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## Obama Power (Paperback)

By Jeffrey C. Alexander, Bernadette N. Jaworski

Polity Press, United Kingdom, 2015. Paperback. Condition: New. Reprint. Language: English . Brand New Book. What is the source of Obama's power? How is it that, after suffering a humiliating defeat in the 2010 mid-term elections, Obama was able to turn the situation around, deftly outmaneuvering his opponent and achieving a decisive victory in the November 2012 presidential election? In this short and brilliant book, Jeffrey Alexander and Bernadette Jaworski argue that neither money nor demography can explain this dramatic turnaround. What made it possible, they show, was cultural reconstruction. Realizing he had failed to provide a compelling narrative of his power, the President began forging a new salvation story. It portrayed the Republican austerity budget as a sop to the wealthy, and Obama as a courageous hero fighting for plain folks against the rich. The reinvigorated cultural performance pushed the Tea Party off the political stage in 2011, and Mitt Romney became fodder for the script in 2012. Democrats painted their Republican opponent as a backward-looking elitist, a Bain-capitalist whose election would threaten the civil solidarity upon which democracy depends. Real world events can spoil even the most effective script. Obama faced monthly unemployment numbers, the daunting Bin...



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