Table of Contents

Preface .............................................................................................................................................. xvi

Section 1
Examining Public Arguments

Chapter 1
Scientific Abstraction in Presidential Debates ................................................................. 1
  Janie Diels, Alma College, USA
  William Gorton, Alma College, USA

Chapter 2
Party Rhetoric in Federal Budget Communications ................................................. 17
  Tammy E. Trimble, Virginia Tech, USA

Chapter 3
Language Policy Argumentation and Rhetoric, Pre- and Post-9/11 .......................... 36
  Janice Snow Rodriguez, Tennessee Foreign Language Institute, USA

Section 2
Identifying Genre Possibilities

Chapter 4
Rhetorical Negotiation and the Presidential Press Conference .............................. 59
  Roderick P. Hart, University of Texas – Austin, USA
  Joshua M. Scacco, University of Texas – Austin, USA

Chapter 5
Imagining U.S. Democratic Values in Commencement Addresses ......................... 81
  Jay P. Childers, University of Kansas, USA
  Mark Wonnacott, University of Kansas, USA
Section 3
Detecting Campaign Markers

Chapter 6
Democratic Deference in a Republican Primary ................................................................. 99
Colene J. Lind, University of Texas – Austin, USA

Chapter 7
Charismatic and Affective Rhetoric in a Presidential Campaign ...................................... 120
Sheilesha R. Willis, Claremont Graduate University, USA
Gloria L. Sweida, Claremont Graduate University, USA
Stephanie Glassburn, Claremont Graduate University, USA
Cynthia L. Sherman, Claremont Graduate University, USA
Michelle C. Bligh, Claremont Graduate University, USA

Chapter 8
Evaluating Presidential Leadership Styles in Campaigning and Governing .................. 138
Diane J. Heith, St. John’s University, USA

Section 4
Estimating Voter Approval

Chapter 9
Is Candidate Rhetorical Tone Associated with Presidential Vote Choice? ..................... 153
Christian R. Grose, University of Southern California, USA
Jason Husser, Elon University, USA

Chapter 10
Gubernatorial Rhetoric and Public Responsiveness .......................................................... 171
Robert E. Crew Jr., Florida State University, USA
Christopher J. Lewis, University of West Florida, USA

Section 5
Gauging Presidential Change

Chapter 11
Content Analysis as Rhetorical EEG of the Presidency ..................................................... 182
Ken Collier, Stephen F. Austin State University, USA

Chapter 12
How President Obama Promoted Conflict Reconciliation and Diplomacy .................... 202
Karen A. Feste, University of Denver, USA
Section 6
Tracing Electoral Coverage

Chapter 13
Gate-Keeping and News-Seeking in Print and Online Outlets ......................................................... 224
  Sharon E. Jarvis, University of Texas – Austin, USA
  Maegan Stephens, University of Texas – Austin, USA

Chapter 14
Analyzing Verbal Narratives in TV News and Commercials ............................................................ 244
  Dennis T. Lowry, Southern Illinois University – Carbondale, USA

Chapter 15
Presidential Rhetoric and News Rhetoric ......................................................................................... 262
  Ying Roselyn Du, Hong Kong Baptist University, Hong Kong

Section 7
Tracing Policy Coverage

Chapter 16
Global Warming as a Socioscientific Controversy ............................................................................ 276
  Craig O. Stewart, University of Memphis, USA
  Claire Rhodes, University of Memphis, USA

Chapter 17
Post-9/11 Policy Discussions of Human Rights and Freedoms ......................................................... 290
  Linda M. Merola, George Mason University, USA

Section 8
Exploring Identity Issues

Chapter 18
Countering Bad Press about Higher Education with Institutional Vision ........................................ 308
  Robert Abelman, Cleveland State University, USA

Chapter 19
Intermedia Agenda Setting in Business News Coverage .................................................................. 335
  Matthew W. Ragas, DePaul University, USA

Chapter 20
Organizational Identity in Nonprofit Communication about Disability ............................................ 358
  Julie C. Lellis, Elon University, USA
Section 9
Assessing Media Innovations

Chapter 21
Digital Narratives and the Genealogy of a Hybrid Genre .................................................. 392
Otilia Pacea, Ovidius University, Romania

Chapter 22
Communicating Nation Brands through Mass and Social Media ........................................ 409
Maria De Moya, DePaul University, USA
Rajul Jain, DePaul University, USA

Chapter 23
Standing-Up to the Politics of Comedy ................................................................................. 426
Don Waisanen, Baruch College, City University of New York, USA

Section 10
Reactions

Chapter 24
DICTION and the Study of American Politics ....................................................................... 444
Christopher F. Karpowitz, Brigham Young University, USA

Chapter 25
DICTION as a Tool for Studying the Mass Media ................................................................. 462
R. Lance Holbert, The Ohio State University, USA

Chapter 26
Understanding Institutions’ Rhetorical Agency ................................................................... 477
Vanessa B. Beasley, Vanderbilt University, USA

Compilation of References .................................................................................................. 491

About the Contributors ......................................................................................................... 547

Index ..................................................................................................................................... 553