



## The Modern American Presidency

By Lewis L. Gould; Foreword-Richard Norton Smith

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The modern presidency holds the president as one of the nation's premier celebrities. Some argue that images of the presidency have a tendency to be manipulated by administration public relations officials as well as by presidents themselves. One critic described the presidency as "propagandized leadership" which has a "mesmerizing power surrounding the office".[72] Administration public relations managers staged carefully crafted photo-ops of smiling presidents with smiling crowds for television cameras.[73] One critic wrote the image of John F. Kennedy was described Government » American Presidency » The Public Presidency. The Shaping Of The Modern Presidency. To do 4 min read. The Shaping of the Modern Presidency. From the days of the early republic through the end of the nineteenth century, presidents were limited in the ways they could reach the public to convey their perspective and shape policy. While President Abraham Lincoln was not the first president to be photographed, he was the first to use the relatively new power of photography to enhance his power as president and commander-in-chief. Here, Lincoln poses with Union soldiers (a) during his visit to Antietam, Maryland, on October 3, 1862. See more of How Governors Built the Modern American Presidency on Facebook. Log In. or. Create New Account. See more of How Governors Built the Modern American Presidency on Facebook. Log In. Forgotten account?