

**THE MORAL RHETORIC OF AMERICAN PRESIDENTS
(PRESIDENTIAL RHETORIC AND POLITICAL
COMMUNICATION)**

Josefin Yeoman

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Southern Speech Communication Journal, 49 BaileyRonald. Lanham:LexingtonBooks. Hedges, J. Polk: Making the most of a weak presidency. You, the people: American national identity in presidential rhetoric. Oberg,B.New York: Praeger. Albany: State University of New York press.