Addressing the State of the Union: The Evolution And Impact of the Presidents's Big Speech.

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Description
The State of the Union is no ordinary speech on at least two accounts: it is a fundamental statement of how a president approaches current policy debates, and it is the one presidential address that US citizens are most likely to hear each year. Donna Hoffman and Alison Howard document the political significance and legislative impact, or often, lack of impact, of this most visible of presidential communications. Exploring how and why the State of the Union address came to be a key tool in the exercise of presidential
power, the authors outline the ways presidents use it to gain attention, to communicate with target audiences, and to make specific policy proposals. Their richly textured analysis offers a penetrating look at the complex relationship between contemporary presidential leadership and Congressional lawmaking.

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