Presidential Leadership in Public Opinion - Jeffrey E. Cohen - 2015-04-06

Although presidents may have a difficult time actually leading the public and Congress, voters still desire strong leadership from their commander in chief. In Presidential Leadership in Public Opinion, Jeffrey E. Cohen argues that the perception of presidential leadership in American politics is affected not so much by what presidents accomplish but by whether voters think their president is a good leader. When assessing whether a president is a good leader, voters ask two questions: does the president represent me and the nation? And, is the president strong? Cohen shows that presidential interactions with Congress affect voter perceptions of presidential representation and strength. These perceptions have important implications for public attitudes about American politics. They affect presidential approval ratings, the performance of candidates in presidential elections, attitudes toward Congress, and trust in government. Perceptions of presidential leadership qualities have implications not only for the presidency but also for the larger political system.

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Presidential Leadership in Public Opinion - Elmer E. Cornwell - 1979

Presidential Leadership of Public Opinion

The Provisional Pulpit - Brandon Rottinghaus - 2010-04-07

The cornerstone of the public presidency is the ability of the White House to influence, shape, and even manipulate public opinion. Ultimately, although much has been written about presidential leadership of opinion, modern presidents clearly attempt to lead public opinion; often, due to factors outside their control, they fail. This book is an exploration into how and when they succeed.

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Going Public - Samuel Kernell - 2006-10-18

Presidents are uniquely positioned to promote themselves and their policies directly to the public. Using sympathetic crowds as a backdrop, a president can rally public opinion to his side, along the way delivering a subtle yet unmistakable message to his intended audience in Congress. Samuel Kernell shows how “going public” remains a potent weapon in the president’s arsenal, both for advancing his own agenda and blocking initiatives from his political adversaries in Congress. In his highly anticipated fourth edition, Kernell delivers thorough analysis and detailed background on how this strategy continues to evolve given the intense polarization of Congress and the electorate as well as changes in communications technology. He considers the implications of both factors—especially in combination—on the future of presidential leadership and weighs the lessons of 9/11 on “going public” in foreign affairs.

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Going Local - Jeffrey E. Cohen - 2010

Going public to gain support, especially through reliance on national addresses and the national news media, has been a central tactic for modern presidential public leadership. In Going Local: Presidential Leadership in the Post-Broadcast Age, Jeffrey E. Cohen argues that presidents have adapted their going-public activities to reflect the current realities of polarized parties and fragmented media. Going public now entails presidential targeting of their party base, interest groups, and localities. Cohen focuses on localities and offers a theory of presidential news management that is tested using several new data sets, including the first large-scale content analysis of local newspaper coverage of the president. The analysis finds that presidents can affect their local news coverage, which, in turn, affects public opinion toward the president. Although the post-broadcast age presents hurdles to presidential leadership, Going Local demonstrates the effectiveness of targeted presidential appeals and provides us with a refined understanding of the nature of presidential leadership.

The Strategic President - George C. Edwards III - 2012-03-25

How do presidents lead? If presidential power is the power to persuade, why is there a lack of evidence of presidential persuasion? George Edwards, one of the leading scholars of the American presidency, skillfully uses this contradiction as a springboard to examine—and ultimately challenge—the dominant paradigm of presidential leadership. The Strategic President contends that presidents cannot persuade others to support their policies. Instead, successful presidents facilitate change by recognizing opportunities and fashioning strategies and tactics to exploit them. Edwards considers three extraordinary presidents—Abraham Lincoln, Franklin D. Roosevelt, and Ronald Reagan—and shows that despite their considerable rhetorical skills, the public was unresponsive to their appeals for support. To achieve change, these leaders capitalized on existing public opinion. Edwards then explores the prospects for other presidents to do the same to advance their policies. Turning to Congress, he focuses first on the productive legislative periods of FDR, Lyndon Johnson, and Reagan, and finds that these presidents recognized especially favorable conditions for passing their agendas and effectively exploited these circumstances while they lasted. Edwards looks at presidents governing in less auspicious circumstances, and reveals that whatever successes these presidents enjoyed also resulted from the interplay of conditions and the presidents’ skills at understanding and exploiting them. The Strategic President revises the common assumptions of presidential scholarship and presents significant lessons for presidents’ basic strategies of governance.

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Breaking Through the Noise - Matthew Eshbaugh-Soha - 2011-08-15

Modern presidents engage in public leadership through national television addresses, routine speechmaking, and by speaking to local audiences. With these strategies, presidents tend to influence the media’s agenda. In fact, presidential leadership of the news media provides an important avenue for indirect presidential leadership of the public, the president’s ultimate target audience. Although frequently left out of sophisticated treatments of the public presidency, the media are directly incorporated into this book’s theoretical approach and analysis. The authors find that when the public expresses real concern about an issue, a president’s pronouncements, whatever the president tends to be responsive. But when the president gives attention to an issue in which the public does not have a preexisting interest, he can expect, through the news media, to directly influence public opinion. Eshbaugh-Soha and Peake offer key insights on when presidents are likely to have their greatest leadership successes and demonstrate that presidents can indeed “break through the noise” of news coverage to lead the public agenda.

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Polling to Govern - Diane J. Heith - 2004

Presidents spend millions of dollars on public opinion polling while in office. Critics often point to this polling as

significant lessons for presidents' basic strategies of governance.
evidence that a "permanent campaign" has taken over the White House at the expense of traditional governance. But has presidential polling truly changed the shape of presidential leadership? Diane J. Heith examines the polling practices of six presidential administrations—those of Nixon, Ford, Carter, Reagan, Bush, and Clinton—dissecting the poll apparatus of each period. She contends that while White House polls significantly influence presidential messages and responses to events, they do not impact presidential decisions to the extent that observers often claim. Heith concludes that polling, and thus the campaign environment, exists in tandem with long-established governing strategies.

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Presidential Leadership of Public Opinion - Wynne Waller - 2000

Out of Touch - Wynne Waller - 2000

Out of Touch: The Presidency and Public Opinion compares the changes in the ways the Truman, Johnson, and Carter administrations looked at and understood public opinion as their popularity declined. Moving beyond the idiosyncrasies of individual presidents through comparative archival research, Michael J. Towle suggests that administrations behave in ways analogous to the staffs of winning and losing candidates. They self-congratulate during popular times and engage in rationalization and cognitive dissonance during unpopular times. As a result, they are more open to public opinion when they are popular and more dismissive of it when they are unpopular. For the three cases observed, growing out of touch did not cause declining public support, but rather declining support led to the phenomenon of growing out of touch. Relying on extensive use of material from presidential archives, Towle examines how these administrations altered their interpretation of public opinion and how their motivations to consider public opinion changed over their terms. He concludes that the modern presidential need for public support interferes with the ability of administrations to be responsive to public opinion.

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At the Margins - George C. Edwards - 1989-01-01

In this book George Edwards seeks a deeper understanding of the relationship between the president and Congress, exploring how and under what conditions presidents lead Congress, what we can reasonably expect of them, and how we should evaluate their performance. He makes a persuasive case for his thesis that presidential leadership of Congress is typically at the margins, not the core, of policymaking. Edwards focuses on three important resources: party, public opinion, and legislative skills. For presidential leadership: party and public opinion are significant resources, while legislative skills are not. For each of these the resource is significant. For example, while polling practices of six presidential administrations—those of Nixon, Ford, Carter, Reagan, Bush, and Clinton—dissecting the poll apparatus of each period. She contends that while White House polls significantly influence presidential messages and responses to events, they do not impact presidential decisions to the extent that observers often claim. Heith concludes that polling, and thus the campaign environment, exists in tandem with long-established governing strategies.

Presidential Road Show - Diane J. Heith - 2015-12-03

In The Presidential Road Show: Public Leadership in an Era of Party Polarization and Media Fragmentation, Diane J. Heith evaluates presidential leadership by critically examining a fundamental tenet of the presidency: the national nature of the office. The fact that the entire nation votes for the office seemingly imbues the presidency with leadership opportunities that rest on appeals to the mass public. Yet, presidents earn the office not by appealing to the nation but rather by assembling a coalition of supporters, predominantly partisans. Moreover, once in office, recent presidents have had trouble controlling their message in the fragmented media environment. To address this fundamental and consistent constraint, presidents have turned to media consultants and pollsters. As they do so, they are more open to public opinion when they are popular and more dismissive of it when they are unpopular. For the three cases observed, growing out of touch did not cause declining public support, but rather declining support led to the phenomenon of growing out of touch. Relying on extensive use of material from presidential archives, Towle examines how these administrations altered their interpretation of public opinion and how their motivations to consider public opinion changed over their terms. He concludes that the modern presidential need for public support interferes with the ability of administrations to be responsive to public opinion.

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Outlining the most disruptive aspects of the Trump presidency, the authors use engaging analysis and timely, fascinating examples to view the presidency from two theoretical standpoints— the president as “facilitator,” and the president as “director of change.” Their theoretical (versus chronological) approach emphasizes weakening the ability of the press and other political elites to hold the president accountable. This book will appeal to students and scholars of the presidency as well as general readers who seek for a deeper understanding of the Trump White House.

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In the Public Domain - Lori Cox Han - 2012-02-01
Explores how recent presidents have managed communications with the American public.

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The Oxford Handbook of the American Presidency - George C. Edwards III - 2011
With engaging, new contributions from major figures in the field, The Oxford Handbook of the American Presidency provides the key point of reference for anyone working in American politics today.

The Oxford Handbook of the American Presidency - George C. Edwards III - 2011-08-04
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The Presidential Road Show - Diane J. Heith - 2013
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Canes-Wrone demonstrates that presidents’ involvement of the mass public, by putting pressure on Congress, legislative outcomes? Analyzing the actions of modern presidents ranging from Eisenhower to Clinton, Brandice Edwards shows how we can ask a few fundamental questions about the context of a presidency—the president’s strategic position or opportunity structure—and use the answers to predict a president’s success in winning support for his initiatives. If presidential success is largely determined by a president’s strategic position, what role does public opinion play? What evidence suggests that a signiﬁcant segment of the public and the president’s fellow partisans in Congress are predisposed to follow his lead. Others may support the White House out of self-interest. Edwards explores the possibilities of the president exploiting such support, providing a more realistic view of the potential of presidential persuasion. Written by a leading presidential scholar, Predicting the Presidency sheds light on the limitations and opportunities of presidential leadership.

Who Leads Whom? - Brandice Canes-Wrone - 2010-07-15
Who Leads Whom? is an ambitious study that addresses some of the most important questions in contemporary American politics: Do presidents pandefer to public opinion by backing popular policy measures that they believe would actually harm the country? Why do presidents “go public” with policy appeals? And do those appeals affect shifts policy in the direction of majority opinion. More important, she also shows that presidents rarely cater to the mass citizenry unless they already agree with the public’s preferred course of action. With contemporary politics so connected to the pulse of the American people, Who Leads Whom? offers much-needed insight into how public opinion actually works in our democratic process. Integrating perspectives from presidential studies, legislative politics, public opinion, and rational choice theory, this theoretical and empirical inquiry will appeal to a wide range of scholars of American political processes.

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Polling for Policy - Diane Joy Heith - 1997
A study of the relationship between presidential leadership and public opinion, this book challenges the commonly held view that the American presidency did not become a truly “popular” institution until the early twentieth century. According to Michael J. Korzi, the democratization of the presidency can be traced back to the antebellum period, when broadly based political parties first emerged. With the development of nominating conventions, party platforms, and party patronage, presidents became bound up in a system of collective leadership anchored in the political party and beholden to a diverse and decentralized, but clearly powerful, public. Presidents were expected to act as partisans, cooperating with their fellow party members in the legislature to make good on the party’s promises and to ensure victory at the polls. After the Civil War, this party-based model of presidential leadership gradually gave way to a new paradigm—the modern “rhetorical” presidency—marked by the establishment of a more direct relationship between the president and the people. The result was an institution at once more responsive to the vicissitudes of public opinion and less constrained by the obligations of partisan politics. Although he acknowledges the need for a strong executive in today’s global world, Korzi sees problems in the ascendancy of this new form of presidential leadership and suggests that a partial return to the party model would be a welcome development. A modern presidency tempered and restrained by political parties, he argues, not only would restore a measure of constitutional balance but also would offer a more full-bodied relationship between president and public.

From routine operations to the workings of a White House in crisis, this comprehensive, best-selling text examines all aspects of the presidency in rich detail. With a special emphasis on policy, the new edition surveys the most up-to-date scholarship on the topic, and includes an examination of the groundbreaking 2008 presidential election. Best-selling authors George C. Edwards and Stephen J. Wayne use engaging analysis and timely, fascinating examples to view the presidency from two theoretical standpoints—party as facilitator, and the president as director of change. A theoretical (versus chronological) approach combined with the currency and relevance of the material, makes PRESIDENTIAL LEADERSHIP: POLITICS AND POLICY MAKING, 8th Edition, the most comprehensive text available today for the presidential studies course. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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America’s model of representational government rests on the premise that elected officials respond to the opinions of citizens. This is a myth, however, not a reality, according to James N. Druckman and Lawrence R. Jacobs. In Who Governs?, Druckman and Jacobs combine existing research with novel data from US presidential archives to show that presidents make policy by largely ignoring the views of most citizens in favor of affluent and well-connected political insiders. Presidents treat the public as pliable, priming it to focus on personality traits and often ignoring it on policies that fail to become salient. Melding big debates about democratic theory with existing research on American politics and innovative use of the archives of three modern presidents—Johnson, Nixon, and Reagan—Druckman and Jacobs deploy lively and insightful analysis to show that the conventional model of representative democracy bears little resemblance to the actual practice of American politics. The authors conclude by arguing that polyarchy and the promotion of accelerated citizen mobilization and elite competition can improve democratic responsiveness. An incisive study of American politics and the flaws of representative government, this book will be warmly welcomed by readers interested in US politics, public opinion, democratic theory, and the fecklessness of American leadership and decision-making.

The Party Politics of Presidential Rhetoric - Amon Cavari - 2017-03-10

By bringing together two bodies of literature - the presidency and political parties - this book makes two important contributions. First, it addresses the gap between presidential public actions and the perceived limited effect they have on public opinion. By examining the short-term effect of speeches of presidents on the entire public, the long-term effect of the speeches on their partisans, and on the reputations of their parties for handling policy, the book shows that presidents are effective leaders of public opinion. Second, the book adds to the scholarly interest in how political parties are viewed by the electorate in terms of policy substance. It suggests that rational choice approach underestimates the reputations of the parties for handling policy challenges, and that these reputations contribute to the party identifications of Americans. The effect of presidents on the reputations and, in turn, party attachments position them as leaders of the party system.

The President & the Public - Doris Appel Graber - 1982

The President on Capitol Hill - Jeffrey E. Cohen - 2019

Jeffrey E. Cohen demonstrates that existing research has underestimated the president’s power to sway Congress. The President on Capitol Hill offers a compelling perspective on presidential-congressional relations and develops a new theory of presidential influence.

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Random Family - Adrian Nicole LeBlanc - 2003

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Going Public, Going Global - Cody M. Poplin - 2012

Presidential Power - Robert Y. Shapiro - 2000

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