



Popular Images of American Presidents

Williams C. Spragens

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The contributors to this volume examine the popular images of twenty-two American presidents. They attempt to determine the public standing of these presidencies and consider each president in terms of his image over time. It is argued that fluctuations in succeeding generations' interpretations of past presidents are significant to understanding the kaleidoscopic nature of presidential images. A variety of analytical approaches is employed, including examination of historical narrative, content analysis of editorials and news coverage, and explication of public opinion survey data. For public reactions and the reactions of other leadership figures, the contributors have drawn from the contemporary press as well as from the writings of historians and political scientists. This collection of essays will open avenues of thought on American political history and shed new light on the character of past presidents. It will be indispensable to those engaged in the study of political history and political science.



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