



# **Images, Scandal, and Communication Strategies of the Clinton Presidency (Praeger Series in Presidential Studies,)**

*Rachel L. Holloway*

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Denton, Holloway, and their contributors present analyses of communication strategies used in the Clinton administration, with a special focus on President Clinton's responses to the Lewinsky scandal and impeachment.

Chapters explore the Clinton administration's attempts to control his image through rhetorical and media strategies, his appeal to women voters, the changing image of Hillary Rodham Clinton, and Clinton's discourse on race. The second half of the book focuses on Clinton's responses to the Lewinsky scandal, media coverage and polling during the scandal, and Clinton's impact on the symbolic nature of the American presidency. This book will be of particular interest to scholars, students, and other researchers involved with communication, political science, political sociology, political communication, and scandal.



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