

Eisenhower's Farewell Speech: Initial and Continuing Communication Effects

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Abstract : When Dwight D. Eisenhower delivered his final Presidential speech in 1961, he was using the opportunity to bid farewell to America, but he was also trying to warn his fellow countrymen about deeper challenges threatening the country. In this analysis, Eisenhower's speech is examined in light of the impact it had on American culture, communication concepts, and political ramifications. The paper initially highlights the previous literature on the speech, especially in light of its 50th anniversary, and reveals a man whose main concern was how the speech's words would affect his beloved country. The painstaking approach to the wording of the speech to reveal the intent is key, particularly in light of analyzing the motivations according to "virtuous communication." This philosophical construct indicates that Eisenhower's Farewell Address was crafted carefully according to a departing President's deepest values and concerns, concepts that he wanted to pass along to his successor, to his country, and even to the world.

Keywords : Eisenhower, mass communication, political speech, rhetoric

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