

# Contents

<b>Acknowledgments</b>		<b>ix</b>
<b>1</b>	<b>The Political Practice of Public Relations and Rhetoric</b>	<b>1</b>
<b>2</b>	<b>Declaring War on the Home Front: Presidential Definitions and Public Relations</b>	<b>19</b>
<b>3</b>	<b>Heroes, Foes, and Systemic Woes: The Mass-Mediated Vision of the War on Drugs</b>	<b>45</b>
<b>4</b>	<b>Partnership for a Drug-Free America Messages: The Depiction of Enemy Faces in the War on Drugs</b>	<b>81</b>
<b>5</b>	<b>People Like Us: The Ethics and Practices of Illegal Drug Addicts</b>	<b>103</b>

<b>6</b>	<b>Epilogue and Elements for Dialogue</b>	<b>129</b>
	<b>Bibliography</b>	<b>147</b>
	<b>Index</b>	<b>173</b>