

### The Language Work of Speechwriters

The work of speechwriters is prominent in political discourse, yet the writers themselves remain in the shadows of the powerful, public figures they work for. This book throws the spotlight on these invisible wordsmiths, illuminating not only what they do but also why it matters. Based on ethnographic research in the US American speechwriting community, it investigates the ways in which speechwriters talk about their professional practices, and also the material procedures which guide the production of their deliverables. Relying on a robust collection of various genres of discursive data, Mapes focuses on the primary rhetorical strategies which characterize speechwriters' discourse, neatly exposing how they are beholden to a linguistic marketplace entrenched in ideological and socioeconomic struggle. Providing fascinating insights into an understudied and relatively misunderstood profession, this book is essential reading for academic researchers and students in applied linguistics, discourse studies, linguistic and cultural anthropology, and sociolinguistics.

GWYNNE MAPES is a senior researcher in the Department of English at the University of Bern, Switzerland. She is a critical scholar who has published widely on the topic of food and language. Her recent publications include *Elite Authenticity* (Oxford University Press, 2021).

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# The Language Work of Speechwriters

GWYNNE MAPES  
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*For Sean*

## Contents

*List of Figures* page ix

*List of Tables* x

*Acknowledgments* xi

- 1 Introduction: Wordsmiths and the Business of Rhetoric 1
  - 1.1 The Political Economy of High-End Language Work 1
  - 1.2 Theoretical Framework 5
  - 1.3 Speechwriting: History and Scholarly Engagement 14
  - 1.4 The Project 21
  - 1.5 Method: (Critical) Discourse Ethnography 29
  - 1.6 Overview of Book 31
- 2 Parameters of Professionalism: Invisibility, Craft, Virtue 36
  - 2.1 Introduction: Fact versus Fiction 36
  - 2.2 Goffman: Understanding the Speechwriter's Role 38
  - 2.3 Mapping the Profession: Speechwriters' Working Life 44
  - 2.4 Establishing the Parameters of Professionalism 57
  - 2.5 Conclusion: Articulating Professional Value 68
- 3 Invisibility, Materiality, and Erasure 72
  - 3.1 Introduction: Silence and Materiality 72
  - 3.2 Language Materiality 75
  - 3.3 Text Trajectories 76
  - 3.4 Entextualization 78
  - 3.5 Analysis: The Life of a Speech 79
  - 3.6 Conclusion: Entextualizing Erasure 104
- 4 Craft, Creativity, and Distinction 108
  - 4.1 Introduction: Art and Status 108
  - 4.2 Creativity/Creatives 110
  - 4.3 Poetics and Performance 114
  - 4.4 Analysis: "High" Poetics and "True" Creativity 116
  - 4.5 Conclusion: Craft and Capital 131

viii	<i>Contents</i>
5	Virtue, Transgression, and Value 134
5.1	Introduction: The “Quiet Power” of Speechwriters 134
5.2	Affect and Emotional Labor 136
5.3	Identity and Self in the Workplace 139
5.4	Analysis: Virtuous Outlaws 140
5.5	Conclusion: Transgressive Status Production 159
6	Reappraising Language Work: Status Competition and Elite Precarity 162
6.1	Learning from Speechwriters 162
6.2	Review: Invisibility, Craft, Virtue 165
6.3	So What Is the Problem? Returning to Theory, Method, and Practice 167
6.4	Economies of Membership: The Speechwriter Organization Conference 173
6.5	Conclusion: The Dilemma of the Business 180
	<i>Appendix A</i> 183
	<i>Appendix B</i> 184
	<i>Glossary</i> 185
	<i>References</i> 192
	<i>Index</i> 212

## Figures

- 3.1 Speechwriter swag flyer. *page 73*
- 3.2 List of redacted material from GWB presidential archives. Source: The National Archives and Records Administration. 81
- 3.3 White House staff memorandum coversheet. Source: The National Archives and Records Administration. 83
- 3.4 Brett Kavanaugh's comments on a presidential text. Source: The National Archives and Records Administration. 84
- 3.5 Title page. Source: The National Archives and Records Administration. 86
- 3.6 Inscribed page. Source: The National Archives and Records Administration. 87
- 3.7 Outline of Evie's speech. 93
- 3.8 Evie's speech draft. 95
- 5.1 Ownership extract from Speechwriter Organization meeting. 150
- 5.2 Entextualization extract from Speechwriter Organization meeting. 153

Tables

1.1 List of speechwriter interviews. *page* 25  
2.1 Goffman’s (1981: 144) “production format.” 42  
3.1 Anna’s “life of a speech.” 98

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