



## The Moral Rhetoric of American Presidents

By Colleen J. Shogan

Texas A M University Press, United States, 2007. Paperback. Book Condition: New. Revised edition. 224 x 157 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Although sometimes decried by pundits, George W. Bush's use of moral and religious rhetoric is far from unique in the American presidency. In *The Moral Rhetoric of American Presidents*, Colleen J. Shogan astutely analyzes the president's role as the nation's moral spokesman and demonstrates that moral and religious rhetoric is a strategic tool presidents can use to enhance their constitutional authority. Shogan employs content analysis of the inaugural and annual addresses of all the presidents from George Washington through George W. Bush. This quantitative evidence shows that while presidents of both parties have used moral and religious arguments, the frequency has fluctuated considerably and the language has become increasingly detached from relevant policy arguments. Shogan explores the political effects of the rhetorical choices presidents make through nine historical cases: Presidents Washington, Jefferson, Madison, Buchanan, Lincoln, Theodore Roosevelt, Kennedy, Lyndon Johnson, and Carter. Shogan highlights the specific political circumstances that encourage or discourage the use of moral rhetoric and analyzes several dilemmas of governance instigated by George W. Bush...



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