

1. Record Nr.	UNINA9910814560403321
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Titolo	The great silent majority : Nixon's 1969 speech on Vietnamization / / Karlyn Kohrs Campbell
Pubbl/distr/stampa	College Station, [Texas] : , : Texas A&M University Press, , 2014 ©2014
ISBN	1-62349-144-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (154 p.)
Collana	Library of Presidential Rhetoric
Disciplina	959.704/31
Soggetti	Speeches, addresses, etc., American Vietnam War, 1961-1975 - Protest movements Vietnam War, 1961-1975 - Public opinion Presidents - United States Vietnam Relations United States United States Relations Vietnam
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	The great silent majority, November 3, 1969 / Richard M. Nixon -- Nixon, Vietnam, and the cultural context / Karlyn Kohrs Campbell -- A short history of US involvement in the wars in Vietnam -- Nixon's war rhetoric -- Nixon's rhetorical critics -- The power of Nixon's rhetoric -- Notes.
Sommario/riassunto	In his televised and widely watched speech to the nation on November 3, 1969, Pres. Richard M. Nixon introduced a phrase-"silent majority"- and a policy-Vietnamization of the war effort-that echo down to the present day. Nixon's appearance on this night framed the terms in which much of the subsequent civil conflict and military strategy would be understood.Rhetorical scholar Karlyn Kohrs Campbell analyzes this critically important speech in light of the historical context and its centrality to three other speeches-two earlier and one the following spring, when the announcement