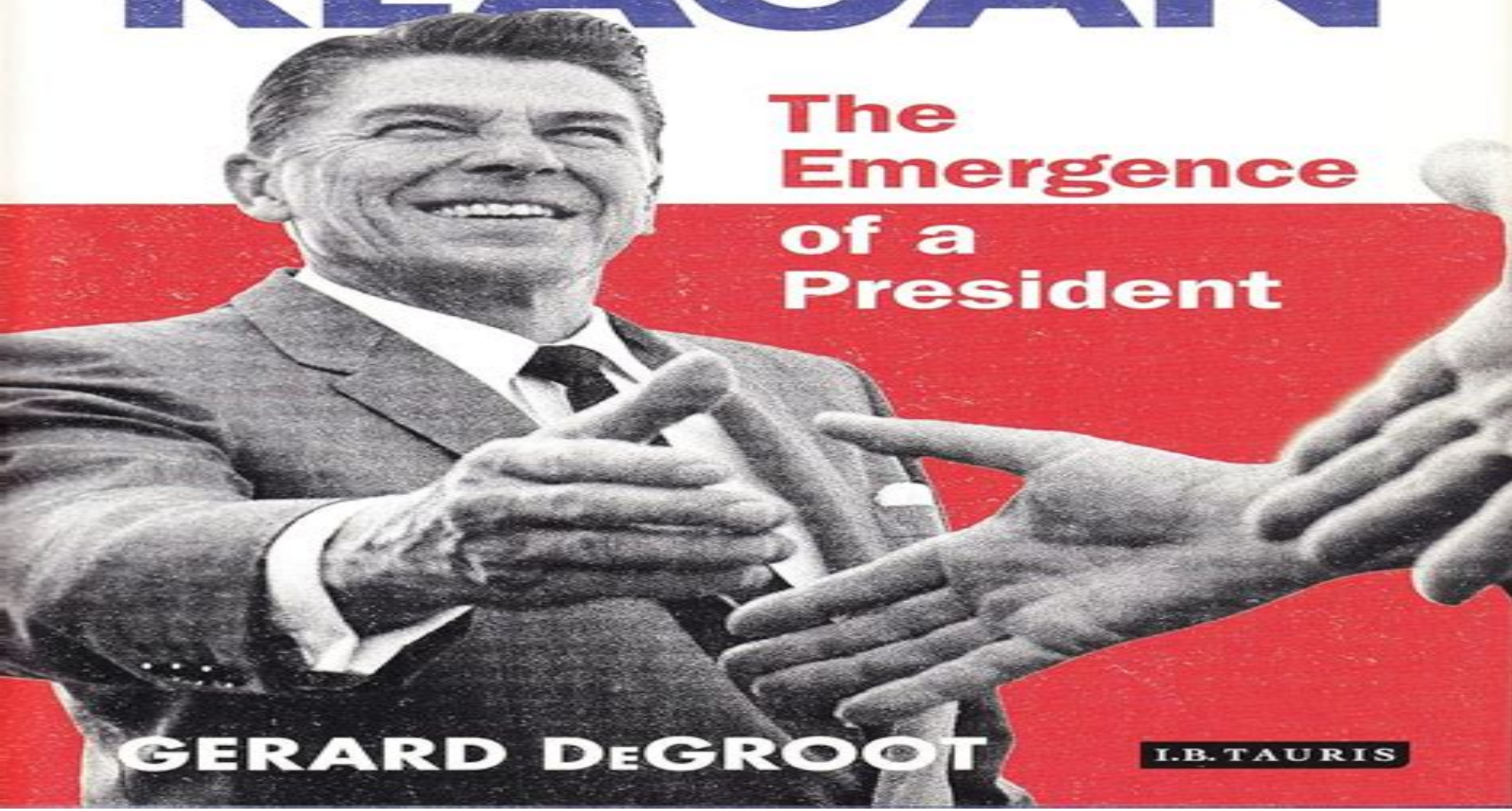


Selling **RONALD REAGAN**

**The
Emergence
of a
President**



GERARD DEGROOT

I.B. TAURIS

Selling Ronald Reagan Gerard Degroot

Gerard DeGroot



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Selling Ronald Reagan Gerard DeGroot, 2015-09-23 Before 1966 the idea of Reagan in politics provoked widespread scorn To most people he seemed a has been actor a right wing extremist and a dunce Journalists therefore ridiculed his aspirations to be governor of California No one however doubted his incredible ability to communicate with a crowd In order to succeed in his campaign Reagan had to be packaged as an outsider an antidote to politics as usual A highly sophisticated team of marketers and ad men turned the scary right winger into a harmless moderate who could attract supporters from across the political spectrum Researchers meanwhile provided the coaching that allowed Reagan to seem well informed all of which led to Reagan winning the California governorship by a landslide Gerard DeGroot here explores how in the decade of consumerism Reagan was marketed as a product While there is no doubting his natural abilities as a campaigner Reagan won in 1966 because his team of advisers understood how to sell their candidate and he wisely allowed himself to be sold Selling Ronald Reagan tells the story of Reagan s first election when the nature of campaigning was forever altered and a titan of modern American history emerged

The Presidential Image Iwan Morgan, Mark White, 2020-04-02 Presidential Image has become an integral part of the campaign presidency and legacy of Modern American presidents Across the 20th century to the age of Trump presidential image has dominated media coverage and public consciousness winning elections gaining support for their leadership in office and shaping their reputation in history Is the creation of the presidential image part of a carefully conceived public relations strategy or result of the president s critics and opponents Can the way the media interpret a presidents actions and words alter their image And how much influence do cultural outputs contribute to the construction of a presidential image Using ten presidential case studies this edited collection features contributions from scholars and political journalists from the UK and America to analyse aspects of Presidential Image that shaped their perceived effectiveness as America s leader and to explore this complex controversial and continuous element of modern presidential politics

Who Fights for Reputation Keren Yarhi-Milo, 2018-09-11 How psychology explains why a leader is willing to use military force to protect or salvage reputation In Who Fights for Reputation Keren Yarhi Milo provides an original framework based on insights from psychology to explain why some political leaders are more willing to use military force to defend their reputation than others Rather than focusing on a leader s background beliefs bargaining skills or biases Yarhi Milo draws a systematic link between a trait called self monitoring and foreign policy behavior She examines self monitoring among national leaders and advisers and shows that while high self monitors modify their behavior strategically to cultivate image enhancing status low self monitors are less likely to change their behavior in response to reputation concerns Exploring self monitoring through case studies of foreign policy crises during the terms of U S presidents Carter Reagan and Clinton Yarhi Milo disproves the notion that hawks are always more likely than doves to fight for reputation Instead Yarhi Milo demonstrates that a decision maker s propensity for impression management is directly associated with

the use of force to restore a reputation for resolve on the international stage Who Fights for Reputation offers a brand new understanding of the pivotal influence that psychological factors have on political leadership military engagement and the protection of public prestige **The Creativity Complex** Shannon Steen,2023-07-12 How notions of creativity have evolved to serve the goals of neoliberalism and what we can do about it **Reagan** Iwan Morgan,2020-06-11 Ronald Reagan is arguably the most successful post war American president A transformational leader he is broadly credited with renewing American prosperity after the stagflation hit 1970s laying the foundations for Cold War victory and bringing about the shift to the right in late twentieth century politics In this new biography Iwan Morgan shrewdly assesses Reagan s considerable achievements whilst also highlighting the shortcomings that were an indisputable part of his record Based on extensive research this book plots a chronological path through Reagan s life covering his upbringing his rise and fall as a Hollywood star his time as California governor and his pursuit of the presidency Morgan offers a detailed evaluation of the pragmatic conservatism that was the hallmark of Reagan s presidential leadership in domestic affairs In the international sphere he explains Reagan s metamorphosis from Cold War hawk to negotiator for nuclear arms reduction while also examining his role in the Iran Contra scandal This book ultimately shows that what made Reagan an American icon above all else was his optimism regarding his country and his ability to articulate its best values even if he himself did not always live up to these Today as the Republican Party grapples with its new direction and identity understanding the legacy of Ronald Reagan and Reaganism is more relevant than ever Profiles in Ignorance Andy Borowitz,2022-09-13 Examines the intellectual deterioration of American politics from Ronald Reagan to Dan Quayle from George W Bush to Sarah Palin to its apotheosis in Donald J Trump *God's Law and Order* Aaron Griffith,2020-11-10 Winner of a Christianity Today Book Award An incisive look at how evangelical Christians shaped and were shaped by the American criminal justice system America incarcerates on a massive scale Despite recent reforms the United States locks up large numbers of people disproportionately poor and nonwhite for long periods and offers little opportunity for restoration Aaron Griffith reveals a key component in the origins of American mass incarceration evangelical Christianity Evangelicals in the postwar era made crime concern a major religious issue and found new platforms for shaping public life through punitive politics Religious leaders like Billy Graham and David Wilkerson mobilized fears of lawbreaking and concern for offenders to sharpen appeals for Christian conversion setting the stage for evangelicals who began advocating tough on crime politics in the 1960s Building on religious campaigns for public safety earlier in the twentieth century some preachers and politicians pushed for law and order urging support for harsh sentences and expanded policing Other evangelicals saw crime as a missionary opportunity launching innovative ministries that reshaped the practice of religion in prisons From the 1980s on evangelicals were instrumental in popularizing criminal justice reform making it a central cause in the compassionate conservative movement At every stage in their work evangelicals framed their efforts as colorblind which only masked racial inequality in incarceration and delayed real change

Today evangelicals play an ambiguous role in reform pressing for reduced imprisonment while backing law and order politicians God's Law and Order shows that we cannot understand the criminal justice system without accounting for evangelicalism's impact on its historical development

The Color of Money Mehrsa Baradaran, 2017-09-14 Read this book It explains so much about the moment Beautiful heartbreaking work Ta Nehisi Coates A deep accounting of how America got to a point where a median white family has 13 times more wealth than the median black family The Atlantic Extraordinary Baradaran focuses on a part of the American story that's often ignored the way African Americans were locked out of the financial engines that create wealth in America Ezra Klein When the Emancipation Proclamation was signed in 1863 the black community owned less than 1 percent of the total wealth in America More than 150 years later that number has barely budged The Color of Money seeks to explain the stubborn persistence of this racial wealth gap by focusing on the generators of wealth in the black community black banks With the civil rights movement in full swing President Nixon promoted black capitalism a plan to support black banks and minority owned businesses But the catch 22 of black banking is that the very institutions needed to help communities escape the deep poverty caused by discrimination and segregation inevitably became victims of that same poverty In this timely and eye opening account Baradaran challenges the long standing belief that black communities could ever really hope to accumulate wealth in a segregated economy Black capitalism has not improved the economic lives of black people and Baradaran deftly explains the reasons why Los Angeles Review of Books A must read for anyone interested in closing America's racial wealth gap Black Perspectives

Reframing 1968 Martin Halliwell, 2017-12-20 The first 50 year retrospective of the most tumultuous year the 1960s for activism and radical politics The assassinations of Martin Luther King Jr and Robert Kennedy Gay rights women's rights and civil rights The Black Panthers and the Vietnam War The New Left and the New Right 1968 was a tumultuous year for US politics 50 years on Reframing 1968 explores the historical political and social legacy of 1968 in modern protest movements The contributors look at how protest has changed in the US from Students for a Democratic Society and the Civil Rights Movement in the late 1960s to the Women's Movement in the 1970s through to the contemporary visibility of the Tea Party and the Occupy movement 14 new interdisciplinary essays investigate the legacy of modern protest movements in the United States Gives you a micro history of 1968 framed within a broader historical and political understanding of modern protest Spans political trends social movements public figures ideologies and cultural channels Contributors Stefan M Bradley Saint Louis University Missouri USA Simon Hall University of Leeds UK Martin Halliwell University of Leicester UK Penny Lewis City University of New York USA Daniel Matlin King's College London UK Sharon Monteith Nottingham Trent University UK Andrew Preston University of Cambridge UK Doug Rossinow University of Oslo Norway Elizabeth Tandy Shermer Loyola University Chicago USA Stephen Tuck University of Oxford UK Anne M Valk Williams College Massachusetts USA Stephen J Whitfield Brandeis University Massachusetts USA Nick Witham Institute of the Americas University College

London UK **How to Win the War on Truth** Samuel C. Spitale, 2022-10-25 Made to Stick by Chip Heath meets Thing Explainer by Randall Munroe in this illustrated guide to navigating today's post truth landscape filled with real world examples of disinformation campaigns The average person receives 4 000 to 10 000 media messages a day It's no wonder we struggle to separate the news from the noise and fact from fiction but in these unprecedented times it's essential to democracy that we do For anyone struggling to figure out how to live and vote their values How to Win the War on Truth is here to help You'll learn The history of propaganda from Edward Bernays to Fox News Why simple messages are so powerful How social messaging creates unconscious biases Who profits from propaganda How propaganda is manufactured and delivered directly to you Filled with real world examples of disinformation campaigns that impact every citizen and clever illustration How to Win the War on Truth will help you see the world with clear eyes for the first time

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