aided by public relations and public information professionals must get their stories out not only to other scientists but also to broader public audiences Funding agencies increasingly expect their grantees to engage in outreach and education and such activity can be seen as both a survival strategy and an ethical imperative for taxpayer supported university based research Science communication often in new forms must expand to meet all these needs Providing a comprehensive introduction to students professionals and scholars in this area is a unique challenge because practitioners in these fields must grasp both the principles of science and the principles of science communication while understanding the social contexts of each For this reason science journalism and science communication are often addressed only in advanced undergraduate or graduate specialty courses rather than covered exhaustively in lower division courses Even so those entering the field rarely will have a comprehensive background in both science and communication studies This circumstance underscores the importance of compiling useful reference materials The *Encyclopedia of Science and Technology Communication* presents resources and strategies for science communicators including theoretical material and background on recent controversies and key institutional actors and sources Science communicators need to understand more than how to interpret scientific facts and conclusions they need to understand basic elements of the politics sociology

and philosophy of science as well as relevant media and communication theory principles of risk communication new trends and how to evaluate the effectiveness of science communication programmes to mention just a few of the major challenges This work will help to develop and enhance such understanding as it addresses these challenges and more Topics covered include advocacy policy and research organizations environmental and health communication philosophy of science media theory and science communication informal science education science journalism as a profession risk communication theory public understanding of science pseudo science in the news special problems in reporting science and technology science communication ethics

**Strains of Dissent** Kelly Jakes, 2019-01-01 During the German Occupation from 1940 to 1944 Resistance fighters Parisian youth and French prisoners of war mined a vast repertoire from a long national musical tradition and a burgeoning international entertainment industry embracing music as a rhetorical resource with which to destabilize Nazi ideology and contest collaborationist Vichy propaganda After the Liberation of 1944 popular music continued to mediate French political life helping citizens to challenge American hegemony and recuperate their nation's lost international standing Ultimately through song French dissidents rejected Nazi subordination the politics of collaboration and American intervention and insisted upon a return to that trinity of traditional French values *libert egalit fraternit* *Strains of Dissent* recovers the significance of music as a rhetorical means of survival subversion and national identity construction and illuminates the creative and cunning ways that individual citizens defied the Occupation outside of formal resistance networks and movements

**Debating Women** Carly S. Woods, 2018-10-01 Spanning a historical period that begins with women's exclusion from university debates and continues through their participation in coeducational intercollegiate competitions *Debating Women* highlights the crucial role that debating organizations played as women sought to access the fruits of higher education in the United States and United Kingdom Despite various obstacles women transformed forests parlors dining rooms ocean liners classrooms auditoriums and prisons into vibrant spaces for ritual argument There they not only learned to speak eloquently and argue persuasively but also used debate to establish a legacy explore difference engage in intercultural encounter and articulate themselves as citizens These debaters engaged with the issues of the day often performing questioning and occasionally refining norms of gender race class and nation In tracing their involvement in an activity at the heart of civic culture Woods demonstrates that debating women have much to teach us about the ongoing potential for debate to move arguments ideas and people to new spaces

**Dueling Visions** Ronald R. Krebs, 2001 The presidential election of 1952 unlike most others before and since was dominated by foreign policy from the bloody stalemate of Korea to the deepening menace of international communism During the campaign Dwight Eisenhower and his spokesmen fed the public's imagination with their promises to liberate the peoples of Eastern Europe and created the impression that in office they would undertake an aggressive program to roll back Soviet influence across the globe But time and again during the 1950s Eisenhower and his advisers found themselves powerless to shape the course of events in Eastern Europe they

mourned their impotence but did little In *Dueling Visions* Ronald R Krebs argues that two different images of Eastern Europe's ultimate status competed to guide American policy during this period Finlandization and rollback Rollback championed by the Joint Chiefs of Staff and the Central Intelligence Agency was synonymous with liberation as the public understood it detaching Eastern Europe from all aspects of Soviet control Surprisingly the figure most often linked to liberation Secretary of State John Foster Dulles came to advocate a more subtle and measured policy that neither accepted the status quo nor pursued rollback This American vision for the region held up the model of Finland imagining a tier of states that would enjoy domestic autonomy and perhaps even democracy but whose foreign policy would toe the Soviet line Krebs analyzes the conflicting logics and webs of assumptions underlying these dueling visions and closely examines the struggles over these alternatives within the administration Case studies of the American response to Stalin's death and to the Soviet Yugoslav rapprochement reveal the eventual triumph of Finlandization both as vision and as policy Finally Krebs suggests the study's implications for international relations theory and contemporary foreign affairs

More Than a Doctrine Randall Fowler, 2018-05-01 Given on January 5, 1957, the Eisenhower Doctrine Address forever changed America's relationship with the Middle East In the aftermath of the Suez Crisis President Dwight D. Eisenhower boldly declared that the United States would henceforth serve as the region's protector of freedom against Communist aggression Eighteen months later the president invoked the Eisenhower Doctrine, landing troops in Lebanon and setting an enduring precedent for U.S. intervention in the Middle East How did Eisenhower justify this intervention to an American public wary of foreign entanglements Why did he boldly issue the doctrine that bears his name And most important, how has Eisenhower's rhetoric continued to influence American policy and perception of the Middle East Randall Fowler answers these questions and more in *More Than a Doctrine* With the expansion of America's global influence and the executive branch's power, presidential rhetoric has become an increasingly important tool in U.S. foreign policy, nowhere more so than in the Middle East By examining Eisenhower's rhetoric *More Than a Doctrine* explores how the argumentative origins of the Eisenhower Doctrine Address continue to impact us today

The Eccentric Realist Mario Del Pero, 2011-03-15 During the 2008 election season the Democratic and Republican presidential candidates both aspired to be understood as foreign policy realists in the mold of Henry Kissinger Kissinger, who is distrusted on the neoconservative right for his skepticism about American exceptionalism and on the liberal left for his amoral realpolitik approach, once again stood as the sage of foreign relations and the wise man who rises above partisan politics In *The Eccentric Realist* Mario Del Pero questions this depiction of Kissinger Lauded as the foreign policy realist par excellence Kissinger, as Del Pero shows, has been far more ideological and inconsistent in his policy formulations than is commonly realized Del Pero considers the rise and fall of Kissinger's foreign policy doctrine over the course of the 1970s, beginning with his role as National Security Advisor to Nixon and ending with the collapse of détente with the Soviet Union after Kissinger left the scene as Ford's outgoing Secretary of State Del Pero shows that realism then

not unlike realism now was as much a response to domestic politics as it was a cold hard assessment of the facts of international relations In the early 1970s Americans were weary of ideological forays abroad Kissinger provided them with a doctrine that translated that political weariness into foreign policy Del Pero argues that Kissinger was keenly aware that realism could win elections and generate consensus Moreover over the course of the 1970s it became clear that realism as practiced by Kissinger was as rigid as the neoconservatism that came to replace it In the end the failure of the d tente forged by the realists was not the defeat of cool reason at the hands of ideologically motivated and politically savvy neoconservatives Rather the force of American exceptionalism the touchstone of the neocons overcame Kissinger s political skills and ideological commitments The fate of realism in the 1970s raises interesting questions regarding its prospects in the early years of the twenty first century

The Great American Scaffold Frank Austermyhl, 2014-02-15 Based on extensive quantitative and qualitative analyses of a corpus of American presidential speeches that includes all inaugural addresses and State of the Union messages from 1789 to 2008 as well as major foreign and security policy speeches after 1945 this research monograph analyzes the various forms and functions of intertextual references found in the discourse of American presidents Working within an original interdisciplinary theoretical framework established by theories of intertextuality discourse analysis and presidential studies the book discusses five different types of presidential intertextuality all of which contribute jointly to creating a set of carefully manipulated and politically powerful images of both the American nation and the American presidency The book is intended for scholars and students in political and presidential studies communications American cultural studies and linguistics as well as anyone interested in the American presidency in general

**The Values of Presidential Leadership** J. Wren, 2007-11-12 Contributors address aspects of presidential leadership in essays on how presidential values are determined or constructed how they are condoned and criticized how they are packaged and conveyed and how they are interpreted and acted upon Includes scholars from communication history law philosophy political science and psychology

The Rhetorical Presidency, Propaganda, and the Cold War, 1945-1955 Shawn J. Parry-Giles, 2001-11-30 Both Truman and Eisenhower combined bully pulpit activity with presidentially directed messages voiced by surrogates whose words were as orchestrated by the administration as those delivered by the presidents themselves A Review of the private strategizing sessions concerning propaganda activity and the actual propaganda disseminated by the Truman and Eisenhower administrations reveals how they both militarized propaganda operations allowing the president of the United States to serve as the commander in chief of propaganda activity As the presidents minimized congressional control over propaganda operations they institutionalized propaganda as a presidential tool expanded the means by which they and their successors could perform the rhetorical presidency and increased presidential power over the country s Cold War message naturalizing the Cold War ideology that resonates yet today Of particular interest to scholars and students of political communication the modern presidency and Cold War history

**Mansfield and**



**Vietnam** Gregory A. Olson, 2012-01-01 *Mansfield and Vietnam A Study in Rhetorical Adaptation* is the first major work to examine the role played by Senate Majority Leader Mike Mansfield Democrat from Montana in the formulation and execution of U S Vietnam policy Drawing upon material from the Mansfield Papers personal interviews public speeches and recently declassified documents Olson traces Mansfield s journey from ardent supporter of Diem in the late 1950s to quiet critic of LBJ in the mid 1960s and finally to outspoken opponent of the Vietnam War in the late 1960s and early 1970s Olson focuses his attention on Mansfield s speaking ability and his use of the written word analyzing the ways in which they proved crucial in shaping the policies of the Eisenhower Kennedy Johnson Nixon and Ford presidential administrations He also examines the way personal and political situations converged to force Mansfield into the center of the stormy Vietnam controversy and eventually into a position of leadership in the campaign to end America s military presence in Southeast Asia To date little has been done to evaluate the roles played by key congressional figures in the Vietnam War debate thus *Mansfield and Vietnam* is bound to become a significant contribution not only to rhetorical studies but also to twentieth century diplomatic history and to the study of congressional presidential relations

**Philosophy After Hiroshima** Fred Dallmayr, 2020-05-15

*Philosophy after Hiroshima* offers a philosophical analysis of the issues surrounding war and peace and their challenges to ethics It reminds us that the threat posed to civilization by nuclear weapons persists as does the need for continuing philosophical reflection on the nature of war the problem of violence and the need for a workable ethics in the nuclear age The book recalls the atomic bombings of Hiroshima and Nagasaki as the beginning of the nuclear age the Cold War and subsequently of the hegemonic unilateralism of the sole superpower Reviewing early critical responses to the first atomic bombings by such figures as Camus Sartre Russell Heidegger Jaspers and others the authors themselves respond to contemporary threats to peace including the US global war on terrorism the recrudescence of militarism and the continuation of imperial power politics by other means In the nuclear age the use of military force as a political instrument threatens the future of humanity This poses formidable challenges to philosophy and calls for its transformation In using memories of the atomic bombings to help us to grasp the moral implications of the current escalation of global violence the authors hope to show the urgent relevance of nonviolence in the contemporary context Drawing on a range of philosophical traditions Taoist and Western the contributors take up a welter of philosophical and political concerns of topical interest including human rights toleration the politics of memory intercultural dialogue the ethics of co responsibility and the possibility of a cosmopolitan order of law and peace Going beyond postmodernism and deconstruction several of the authors develop a post critical constructive paradigm of thinking a philosophy of the possible and a new methodology for the realization of the creative potential of the humanities *Philosophy is viewed as a peace promoting global dialogue* Slipping the Surly Bonds Mary E. Stuckey, 2006-02-21 Millions of Americans including hundreds of thousands of schoolchildren watched in horror as the Challenger shuttle capsule exploded on live television on January 28 1986 Coupled with that awful

image in Americans memory is the face of President Ronald Reagan addressing the public hours later with words that spoke to the nation s shock and mourning Focusing on the text of Reagan s speech author Mary Stuckey shows how President Reagan s reputation as the Great Communicator adds significance to our understanding of his rhetoric on one of the most momentous occasions of his administration      **The Unsteady March** Philip A. Klinkner, Rogers M. Smith, 2002-04 With its insights into contemporary racial politics The Unsteady March offers a penetrating and controversial analysis of American race relations across two centuries

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