Unit 2 INTERACTIONS AMONG BRANCHES OF GOVERNMENT Room 2B HIVE

2.7 Presidential Communication

ESSENTIALS

The communication impact of the presidency can be demonstrated through such factors as:

- Modern technology, social media, and rapid response to political issues
- Nationally broadcast State of the Union messages, and the president's "bully pulpit" used as tools for agenda setting

1. What is the underlying idea of this cartoon? [Write your response as a thesis using a "because" statement]

2. The Constitution mandates a State of the Union Address. Is it still necessary?

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Give George Washington and Abraham Lincoln our modern technology, social media and rapid response to political issues and replay a significant moment in their presidency.

Washington	Lincoln

Is the American presidency better off with modern technology, social media and rapid response to political issues? Provide examples.

Compare and contrast a 19th century State of the Union (SOTU) with one from the 21st century. Is there any evidence that these annual speeches make any difference?

SOTU from 1800s	SOTU from 2000s

CONCEPT APPLICATION

To adequately situate the presidency in these changing times, a new paradigm is necessary. This new paradigm must integrate the president's need to fulfill public expectations of communicative governance. The interaction of political officials with particular media formats and practices engenders subsequent expectations about public communication - expectations that can become deeply ritualized within the presidency. The ubiquitous presidency paradigm integrates such expectations by arguing that the president creates a nearly constant and highly visible communicative presence in political and nonpolitical arenas of American life through the use of mass as well as targeted media. This shift is born of a necessity to compensate for changes to the public, the media, rhetorical goals, and political content. The paradigm assumes that a fragmented media environment privileges targeted presidential communications over mass ones, meaning institutional resources are increasingly devoted to targeted appeals. Second, as a strategic communication actor, the president will seek ways to identify with an increasingly diverse, segmented, and disinterested set of audiences. Third, with multiple audiences for every presidential message, adaptation and identification should take place both within each communication and through the media platforms selected. Finally, the ability of audiences to influence content leads to the co-construction of political messages between the president and individuals.

Based on these assumptions, we argue that the ubiquitous presidency is accessible, personal, and pluralistic. We discuss each characteristic separately, but should note that in the actual practice and public experience of politics, these characteristics buttress and overlap with one another.

Source: Joshua M Scacco and Kevin Coe, "The Ubiquitous Presidency: Toward a New Paradigm for Studying Presidential Communication," *International Journal of Communication*, April 2016.

After reading the passage, respond to A, B, and C below.

A. Referencing the scenario, describe a new presidential communication paradigm.
B. In the context of this passage, explain how the paradigm described in A is a result of new political realities.
C. In this context of this passage, explain the effects of this new paradigm on the relationship of the president with the other branches.