

Contents

Acknowledgments vii

Introduction 1

Peter Loge

Part I Political Communication Ethics in Theory

1 Ancient Democracy and Ethical Persuasion 7

Kenneth R. Chase

2 Ethics and the Ends of Rhetoric 27

Janet M. Atwill

3 Communication Ethics in Machiavelli 35

Alexander S. Duff

4 Toward an Idealistic Political Theory of American
and Global Politics in an Era of Ascendant Incivility 47

Benjamin Voth

5 Civil Religion as an Ethical Foundation
for Political Communication 67

Peter Loge

6 The Rhetoric and Ethics of Political Communication:
Freedom Summer as a Case Study in Moral Leadership 81

Mark L. McPhail

7 The Ethical Implications of the Presidential Speechwriter's
Metaphors: Michael Gerson's "The First Sign of a
Smoking Gun Might Be a Mushroom Cloud" 101

David A. Frank

8 Overview of Digital Political Communication and Marketing 115

Jennifer Lees-Marshment and Vincent Raynauld

Part II Political Communication Ethics in Practice

- 9** Goalposts and Guardrails: A Mixed-Metaphor Guide
to Ethics in Advocacy Campaigns 137
Elisa Massimino
- 10** Yes, We Must Do Better (But It's Not as Bad as You Think) 157
Edward Brookover
- 11** Instructions Not Included: The Limited Function of
Laws, Norms, and Political Incentives in Political
Communication Ethics 167
Kip F. Waincott
- 12** Defense of the Dark Arts: A Primer on the Ethics of "Oppo" 179
Andrew Lautz
- 13** How Political Fact-Checkers Obscure Larger Truths
in the Pursuit of Small Ones 195
Anson Kaye
- 14** Ethics in Political Speechwriting 207
Rachel Wallace
- 15** Identity Crisis: The Blurred Lines for Consumers
and Producers of Digital Content 219
Cheryl Contee and Rosalyn Lemieux
- 16** The Ethics of Lobbying 237
Matthew L. Johnson and Israel S. Klein

Index 255

About the Editor and Contributors 263