CONTENTS

List of Figures	ix
Co-editors and Contributors	xii
이 한 이렇게 알았다. 전에 걸려는 그가 말았다는 것이 없어야 한다.	
Introduction	1
THE IMAGE OF THE PRESIDENT: AN OVERVIEW Iwan Morgan and Mark White	
Chapter 1 PERFORMING THE PRESIDENCY: THE IMAGE OF THEODOR	F ROOSEVELT
ON STAGE	17 E ROOSEVEET
Michael Patrick Cullinane	17
Wichael I attex Guilliane	
Chapter 2	
WOODROW WILSON: PROFESSOR AND IDEALIST	35
John Thompson	
Chapter 3	
THE ROOSEVELT IMAGE ON TRIAL: FDR, THE RADIO AND	
THE SUPREME COURT BATTLE OF 1937	55
Tony McCulloch	
Chapter 4	75
TRUMAN: THE EVERYMAN	15
Sean J. Savage	
Chapter 5	
THE ART OF JOHN F. KENNEDY	93
Mark White	
Chapter 6	
'WE SHALL OVERCOME': LYNDON B. JOHNSON AS THE CIV	ΊL
RIGHTS PRESIDENT	117
Dean J. Kotlowski	
Chapter 7	107
NIXON IN CHINA: PRESIDENTIAL IMAGE IN MODERN OPER Mara Oliva	LA 137

Chapter 8 JIMMY CARTER: THE UNRAVELLING OF AN IMAGE Bob Green	157
Chapter 9 IN BLACK AND WHITE: RONALD REAGAN'S IMAGE ON RACE Iwan Morgan	175
Chapter 10 BILL CLINTON'S PRIMARY COLOURS: MAKING THE IMAGE OF THE FORTY-SECOND PRESIDENT John Dumbrell	193
Chapter 11 HIP HOP AND HOPE: MANAGING THE OUTLIER STATUS OF BARACK OBAMA Clodagh Harrington	211
Chapter 12 'ALL PUBLICITY IS GOOD PUBLICITY': DONALD TRUMP, TWITTER AND THE SELLING OF AN OUTSIDER IN THE 2016 PRESIDENTIAL ELECTION	231
Tim Stanley	231
Index	250

viii