

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910787118803321 |
| Autore | Osgood Kenneth |
| Titolo | Selling War in a Media Age [[electronic resource]] : The Presidency and Public Opinion in the American Century |
| Pubbl/distr/stampa | Gainesville, : University Press of Florida, 2010 |
| ISBN | 0-8130-4088-4 |
| Descrizione fisica | 1 online resource (291 p.) |
| Altri autori (Persone) | FrankAndrew K |
| Disciplina | 306.20973 |
| Soggetti | Communication in politics -- United States -- History -- 20th century Mass media and war -- United States -- History -- 20th century Political leadership -- United States -- History -- 20th century Politics and war -- United States -- History -- 20th century Presidents -- United States -- History -- 20th century Presidents -- United States -- Public opinion -- History -- 20th century Public opinion -- United States -- History -- 20th century Rhetoric -- Political aspects -- United States -- History -- 20th century United States -- History, Military -- 20th century |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di contenuto | Cover; Title; Copyright; Contents; Preface; Introduction. Hail to the Salesman in Chief: Domestic Politics, Foreign Policy, and the Presidency; 1. Imperial Tutor: William McKinley, the War of 1898, and the New Empire, 1898-1902; 2. War and the Health of the State: The U. S. Government and the Communications Revolution during World War I; 3. Selling Different Kinds of War: Franklin D. Roosevelt and American Public Opinion during World War II; 4. Cementing and Dissolving Consensus: Presidential Rhetoric during the Cold War, 1947-1969; 5. Hard Sell: The Korean War 6. Eisenhower's Dilemma: Talking Peace and Waging Cold War 7. "We Need to Get a Better Story to the American People": LBJ, the Progress Campaign, and the Vietnam War on Television; 8. Selling Star Wars: Ronald Reagan's Strategic Defense Initiative; 9. The Ministry of Fear: Selling the Gulf Wars; 10. Conclusion. War, Democracy, and the State; |

Sommario/riassunto

George W. Bush's "Mission Accomplished" banner in 2003 and the misleading linkages of Saddam Hussein to the 9/11 terrorist attacks awoke many Americans to the techniques used by the White House to put the country on a war footing. Yet Bush was simply following in the footsteps of his predecessors, as the essays in this standout volume reveal in illuminating detail. Written in a lively and accessible style, *Selling War in a Media Age* is a fascinating, thought-provoking, must-read volume that reveals the often-brutal ways that the goal of influencing public opinion has shaped how American pr