PROGRESSIVE
POLITICS
AND THE
TRAINING OF
AMERICA'S
PERSUADERS



KATHERINE H. ADAMS

Progressive Politics And The Training Of Americas Persuaders

Cory Wimberly

Progressive Politics And The Training Of Americas Persuaders:

Progressive Politics and the Training of America's Persuaders Katherine Adams, 1999 A historical analysis of writing instruction in the 20th century within the contexts of political and social conditions Is appropriate for scholars of rhetoric and composition as well as related areas such as journalism and communication history Progressive Politics and the Training of America's Persuaders Katherine H. Adams, 1999-01-01 At the beginning of the 20th century Progressive reformers set up curricula in journalism public relations and creative writing to fulfill their own purposes well trained rhetors could convince the United States citizenry to accept Progressive thinking on monopolies and unions and to elect reform candidates Although Progressive politicians and educators envisioned these courses and majors as forwarding their own goals they could not control the intentions of the graduates thus trained or the employers who hired them The period s vast panorama of rhetoric including Theodore Roosevelt's publicity stunts muckraker exposs ad campaigns for patent medicines and the selling of World War I revealed the new national power of propaganda and the media especially when wielded by college trained experts imbued with the Progressive tradition of serving a cause and ensuring social betterment In this unique volume Adams chronicles the creation of this advanced curriculum in speaking and writing during the Progressive era and examines the impact of that curriculum on public discourse Unlike other studies of writing instruction which have concentrated on freshman curriculum or on a specific genre this book provides a historical and cultural analysis of the advanced composition curriculum and of its impact on public persuasion Adams surveys American instruction at state and private schools across the country with special attention given to the influential Progressive universities of the Midwest She draws on a wide variety of primary data sources including college catalogs course assignments departmental minutes speeches and journals and includes an extensive bibliography of research sources concerning advanced composition instruction and American rhetoric before World War II As a resource offering remarkable historical insights on the history of writing instruction in America this volume is of great interest to scholars and students in rhetoric communication and Weapons of Democracy Jonathan Auerbach, 2015-09-29 How and why did public opinion long technical writing cherished as a foundation of democratic government become an increasing source of concern for American Progressives Following World War I political commentator Walter Lippmann worried that citizens increasingly held inaccurate and misinformed beliefs because of the way information was produced circulated and received in a mass mediated society Lippmann dubbed this manipulative opinion making process the manufacture of consent A more familiar term for such large scale persuasion would be propaganda In Weapons of Democracy Jonathan Auerbach explores how Lippmann s stark critique gave voice to a set of misgivings that had troubled American social reformers since the late nineteenth century Progressives social scientists and muckrakers initially drew on mass persuasion as part of the effort to mobilize sentiment for their own cherished reforms including regulating monopolies protecting consumers and promoting disinterested efficient government

Propaganda was associated with public education and consciousness raising for the good of the whole By the second decade of the twentieth century the need to muster support for American involvement in the Great War produced the Committee on Public Information which zealously spread the gospel of American democracy abroad and worked to stifle dissent at home After the war public relations firms which treated publicity as an end in itself proliferated Weapons of Democracy traces the fate of American public opinion in theory and practice from 1884 to 1934 and explains how propaganda continues to shape today s public sphere The book closely analyzes the work of prominent political leaders journalists intellectuals novelists and corporate publicists including Woodrow Wilson Theodore Roosevelt Mark Twain George Creel John Dewey Julia Lathrop Ivy Lee and Edward Bernays Truly interdisciplinary in both scope and method this book will appeal to students and scholars in American studies history political theory media and communications and rhetoric and literary studies Progressive Past Lisa Mastrangelo, 2012-01-23 Writing a Progressive Past Women Teaching and Writing in the Progressive Era traces the lineage of writing instruction during the Progressive Era from the influences of John Dewey to the graduate program designed and run by Fred Newton Scott Finally it explores two sites of writing instruction run by Scott s graduates one at Wellesley College and one at Mount Holyoke College A Feminist Legacy Suzanne Bordelon, 2007-09-13 The first book length investigation of a pioneering English professor and theorist at Vassar College A Feminist Legacy The Rhetoric and Pedagogy of Gertrude Buck explores Buck's contribution to the fields of education and rhetoric during the Progressive Era By contextualizing Buck s academic and theoretical work within the rise of women s educational institutions like Vassar College the social and political movement toward suffrage and Buck s own egalitarian political and social ideals Suzanne Bordelon offers a scholarly and well informed treatment of Buck's achievements that elucidates the historical and contemporary impact of her work and life Bordelon argues that while Buck did not call herself a feminist she embodied feminist ideals by demanding the full participation of her female students and by challenging power imbalances at every academic social and political level A Feminist Legacy reveals that Vassar College is an undervalued but significant site in the history of women s argumentation and pedagogy Drawing on a rich variety of archival sources including previously unexamined primary material A Feminist Legacy traces the beginnings of feminist theories of argumentation and pedagogy and their lasting legacy within the fields of education and rhetoric How Propaganda Became Public Relations Cory Wimberly, 2019-11-07 How Propaganda Became Public Relations pulls back the curtain on propaganda how it was born how it works and how it has masked the bulk of its operations by rebranding itself as public relations Cory Wimberly uses archival materials and wide variety of sources Foucault's work on governmentality political economy liberalism mass psychology and history to mount a genealogical challenge to two commonplaces about propaganda First modern propaganda did not originate in the state and was never primarily located in the state instead it began and flourished as a for profit service for businesses Further propaganda is not focused on public beliefs and does not operate mainly through lies and deceit

propaganda is an apparatus of government that aims to create the publics that will freely undertake the conduct its clients desire Businesses have used propaganda since the early twentieth century to construct the laboring consuming and voting publics that they needed to secure and grow their operations Over that time corporations have become the most numerous and well funded apparatuses of government in the West operating privately and without democratic accountability Wimberly explains why liberal strategies of resistance have failed and a new focus on creating mass subjectivity through democratic means is essential to countering propaganda This book offers a sophisticated analysis that will be of interest to scholars and advanced students working in social and political philosophy Continental philosophy political communication the history of capitalism and the history of public relations From Form to Meaning David Fleming, 2011-06-12 In the spring of 1968 the English faculty at the University of Wisconsin Madison UW voted to remedialize the first semester of its required freshman composition course English 101 The following year it eliminated outright the second semester course English 102 For the next quarter century UW had no real campus wide writing requirement putting it out of step with its peer institutions and preventing it from fully joining the composition revolution of the 1970s In From Form to Meaning David Fleming chronicles these events situating them against the backdrop of late 1960s student radicalism and within the wider changes taking place in U S higher education at the time Fleming begins with the founding of UW in 1848 He examines the rhetorical education provided in the university s first half century the birth of a required two semester composition course in 1898 faculty experimentation with that course in the 1920s and 1930s and the rise of a massive current traditional writing program staffed primarily by graduate teaching assistants TAs after World War II He then reveals how starting around 1965 tensions between faculty and TAs concerning English 101 102 began to mount By 1969 as the TAs were trying to take over the committee that supervised the course the English faculty simply abandoned its long standing commitment to freshman writing In telling the story of composition s demise at UW Fleming shows how contributing factors the growing reliance on TAs the questioning of traditional curricula by young instructors and their students the disinterest of faculty in teaching and administering general education courses were part of a larger shift affecting universities nationally He also connects the events of this period to the long embattled history of freshman composition in the United States And he offers his own thoughts on the qualities of the course that have allowed it to survive and regenerate for over 125 years Combating <u>Injustice</u> Jon Falsarella Dawson, 2022-05-04 In Combating Injustice Jon Falsarella Dawson approaches American literary naturalism as a means of social criticism exploring the powerful economic arguments and commentaries on labor struggles presented in novels by Frank Norris Jack London and John Steinbeck Making use of extensive archival research Dawson considers many of the original periodical sources that fueled books from McTeague to The Grapes of Wrath as Norris London and Steinbeck transformed contemporary materials into illustrations of the socioeconomic forces that shape American life By depicting the operations of powerful individuals and institutions these naturalist writers offered audiences a greater

awareness of the plight of labor so that readers might find the inspiration to become agents of change Works such as The Octopus The Iron Heel Martin Eden and In Dubious Battle illuminate many of the central economic issues at play in the United States during the late nineteenth and early twentieth centuries including the rise of commodity culture labor disputes involving industrial and agricultural workers widespread poverty extreme inequality and the concentration of resources and land ownership Norris London and Steinbeck highlighted the dangers of these developments by charting their impact on central characters whose fates result from the predatory tactics of corporate monopolies wealthy individuals and large financial establishments Dawson's lucid analysis shows how all three writers drawing on contemporary events accentuated the need for reform and stressed the potential for change by human action Each author took inspiration from notable events in California ranging from the Mussel Slough tragedy of 1880 to the agricultural strikes in the Central Valley during the 1930s presenting the state as a microcosm for conditions throughout the nation during a period of tremendous upheaval Combating Injustice The Naturalism of Frank Norris Jack London and John Steinbeck provides carefully contextualized readings of three major writers whose works express both the necessity for and the possibility of creating a more egalitarian Understanding Political Public Relations Techniques Albina Gayoso, 2023-01-01 This book focuses on Political Public Relations PPR Techniques of both Russian and US Leaderships It does so by analysing leadership presidential or otherwise inaugural addresses from the two countries between 1980 to 2018 using triangulation analysis of verbal non verbal language and emotions of speakers Given that the Russian perception of Political Public Relations known as Political Technologies PT in Russia is unique and often misunderstood or misinterpreted in Western scholarship the book acts as a bridge between these two fields of studies With that in mind the study of Political Technologies is explained and applied in a wider sense than is offered by other disciplines specifically in more meaningful ways than suggested in communications discipline in the West In doing so the book not only offers a deep dive into theory but also provides a unique methodology aiming at extracting and analysing PPR or PT techniques This triangulation method allows us to investigate a combined effect of audio visual and verbal effects on the general public and offers a way of interpreting such effects Readers would understand more about the research dynamic in PPR discipline apply the triangulation methodology to expand this research and more generally find out more about the evidence based list of PPR techniques and their applications and interpretations

World War I, Mass Death, and the Birth of the Modern US Soldier David W. Seitz,2018-06-20 World War I Mass Death and the Birth of the Modern US Soldier A Rhetorical History examines the United States government s postwar ideological and rhetorical project in establishing permanent national military cemeteries abroad Constructed throughout Europe where citizen soldiers had fought and perished and sacralized as American sites these burial grounds simultaneously linked the nation s war dead back to American soil and the national purpose rooted there expressed the nation s emerging prominent role on the world s stage and advanced the burgeoning icon of the sacrificial universal US soldier It draws upon untapped

archival and historical materials from the WWI and interwar periods as well as original on site research to show how the cemeteries came to display and advance the vision of the modern US soldier as a global force for good Ultimately within the visual display of overseas cemeteries we can detect the birth of the modern US soldier a potent icon in which divergent emotions memories beliefs and arguments of Americans and non Americans have been expressed for a century Zeal Janet Carey Eldred, 2017-03-15 In Literate Zeal Janet Carey Eldred examines the rise of women magazine editors during the mid twentieth century and reveals their unheralded role in creating a literary aesthetic for the American public Between the sheets of popular magazines editors offered belles lettres to the masses and in particular middle class women Magazines became a place to find culture humor and intellectual affirmation alongside haute couture Eldred mines a variety of literary archives notably the correspondence of Katharine Sargeant White of the New Yorker to provide an insider s view of the publisher editor author dynamic Here among White s letters memos and markups we see the deliberate shaping of literature to create a New Yorker ethos Through her discrete phrasing authors are coaxed by White to correct or wholly revise their work Stories or poems by famous writers are rejected for being dizzying or too literate With a surgeon s skill disturbing issues such as sexuality and race are extracted from manuscripts Eldred chronicles the work of women and a few men editors at the major women s magazines of the day Ladies Home Journal Mademoiselle Vogue and others enacted an editorial style similar to that of the New Yorker by offering literature values and culture to an educated and aspiring middle class Publishers effectively convinced readers that middlebrow stories and by association their audience had much loftier pursuits And they were right These publications created and sustained a mass literacy never before seen in American publishing

Democratic Vernaculars J Michael Sproule, 2020-02-13 Democratic Vernaculars is a comprehensive culturally inclusive and thematically unified history of the communicative audience centered rhetorical vernacular that occupies the middle range of English bounded on the one side by expressive structure grammar and linguistics and on the other by aesthetics literature Broadening the history of rhetoric by considering a vast collection of vernacular resources such as elementary grammars and readers popular guidebooks textbooks and rhetorical treatises this book advances the history of the rhetorical theory and pedagogy since the 17th century by examining ways in which diverse vectors of the rhetorical vernacular coalesced to produce an English language sufficiently idiomatic for practical social exchange while being at the same time suitable for higher literary scholarly and cultural pursuits Democratic Vernaculars is essential reading for scholars in rhetoric and the histories of language and education and can serve as a text for upper division undergraduate and graduate courses in rhetoric Foreign Agents Casey Michel, 2024-08-27 A stunning investigation and indictment of a segment of the United States foreign lobbying industry and the threat to end democracy For years one group of Americans has worked as foot soldiers for the most authoritarian regimes around the planet In the process they ve not only entrenched dictatorships and spread kleptocratic networks but they ve secretly guided U S policy without the rest of America even being aware And

now some of them have begun turning their sights on American democracy itself These Americans are known as foreign lobbyists and many of them spent years ushering dictatorships directly into the halls of Washington all while laundering the reputations of the most heinous repressive regimes in the process These foreign lobbyists include figures like Ivy Lee the inventor of the public relations industry a man who whitewashed Mussolini opened doors to the Soviets and advised the Nazis on how to sway American audiences They include people like Paul Manafort who invented lobbying as we know it and who then took his talents to autocrats from Ukraine to the Philippines and then back to the White House And they now include an increasing number of Americans elsewhere in law firms and consultancies among PR specialists and former lawmakers and even within think tanks and universities In Foreign Agents Casey Michel shines a light on these foreign lobbyists as some of them after decades of installing dictators and corrupting American policy embark on their next mission to end America's democratic experiment once and for all The Arab Diaspora Zahia Smail Salhi, Ian Richard Netton.2006-09-27 The Arab Diaspora examines the range of roles the Arab world has played to various audiences on the modern and postmodern stage and the issues which have arisen as a result The variety of roles explored reflects the diversity of Arab culture With particular focus placed on political diplomatic and cultural issues the book explores the relationship between the Arab world and the West covering topics including Islam and its common ancestry and relationship with Christianity the varying forms of Arab civilization and its inability in more modern times to fulfil the dreams of nineteenth and twentieth century reformers continued stereotyping of the Arab world within the media The Arab Diaspora is essential reading for those with interests in Arabic and Middle East studies and cultural studies Producing Good Citizens Amy J. Wan, 2014-03-30 Recent global security threats economic instability and political uncertainty have placed great scrutiny on the requirements for U S citizenship The stipulation of literacy has long been one of these criteria In Producing Good Citizens Amy I Wan examines the historic roots of this phenomenon looking specifically to the period just before World War I up until the Great Depression During this time the United States witnessed a similar anxiety over the influx of immigrants economic uncertainty and global political tensions Early on educators bore the brunt of literacy training while also being charged with producing the right kind of citizens by imparting civic responsibility and a moral code for the workplace and society Literacy quickly became the credential to gain legal economic and cultural status In her study Wan defines three distinct pedagogical spaces for literacy training during the 1910s and 1920s Americanization and citizenship programs sponsored by the federal government union sponsored programs and first year university writing programs Wan also demonstrates how each literacy program had its own motivation the federal government desired productive citizens unions needed educated members to fight for labor reform and university educators looked to aid social mobility Citing numerous literacy theorists Wan analyzes the correlation of reading and writing skills to larger currents within American society She shows how early literacy training coincided with the demand for laborers during the rise of mass manufacturing while also providing an avenue to economic

opportunity for immigrants This fostered a rhetorical link between citizenship productivity and patriotism Wan supplements her analysis with an examination of citizen training books labor newspapers factory manuals policy documents public deliberations on citizenship and literacy and other materials from the period to reveal the goal and rationale behind each program Wan relates the enduring bond of literacy and citizenship to current times by demonstrating the use of literacy to mitigate economic inequality and its lasting value to a productivity based society Today as in the past educators continue to serve as an integral part of the literacy training and citizen making process The Evolution of College English Thomas P. Miller, 2014-03-18 Thomas P Miller defines college English studies as literacy studies and examines how it has evolved in tandem with broader developments in literacy and the literate He maps out four corners of English departments literature language studies teacher education and writing studies Miller identifies their development with broader changes in the technologies and economies of literacy that have redefined what students write and read which careers they enter and how literature represents their experiences and aspirations Miller locates the origins of college English studies in the colonial transition from a religious to an oratorical conception of literature A belletristic model of literature emerged in the nineteenth century in response to the spread of the penny press and state mandated schooling Since literary studies became a common school subject professors of literature have distanced themselves from teachers of literacy In the Progressive era that distinction came to structure scholarly organizations such as the MLA while NCTE was established to develop more broadly based teacher coalitions In the twentieth century New Criticism came to provide the operating assumptions for the rise of English departments until those assumptions became critically overloaded with the crash of majors and jobs that began in 1970s and continues today For models that will help the discipline respond to such challenges Miller looks to comprehensive departments of English that value studies of teaching writing and language as well as literature According to Miller departments in more broadly based institutions have the potential to redress the historical alienation of English departments from their institutional base in work with literacy Such departments have a potentially quite expansive articulation apparatus Many are engaged with writing at work in public life with schools and public agencies with access issues and with media ethnic and cultural studies With the privatization of higher education such pragmatic engagements become vital to sustaining a civic vision of English studies and the humanities generally Democratic Communications James F. Hamilton, 2009-08-01 This is the first book to take issue with the long standing assumptions about alternative media and democratic communications and place them in a detailed cultural and historical context Ranging from prophecy in sixteenth century England to the self managed projects of critical literacy and social change of today it assesses the historical heritage present conditions and future possibilities of today s remade media landscape for democratic communications

Congress Vs. the Bureaucracy Mordecai Lee,2012-09-13 Government bureaucracy is something Americans have long loved to hate Yet despite this general antipathy some federal agencies have been wildly successful in cultivating the people s

favor Take for instance the U S Forest Service and its still popular Smokey Bear campaign The agency early on gained a foothold in the public's esteem when President Theodore Roosevelt championed its conservation policies and Forest Service press releases led to favorable coverage and further goodwill Congress has rarely approved of such bureaucratic independence In Congress vs the Bureaucracy political scientist Mordecai Lee who has served as a legislative assistant on Capitol Hill and as a state senator explores a century of congressional efforts to prevent government agencies from gaining support for their initiatives by communicating directly with the public Through detailed case studies Lee shows how federal agencies have used increasingly sophisticated publicity techniques to muster support for their activities while Congress has passed laws to counter those PR efforts The author first traces congressional resistance to Roosevelt's campaigns to rally popular support for the Panama Canal project then discusses the Forest Service the War Department the Census Bureau and the Department of Agriculture Lee's analysis of more recent legislative bans on agency publicity in the George W Bush administration reveals that political battles over PR persist to this day Ultimately despite Congress s attempts to muzzle agency public relations the bureaucracy usually wins Opponents of agency PR have traditionally condemned it as propaganda a sign of a mushrooming self serving bureaucracy and a waste of taxpayer dollars For government agencies though communication with the public is crucial to implementing their missions and surviving In Congress vs the Bureaucracy Lee argues these conflicts are in fact healthy for America They reflect a struggle for autonomy that shows our government s system of checks and balances to be alive and working well **Democracy as Discussion** William M. Keith, 2007-02-12 As Americans worry ever more about the effects of media on the quality of public deliberation they have developed a renewed interest in public discussion especially face to face public discussion Over a century ago public forums organized and widespread provided a place where citizens could discuss the political issues of the day and they became a means of adult civic education William M Keith documents the college course developed by the new field of Speech to teach the skills of discussion as well as the forum movement which culminated in the Federal Forum Project Using primary sources from archives around the country Democracy as Discussion traces the early history of the Speech field the development of discussion as an alternative to debate and the Deweyan Progressive philosophy of discussion that swept the U S For the first time the structure and details of the Federal Forum project in the context of the forum movement and adult civic education in the U S are recounted and analyzed making this book a valuable resource in the study of political communication and history

A Group of Their Own Katherine H. Adams,2001-02-22 A Group of Their Own is the fascinating story of the first generations of women who went to college to learn to be writers and then launched their careers writing poetry and prose This unprecedented group included Elizabeth Bishop Ruby Black Pearl Buck Emma Bugbee Willa Cather Zona Gale Mildred Gilman Zora Neale Hurston Mary McCarthy Marianne Moore Eudora Welty and Margaret Walker This group was all about firsts These women were among the first to attend college where they took a new array of writing classes in which students

worked together in a workshop environment and extended this model of collaboration to campus clubs and publications. When they left college they continued their new working methods by initiating and joining in a variety of activities such as mentorships clubs community theaters and summer writing workshops. This expanded experience enabled them to move outside the restricted definitions of women s career paths and writing projects ultimately changing the definition of American writer and American writing.

Progressive Politics And The Training Of Americas Persuaders Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the ability of words has be evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **Progressive Politics And The Training Of Americas Persuaders**, a literary masterpiece that delves deep in to the significance of words and their impact on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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