



# Cold War Rhetoric: Strategy, Metaphor, and Ideology, Revised Edition

*Martin J. Medhurst, Robert L. Ivie, Philip Wander, Robert L. Scott*

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*Cold War Rhetoric* is the first book in over twenty years to bring a sustained rhetorical critique to bear on central texts of the Cold War. The rhetorical texts that are the subject of this book include speeches by Presidents Eisenhower and Kennedy, the Murrow- McCarthy confrontation on CBS, the speeches and writings of peace advocates, and the recurring theme of unAmericanism as it has been expressed in various media throughout the Cold War years. Each of the authors brings to his texts a particular approach to rhetorical criticism—strategic, metaphorical, or ideological. Each provides an introductory chapter on methodology that explains the assumptions and strengths of their particular approach.

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