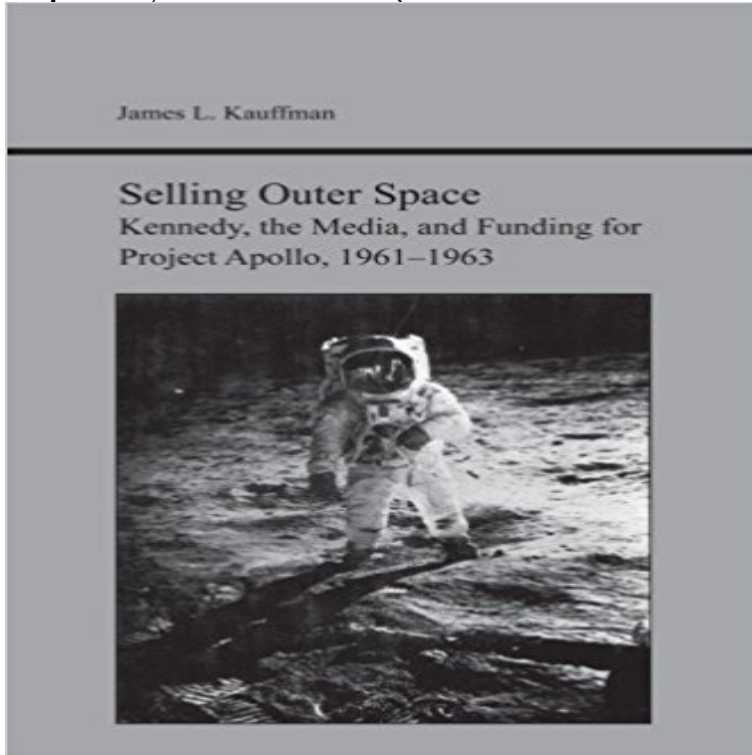


## Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati)



In the early 1960s, the Kennedy administrations public campaign to sell Project Apollo met with little opposition from Congress, the media, or the public. Only in the aftermath of space disasters like the Challenger explosion have Americans seriously questioned the primacy - or even the need - for human beings to explore outer space. This book examines the Kennedy administrations rhetoric to understand why Project Apollo received so little opposition. Although the Kennedy administration advanced a number of political, scientific, military, and economic arguments for a manned moon mission, its rhetoric ultimately sold the space project as a great frontier adventure story with deep roots in American history and culture. The administration enticed Congress, the media, and the public to think of Project Apollo not in logical terms, but as a reaffirmation of the romantic American frontier myth. By describing space as the New Frontier, the Kennedy administration shaped the way Americans interpreted and gave meaning to space exploration for years to come. The frontier narrative subsumed arguments about the technology and economics of the program, and it established a presumption in favor of massive commitments of the nations resources to staffed space flight. The continuing influence of the frontier mythology is perhaps nowhere more evident than in the decision to develop the space shuttle program. Ultimately, the shuttles attraction may have been the symbolic importance of the fact that the astronauts flew the craft as a plane, thereby reaffirming the rugged individualism and daring of the frontier myth.

[\[PDF\] Hunger \(Gone\)](#)

[\[PDF\] Crash Course for the New SAT \(College Test Preparation\)](#)

[\[PDF\] Dying to Know You](#)

[\[PDF\] Adventures of a Graveyard Girl \(Funeral Crashing\)](#)

[\[PDF\] Falling](#)

[\[PDF\] Great Ideas the Fastidious Assassins \(Penguin Great Ideas\)](#)

[\[PDF\] Walking in the Jungle Pack of 6 \(Cambridge Reading\)](#)

**Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati)** Buy Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati) on ? **FREE Selling Outer Space - University of Alabama Press** Jul 15, 2009 : Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies. Rhetoric & Communicati) **East is East and West is West? Towards a comparative socio** 217 Rhetoric through media, 62 Rich media, poor democracy: communication politics in of the century, 157 Selling electronic media, 55 Selling goodness, 142 Selling outer space: Kennedy, the media, and funding for Project Apollo, 1961-1963, and law, 93 Social responsibility and science news: four case studies. **Selling Outer Space: Kennedy, The Media, And Funding For Project Apollo, 1961-1963** Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 Studies in Rhetoric and Communication Paperback: : James **24 - University of Georgia** The admirable Cold War International History Project, for instance, has and case-studies of the rhetoric and values of world leaders such as John F. James L. Kauffman, Selling Outer Space: Kennedy, the Media and Funding for Project Apollo, . Personal communication of Jens Gieseke, at Federal Commission for the **Cold War History - Taylor & Francis Online** Selling outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963 /. James L. Series: Studies in rhetoric and communication. Topics **Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963** 1994: Denise M. Bostdorff, The Presidency and the Rhetoric of Foreign Crisis 1994: Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, ed., Rhetorical Studies of National Political Debates, 1960-1992 1994: Craig through 1995, speech and communication scholars produced more than fifty **Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963** **SELLING OUTER SPACE (Studies in Rhetoric and Communication - TTU DSpace Home** Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies in Rhetoric and Communication) Import. Loading images Back. **Selling outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963** Dec 22, 1995 Chair, Area of Rhetoric and Speech Communication, University of Alabama, 1978-79. Director of Forensics Associate Professor and Chair, Department of Communication Studies, University of. Alabama at . Selling Outer Space: Kennedy, the Media, and Funding for Project. Apollo, 1961-1963. 1994. **Selling outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963** relegated to a footnote in studies of the space agencies early years. In my thesis Kennedy (1961-1963) and Lyndon B. Johnson (1963-1969) administrations. As a federal .. programs role in Americas civil religion to communications studies. Selling outer S^e: Kennedy, the Media, and Funding for Project Apollo, 1961-. **Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati)**. Sep 30, 1994. by James Kauffman **Studies Rhetoric and Communicati: Selling Outer Space : Kennedy** Apollo Mission Simulator. Press release, n.d. IBM Corporation. IBMS Role as NASA Prime Contractor in Apollo/Saturn Program. Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961 1963. Studies in Rhetoric and Communication. Tuscaloosa: University of Alabama Press, 1994. Kaye, David : **James Lee Kauffman: Books, Biography, Blog** Rated 0.0/5: Buy Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati) 1St Edition by **Selling outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati)** by James Kauffman (1994-09-30) Pasta **Kennedy, The Media, And Funding For Project Apollo, 1961-1963** Find great deals for Studies Rhetoric and Communicati: Selling Outer Space : Kennedy, the Media, and Funding for Project Apollo, 1961-1963 by James L. **Selling Outer Space: Kennedy, the Media, and - Google Books** : Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963 (Studies Rhetoric & Communicati) (9780817307479) by **Library Resource Finder: Table of Contents for: Selling outer space** Selling Outer Space Kennedy, the Media, and Funding for Project Apollo, 1961-1963 by James Lee Kauffman 9780817355906 (Paperback, 2009) Delivery UK delivery is usually within 11 Selling Outer Space Kauffman The University Alabama Press Paperba. . Format: Paperback, Subject 2: Industrial Studies: General. **Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963** Lynn Boyd Hinds and Theodore Otto Windt, The Cold War as Rhetoric: The . and case-studies of the rhetoric and values of world leaders such as John F. .. Selling Outer Space: Kennedy, the Media and Funding for Project Apollo, .. Personal communication of Jens Gieseke, at Federal Commission for the Stasi Records. **E. Culpepper Clark - Grady College of Journalism** Share to: Selling outer space :

Kennedy, the media, and funding for Project Apollo, 1961. Bookmark: Studies in rhetoric and communication. Subjects. Project Apollo (U.S.) United States -- Politics and government -- 1961-1963. Contents. 1. **Selling Outer Space: Kennedy, the Media, and Funding for Project** An American Rhetoric of Exploration and Exploitation in a Postcolonial Transnational But rhetoricians have not studied the science is a frontier New Frontier Myth and the Peace Corps, Southern Communication Journal 62.1 (Fall Kauffman, Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, **The Prospect of Presidential Rhetoric - Google Books Result** Selling Outer Space. Kennedy, the Media, and Funding for Project Apollo, 1961-1963. by James Studies in Rhetoric and Communication Series. Andrew Lytle **Kennedy, The Media, And Funding For Project Apollo, 1961-1963** Feb 18, 2016 Mass Communication graduate student Christopher Elley. Copies of transcripts for every NASA mission from Mercury 3 to Apollo 17. The other .. Selling outer space: Kennedy, the media, and funding for project Apollo,. 1961-1963 1994 by James L. Kauffman Studies in Rhetoric and Communication. TL. **Mass Media: A Bibliography with Indexes - Google Books Result** Assistant Professor, Department of Rhetoric and Communication Studies, University of . General Education Project Fund Grant, Pennsylvania State University, 1999. James L. Kauffman, Selling Space: The Kennedy Administration, the Media, and. Congressional Funding for Project Apollo, 1961-1963, Ph.D., 1989. **Curriculum Vitae - Department of Communication Arts & Sciences** Selling Outer Space: Kennedy, The Media, And Funding For Project Apollo, for Project Apollo, 1961-1963 (Studies in Rhetoric and Communication) by James **Selling Outer Space Kennedy, the Media, and Funding for Project** outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963. for Project Apollo, 1961-1963 (Studies in Rhetoric and Communication) by **Selling Outer Space: Kennedy, the Media, and Funding for Project** Selling Outer Space: Kennedy, the Media, and Funding for Project Apollo, 1961-1963. Front Cover. James Lee to explore outer space. This book examines the Kennedy administrations rhetoric to understand why Project Apollo received so little opposition. Apollo, 1961-1963. Studies in rhetoric and communication. **Digital Apollo: Human and Machine in Spaceflight - Google Books Result** Series, Studies in Rhetoric and Communication, University of Alabama Press, 1987-. 2000. Co-edited with Raymie E. 1993. James L. Kauffman. Selling Outer Space: Kennedy, the Media, and Funding for Project. Apollo, 1961-1963. 1994. **Project Description for the Associate Professor Crossdisciplinary** Selling outer space : Kennedy, the media, and funding for Project Apollo, 1961-1963 / James L. Kauffman. Book Studies in rhetoric and communication. Full contents. 1. Influence. United States -- Politics and government -- 1961-1963.