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# The Speechwriter

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Political Campaign Communication

White House Ghosts

Holding the Line

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The Speechwriter

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Undelivered

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*The Speechwriter*

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## **GIOVANNA JESSIE**

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### **Political Campaign Communication**

Oxford University Press  
The Speech Writer is a fictional documentary presented in the form of ten flip books (6 x 12 cm) in a slipcase. The contents follow a day in the life of a retired political speech writer. Surrounded by the memories of his family and his vast collection of speeches, he is a creature of

habit, idiosyncratic behaviour and reclusive existence. Retired from a lifetime of public service work, his connection with the outside world takes the form of a daily broadcast from the comfort of his home. Passersby, now accustomed to the perplexing array of loudspeakers wired to the outside of his house, stop to listen for a few moments each day. We cannot hear him speak but witness instead a moment of ultimate freedom in the life of a man who formulated the rhetoric, visions, dreams and declarations of others.  
White House Ghosts Leonard Mogel

From 2007 to 2010 Swaim worked for Mark Sanford, South Carolina's governor, as a communications officer and speechwriter. Everyone knows this kind of politician: a charismatic maverick who goes up against the system and its ways, but thinks he doesn't have to live by the rules. Swaim tells the story of a band of believers who attach themselves to this sort of ambitious narcissist-- and what happens when it all comes crashing down.  
 *Holding the Line* Simon and Schuster  
Victoria Wellman's Before You Say Anything offers a savvy and efficient

approach to composing original speeches for any occasion...

Speechwriting in the Institutionalized Presidency CQ Press

The Political Speechwriter's Companion: A Guide for Writers and Speakers guides students through a systematic "LAWS" approach (language, anecdote, wit, and support) that politicians can use to persuade their audiences into taking action. In the highly anticipated Second Edition, esteemed speechwriter and author Robert A. Lehrman has teamed up with one of the "go-to-guys" for political humor, Eric Schnure, to offer students an entertaining yet practical introduction to political speechwriting. This how-to guide explains how speakers can deliver: language the audience will understand and remember; anecdotes that make listeners laugh and cry; wit that pokes fun at opponents but also shows their own lighter side; and support in the way of statistics, examples, and testimony. Packed with annotated speeches from the most recent elections, technology tips, and interviews from speechwriting luminaries, this edition offers the most practical advice and strategies for a career

in political communication.

*Speechwriting in Perspective* Infobase Publishing

When Ronald Reagan invoked "a shining city on a hill" or George H. W. Bush "a thousand points of light," their words were engraved on the public's consciousness as signatures to their personal beliefs and a catalysts for political action. Such iconic phrases in presidential speeches are often the creation of presidential speechwriters, who are entrusted with framing a message consistent with each administration's broad goals and reflecting each president's personality and rhetorical skills. This book takes a closer look at presidential speeches over the course of six administrations. Editors Michael Nelson and Russell Riley have brought together an outstanding team of academics and professional writers-including nine former speechwriters who worked for every president from Nixon to Clinton-to examine how the politics and crafting of presidential rhetoric serve the various roles of the presidency. They consider four types of speeches: convention acceptance speeches, inaugural addresses, state of the union addresses, and crisis and other

landmark speeches that often rise out of unpredictable circumstances. Together, these scholars and writers enable readers to sort out the idiosyncratic from the institutional while gaining insider perspectives on the operating style and rhetorical manner of each of the six presidents. The book is rich in character sketches-such as Jimmy Carter's attempt to tie his understanding of original sin to the practice of American politics-and brimming with insights into the internal dynamics of the White House, including tales of internecine bloodletting under Ronald Reagan. Most significant, these discussions help us better understand the contemporary presidency by revealing the enduring and evolving features of the institution, underscoring how the operating style and rhetorical manner of each president shapes the speechwriting process in the service of his broader policymaking goals. These essays show not only how speechmaking has become a major presidential activity but also how speechwriters have become important political actors in their own right. They offer students and observers of the political scene a rare opportunity to

consider the crafting of those utterances before weighing their effects.

Political Communication Ethics Bloomsbury Publishing USA

Writing for the spoken word is a special discipline; it requires that speechwriters' products be written primarily, although not exclusively, to be heard, not read.

Speeches are better cast in simple, direct and often short sentences that can be easily understood by listeners. Rhetorical devices such as repetition, variation, cadence and balance are available to, and should be used by, the speechwriter. It is important for speechwriters to analyse audiences according to factors such as age; gender; culture; profession and income level; size of audience; political affiliation, if any; and on the occasion for, or purpose of, the speech. Most effective speeches do not exceed 20 minutes in length. After researching a topic, speechwriters must prepare an outline from which the speech will be developed. They should strive to maintain a clear theme throughout the speech. Most speeches will have a three-part structure consisting of an introduction, a body and a conclusion. The accepted style of

contemporary American public address is natural, direct, low key, casual and conversational. This puts the listeners at ease and promotes a sense of community between the audience and speaker. Punctuation should reflect the sound structure of the speech, reinforcing the rhythm and pace of actual speech. Clarity of expression is as important a consideration in speech grammar as rigid adherence to the rules for written law. This book presents the essentials of speechwriting. Preface; Speechwriting in Perspective: A Brief Guide to Effective and Persuasive Communication (Thomas H. Neale); Public Speaking and Speechwriting: Selected References (Jean M. Bowers); Index.

*Making It in Public Relations* AuthorHouse  
*Political Campaign Communication: Principles and Practice*, Ninth Edition uses a speech-communication perspective to examine how elective politics contributes to our knowledge and understanding of the electoral process. Through historical and contemporary examples, this book offers readers a realistic understanding of the strategic and tactical communication choices candidates and their managers

make as they wage the campaign. Updates to The Ninth Edition Include: Two completely new chapters – Chapter 6 and Chapter 13 – discuss ethical considerations of political campaign communication and the practice of contemporary journalism in today's campaigns. Political campaign communication from the ground-breaking 2016 presidential election. Expanded material on use and tactics of social media, new platforms and communication technologies. One of the most comprehensive and consistently updated volumes available on the subject, the ninth edition of *Political Campaign Communication: Principles and Practice* traces political communication from its roots in public speeches and campaign whistle-stops to the current explosion of information in the viral hothouse of social media, making it essential reading for students in communication and political science courses.

The Speech Writer Simon and Schuster  
*Speechwriting* is the definitive guide to writing a speech, revealing all the tools and techniques of the trade, such as how to win an argument, construct a sound

bite and perform on stage. The first part of the book covers the arts of persuasion, argument, story telling and metaphor, providing a solid grounding in the theory of speechwriting, which should appeal to anyone with an interest in politics, communication or language. The second part covers the crafts of editing, sound bites, media manipulation, performance and strategy, giving invaluable practical guidance to professional or aspiring speechwriters. This book combines academic rigour with practical nous, drawing on lessons from Aristotle to Obama. It is the essential guide for anyone who writes speeches, for themselves or others, in politics, PR or business.

**Here All Along** HarperCollins

The Pulitzer Prize-winning opinion columnist at The New York Times explores how people in power reveal themselves through their books and writings and, in so doing, illuminates the personal, political, and cultural conflicts driving Washington and the nation. As a long-time book critic and columnist in Washington, Carlos Lozada dissects all manner of texts: commission reports, political reporting, Supreme Court decisions, and

congressional inquiries to understand the controversies animating life in the capital. He also reads copious books by politicians and top officials: tell-all accounts by administration insiders, campaign biographies by candidates longing for high office, revisionist memoirs by those leaving those offices behind. With this provocative essay collection, Lozada argues that no matter how carefully political figures sanitize their experiences, positions, and records, no matter how diligently they present themselves in the best and safest and most electable light, they almost always let slip the truth. They show us their faults and blind spots, their ambitions and compromises, their underlying motives and insecurities. Whether they mean to or not, they tell us who they really are. In his memoirs and speeches, Barack Obama constantly invoked the power and meaning of his life story, Lozada notes, a sign of how the former president capitalized on his personal symbolism, trying to transform it from inspiration on the campaign trail into an all-purpose governing tool. In a soliloquy about his hair in a self-help book published two decades ago, Donald Trump

revealed not just his vanity, Lozada explains, but his utter isolation from the world, long before he entered the bubble of the White House. In deft and lacerating prose, Lozada interprets the unresolved tensions of Hillary Clinton's ideological beliefs. He imagines the wonderful memoir George H.W. Bush could have given us but instead left scattered in throughout various books and letters. He explores why Kamala Harris has struggled to carve out a distinctive role as vice president. He explains how Ron DeSantis's pitch to America is just a list of enemies. And he even glimpses what Vladimir Putin fears the most, and why he seeks conflict with the West. He does so all through their own books, and their own words. Lozada reads these books so you don't have to. The Washington Book is the perfect guide to the state of our politics, and then men and women who dominate the terrain. It explores the construction of personal identity, the delusions of leadership, and that mix of subservience and ambition that can define a life in politics. The more we read the stories of Washington, Lozada contends, the clearer our understanding of the competing visions of our country.

*Politics* Penguin

Provides information on salaries, skill requirements, and employment opportunities for ninety writing and writing-related professions.

*Military Media Review* CQ Press

Cause for jubilation: One of America's wisest and most necessary voices has distilled what he knows about politics, broadly speaking, into one magnificent volume. Here at last are Henrik Hertzberg's most significant, hilarious, and devastating dispatches from the American scene he has chronicled for four decades with an uncanny blend of moral seriousness, high spirits, and perfect rhetorical pitch. *Politics* is at once the story of American life from LBJ to GWB and a testament to the power of the written word in the right hands. In those hands, politics encompasses everyone from Jerry Garcia to Rush Limbaugh, every place from New Hampshire to Nicaragua, and everything from Playboy vs. Penthouse to Bush vs. Gore. Hendrik Hertzberg breaks down American politics into its component parts—campaigns, debates, rhetoric, the media, wars (cultural, countercultural, and real), high crimes and misdemeanors, the

right, and more. Each section begins with a new piece of writing framing the subject at hand and contains the choicest, most illuminating pieces from his body of work. *Politics* is a tour of the defining moments of American life from the mid-'60s till the mid-'00s, a ride through recent American history with one of the most insightful and engaging guides imaginable, a writer who consistently makes us see more clearly and feel more deeply. "*Politics* is invaluable for all sorts of reasons—chief among them being decades of elegant writing in the service of surgical intelligence."—Toni Morrison

*The Speechwriter* Springer

Annotation. The chapters in this book (two by former White House speechwriters) give insight into the process of presidential speechwriting, from Franklin D. Roosevelt's administration to Ronald Reagan's.

**Speechwriting in Theory and Practice**

Texas A&M University Press

"Litt is a funny and skillful storyteller...

While the first half of the book is enjoyable, the second half is masterly, rising to a crescendo that is as rousing as, well, a particularly inspiring campaign

speech." — New York Times Book Review "Graceful, instructive, wry speechwriter memoirs like Litt's are the exception rather than the norm. . . . Thanks, Obama will join the ranks of lasting works about the texture of political life, and of coming-of-age accounts by staffers who grow up personally and politically at the same time." — The Atlantic "His time [in the White House] was as 'hopey changey' as advertised—with a little bit of absurdity and humor added into the mix." — Elle, Best of the Month "Serve[s] as a more devastating indictment of the current administration than a campaign-style book ever could . . . limber, funny and illuminating." — New Republic "Highly entertaining . . . much more than a scrapbook of Beltway gossip and Obama idolatry." — Pacific Standard "Irresistibly charming . . . Litt minted his star converting world affairs into jokes. The translation of satire back to sincerity is trickier to pull off, and lands with its own undeniable grace." — Slate "Litt is a skilled storyteller with a keen sense of humor and unique experiences and insight to draw upon." — Bustle "Litt also offers both humor and optimism, two things

many of us sorely need these days.” — Bustle, Best of the Month “What Litt understands and what Thanks, Obama makes clear may very soon be forgotten: The finest presidential speeches can heal the nation.” — Paste Magazine “A thoughtful and funny account of life as a minnow surrounded by Washington’s self-important whales . . . ranks with other classics from former White House speechwriters, such as Peggy Noonan’s What I Saw at the Revolution.” — USA Today, \*\*\* 1/2 “Funny and unexpectedly moving . . . a powerful reminder that true fulfillment can come from wielding even the smallest bit of influence on behalf of those who have none.” — Washington Monthly “A fast, funny ride through the halls of power.” — Kirkus “Veering between tragedy and comedy, between self-doubt and hubris, Litt vividly recreates a period during which he saw his words sometimes become the words of a nation.” — Publishers Weekly “By turns moving and hilarious, David Litt’s rollicking account of his journey from campaign field grunt to presidential speechwriter is an irresistible read.” — David Axelrod, former Senior Advisor to Barack Obama and

author of Believer: My Forty Years in Politics “David Litt has done the impossible: written a smart, insightful, and funny White House memoir you don’t have to be a political junkie to love. Even better, he takes us back to a saner more compassionate time when our president liked to read.” — Judd Apatow “Terrific—part first-hand story about being inspired by a cultural icon, part how-to manual for getting involved in politics and making change. Thanks, Obama is a hysterical, pithy, and heartfelt trip down memory lane. And boy, do we need it.” — Keegan-Michael Key “David Litt is brilliant. I’ve gotten to witness firsthand some of the work he did for President Obama at past White House Correspondents Dinners and it’s always intelligent, razor sharp and hilarious.” — Billy Eichner “An outstanding, hilarious, and precise memoir . . . I laughed again and again. This is an excellent account of what it felt like to work for the Second to Last President of The United States.” — John Mulaney, co-creator and star of Oh, Hello “Don’t be fooled by the self-deprecating narrator, this portrait of a young speechwriter is filled with wit, wisdom, and a loving touch.

David’s labors remind of us a not-so-distant past when words mattered. If I was a simpleton and a book critic, I’d say thumbs up.” — Matt Walsh, HBO’s Veep “David Litt is a natural storyteller and an absolute joy.” — Tig Notaro, author of I’m Just a Person “Thanks, Obama is a wonderful book for the same reasons David Litt’s speeches for the White House were wonderful: it’s well-written, it’s funny, it tells us exactly what we’re curious about, and. . . it reminds us that a great president galvanizes not only his staff but his country.” — Anne Fadiman, author of Ex Libris “Funny and warm, David Litt knows how to make people laugh regardless of their political affiliation.” — Mike Birbiglia, author of Sleepwalk With Me: And Other Painfully True Stories “A magnificent memoir on the Obama presidency. You’ll walk away with another kind of hope that’s needed now more than ever: the belief that a government can actually do some good.” — Adam Grant, author of Originals and coauthor of Option B “A talented (and very funny) speechwriter, David will make you laugh. He’ll make you miss Obama more than you do already. Most of all, he’ll

renew your faith in the politics of hope.” — Stephanie Cutter, former deputy campaign manager for Barack Obama

The Speechwriter Scribe Publications

A fascinating insight into notable speeches that were never delivered, showing what could have been if history had gone down a different path For almost every delivered speech, there exists an undelivered opposite. These "second speeches" provide alternative histories of what could have been if not for schedule changes, changes of heart, or momentous turns of events. In *Undelivered*, political speechwriter Jeff Nussbaum presents the most notable speeches the public never heard, from Dwight Eisenhower's apology for a D-Day failure to Richard Nixon's refusal to resign the presidency, and even Hillary Clinton's acceptance for a 2016 victory—the latter never seen until now. Examining the content of these speeches and the context of the historic moments that almost came to be, Nussbaum considers not only what they tell us about the past but also what they can inform us about our present.

*Creating Your Career in Communications and Entertainment* Rowman & Littlefield

In his fiction debut, erstwhile speechwriter Martin McKenzie-Murray takes us on a frantic, funny, and surreal journey through the corridors of power. Toby, former speechwriter to the PM, has reached a new low: locked behind bars in a high-security prison, with sentient PlayStations storming the city outside, and the worst of Australia's criminals forcing him to ghost-write letters to their loved ones or have his spine repurposed as a coat-rack. How did he get here? From the vantage point of his prison cell, Toby pens his memoir, trying to piece together how he fell so far, all the while fielding the uninvited literary opinions of his murderous cellmate, Garry. What Toby unspools is a tale of twisted bureaucracy, public servants gone rogue, and the ever-present pervasive stench of rotting prawns (don't ask). Realising that his political career is far from the noble endeavour he'd once imagined it would be, Toby makes a bid for freedom ... before the terrible realisation dawns: it's impossible to get fired from the public service. Refusing to give up (or have to pay for his relocation fee), Toby's attempts to get fired grow more and more extreme, and he finds himself being propelled

higher and higher through the ranks of bureaucracy.

*Speechwriting in Perspective* Flatiron Books

In *White House Ghosts*, veteran Washington reporter Robert Schlesinger opens a fresh and revealing window on the modern presidency from FDR to George W. Bush. This is the first book to examine a crucial and often hidden role played by the men and women who help presidents find the words they hope will define their places in history. Drawing on scores of interviews with White House scribes and on extensive archival research, Schlesinger weaves intimate, amusing, compelling stories that provide surprising insights into the personalities, quirks, egos, ambitions, and humor of these presidents as well as how well or not they understood the bully pulpit. *White House Ghosts* traces the evolution of the presidential speechwriter's job from Raymond Moley under FDR through such luminaries as Ted Sorensen and Arthur Schlesinger, Jr., under JFK, Jack Valenti and Richard Goodwin under LBJ, William Safire and Pat Buchanan under Nixon, Hendrik Hertzberg and James Fallows under Carter,



and Peggy Noonan under Reagan, to the "Troika" of Michael Gerson, John McConnell, and Matthew Scully under George W. Bush. *White House Ghosts* tells the fascinating inside stories behind some of the most iconic presidential phrases: the first inaugural of FDR ("the only thing we have to fear is fear itself") and JFK ("ask not what your country can do for you -- ask what you can do for your country"), Richard Nixon's "I am not a crook" and Ronald Reagan's "tear down this wall" speeches, Bill Clinton's ending "the era of big government" State of the Union, and George W. Bush's post-9/11 declaration that "whether we bring our enemies to justice or bring justice to our enemies, justice will be done" -- and dozens of other noteworthy speeches. The book also addresses crucial questions surrounding the complex relationship between speechwriter and speechgiver, such as who actually crafted the most memorable phrases, who deserves credit for them, and who has claimed it. Schlesinger tells the story of the modern American presidency through this unique prism -- how our chief executives developed their very different rhetorical styles and how

well they grasped the rewards of reaching out to the country. *White House Ghosts* is dramatic, funny, gripping, surprising, serious -- and always entertaining.

**Before You Say Anything** Simon and Schuster

"The Public Relations Practitioner's Playbook" is how-to and hands-on. Theory is woven into thousands of proven techniques, tips, tactics, tools and strategies spread over nearly 600 pages. Explanations, examples and anecdotes are in a language that should appeal to experienced practitioners, college students and organization volunteers who assist with public relations and publicity. "The PR Practitioner's Playbook" - an anatomy of the public relations profession - relies on my experience as a reporter, editor, public relations counselor, and strategic advisor and evaluator. It demonstrates that successful writers practice their craft with poise and eloquence. It is an extension of the author's classroom, which many students call, "Litwin's laboratory for practical knowledge." As former KYW Newsradio colleague Kim Glovas observed, "Larry's voice is the voice of this book." Among

those considered mentors - and contributors to this book - are Nick George, former managing editor at ABC Radio News, ABC sportscaster Howard Cosell, KYW Newsradio anchor Bill Bransome, print journalist extraordinaire Everett S. Landers and legendary broadcast journalist Edward R. Murrow. They spent countless hours helping the author hone his skills and encouraging me to be an open, honest, thorough and valid (relevant) communicator. They stressed tangible tools, and such attributes as knowledge, loyalty, judgment, trust, credibility, ethics and integrity. "The Public Relations Practitioner's Playbook" serves as a basic or supplemental text in introduction to public relations and graduate overview courses. It offers a refreshing, down-to-earth approach to which many students are just not accustomed. Strategic advisors refer to it as a "potpourri of proven public relations techniques." The companion CD-Rom contains, among its many tactics, three PowerPoints(r) that summarize the 17 chapter  
*Presidential Speechwriting* John Wiley & Sons

The position of presidential assistant is relatively new in the world of higher education and can still be a very hard-to-define occupation. In *Other Duties as Assigned*, veteran presidential assistants from all types of institutions describe the varied duties and responsibilities that they hold. The chapters span analyses of career paths, of gender, and of personal characteristics, as well as practical issues such as writing speeches, handling complaints, serving as the board secretary, and raising funds. The contributors have based their writing both on their experiences and on data from a national survey of the profession. This book is a seminal body of work that gives a comprehensive understanding of the many dimensions of presidential assistants, as well as providing practical advice about several key features of the role. As such, *Other Duties as Assigned* serves as a reference to existing presidential assistants as well as a guide

to presidents contemplating the creation of such a position.

### **The Anti-Intellectual Presidency**

Random House

This book provides students, researchers, and practitioners of speechwriting with a unique insight in the theory, history, and practice of speechwriting. The combination of theory and practice with case studies from the United States and Europe makes this volume the first of its kind. The book offers an overview of the existing research and theory, analysing how speeches are written in political and public life, and paying attention to three central subjects of contemporary speechwriting: convincing characterization of the speaker, writing for the ear, and appealing with words to the eye. Chapters address the ethics and the functions of speechwriting in contemporary society and also deliver general instructions for the speechwriting process. This book is

recommended reading for professional speechwriters wishing to expand their knowledge of the rhetorical and theoretical underpinnings of speechwriting, and enables students and aspiring speechwriters to gain an understanding of speechwriting as a profession.

*Political Campaign Communication*  
Infobase Publishing

This premiere edition from Leonard Mogel provides up-to-date "snapshots"--with data, forecasts, and analyses--of career opportunities in the worlds of publishing, communications, media, and entertainment. A veteran of the printing, publishing, and movie industries, Mogel offers dozens of specific career tips and many interviews with experts in each field. Offering visions of "dream" jobs with a healthy dose of perspective and wisdom, this volume is intended for readers interested in pursuing careers in media and entertainment.