

audiences. In brief, he maintains that a candidate's language use is motivated by the desire to convey leadership ability; that the notion of leadership can be understood in Aristotelian terms; that successful candidates enact leadership during the course of debates; and finally, that by epideictically enacting the democratic process, the debates shape not only the character of the candidates, but also the character of the national community.

The remainder of the book examines each of the modern presidential debates in chronological order. Hinck provides an especially thorough treatment of the 1960 Kennedy-Nixon debates. Within each chapter, he identifies key substantive issues and points of symbolic exchange that highlight the relationship between argumentative effectiveness and presidential leadership.

In addition to supporting his four key theoretical claims, Hinck's book does an excellent job of illustrating the evolution of debate formats, and calling attention to the interaction between format and outcome. Some sections are particularly insightful, and could be used as supplemental reading in a general political communication course. For example, the discussion of Ferraro's refutational success is paired against her failure to present an effective leadership persona, and would be very useful as a free-standing reading.

In the concluding chapter, Hinck summarizes the primary rhetorical features of presidential debates. In addition to separating deliberative from epideictic functions, he cogently refines the relationship between political argument and presidential character. In effect, debates are essential because they provide the public with an opportunity to view elusive dimensions of leadership. "Political character is not tangible," Hinck writes, "but is perceived in the dramatic interaction of opposing candidates" (214).

Televised Presidential Debates takes a topical approach that acquaints readers with the contours of political debates as a communicative form. Although it also examines each of the modern campaigns, here the emphasis is on watershed moments that illustrate the structural, verbal, visual and strategic aspects of presidential debates. While Hinck depicts rhetorical features that are common to presidential debates as a genre, Hellweg, Pfau and Brydon focus on the role of outside mediators, (parties, reporters and so forth) in shaping the public perception of debate outcomes.

Each chapter functions well as a supplemental reading assignment in a general political communication course. When discussing the visual dimension of political debates, for example, the authors provide a comprehensive theoretical framework that would also be suitable for studying televised political advertisements or campaign biographies. Their approach is heavily influenced by social scientific methods, and they amply cite references to steer readers toward additional material on points of particular interest.

One of the most useful features of the book is the "General Election Debate Formats" appendix. The authors painstakingly document the evolution of presidential debates by describing the length of opening statements, the ability to cross-examine opponents, the use of closing statements and a variety of other features of each of the modern televised presidential debates. In conjunction with their topically-oriented approach, this appendix provides a useful starting point for students who may be interested in conducting a content analysis of presidential debates centered around the interaction between the format and the quality of argument produced during the debate, or the nature of subsequent press coverage.

At two-hundred and fifty-five pages, *Enacting the Presidency* is nearly one-hundred pages longer than *Televised Presidential Debates*. Both books were written for a scholarly audience, but each would be appropriately challenging for use in an advanced undergraduate class. As supplemental or reserve readings, each study contains an extensive bibliography and a well-organized subject index.

POLITICAL CAMPAIGN COMMUNICATION: PRINCIPLES AND PRACTICES 3RD EDITION

by Judith S. Trent and Robert V. Friedenberg

reviewed by Don R. Swanson
Monmouth University

Is speech communication "the epistemological base of political campaigns?" Most communication courses that bear the label of political communication would fount from that premise and consequently this, one of the opening phrases of *Political Campaign Communication: Principles and Practices, 3rd Edition*, clearly indicates the perspective of the text. "The major argument of this book is that political election campaigns are campaigns of communication." First published in 1983, and now in a newly revised edition, this text provides a holistic, yet parsimoniously structured text that should serve a variety of levels of readers. To a degree the text honors the theory / practice dichotomy by focusing in part one on "Principles", and in part two on "Practices." Yet that distinction is not always apparent in the reading because the book is richly textured with illustrative examples and compelling anecdotes that seem to constantly remind that theory motivates practice and practice develops theory that motivates revised practice.

Judith Trent took the lead in providing theory and history in chapters 2 through 5. The political novice will find the four political campaign stages described in chapter 2 on "functions" provides a substantial foundation for the understanding of styles, strategies, and mass channels of campaigns. In chapter 3 style and strategy is interwoven in a manner that causes strategy to dominate. An element of image that is largely avoided is the impact of nonverbal and visual features that may enhance the more obvious rhetorical elements of the campaign appeal. Campaign consultants often consider image management their primary task and nonverbal communication research has motivated useful stylistic distinctions. This section would be strengthened by reference to some of that contemporary research. But the more holistic categories of "the incumbency style" and "the challenger style" are very useful. For those of us who have monitored and been involved in campaigns for several decades the insights regarding the impact of technology on campaigns are intriguing. Technologies such as VHS tape appeals, or on-line hotlines, evolve and change dramatically from one election cycle to the next. Trent's historical perspective implies that this is not surprising as she chronicles a

range of 19th and 20th Century technological enhancements of campaigns, i.e., political campaigns are always changing.

Chapter four, "Communicative Mass Channels of Political Campaigning" employs the concept of channels in a manner that the novice reader may expect for this is really a summary of 20th Century mass media influence theory. It does provide a concise and useful summary of the major theories as they may apply to influence in campaigns. It does not actually grapple with the process of the media, the public's reaction to that process, and the manner in which the news media dominates America's political campaigns. To develop greater understanding of these neglected topics the reader could be referred to additional focused texts such as Thomas Patterson's (1993) *Out of Order*, Lichter and Noyes (1995) *Good Intentions Make Bad News : Why Americans Hate Campaign Journalism*, and Nimmo and Combs (1990) *Mediated Political Realities*.

Chapter five examines "types and functions of televised political advertising" with some famous TV examples that relate to those of us old enough to remember the 1964-1988 Presidential campaigns. Because this is a concise treatment the types and functions of the ads segment may leave the analytic reader dissatisfied. The very valuable categories, "Ads Extolling the Candidate's Virtues, Ads Condemning/Attacking/Questioning the Opponent" and "Ads Responding to Attacks or Innuendoes," prompt the reader to desire more detailed explication. To find such development the student may want to refer to Kathleen Jamieson's (1992) *Dirty Politics: Deception, Distraction, and Democracy*, which analyzes how attack ads influence and shape news. Readers interested in women candidates will find a timely review of Trent and her co-researchers' discussion of "attack advertising when the candidate is a woman."

It should come as no surprise that the thesis of this theoretical first half of the text is that the authors are "convinced that the mass media (especially television) have a tremendous impact on political campaign communication." Part one is the appropriate length to hold the interest of the undergraduate student who requires an introductory background to political campaign theory. It whets the appetite of the student who desires to get to the nitty gritty of how to communicate in the campaign and that constitutes part two.

The second portion of the book predictably examines the dominant rhetorical activities of public speaking and debates, and then moves to a brief treatment of interpersonal communication. Advertising is also treated from a perspective of rhetorical theory. Chapter 6, "Public Speaking," dispels any notions that public speaking is simple activity in the campaign. Beginning with the decision to speak, to the nature of audience analysis and speech construction, and to the use of speechwriters and surrogates, this discussion clarifies how the principles of public speaking function in most political campaigns. There is a particularly insightful treatment of speech modules and "speechlike opportunities." In the following chapter 7 the most frequent forms of public address are examined: announcement and acceptance address, press conferences and apologia. Friedenbergl, who was primarily responsible for this chapter, justifies his extensive treatment of apologia with a consequential observation:

Apologias do not seem to have been a common form of political speech until relatively recently. Contemporary stress on the character

of candidates and the aggressiveness of contemporary journalists seem, in recent years, to have created far more situations calling for apologies than ever before. It is likely that apologies will be a feature of American political rhetoric for years to come(204).

For those of us who cherish debate as both an educational activity and an apotheosis of the democratic experience," chapter 8 is pleasurable reading. There is the requisite history lesson, including some fairly contemporary examples of if, when, and how to debate. The term "debate" is problematic when political joint appearances are mislabeled by the media as debates. That issue is developed before the discussion turns to how a campaign can deal with the reality of debate preparation and strategy. Ultimately the explication of eight major effects of political debates leaves promotes optimism that political debates are becoming an ubiquitous feature of campaigns at all levels.

Initially the reader may not expect to encounter discussion of fund raising in this sort of text, but it surfaces at a number of points, particularly as a focus of interpersonal communication. To call chapter 9 concise is an understatement and it is hoped that a future edition might further develop the insights on the impact of interpersonal communication.

The final chapter on advertising accomplishes a strong overview of types of advertising, strategies of advertising, and the development of a campaign master plan for advertising. There is a well applied case study of the mistakes of Harriet Wood's two Missouri campaigns for the US Senate that illustrate points in the chapter. Students with a strong interest in campaigns and a desire to get involved will appreciate the explanation of the tasks and functions of media and political consultants.

Finally it should be noted that a dominant and very useful theme throughout this text is that technology advances have very rapidly changed the manner of campaigning and the way in which voters attend to the political campaign. It quickly becomes apparent that for a campaign to be successful it must grapple with some difficult rhetorical choices, i.e., which of the new means of persuasion meld most effectively with the local campaign traditions in a manner that impacts the target voters.

As the authors conclude with their epilogue, they revisit six basic concerns about political campaigning that they initially indicated in their first edition in 1983. The concerns of trends, impact, ethics, cost, public expectations, and excessive advocacy are all more pronounced and lead the authors to ask the overarching question: "Is contemporary political campaigning failing the nation?" Although this seems to be a particularly vexing contemporary issue, it is not unique to this point in American history. It emphasizes the significance of the principled study, reexamination and reappraisal of political campaign communication that takes place in our public address, argumentation, media analysis, and political communication classes.

A REVIEW OF *ARGUING IN COMMUNITIES*

by Gary Hatch

reviewed by C. Thomas Preston, Jr.

Associate Professor of Communication and Director of Forensics, UM-St. Louis

Last fall, I taught an honors course concerning the manifestations of argumentation in society. I attempted to utilize textbooks that taught about debating in an academic arena, but had difficulty when getting students—and bright students at that—to apply the concepts designed for academic debate into real world situations, even though those applications are there. Often, those who teach courses concerning argumentation in cultures other than the intercollegiate policy debate community have faced the same difficulty—the available texts have dealt with rhetoric or persuasion per se (and thus the argumentation in society readings differ little from those of the rhetorical criticism or persuasion course), focus on intercollegiate debate as practiced in the United States, or simply offer an anthology of argumentative speeches and mini-criticisms. Although each type book had its special contributions, none really fit the Argumentation in Society Curriculum.

With the publication this year of Gary Hatch's *Arguing in Communities* (Mayfield), a book finally explains argumentation practical for social contexts. I shall utilize this text if offered the opportunity to teach either an honors seminar as described above, or in our Basic Public Debate course. I would recommend that others with similar plans do the same. Although this book may be challenging to the young undergraduate student, it would be appropriate for any undergraduate or first year graduate course purporting to teach students how to prepare for argumentation in real world.

The strength of this book is that rather than presenting a series of speeches and critiques per se, it first introduces the student to the concepts of a particular chapter, and then presents examples that bring to life those concepts in sections within each chapter entitled "applying the principles." Thus, the student has the opportunity to read the description of concepts building up to an understanding of the key concept of the chapter, apply them, and then reread the theory sections as to how they apply to the discourse presented in the practical application section.

The book contains two parts: Part One, *Arguing and Living in Communities*, contains six chapters which explain and illustrate the notion of a community to the students. The chapters first present general principles, and then move the students into those more related to specific communities. For example, Chapters One and Two discuss at length the traditional concepts of logos, ethos, and pathos. Chapter Three begins to apply these concepts—how they operate differently within different communities. Continuing to move from the general/theoretical to the specific/practical, Chapter Four instructs the student how to record and identify a conversation, and Chapter Five offers tips on evaluating arguments. Finally, Chapter Six offers practical advice as to how to join a conversation and argue effectively therein. The strength of Part One proves to be its application of argumentation to

circumstances besides the traditional broadcast, sound bite, and public debates and speeches—it also stressed circumstances such as everyday conversations and discussions over the internet, as well as to how to persuade those milieus where others might be persuaded.

Part Two of the book explores the types of claims that might be made in these settings, again moving from the general to the specific. Chapter Seven discusses claims about existence, and Chapter Eight layers claims about causality onto this discussion. Chapter Nine teaches the groundrules for argumentation when analyzing arguing about language, and Chapter Ten layers the evaluative dimension of argumentation when discussing value argumentation. Finally, Chapter Eleven, *Arguing about Action*, explains the policy dimensions of our everyday argumentation. Appendices at the end of the book note how to adapt argumentation to electronic communities, as well as how to go about the practical process of citing sources in our argumentation.

Overall, then, three strengths bolster the need for this book in the Argumentation for Society class. First, it effectively moves the student from the theoretical to the practical, and from the general to the specific, in each section, thus spurring the student to reread the theoretical sections after making practical application. Thus, from the outset the student not only gets a perspective on the pieces of argumentation, but how they fit together in society. Second, the Hatch book offers interesting practical examples in each chapter. Third, the text enables the student to learn how to argue in everyday persuasive conversations as well as situations ranging from the academic to the electronic—in fact, its advice as to how to utilize the internet in argumentation proves to be the most up to date of many of the available texts related to this area—possibly to the extent that the book might serve as a supplement to the traditional college academic debate class. As well, intercollegiate debate educators with teams interested in developing innovative arguments *within* the realm of academic debate might also benefit from the theory explicit and implicit in Hatch's book.

Overall, the author has provided a useful and exciting book for teachers, students, and practitioners of argumentation, whether it be in traditional forms or over the internet—or just in everyday conversation. Thus, Hatch should be a must for anybody interested in the arts of persuasion and argumentation.

BOOK REVIEW/VIDEO AND SOFTWARE CRITIQUES NEEDED FOR THE FORENSIC

The editor is seeking book reviews and video and software critiques for *The Forensic*. Reviews should be submitted with a camera ready hard copy and a 3 1/2 inch disk with the review in Microsoft Word or Word Perfect Mac or DOS in Modern Language Association Style, 4th edition.

See reviews from previous issues of *The Forensic* for models. Reviews can be of anything relevant to rhetoric, public address, and forensics including any of the following subject areas: rhetoric, public address, argumentation, debate, forensics, public speaking, reasoning, values, tournaments or tournament management, forensics competition, rhetorical theory, rhetorical criticism, public speaking, persuasion, expository speaking, oral interpretation, parliamentary debate, forensics pedagogy, etc.

Suggestions for review include but are not limited to the following:

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