

## Presidential Communication

**Explain how communication technology has changed the president's relationship with the national constituency and the other branches.**

1. Contemporary presidents engage in a permanent public campaign to promote legislative priorities. Presidents rely upon public speeches, polls, extensive travel around the country and social media to set the national agenda. Political scientists have called this phenomenon all of the following EXCEPT

- a. The modern presidency
- b. The bully pulpit
- c. The plebiscitary presidency
- d. Formal enumerations of the presidency

2. Traditional political scientists like Edward Corwin rooted presidential power in

- a. The formal powers found in the Constitution
- b. Informal powers used to persuade and bargain
- c. Interaction with foreign leaders and diplomats
- d. Support by Congress to pass all presidential proposals

3. Modern political scientists like Richard Neustadt rooted presidential power in

- a. The formal powers found in the Constitution
- b. Informal powers used to persuade and bargain
- c. Interaction with foreign leaders and diplomats
- d. Support by Congress to pass all presidential proposals

4. 24/7 access to communication outlets allows the president to become a first responder. Which of the following presidents was known as "the Great Communicator"?

- a. Woodrow Wilson
- b. Ronald Reagan
- c. Bill Clinton
- d. Teddy Roosevelt

5. Each year the U.S. Constitution requires the President of the United States to deliver a message to Congress. This formal requirement is called the

- a. Presidential inaugural address
- b. Cattle show
- c. Presidential mandate
- d. State of the Union

6. 24/7 access to communication outlets allows the president to become a first responder. Which of the following presidents used his campaign "war room" even after being elected to coordinate political messaging?

- a. Woodrow Wilson
- b. Ronald Reagan
- c. Bill Clinton
- d. Teddy Roosevelt

7. Presidents use communication technologies to influence critical constituencies. All of the following would be historical examples of this informal power EXCEPT

- a. Teddy Roosevelt's use of the "bully pulpit"
- b. Ronald Reagan traveling to a rally and giving a speech
- c. Obama using Snapchat
- d. Trump gives a State of the Union Address

8. When comparing the president as described in the original U.S. Constitution with the president today one is impressed by

- a. How prescient the Founding Fathers were
- b. How remarkably similar the two are
- c. How much stronger today's president is
- d. How much weaker today's president is

9. The following excerpt is taken from a recent speech given on the floor of the House of Representatives:

*...So we have seen no oversight. That has played into the hands of the plebiscitary Presidency, into the hands of a President who is allowed more power than is healthy for a society. And I reiterate, I am not charging authoritarianism. It still is a free country, and I encourage people to use that freedom and to be critical and to organize. But we are still talking about a very, very different mode of governance, the mode of governance in which, instead of the checks and balances and the collaboration and the input of a lot of people, you get one man making the decisions...*

What conclusions can be drawn from this speech regarding a plebiscitary Presidency?

- a. This representative thinks the presidency has expanded, as events have required
- b. This representative thinks the presidency has assumed too much power
- c. This representative thinks the presidency has shrunk due to unnecessary checks
- d. This representative thinks the presidency has turned into a dictatorship

10. Which of the following scenarios best exemplifies a president's use of the bully pulpit?

- a. The president engaged in hard-nosed negotiations with Iran
- b. The president traveled the country giving speeches about raising the minimum wage
- c. The president submitted to Congress a piece of legislation that increased his military power
- d. The president traveled to another country for a peace summit

**Critical Thinking Prompt:** Investigate how all presidents have used popular means of communication to get their points across. Consider, for example, how JFK used TV and Trump has used Twitter. List advantages and disadvantages of president's using contemporary media. Do we want hip presidents? Explain.