Roderick P. Hart holds the Shivers Chair in communication and government at the University of Texas at Austin, where William Jennings and Mary Dixson are doctoral students. A previous version of this paper was presented at the annual conference of the American Political Science Association, Washington, DC, September 2000. Correspondence may be directed to the first author at the Department of Communication Studies, University of Texas at Austin, Austin, TX 78712. However we may judge avant-garde art when we meet it, for us the phenomenon and idea are so present and evident that we do not stop, even momentarily, to wonder if we might be dealing with an illusion or an appearance rather than a reality, with a myth or a superstition rather than a concept.

Penelope Sheets, David S. Domke, Christopher Wells, Colin J. Lingle, Amanda Ballantyne, Fahed Al-Sumait, Kaetlyn Cordingley, America, America: National Identity, Presidential Debates, and National Mood, Mass Communication and Society, 2011, 14, 6, 765 Cambridge: Cambridge University Press. Lyon, Janet. 1999. Manifestoes: Provocations of the Modern. Ithaca, NY: Cornell University Press. Moi, Toril. 2006. Henrik Ibsen and the Birth of Modernism: Art, Theatre, Philosophy. Oxford: Oxford University Press. North, Michael. 3 Caws, Manifesto, xx. 5 Caws, Manifesto, xxiii. 6 Morteza Avini, Ganjine-ye Asemani, ed. Habibollah Habibi, 1st edition (Tehran, 2001), 24. 7 Janet Lyon, Manifestoes: Provocations of the Modern (Ithaca, NY, 1999), 9. 8 Lyon, Manifestoes, 24. The purpose of this article is twofold. First, it aims to survey the abundant writings on manifesto. The study of existing definitions reflects the diffuse frontiers, even the confusion, among the political, the artistic, and the literary manifesto to a point where, besides attributing to it certain generic characteristics, it is difficult to speak of an evolution of the manifesto. Second, this article seeks to show the relationship between scholarly work on manifesto and the position of the researcher in the academic field. The researcher's position in the field of customer is determined by the subject matter of his or her research. Hence manifesto, though a subversive, marginal writing, helps him or her move toward the center. Book and peripheral research groups gain notice and centrality by advocating a new research program. Studies of manifestos played such a role for French Canadian literary scholars. Indeed, a close reading of the manifestoes may suggest otherwise. This study examined how the American electorate has been described by political campaigners, the mass media, and voters themselves between 1948 and 2000. Using a large (digitized) database of campaign addresses, news stories, and letters to the editor, the authors isolated 2,924 uses of the phrase, “the American people.” By examining these phrases for descriptions of the roles, actions, qualities, and circumstances of the people, and by noting their time orientation and the forces aligned against the electorate, the authors present a picture of the people as described by three different political voices. The article concludes by arguing that examining a people's self-conception provides a fresh way of understanding their most review and values. 68â‘81). Westport, CT: Praeger. Lyon, J. (1999). Manifestoes: Provocations of the modern. Ithaca, NY: Cornell University Press. McGee, M. (1975). In search of the people: A rhetorical alternative. Quarterly Journal of Speech, 61, 235â‘249.