The Obama Effect
Multidisciplinary Renderings of the 2008 Campaign

Edited by
Heather E. Harris
Kimberly R. Moffitt
Catherine R. Squires

SUNY PRESS
# Table of Contents

List of Figures ix

Preface xi

*Desiree Cooper*

Acknowledgments xv

Introduction xvii

*Catherine Squires, Heather Harris, and Kimberly Moffitt*

## Section I: Rhetoric

1. White Males Lose Presidency for First Time: Exposing the Power of Whiteness through Obama's Victory
   *Dina Gavrilos* 3

   *James T. Petre* 16

3. Ghosts and Gaps: A Rhetorical Examination of Temporality and Spatial Metaphors in Barack Obama's “A More Perfect Union”
   *Sarah McCaffrey* 31

## Section II: New Media

4. Media Politics 2.0: An Obama Effect
   *Michael Cheney and Crystal Olsen* 49

5. The Webbed Message: Re-Visioning the American Dream
   *Heather E. Harris* 65
Table of Contents

6. The Resonant Message and the Powerful New Media: An Analysis of the Obama Presidential Campaign 75
   Qingwen Dong, Kenneth D. Day, and Raman Deo

7. Beyond the Candidate: Obama, YouTube, and (My) Asian-ness 89
   Konrad Ng

Section III: Identities

8. Post-Soul President: Dreams from My Father and the Post-Soul Aesthetic 103
   Bertram D. Ashe

   M. Cooper Harriss

10. The Obama Effect on American Discourse about Racial Identity: Dreams from My Father (and Mother), Barack Obama’s Search for Self 131
    Suzanne W. Jones

11. Our First Unisex President? Obama, Critical Race Theory, and Masculinities Studies 153
    Frank Rudy Cooper

Section IV: Publics

12. Oprah and Obama: Theorizing Celebrity Endorsement in U.S. Politics 175
    Rebecca A. Kuehl

13. The Obama Mass: Barack Obama, Image, and Fear of the Crowd 190
    Robert Spicer

14. Mothers Out to Change U.S. Politics: Obama Mamas Involved and Engaged 209
    Grace J. Yoo, Emily H. Zimmerman, and Katherine Preston
Table of Contents

Section V: Representations

15. For the Love of Obama: Race, Nation, and the Politics of Relation  
   Aimee Carillo Rowe  
   221

16. Framing a First Lady: Media Coverage of Michelle Obama's Role in the 2008 Presidential Election  
   Kimberly R. Moffitt  
   233

17. The Feminist (?) Hero versus the Black Messiah: Contesting Gender and Race in the 2008 Democratic Primary  
   Enid Lynette Logan  
   250

Epilogue  
   Konrad Ng  
   266

List of Contributors  
   270

Index  
   275