

# INDEX

- abortion, 148, 150–51, 152  
academia, leftist ideology of, 4–5  
Adams, John Quincy, 21  
affirmation by denial, 79  
African Americans  
    Douglass, 27, 35–36  
    equal rights for, 152  
    as office holders during Reconstruction, 27  
    oppression of, 86, 89, 90  
    Republican party and, 27–28, 86, 93–108, 152, 182  
    Roosevelt for equality of, 46  
    violence against, 46, 86, 87  
    *See also* civil rights  
Allen, Dick, 163  
al-Qaeda, 198, 199  
ambiguity, 20, 30  
*American Conservatism: An Encyclopedia* (Robinson), 57  
American Council of Trustees and Alumni, 7  
*An American Life* (Reagan), 164  
antistrophe, 106  
antithesis, 20, 34  
Aristotle, 158  
ascending importance of words, 18–19  
Athenian funeral orations, 19  
atomic warfare, 78–83  
atoms for peace speech  
    as message to Soviet Union, 77, 78, 79–83  
    “peace” as a weapon in, 77, 78, 80, 81–83  
    as rhetorical landmark for Eisenhower, 82  
    text of, 78, 79, 80–82  
Battle of Gettysburg, 15–17. *See also* Gettysburg Address  
Bauerlein, Mark, 6  
Behl, William A., 51  
Berlin Wall, 163–72. *See also* “tear down this wall” speech (Reagan)  
biblical references. *See* religious rhetoric  
bin Laden, Osama, 199  
Black, Edwin, 18, 23  
blacks. *See* African Americans  
Blair, Tony, 201  
bobbing and weaving, 170–71  
Boone, Pat, 154  
Brandenburg Gate, 163, 165, 168. *See also* “tear down this wall” speech  
Brandon, Robert, 5  
Brands, H. W., 51  
Brown, Tony, 93  
*Brown* decision, 86, 89  
Buckley, William F.  
    background of, 62  
    as Catholic, 65, 68, 69  
    as conservatism’s godfather and greatest journalist, 61, 63, 71–72  
    education criticized by, 52, 66–69  
    as “freakishly conservative,” 64

## INDEX

- Buckley, William F. (*continued*)  
*God and Man at Yale: The Superstition of  
 "Academic Freedom,"* 63, 71–72  
 intellect of, 61, 62, 64, 72  
*National Review* and, 62–63, 71  
 oratorical eloquence of, 64, 67, 72  
 Presidential Medal of Freedom awarded  
 to, 63  
 as prolific speaker and writer, 61, 63, 71–72  
 as Renaissance man, 64  
 as troublemaker, 62, 69, 71  
 at Yale University, 65–66, 71–72  
*See also* Yale Alumni Day speech  
 “bully pulpit,” 42, 49
- Bush, George W.  
 character of, 192, 194, 197  
 criticism of, 8, 196  
 as Evangelical Christian, 194, 196  
 faith of, 191, 192, 193, 194, 196  
 “justice will be done” speech as defining  
 moment, 190–91, 192, 196–97, 203–7  
 oratorical shortcomings of, 191  
 September 11 terrorist attacks and,  
 189–207  
*See also* September 20, 2001 address
- Byrd, Robert C., 94–97, 107
- Campus Watch, 6
- Cannon, Lou, 155
- Card, Andrew, 192–93
- Center for Research and Analysis, 7
- ceremonial speeches, 159, 161
- Challenger* disaster speech (Reagan)  
 children soothed by, 159–61  
 crew members, 157, 158, 159  
 as deliberative and epideictic speech,  
 159–61  
 as message of solace, 160  
 as Reagan’s best oration, 162  
 space program and, 157, 159–62  
 teacher Christa McAuliffe and, 157, 158,  
 160  
 text of, 158, 159–60, 161
- Chase, Salmon P., 29
- Checkers speech (Nixon), 129–36
- Cheney, Dick, 63, 191
- Chernus, Ira, 78
- Christianity, Evangelical, 147, 149
- Christian rhetoric. *See* religious rhetoric
- Chronicle of Higher Education*, 5
- church and state, 151
- Churchill, Ward, 5
- civil rights  
 Acts of 1865 and 1875, 28  
 Acts of 1957 and 1960, 90, 93  
 Act of 1964, 94–108  
 Democrats’ opposition to, 93, 94  
 integration of schools, 85–90  
 Johnson and, 95–103  
 Republicans’ support of, 28, 86, 93–108
- Civil War, 13–16, 25–35  
 cloture, 97, 101, 103, 104, 108  
 Cold War, 78–83, 148, 153, 172  
 collectivism, 8, 42, 44, 45, 65
- Communism, 148, 154–56, 163–66, 90,  
 168–70
- conservatism  
 Buckley as godfather of, 61, 63, 71–72  
*National Review* and, 63–64  
 philosophy, 180
- Contract with America speech (Gingrich)  
 achievements of, 179, 184–85  
 critics of, 177, 182  
 Democrats and, 175, 176, 177, 178, 182,  
 185  
 media bias against, 177  
 policy agenda in, 176–77  
 text of, 178–79, 180–82, 183–84
- Cosmopolitan*, 54–55, 57
- Croly, Herbert, 53
- culture wars, 152
- Curtin, Albert G., 16
- Davis, Patti, 154, 155
- death, “culture of” in 1800s, 15
- Declaration of Independence, religious ref-  
 erences to God in, 151
- deliberative (policy-based) speeches,  
 159–60, 161
- democracy vs. communism, 154
- Democratic party  
 civil rights and, 93, 94, 104–6  
 Contract with America and, 175, 176,  
 177, 178, 182, 185  
 leftists, 4–9  
 national defense and, 9  
 oratorical themes of, 8, 9. *See also* rhetor-  
 ical devices

## INDEX

- Republican speeches vs., 4, 9  
 universities and, 4–8  
 determination, 40–41  
 Dirksen, Everett McKinley  
   background of, 97–98  
   Civil Rights Act of 1964 and, 94–103  
   Lincoln-like qualities of, 97, 99, 104  
   oratorical skills of, 98  
   as pragmatic conservative, 100–101  
   as Republicans' brightest star, 97  
   *See also* The time has come speech  
 disarmament. *See* nuclear freeze  
 discrimination by professors, 5  
 disingenuous filmmaker speech (McCain),  
   211–20  
 Dolan, Tony, 148, 155  
 Donald, David Herbert, 20  
 Drake, Francis, 161  
*Dream and the Nightmare, The* (Magnet), 180  
 Donaldson, Sam, 148  
 Douglass, Frederick, 25–27, 35–36
- education, higher. *See* universities  
 Eichmann, Adolf, 5  
 Eisenhower, Dwight D.  
   background of, 75  
   character of, 75  
   civil rights and, 85–90  
   Cold War and, 78, 79–83  
   critics of, 82  
   “hidden-hand” rhetoric of, 79  
   Little Rock riots and, 85, 86, 87–89  
   military restraint of, 85, 86, 87  
   “New Look” strategy of, 82  
   optimism of, 85, 86  
   popularity of, 76  
   pragmatism of, 77  
   Soviet Union and, 78–83, 90  
   in World War II, 76  
   *See also* atoms for peace speech; Little  
   Rock speech  
 “elephant poachers,” 8  
 Elliot, Ben and Meredith, 160  
 Elz, Dieter and Ingeborg, 164–65, 168  
 epideictic (ceremonial) speeches, 159, 161  
 equal rights, 97, 152  
 Evangelical Christianity, 147, 149  
 Everett, Edward, 16–17, 21, 22  
 evil, 148, 149, 152, 153–56  
 “evil empire” speech (Reagan)  
   abortion and, 148, 150–51, 152  
   Christian rhetoric in, 148–55  
   condemnation of, 148, 149, 152, 153–56,  
   168  
   critics of speech, 147–49, 155  
   nuclear freeze and, 148, 152–55  
   results of, 156  
   school prayer in, 151, 152  
   as sound bite, 155  
 extremism at the defense of liberty is no  
   vice speech (Goldwater), 111–24
- faith  
   Bush's, 191, 192, 193, 194, 196  
   Lincoln's, 23, 32, 34, 35  
   mockery as badge of, 149  
   politics fused with, 35  
   Reagan's, 148–55, 170–71  
 Farbus, Orval E., 86–87, 89  
 far-left ideology, 4–8, 9  
*Federal Observer*, 41  
 Fifteenth Amendment, 28, 103  
 filibuster, 97, 107  
*Firing Line*, 64  
 First Amendment, 151  
 First Reconstruction Act of 1871, 28  
 Flight 93, terrorist attack on, 191, 198  
 Ford, Gerald Rudolph  
   athleticism of, 139  
   as congressman, 140  
   humility of, 140, 143  
   ideals of, 140  
   Nixon pardon by, 139, 141, 143  
   oath-taking address text, 141–43  
   oratorical shortcomings of, 139  
   as proxy president, 141–43  
   rhetorical objectives and constraints, 141,  
   143  
   Watergate and, 140–43  
 forensic (legal) speeches, 159  
 Foundation for Individual Rights in Edu-  
   cation, 5–6  
 Fourteenth Amendment, 28, 103  
 freedom, 148–51, 163, 168, 169, 171
- Gerson, Michael J., 193–95, 196, 200, 204  
 Gettysburg Address (Lincoln)  
   ambiguity and abstraction in, 20

## INDEX

- Gettysburg Address (*continued*)  
   antitheses in, 20  
   biblical and religious references in, 18–20  
   delivery of, 21–22  
   juxtaposition in, 20  
   life-cycle metaphors in, 17–18, 20, 23  
   newspaper responses to, 22–23  
   preparation for, 17, 19  
   rhetorical devices in, 17–20, 23  
   salvation of nation implied in, 19  
   scala in, 18–19  
   self-critique of, 22  
   temporal organization of, 17, 18  
   text of, 13–14  
   timelessness of, 19  
   unifying theme in, 19
- Gingrich, Newt  
   critics of, 177, 182  
   Democrats and, 175, 176, 177, 178, 182, 185  
   media and, 177, 182  
   racism denounced by, 182  
   *The Tragedy of American Compassion*, 180, 182–83  
   *To Renew America*, 180  
   *See also* Contract with America speech  
*God and Man at Yale: The Superstition of “Academic Freedom”* (Buckley), 63, 71–72
- Goldwater, Barry  
   Civil Rights Act of 1964 and, 97  
   at Republican National Convention of 1964, 111–24  
   Roosevelt’s ideals and, 41
- Goodwin, Doris Kearns, 35
- Gorbachev, 169, 170, 172
- Gore, Al, Sr., 97
- Grady, Henry W., 104
- grand oratory style, 21
- “Great White Fleet,” 48
- Greenstein, Fred I., 140
- Guiliani, Rudolph, 201–2
- Hamilton Club, 41
- Hannaford, Peter, 163
- Hartmann, Bob, 140
- Hayden, Sterling, 163–64
- Hayek, F. A., 172
- Hayward, Steven, 143
- Hearst, William Randolph, 54–55, 57
- Henry, David, 171
- “High Flight” (Magee), 162
- Howard, George and Arlene, 203, 204
- Howard, John, 161
- Hughes, Karen, 193–94, 195, 204
- Hugo, Victor, 103
- Humphrey, Hubert, 98, 99
- ideological harassment, 5
- inclusiveness, 31, 32, 33, 34
- individualism, 8, 40–45
- “In God We Trust,” 151
- integration of schools, 85–90
- intellectual diversity, 4
- International Atomic Energy Agency, 82
- isolationism, 44, 48–49
- John Birch Society, 63
- Johnson, Andrew, 28
- Johnson, Lyndon Baines, 95–103
- Judeo-Christian themes, 8, 69, 204, 207
- justice will be done speech. *See* September 20, 2001, speech
- juxtaposition, 20, 35
- Kairos, 140
- Kengor, Paul, 170
- Kennedy, John F., 166–67, 169
- Kennedy, Ted, 94, 95
- Kerry, John, 8, 211, 212, 220
- Khrushchev, Nikita, 167
- King, Martin Luther, Jr., 95
- Ku Klux Klan, 27, 28, 93, 94
- Kurtz, Howard, 4
- Lakoff, George, 5
- Lamon, Ward Hill, 17
- Lee, Robert E., 16
- Leff, Michael, 29
- leftists, 4–8, 9, 72
- legal (forensic) speeches, 159
- Lewis, C. S., 153
- Lichter, Robert, 4
- life-cycle metaphors, 17–18, 20, 23
- Lincoln, Abraham  
   death and, 15, 23  
   Elizabeth (aunt), 14  
   faith of, 23, 32, 34, 35  
   Mary Todd (wife), 29

## INDEX

- Nancy (mother), 14  
 plain oratory style of, 21  
 rhetorical devices of, 17–20, 23, 28, 31–35  
 Sarah (sister), 14  
 slavery and, 26, 27, 30–34, 152  
 Thomas (brother and uncle), 14  
 Willie (son), 15  
*See also* Gettysburg Address; Second Inaugural Address
- Little Rock integration riots, 85–90  
 Little Rock speech, text of, 87–89  
*Loosing Ground* (Murray), 180
- Magee, John Gillespie, 162  
 Magnet, Myron, 180  
 male responsibility, 41, 45  
 man with a muck-rake speech (Roosevelt)  
   *Pilgrim's Progress* cited in, 54, 56  
   response to, 57  
   text of, 56–57  
   yellow journalism and, 53–55
- Mansfield, Mike, 97, 107  
 marriage, in Roosevelt's time, 45  
 Marshall, Thurgood, 106  
 Marxist ideology, 7, 72  
 McCain, John, 41, 211–20  
   Roosevelt's ideals and, 41  
 McConnell, John, 193, 194, 195  
 McFarlane, Bud, 160  
 McKinley, William, 44, 49  
 Meade, Gordon, 16  
 Medhurst, Martin J., 77, 82
- media  
   Contract with America and, 177, 185  
   Donaldson, 148  
   “evil empire” speech criticized by, 155  
   Gettysburg Address and, 22–23  
   liberal bias of, 53, 54–57  
   yellow journalism and, 53–54, 57
- metaphors, 17–18, 20, 23, 54, 168, 170, 171
- military strength  
   buildups during peacetime, 47–48  
   Reagan and, 44, 48, 148, 152, 153–55, 167  
   as Republican ideal, 9, 44, 48, 152, 167  
   restraint in domestic use of, 85, 86, 87–89  
   Roosevelt and, 43–44, 46–49
- Mill, John Stuart, 5  
 Millard, Candice, 39  
 Moore, Michael, 198, 216–20
- moral certainty, 148, 153–54  
 moral choice making, 8  
 moral equivalency, 192, 199  
 moral freedom, 148, 151  
 moral relativism, 66  
 Morris, Edmund, 44, 57  
 mudslinging, 55  
 Muir, William Ker Jr., 148  
 Murray, Charles, 180  
 Muslims, 199–200
- National Aeronautics and Space Administration (NASA), 157, 160, 161  
 National Association for the Advancement of Colored People (NAACP), 100, 107–8  
 national defense. *See* military strength  
 National Endowment for the Humanities, 6  
*National Review*, 62–63, 71  
 National Security Council, 160, 165  
 Nevitte, Niel, 4  
*New Republic*, 53  
*New York Journal*, 54  
 Nixon, Pat, 129, 133  
 Nixon, Richard  
   Checkers speech, 129–36  
   pardon of, 139, 141, 143  
   resignation of, 136  
   as vice presidential candidate, 127, 128, 134  
   Watergate scandal and, 136
- Noonan, Peggy, 158, 160, 162, 190  
 nuclear freeze, 148, 152, 153–55
- Olasky, Marvin, 45, 180, 182–83  
 O'Neill, Tip, 162, 175  
 Oppenheimer Report, 77
- parental notification of abortion, 150–51, 152
- Parker, Robert, 96  
 partisanship and policy, 8–9  
 Pataki, George, 201–2  
 peace as a weapon, 77, 78, 80, 81–83  
 peace through strength policy, 152, 167  
 Peloponnesian War, 19  
 Pentagon terrorist attack, 191  
 Pericles's Funeral Oration, 19  
 Phillips, David Graham, 54, 55

## INDEX

- Pickett, George, 16  
 “Pickett’s Charge,” 16  
 plain oratory style, 21  
 Platz, Alexander, 170  
 policy-based speeches, 159–60, 161  
 politics fused with faith, 35  
 Progressive reformist movement, 53, 55, 57
- quasi-Marxist outlook, 6  
 Quintilian, 139
- Rand, Ayn, 8  
 Reagan, Ronald  
*An American Life*, 164  
 Christian beliefs of, 148–55, 168, 170–71  
 Cold War and, 148, 153, 172  
 Communism and, 148, 154–56, 163–66, 168, 169, 170  
 critics of, 147–48, 149, 155, 162, 171  
 culture wars and, 152  
 evil condemned by, 148, 149, 152, 153–56  
 as “Greatest Communicator,” 162  
 military buildup by, 47, 48  
 moral certainty of, 148, 153–54  
 nuclear freeze and, 148, 152, 153–55  
 peace through strength policy of, 9, 44, 47, 48, 152, 167  
 rhetorical patterns of, 147–55, 168, 170–71  
 as Screen Actors Guild president, 163–64  
 Soviet Union and, 147–48, 149, 153–56, 163, 168, 170  
 space program supported by, 159–62  
 See also *Challenger* disaster speech; evil empire speech; tear down this wall speech
- Reconstruction period, African American office holders during, 27
- Reid, Ronald E., 22  
 religious persecution, 170–71  
 religious rhetoric  
 Buckley’s, 65, 66–67, 69  
 Bush’s, 192, 193, 194, 196, 202  
 Lincoln’s, 18–20, 28, 31–35  
 Reagan’s, 148–55, 168, 170–71
- Republican party  
 African American office holders during Reconstruction, 27  
 business interests of, 55–56  
 civil rights and, 28, 86, 93–108  
 collectivism and, 8, 42, 44, 65  
 culture wars and, 152  
 Democratic speeches vs., 4, 9, 68–69  
 determination and, 40–41  
 equal rights and, 152  
 Goldwater and, 111, 114, 115, 116, 122–23  
 historical amnesia about, 8  
 ideals of, 8, 9, 40–44, 46–49, 85, 86, 140, 152  
 individualism and, 8, 40, 41, 42, 44, 45  
 isolationism vs. strong defense, 44, 48–49  
 limited executive power and, 85  
 military restraint and, 85, 86  
 military strength and, 44, 46–49, 152–67  
 moral choice making and, 8  
 oratorical themes of, 8. See also rhetorical devices  
 peace through strength policy of, 9, 44, 48, 152, 167  
 Progressive reformism in, 53, 55, 57  
 religion and. See religious rhetoric  
 rhetorical challenges of, 42, 48  
 self-advancement and, 8  
 southern voters and, 89  
 traditionalism and, 41, 45, 68–69  
 underestimation of, 75–76  
 universities and, 6–8, 68–69
- rhetorical devices  
 affirmation by denial, 79  
 ambiguity, strategic, 20, 30  
 antistrophe, 106  
 antitheses, 20, 34  
 ascending importance of words, 18–19  
 bobbing and weaving, 170–71  
 collectivism, 8, 42  
 inclusiveness, 31, 32, 33, 34  
 individualism, 8, 42  
 juxtaposition, 34  
 life-cycle metaphors, 17–18, 20, 23  
 light and dark imagery, 168  
 metaphors, 17–18, 20, 23, 54, 168, 170, 171  
 moral choice making, 8  
 parallel repetition, 106  
 religious references, 18–20, 28, 31–35, 147–55, 170, 171  
 scalas, 18–19  
 self-advancement, 8  
 in September 20, 2001, speech, 202–4  
 temporal organization, 17, 18

## INDEX

- unification, 19, 28, 30, 31, 32–34
- values, 147–55
- Ritter, Kurt, 171
- Robinson, Lance, 57
- Robinson, Peter, 155, 164–65, 168
- Roosevelt, Theodore
  - achievements of, 41
  - “act, instead of criticize,” 42
  - African American equality and, 46
  - anti-socialism of, 55–56
  - “bully pulpit” preaching by, 42, 49
  - childhood of, 39–40, 43–44
  - collectivism and, 41, 42, 44, 45
  - critics of, 57
  - determination and, 40, 42
  - fearlessness and, 45
  - individualism and, 40, 41, 42, 44, 45
  - isolationism and, 44, 48–49
  - male responsibility and, 41, 45
  - military strength and, 41, 43–44, 46–49
  - morality and, 45, 52–53, 57
  - as Nobel Peace Prize winner, 44
  - oratorical shortcomings of, 39, 51–52
  - persuasiveness of, 52, 53, 57
  - populist instincts of, 57
  - as Progressive reformer, 55, 57
  - as Rough Rider, 39, 41, 44
  - traditionalism and, 40, 41, 44, 45
  - work ethic and, 40, 41–42
  - as wrestler and boxer, 40
  - yellow journalism and, 53–54, 57
  - See also* man with the muck-rake speech; strenuous life speech
- Roper survey of college students, 7
- Rothman, Stanley, 4
- Rough Riders, 39, 41, 44
- Rove, Karl, 193, 194, 195
- Russia. *See* Soviet Union
- Russo-Japanese War, 44
  
- Saunders, William, 17
- scalas, 18–19
- school prayer, 151–52
- Schweizer, Peter, 163, 167
- Screwtape Letters* (Lewis), 153
- Scully, Matt, 193, 194, 195
- Second Inaugural Address (Lincoln)
  - African Americans at, 25, 35
  - antithesis in, 34
  - biblical references in, 28, 31–35
  - Christian humility in, 35
  - Civil War and, 25–35
  - Douglass at, 27, 35–36
  - faith fused with politics in, 35
  - inclusiveness in, 31, 32, 33, 34
  - juxtaposition in, 34
  - lack of blame for Civil War in, 30–32, 33
  - moral clarity in, 35
  - newspaper coverage of, 35
  - nonpartisanship of, 30
  - reconciliation in, 30–32
  - rhetorical devices in, 28, 30, 31–35
  - text of, 25–27, 29–30, 33, 34
  - theological conundrums of, 31–32
  - unifying theme in, 28, 30, 31, 32–34
  - veteran soldiers at, 28, 34
- secularism, 65, 69, 149
- security, parties’ stance on, 9
- self-advancement as Republican ideal, 8
- self-reliance as Republican ideal, 41
- Selleck, Tom, 63
- September 11 terrorist attacks, 189–207
- September 20, 2001, address (Bush)
  - as Bush’s defining moment, 190–91, 192, 196–97, 203–7
  - as history-making speech, 189
  - military response and, 193, 200–201
  - preparations for, 192–97
  - purposes of, 190, 191, 192
  - response to, 205–7
  - rhetorical challenges of, 189
  - rhetorical devices in, 198, 201–2, 203–4
  - text of, 198, 199, 200, 202, 203
  - writing of, 193–96
- Seymour, Charles, 65, 66, 70
- Sharansky, Natan, 156, 168
- sin, 149, 152, 154
- slavery, 26, 27, 30–34, 148, 152
- Small, Karna, 160
- Smith, Craig R., 139
- Snow, Tony, 95
- socialism, 55–56, 57
- Solomon, Martha, 32
- sound bites, 21, 155
- Soviet Union
  - Berlin Wall and, 168–72. *See also* tear down this wall speech (Reagan)
  - Christianity’s war against, 154

## INDEX

- Soviet Union (*continued*)  
 democracy vs., 154  
 as evil empire, 148, 149, 152, 153–56, 168  
 Reagan and, 147–49, 153–56, 164, 168, 170  
 Sharansky's escape from, 156, 168  
 U.S. space program and, 162  
 space program, 157, 159–62  
 Spanish–American War, 54  
 speeches, kinds of, 159–61  
 Spinney, George, 51  
 Stevens, Thaddeus, 30  
 Strenuous Life speech (Roosevelt), 41–42,  
 43, 44–47, 48–49  
 Stuckey, Mary E., 159, 161
- Taliban regime, 199  
 “Teacher in Space” program, 157, 160  
 tear down this wall speech (Reagan)  
 Berlin Wall and, 163–72  
 Communism and, 163–66, 168–70  
 Gorbachev addressed in, 169, 170, 172  
 Kennedy and, 166–67, 169  
 religious images in, 170–71  
 rhetorical devices in, 168, 170–71  
 Robinson as writer of, 155, 164–65, 168  
 Soviet Union and, 164, 168, 170  
 text of, 166, 167–70, 171  
 as tour de force for Reagan, 163  
 wall's destruction, 172  
 temporal organization as rhetorical device,  
 17, 18  
 terrorism, war on, 198–207  
 terrorist attacks of September 11, 189–207  
 Thatcher, Margaret, 168  
 the time has come speech (Dirksen), text  
 of, 102–5, 106, 107–8  
 Thirteenth Amendment, 28, 103  
*Time* magazine, 108  
 To Prepon, 140  
*To Renew America* (Gingrich), 180–81  
 totalitarianism, 153, 154, 156, 164, 168, 170  
 traditionalism, 40, 41, 44, 45  
*Tragedy of American Compassion, The*  
 (Olasky), 45, 180, 183–84  
 Trelease, William, 27
- unifying as rhetorical device, 19, 28, 30, 31,  
 32–34
- universities  
 biased view of Republicans in, 8  
 Buckley's criticisms of, 52, 61–62  
 conservative professors in, 6  
 far-left professors in, 4–9  
 history deconstructed by, 6–7  
 ideological discrimination in, 5–6  
 intellectual diversity lacking in, 4  
 leftist ideology in, 4–9, 72  
 Yale, 61–72  
 U.S. House of Representatives  
 Ford's career in, 140  
 O'Neill as Speaker of, 162  
*U.S. News & World Report*, 161
- values, 68–69, 147–55  
 Vietnam War, 211
- war on terrorism, 198–207  
 Washington, Booker T., 46  
 Watergate scandal  
 Ford as president after, 140, 141, 142, 143  
 Nixon's resignation after, 136  
 Weed, Thurlow, 36  
 Weinberger, Caspar, 47  
 White, Ronald C., 16  
 Wilkins, Roy, 107–8  
 Wills, David, 16  
 Wills, Garry, 15  
 Wirthlin, Dick, 158, 165  
 words, importance of, 3–4, 9, 18–19  
 work ethic, 40, 41–42, 140  
 World Trade Center bombings, 189–91  
 World War II, 76
- Yale Alumni Day speech (Buckley)  
 Buckley's invitation for, 64, 65  
 intentions of, 65, 66  
 rejection of, 61, 70, 71–72  
 text of, 66, 67–68, 69–70  
 Yale Class Council oration, 71–72  
*Yale Daily News*, 64–65  
 Yale University, 61–72  
 yellow journalism, 53–54, 57  
 Young America's Foundation, 6