

1. Record Nr.	UNINA9910953626503321
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Titolo	The rhetorical presidency, propaganda, and the Cold War, 1945-1955 / / Shawn J. Parry-Giles
Pubbl/distr/stampa	Westport, Conn., : Praeger, 2002
ISBN	9780313075391 0313075395
Edizione	[1st ed.]
Descrizione fisica	1 online resource (261 p.)
Collana	Praeger series in presidential studies , 1062-0931
Disciplina	327.1/4/097309045
Soggetti	Presidents - United States - Language - History - 20th century Rhetoric - Political aspects - United States - History - 20th century Propaganda, American - History - 20th century Cold War United States Politics and government 1945-1989 United States Foreign relations 1945-1953 United States Foreign relations 1953-1961
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [197]-217) and index.
Nota di contenuto	Machine generated contents note: Part I: The Period of Propaganda and News -- 1 The Truman Administration's Legalization of Peacetime -- Propaganda -- 2 The Journalistic Paradigm: U.S. Domestic and International -- Propaganda, 1947-1949 -- Part I: The Period of Militarization -- 3 Creating a Militarized Propaganda Structure Through the -- CIA, PSB, and Campaign of Truth -- 4 Militarized Propaganda and the Campaign of Truth, -- 1950-1952 -- Part II: The Period of Institutionalization and Psychological -- Strategy -- 5 McCarthyism and the Rise and Fall of Congressional -- Involvement in Propaganda Operations -- 6 Propaganda as a Presidential Tool in the Eisenhower White -- House -- 7 The Rhetorical Presidency and the Eisenhower -- Administration, 1953-1955 -- Conclusion: Expanding the-Rhetorical Presidency---- - -- Bibliography -- Index.
Sommario/riassunto	Both Truman and Eisenhower combined bully pulpit activity with presidentially directed messages voiced by surrogates whose words were as orchestrated by the administration as those delivered by the

presidents themselves. A Review of the private strategizing sessions concerning propaganda activity and the actual propaganda disseminated by the Truman and Eisenhower administrations reveals how they both militarized propaganda operations, allowing the president of the United States to serve as the commander-in-chief of propaganda activity. As the presidents minimized congressional control over propaganda operations, they institutionalized propaganda as a presidential tool, expanded the means by which they and their successors could perform the rhetorical presidency, and increased presidential power over the country's Cold War message, naturalizing the Cold War ideology that resonates yet today. Of particular interest to scholars and students of political communication, the modern presidency, and Cold War history.
