

1. Record Nr.	UNINA9910461095703321
Autore	Klemp Nathaniel J. <1979->
Titolo	The morality of spin [[electronic resource]] : virtue and vice in political rhetoric and the Christian right / / Nathaniel J. Klemp
Pubbl/distr/stampa	Lanham, Md., : Rowman & Littlefield Publishers, c2012
ISBN	1-280-65795-2 9786613634887 1-4422-1054-0
Descrizione fisica	1 online resource (211 p.)
Disciplina	172
Soggetti	Christians - Political activity - United States Communication in politics - Moral and ethical aspects - United States Deliberative democracy Manipulative behavior - Political aspects - United States Persuasion (Rhetoric) - Political aspects - United States Rhetoric - Political aspects - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction; Part I. EXISTING ACCOUNTS; Ch01. Deliberative Democracy and Political Rhetoric; Part II. THE MORAL QUALITIES OF RHETORICAL SPEECH; Ch02. When Rhetoric Turns Manipulative; Ch03. From Theoretical to Actual Manipulation; Part III. THE MORAL QUALITIES OF RHETORICAL CONTEXT; Ch04. Contextualizing Rhetoric; Ch05. Countercultural Christian Enclaves; Conclusion; Works Cited; Index; About the Author
Sommario/riassunto	The Morality of Spin explores the ethics of political rhetoric crafted to persuade and possibly manipulate potential voters. Based on extensive insider interviews with leaders of Focus on the Family, one of the most powerful Christian right organizations in America, Nathaniel Klemp asks whether the tactic of tailoring a message to a particular audience is politically legitimate or amounts to democratic malpractice. Klemp's nuanced assessment, highlighting both democratic vices and virtues of

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