

1. Record Nr.	UNINA9910739427303321
Autore	Schimmel Noam
Titolo	Presidential healthcare reform rhetoric : continuity, change & contested values from Truman to Obama // Noam Schimmel
Pubbl/distr/stampa	Cham, Switzerland : , : Palgrave Macmillan, , [2016] ©2016
ISBN	3-319-32960-X
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (326 pages)
Collana	Rhetoric, Politics, and Society
Disciplina	320
Soggetti	Political science Health care reform World politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Acknowledgements -- Table of Contents -- Chapter 1: Introduction -- Chapter 2: History of American Liberal and Conservative Healthcare Rhetoric and Public Policy -- Chapter 3: Methodology and Theory: The Social Imaginary and its Moral Order -- Chapter 4: Harry Truman's November 19, 1945 Address to Congress on Healthcare Reform -- Chapter 5: Lyndon Baines Johnson's Remarks at the Signing of the Medicare Bill, July 30, 1965 and Related Speeches -- Chapter 6: Bill Clinton's September 22, 1993 Address on Healthcare Reform to Congress -- Chapter 7: Barack Obama's September 9, 2009 Healthcare Speech to Congress -- Chapter 8: Conclusion -- Bibliography. .
Sommario/riassunto	This book analyzes the rhetorical strategies employed by the four Democratic presidents, Truman, Johnson, Clinton and Obama, who tried to expand access to and affordability of healthcare in the United States. It considers how they made such arguments, the ethics they advanced, and the vision of America they espoused. The author combines rhetoric analysis, policy analysis, and policy history to illuminate the dynamic nature of the way American presidents have imagined the moral and social bonds of the American people and their exhortations for governance and policy to reflect and honor these bonds and obligations. Schimmel illustrates how Democratic presidents

invoke positive liberty and communitarian values in direct challenge to opposing conservative ideologies of limited government and prioritization of negative liberty and their increasing prominence in the post-Reagan era. He also draws attention to the ethical and policy compromises entailed by the usage of specific rhetorical strategies and their resulting discursive effects.
