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Soggetti	Presidents' spouses - United States - Language - History - 21st century Rhetoric - Political aspects - United States - History - 21st century Communication in politics - United States - History - 21st century English language - United States - Rhetoric United States Politics and government 21st century
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Theorizing America's first African American First Lady -- A new First Lady for America / Elizabeth J. Natalle and Jenni M. Simon -- Conventional and unconventional rhetorical strategies in Michelle Obama's Democratic National Convention addresses / Tammy R. Vigil -- First Lady brand in the epideictic rhetoric of Michelle Obama / Jeanne M. Pursuit and Deborah A. Brunson -- The rhetor and the agendas -- Michelle Obama's ethos and Let's Move! / Elizabeth J. Natalle -- Michelle Obama speaking in Africa on education, family, and the African legacy / Trudy L. Hanson and Enyonam Osei-Hwere -- Michelle Obama reaching higher to lead and serve community / Jenni M. Simon -- Redefining the boundaries of First Lady scholarship -- Black feminist reflections on Michelle Obama's tribute to Maya Angelou / Rachel Aalicia Griffin.
Sommario/riassunto	Michelle Obama: First Lady, American Rhetor explores the rhetoric of Michelle Obama through rhetorical and cultural analysis. Given its interdisciplinary approach, this edited collection is useful for graduate courses in communication studies, as well as other fields of study where first lady scholarship is the focus. Concepts such as brand,

rhetorical strategy, ethos, persona, audience, black feminist theory, and race history are integral to this insightful contribution.
