



The Modern American Presidency

By Lewis L. Gould; Foreword-Richard Norton Smith

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The presidency, penned Alexander Hamilton in 1788 following the tumultuous Constitutional Convention, should be "energetic" for good government to exist. But what "are the ingredients which will constitute this energy," he asked in the Federalist #70. "How far can they be combined with those other ingredients which constitute safety in the republican sense?" This section offers a look at the origins of the modern American presidency. Debates about the institution in the early republic and the nineteenth century set the rules and parameters that modern presidents—from Theodore Roosevelt to Barack Obama—would at times challenge and reconfigure, and at other times, accept and adapt. 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

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3 The Modern Presidency Recedes: Warren G. Harding, Calvin Coolidge, & Herbert Hoover. (pp. 56-78). The election of Warren G. Harding in 1920 began twelve years of Republican control of the presidency. Harding and his two successors, Calvin Coolidge and Herbert Hoover, are not usually associated with the emergence of the modern presidency.Â The American economy had reached the bottom of the Great Depression, with the failure of numerous banks and swelling unemployment rolls. Most important, a pervasive sense existed in the nation that the American economic system had broken down. Three years of hard times had tested the will of the people to endure adversity. 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