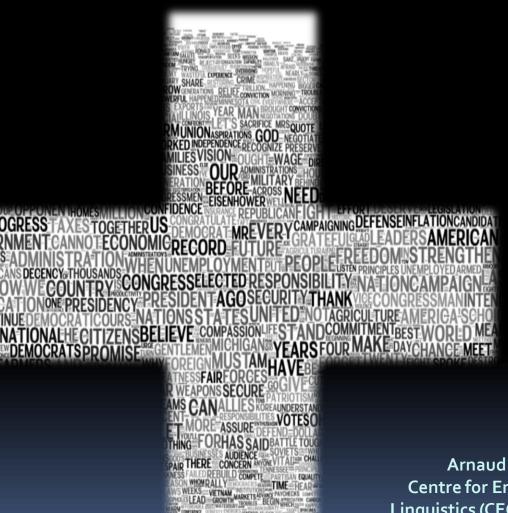
#### A Corpus Linguistics Approach to the Rhetorical God Gap in U.S. Presidential Campaigns



Arnaud Vincent Centre for English Corpus Linguistics (CECL), Université Catholique de Louvain (UCL) arnaud.vincent @uclouvain.be

Copyrighted Material

### LECTURES ON QUANTUM MECHANICS

#### STEPHEN HAWKING and LEONARD MLODINOW

THE

## GRAND DESIGN

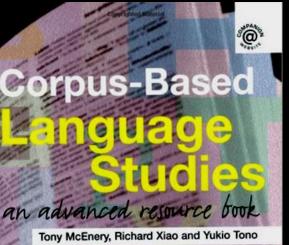
N A T I O N A L B E S T S E L L E R "Tkaku explores) what we still do not quite understand, those grey areas that are surely the most fascinating part of physics." —New Scientist

### MICHIO KAKU

BESTSELLING AUTHOR OF HYPERSPACE

#### PHYSICS OF THE LMPOSSIBLE

A SCIENTIFIC EXPLOBATION INTO THE WORLD OF RHASERS, FORCE FIELDS, TELEPORTATION, AND TIME TRAVEL





ROUTLED BE APPLIED JINSUISTICS STREST FRITTERS CHRISTOPHERIN CANDINUAND RONALD CARTER

#### STEVEN WEINBERG

Copyrighted Material

world's leading

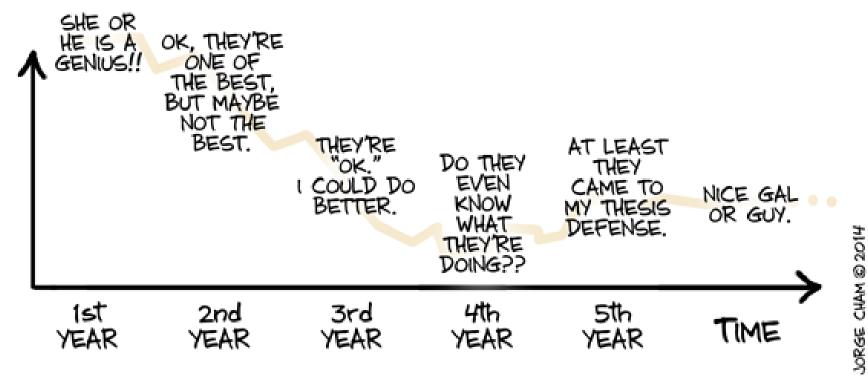
Serious stuff, delivered with a light touch." *—The Guardian* Higggs Discovery

THE POWER OF EMPTY SPACE

Lisa Randall

New York Times bestselling author of Knocking on Heaven's Door

### WHAT YOU THINK OF YOUR PROFESSOR VS. TIME



WWW. PHDCOMICS. COM

# Who I am...and where this presentation comes from

- High school teacher (English and Dutch)
- Scientific collaborator at UCL
- PhD from the Centre for English Corpus Linguistics (October 2, 2014)
  - The Centre for English Corpus Linguistics (CECL) specializes in the collection and use of corpora for linguistic and pedagogical purposes. Its main areas of focus are learner and multilingual corpora. At the end of the 1980s, the CECL pioneered the study of learner corpora with the <u>International Corpus of Learner English</u> (ICLE).

CECL team: 21 members







- (MA Germanic Languages, Supervisor: Fanny Meunier)
   → "advanced" MA in <u>American Studies</u> (and no previous background in corpus linguistics) → PhD at the CECL (Fanny Meunier)
- Learner corpora, SLA,...
- American way of religion, political discourse, religious rhetoric, presidential rhetoric and presidential campaign rhetoric.
- Jury: Prof. Dr. Tony McEnery

(but also Prof. Dr. Marc Lits (communication, UCL), Prof. Dr. Min Reuchamps (political science, UCL), and Prof. Dr. John Dick (Theology/ American way of religion, KUL/Ugent)

- Supervisor: Prof. Dr. Fanny Meunier (UCL, CECL)
- Today: // oral defense (full-time job as a teacher → no addition yet)

### A Corpus Linguistics Approach to the Rhetorical God Gap in U.S. Presidential Campaigns: Outline

- 1. Research question: Rhetorical God Gap?
- 2. Methodology
- 3. Corpora
- **Some** findings (main lessons from the main analysis. Limitations/is it OK to use religious rhetoric/American history/American way of religion/...)
- 5. Conclusion

### Outline

- 1. <u>Research question: Rhetorical God Gap?</u>
- 2. Methodology
- 3. Corpora
- **4.** <u>Some</u> findings (main lessons from the main analysis)
- 5. Conclusion

### 1. Research Question The God Gap?

- "Gapology" literature
  - "electoral gaps" (Olson and Green, 2009: 1-9): racial and ethnic gaps, the marriage gap, the class gap, the rural-urban gap, the gender gap, the generation gap,...
  - How can these gaps explain how people cast their votes?
- God gap:
  - [A] label used to describe the tendency of those who are highly religious to vote Republican and those who are less so to vote Democratic.

(Smidt et al., 2010:4)

- Understanding the God gap: intricate business
  - Part of a much larger phenomenon: the American-style entanglement between politics and religion.
  - grass roots level (voting behavior)
  - Elite level (impact of faith/religious affiliation on political agenda? Exploitation of religion to garner votes? Distinction between genuine faith and political exploitation of religion? Religious rhetoric?...)

### 1. Research Question The God Gap?

- "Gapology" literature
  - "electoral gaps" (Olson and Green, 2009: 1-9): racial and ethnic gaps, the marriage gap, the class gap, the rural-urban gap, the gender gap, the generation gap,...
  - How can these gaps explain how people cast their votes?
- God gap:
  - [A] label used to describe the tendency of those who are highly religious to vote Republican and those who are less so to vote Democratic.

(Smidt et al., 2010:4)

- Understanding the God gap: intricate business
  - Part of a much larger phenomenon: the American-style entanglement between politics and religion.
  - grass roots level (voting behavior)
  - Elite level (impact of faith/religious affiliation on political agenda? Exploitation of religion to garner votes? Distinction between genuine faith and political exploitation of religion? Religious rhetoric?...)

#### **1. Research Question**

#### The <u>Rhetorical</u> God Gap in <u>Presidential Campaign Speeches</u>

- Conventional wisdom based on two premises:
  - (A) For decades (exception: 2008?), the Republicans have played the religious rhetoric card with much more intensity and skill than their Democratic counterparts
  - (B) Religious rhetoric can influence the way people cast their votes and appeals to the more religious constituencies, which are believed to be influential and well organized.
- (A) + (B) → Eureka! For the Democrats to <u>close the electoral</u> <u>God gap</u>, they must engage in more and better religious rhetoric and <u>close the rhetorical God gap</u>.

#### **1. Research Question**

#### The <u>Rhetorical</u> God Gap in <u>Presidential Campaign Speeches</u>

- Conventional wisdom seems deeply ingrained in people's mind, and there might be some elements of truth in it. BUT the lack of supporting evidence is endemic.
  - Very little evidence for the influence of rhetoric on voting preferences (Edwards, 2003)
  - No research done on premise A, i.e. the existence of differences between the religious rhetoric produced by the GOP candidates and that produced by the Democratic Party candidates (although we can suppose that differences exist indeed)
- Literature produced so far?
  - Religion and politics have made much ink to flow.
  - The marriage between religion and politics has often been described as inherently linked to the electoral process and as a "God Strategy" to garner more votes (Domke and Coe, 2008).
  - Paradox: focus laid on fairly recent and quite specific presidential speeches (e.g.: SOTU, Inaugural addresses, "major" speeches) but not on presidential <u>campaign</u> speeches.
- This study → Unprecedented effort to study and describe (quantitatively and qualitatively) the religiously laden rhetoric produced by presidential candidates on both sides of the political spectrum and across time. (mainly 1952-2008 but the corpus data analyzed range from 1789 to 2009, while the earliest historical piece analyzed is Winthrop's 1630 sermon)

### Outline

- 1. Research question: Rhetorical God Gap?
- 2. <u>Methodology</u>
- 3. Corpora
- **4.** <u>Some</u> findings (main lessons from the main analysis)
- 5. Conclusion

### 2. Methodology

- Unprecedented → first step to take? Which is the best methodological course to take first?
- <u>Answer: list of methodological objectives to achieve:</u>
  - Avoid starting from preconceived assumptions as to which era or which side of the religious-cum-political spectrum uses religious rhetoric the most saliently or skillfully
  - Put each and every presidential candidate on equal footing rather than choose (or cherry-pick) the favorite ones, the most fashionable ones, or those who seem to offer the most promising outcomes.
  - But do not reject specific cases either if they contain important idiosyncratic features
  - Find a methodology that helps analyze SIMILARITIES AND DIFFERENCES between the candidates
  - Do not reduce the rhetorical God gap to a precise set of arbitrarily chosen items to query and analyze (e.g.: queries god/bless)
  - Observation is key. Need for some distance first. Move along the macroscopicmicroscopic line.
  - Let the data speak first (data-driven or "corpus-driven" approach (Tognini-Bonelli, 2001) rather than muzzle the data with top-down premises and preconceived intuitions.
    - What are we going to listen to? → try to consider every rhetorical signal that has been identified as connected to the American-style entanglement between religion and politics.
  - Quantitative approach and qualitative approach
  - Consideration for context

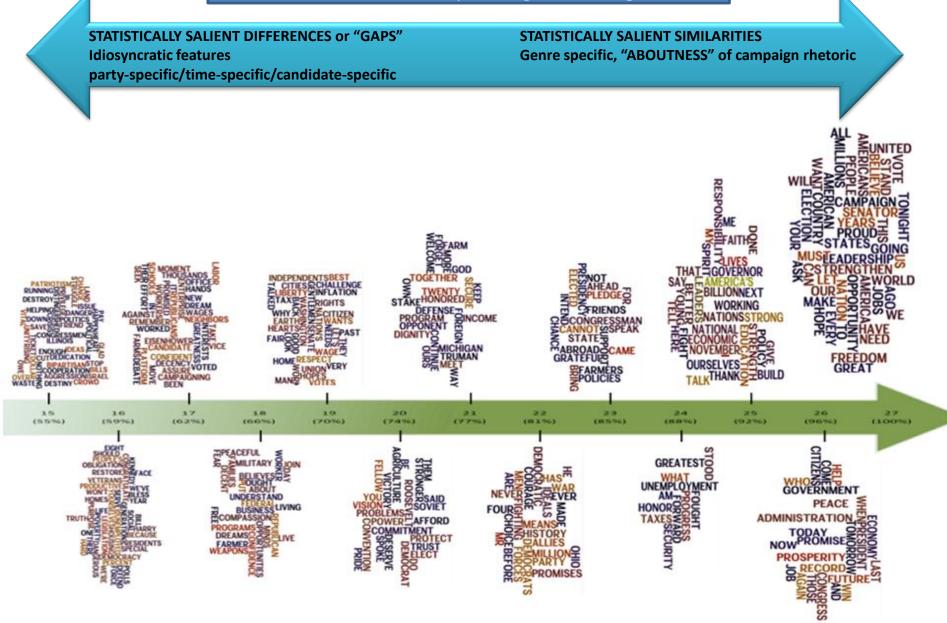
### 2. Methodology

- Which tool in the corpus linguistics toolbox can help meet these objectives?
  - Mike Scott's WordSmith Tools (version 5.0)
  - Key keyword analysis:
    - compares the campaign rhetoric produced by each candidate against a same norm, i.e. a reference corpus of "general English" (American English)
    - For each candidate, extracts statistically significant items (here: "keywords");
    - Sorts these significant keywords according to whether they are shared by other (and potentially all) candidates or whether they are specific to only a few of them or even totally candidate-specific.
    - Helps move along the case-specific genre-specific line and discover whether a specific pattern cuts through the time and party lines or else is located on very specific eras, is the product of a specific party, or else is totally candidate specific.

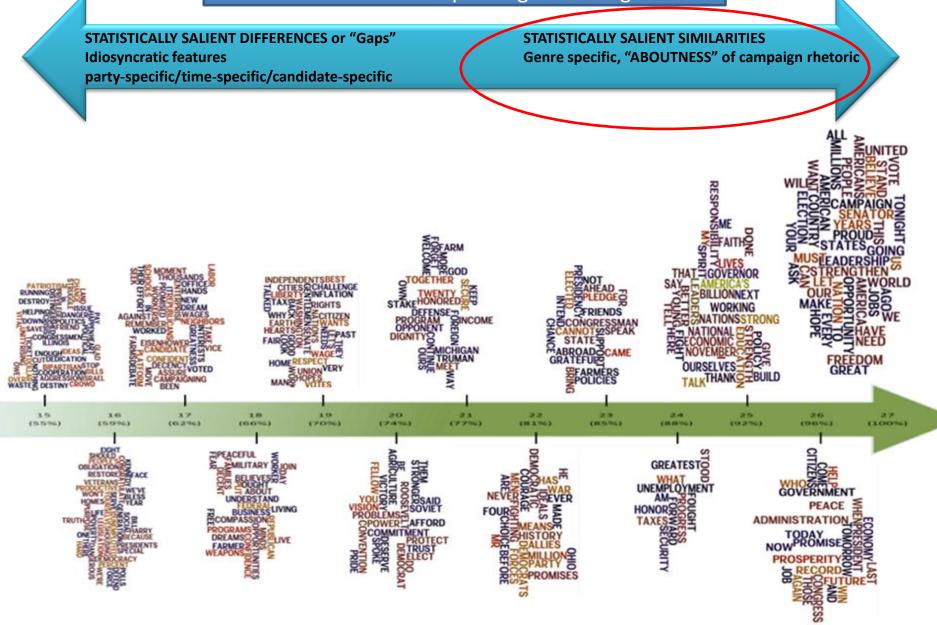
### 2. Methodology

- From the results returned from the key keyword analysis, other analyses have been launched:
  - concordance analyses (from concordance lines to source texts)
  - collocation analyses (traditional L5-R5 collocation patterns, collocation relationships (MI-score test and T-score test)
  - Bible-specific 7-gram analysis
    - slicing the bible into 7-word-long sequences
    - and searching for each one of them in the entire campaign speeches corpus in order to spot verbatim quotes from the Bible
- + illuminate these results with a historical/political/sociological/American studies perspective.

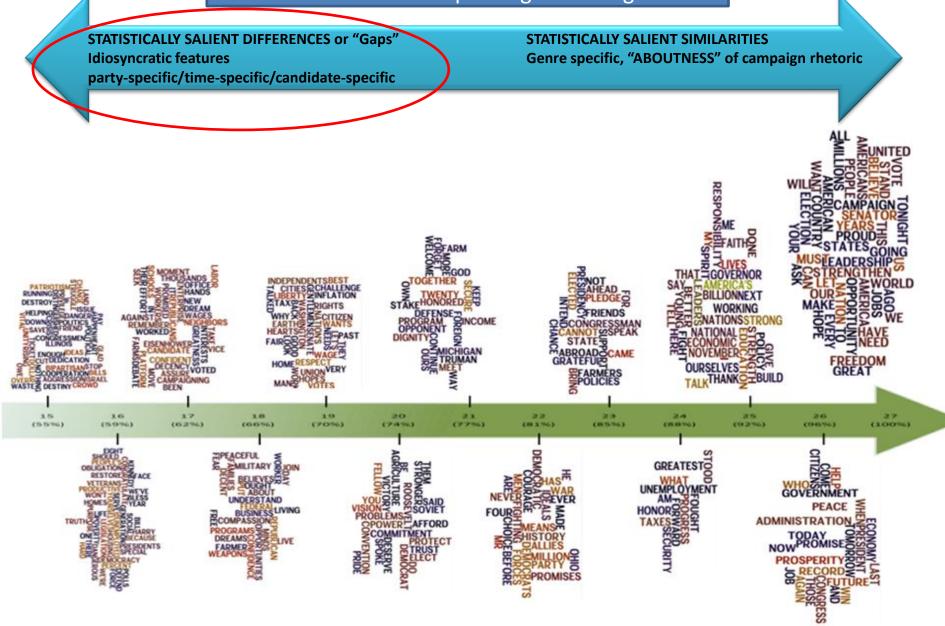
Key Keyword Analysis Comparing each campaign speeches file against a same reference corpus of general English



#### Key Keyword Analysis Comparing each campaign speeches file against a same reference corpus of general English



#### Key Keyword Analysis Comparing each campaign speeches file against a same reference corpus of general English



### Outline

- 1. Research question: Rhetorical God Gap?
- 2. Methodology
- 3. Corpora
- **4.** <u>Some</u> findings (main lessons from the main analysis)
- 5. Conclusion

• 5 Corpora, 2 subcorpora

corpus name	size (in words)
1952-2008 Presidential Campaign Speeches corpus	6,134,910
1952-1996 Bible Belt/Non Bible Belt subcorpus	1,563,529
1952-1996 Most Catholic States /Least Catholic States subcorpus	1,911,083
1952-1996 Campaign Ads corpus	153,618
1900-2008 National Party Platforms corpus	764,110
1789-2009 Presidential Rhetoric corpus	59,728,284
1933-2007 corpus of major presidential speeches (Domke and Coe, 2008)	1,090,312

corpus name	size (in words)
1952-2008 Presidential Campaign Speeches corpus	6,134,910
1952-1996 Bible Belt/Non Bible Belt subcorpus	1,563,529
1952-1996 Most Catholic States /Least Catholic States subcorpus	1,911,083
1952-1996 Campaign Ads corpus	153,618
1000 2000 National Darty Diatforme corput Mes (Domk The Bible Belt Bible Belt audi	r <u>a.</u> te adapt his dressing a

corpus name	size (in words)
1952-2008 Presidential Campaign Speeches corpus	6,134,910
1952-1996 Bible Belt/Non Bible Belt subcorpus	1,563,529
1952-1996 Most Catholic States /Least Catholic States subcorpus	1,911,083
1952-1996 Campaign Ads corpus	153,618
1900-2008 National Party Platforms corpus	764,110
1789-2009 Presidential Rhetoric corpus	59,728,284
1933-2007 corpus of major presidential speeches (Domke and Coe, 2008)	1,090,312

(

	corpus name		size (in words)	
<	1952-2008 Presidential Campaign Speeches corpus		6,134,910	>
	1952-1996 Bible Belt/Non Bible Belt subcorpus		1,563,529	
	1952-1996 Most Catholic States /Least Catholic States su	MAIN CORPUS		
	1952-1996 Campaign Ads corpus	27 Campaign Speeches files: -14 Democratic Party files		
	1900-2008 National Party Platforms corpus	-13 GOP files (1964 GOP campaign speeches missing)		
	1789-2009 Presidential Rhetoric corpus		59,728,284	
	1933-2007 corpus of major presidential speeches (Domke	1,090,312		

• 5 Corpora, 2 subcorpora

corpus name	size (in words)
1952-2008 Presidential Campaign Speeches corpus GENERAL ELECTIONS	6,134,910
1952-1996 Bible Belt/Non Bible Belt subcorpus	1,563,529
1952-1996 Most Catholic States /Least Catholic States subcorpus	1,911,083
1952-1996 Campaign Ads corpus	153,618
1900-2008 National Party Platforms corpus	764,110
1789-2009 Presidential Rhetoric corpus	59,728,284
1933-2007 corpus of major presidential speeches (Domke and Coe, 2008)	1,090,312



YEAR	CANDIDATE (D)	N speeches	word size
1952	Stevenson (D-losing)	186	331,924
1956	Stevenson (D-losing)	75	149,483
1960	Kennedy (D-winning)	312	408,395
1964	Johnson (D-winning)	111	250,947
1968	Humphrey (D-losing)	153	442,530
1972	McGovern (D-losing)	98	164,279
1976	Carter (D-winning)	55	113,652
1980	Carter (D-losing)	89	197,138
1984	Mondale (D-losing)	66	119,062
1988	Dukakis (D-losing)	66	104,325
1992	Clinton (D-winning)	76	234,401
1996	Clinton (D-winning)	111	348,854
2000			
2004	Kerry (D-losing)	58	143,443
2008	Obama (D-winning)	176	468,841
TOTAL		1632	3,477,274 words



YEAR	CANDIDATE (D)	N speeches	word size
1952	Stevenson (D-losing)	186	331,924
1956	Stevenson (D-losing)	75	149,483
1960	Kennedy (D-winning)	312	408,395
1964	Johnson (D-winning)	111	250,947
1968	Humphrey (D-losing)	153	442,530
1972	McGovern (D-losing)	98	164,279
1976	Carter (D-winning)	55	113,652
1980	Carter (D-losing)	89	197,138
1984	Mondale (D-losing)	66	119,062
1988	Dukakis (D-losing)	66	104,325
1992	Clinton (D-winning)	76	234,401
1996	Clinton (D-winning)	111	348,854
2000			
2004	Kerry (D-losing)	58	143,443
2008	Obama (D-winning)	176	468,841
TOTAL		1632	3,477,274 words



YEAR	CANDIDATE (GOP)	N speeches	word size
1952	Eisenhower (GOP-winning)	230	360,532
1956	Eisenhower (GOP-winning)	43	71,612
1960	Nixon (GOP-losing)	136	410,816
1964			
1968	Nixon (GOP -winning)	58	206,172
1972	Nixon (GOP-winning)	59	112,782
1976	Ford (GOP- losing)	128	148,577
1980	Reagan (GOP-winning)	69	91,109
1984	Reagan (GOP-winning)	108	241,285
1988	Bush (GOP-winning)	41	86,675
1992	Bush (GOP-losing)	126	276,280
1996	Dole (GOP-losing)	78	192,396
2000			
2004	Bush (GOP-winning)	39	182,312
2008	McCain (GOP-losing)	143	277,088
TOTAL		1258	2,657,636 words



YEAR	CANDIDATE (GOP)	N speeches	word size
1952	Eisenhower (GOP-winning)	230	360,532
1956	Eisenhower (GOP-winning)	43	71,612
1960	Nixon (GOP-losing)	136	410,816
1964			
1968	Nixon (GOP -winning)	58	206,172
1972	Nixon (GOP-winning)	59	112,782
1976	Ford (GOP- losing)	128	148,577
1980	Reagan (GOP-winning)	69	91,109
1984	Reagan (GOP-winning)	108	241,285
1988	Bush (GOP-winning)	41	86,675
1992	Bush (GOP-losing)	126	276,280
1996	Dole (GOP-losing)	78	192,396
2000			
2004	Bush (GOP-winning)	39	182,312
2008	McCain (GOP-losing)	143	277,088
TOTAL		1258	2,657,636 words

### <u>Reference corpus:</u>

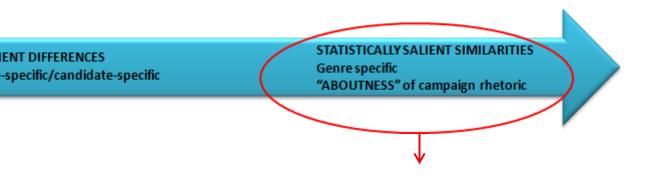
• OANC: open portion from the second release of the American National Corpus. This portion contains 14,801,441 running words (3,134,962 spoken and 11,666,479 written).

### Outline

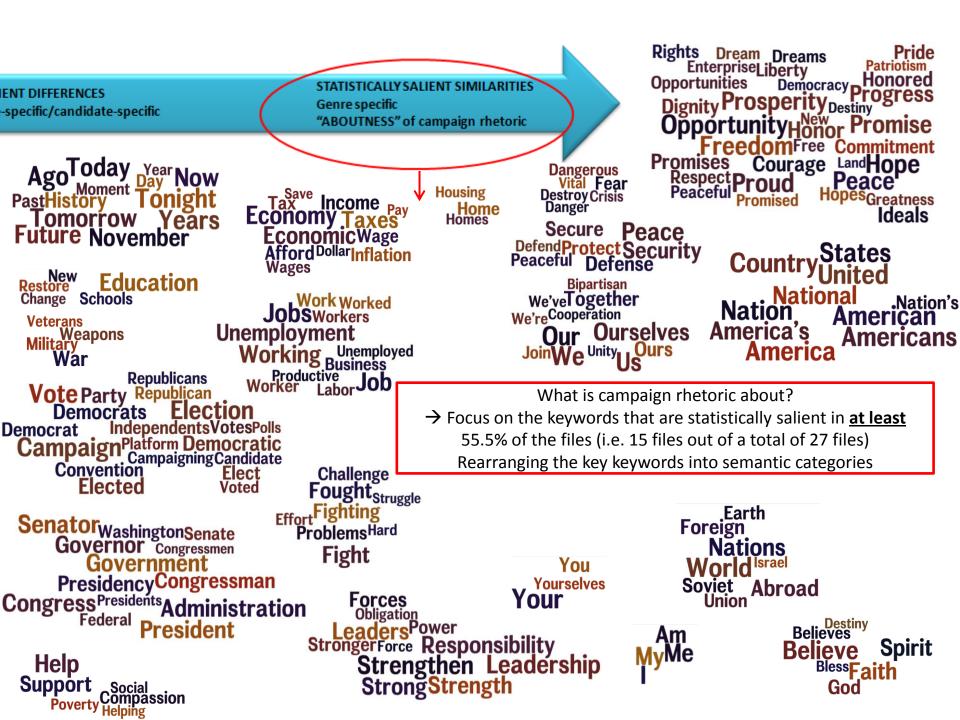
- 1. Research question: Rhetorical God Gap?
- 2. Methodology
- 3. Corpora
- 4. <u>Some findings (main lessons from the main</u> <u>analysis)</u>
- 5. Conclusion

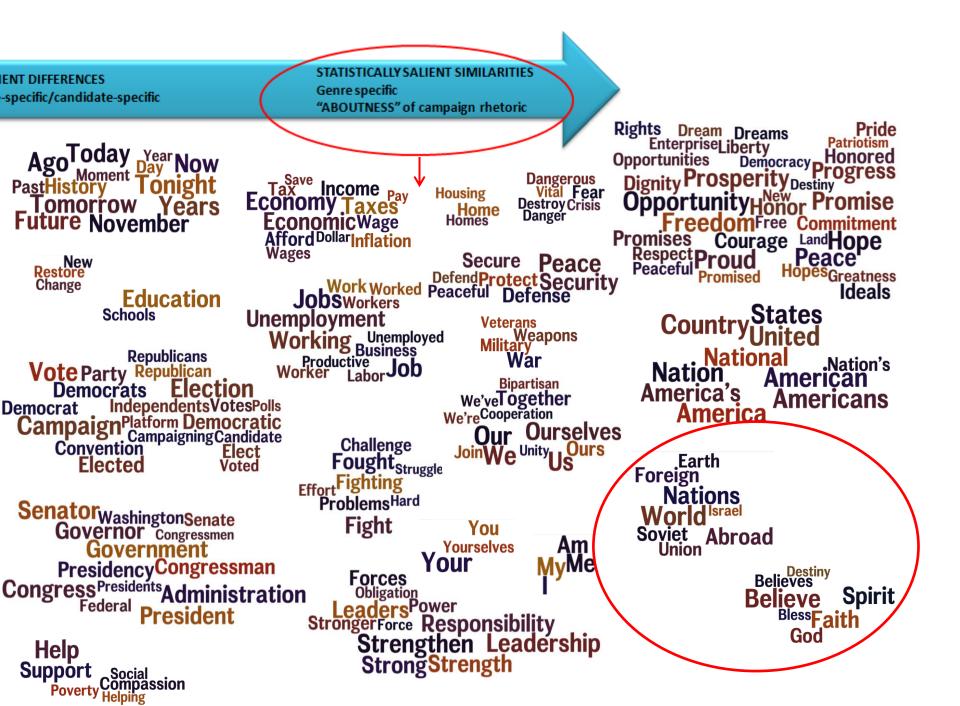
### 4. Results and Findings

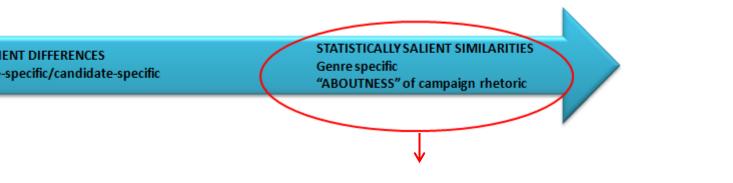
STATISTICALLY SALIENT DIFFERENCES Idiosyncratic features party-specific/time-specific/candidate-specific STATISTICALLY SALIENT SIMILARITIES Genre specific "ABOUTNESS" of campaign rhetoric STATISTICALLY SALIENT DIFFERENCES Idiosyncratic features party-specific/time-specific/candidate-specific STATISTICALLY SALIENT SIMILARITIES Genre specific "ABOUTNESS" of campaign rhetoric



What is campaign rhetoric about?





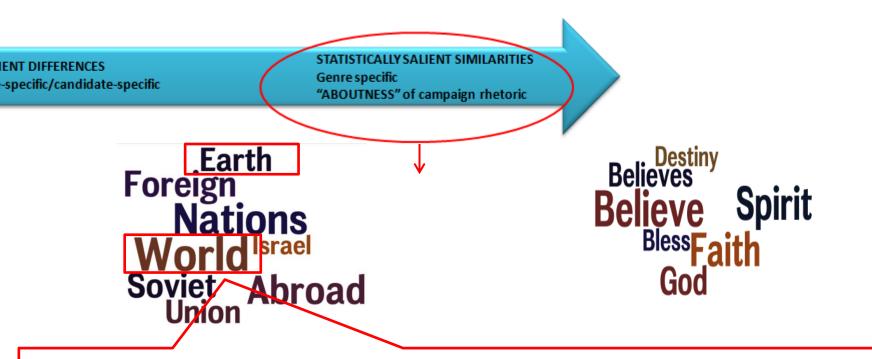


In this analysis of the presidential campaign genre:

Focus on two sets of key keywords: "international category" and a set of potentially religiously laden words ("religious word cloud")

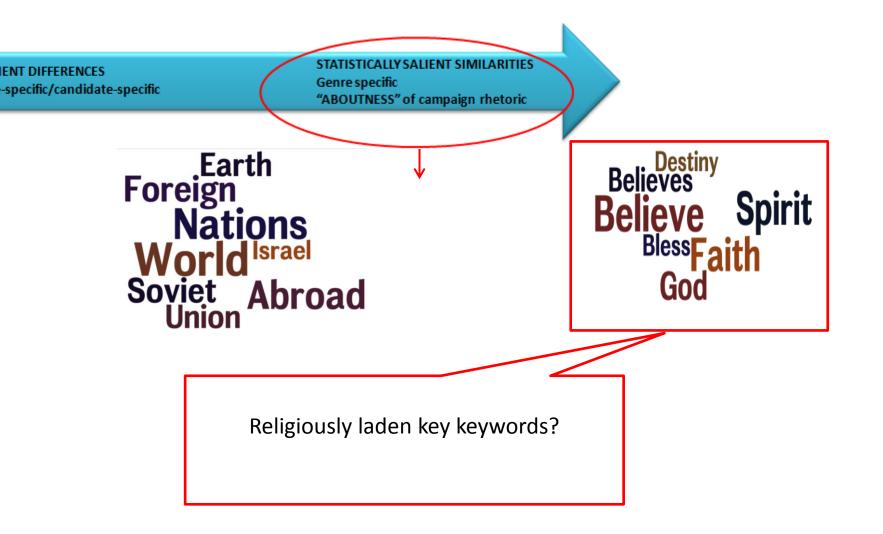






When talking about the *world* (salient in 100% of the files) and the *earth* (salient in 70% of the files), have the presidential candidates echoed the rhetoric supposedly employed by empires of old? Do they embark on a religiously laden rhetoric?

Other key keywords would certainly deserve being analyzed for what they might reveal about moral/religious justifications of actions on the international scene (e.g.: *soviet* and *union; israel*)  $\rightarrow$  future research efforts?



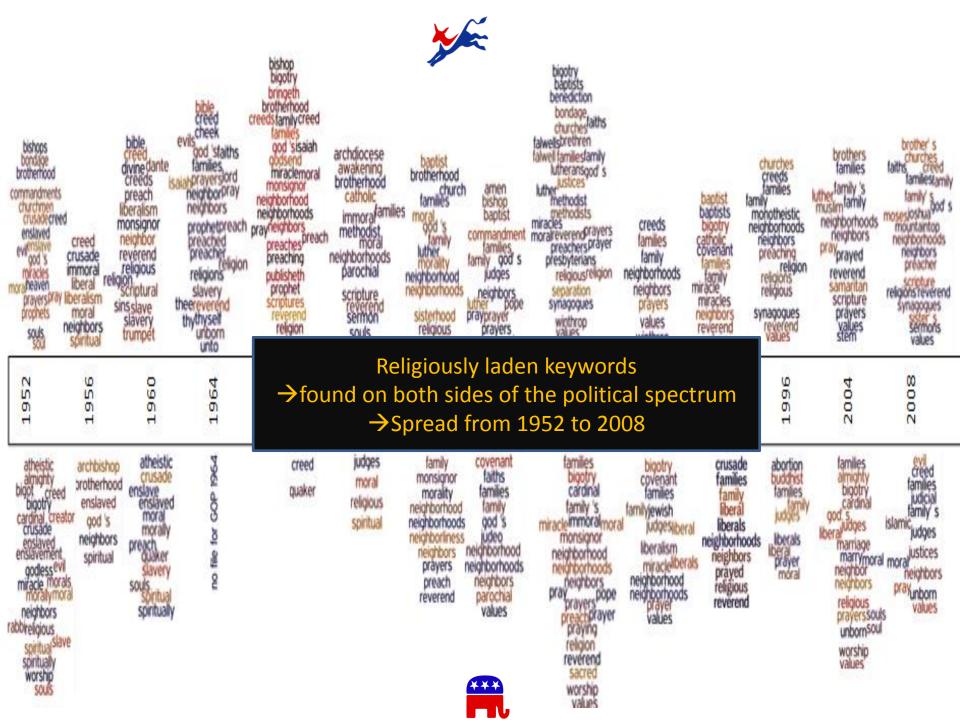
# <u>Campaign genre:</u>

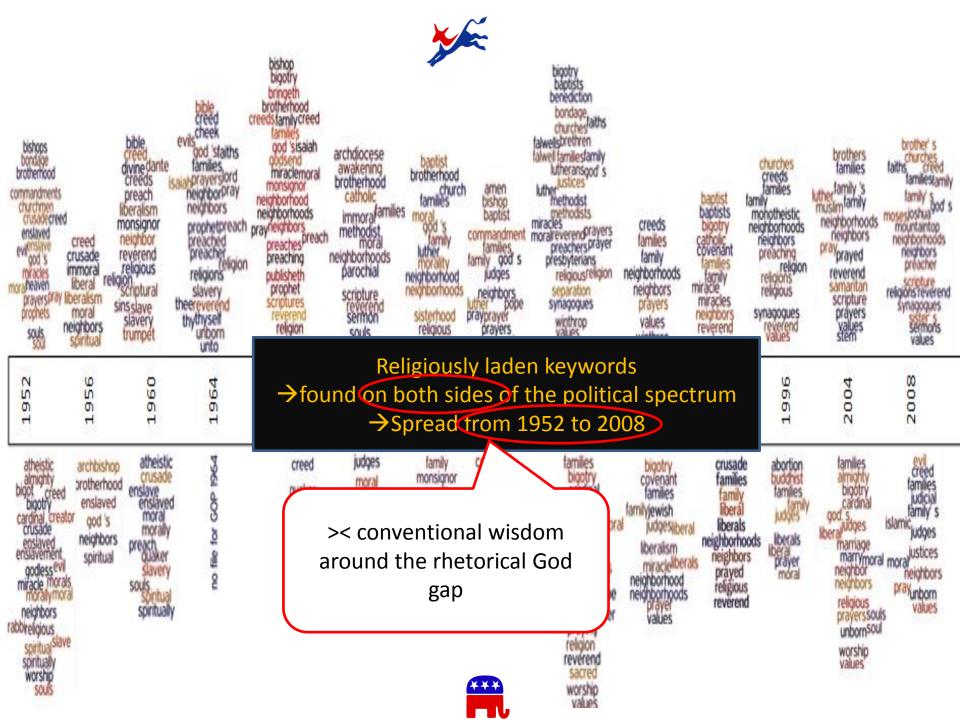
- Place of religiously laden rhetoric is quite relative.
- Rhetoric of American civil religion. Main object: AMERICA, NOT GOD.
- Rhetoric that predates America's hegemonic status. Ingredients inscribed in the American DNA
- Yes, there are moral and even religiously laden ingredients used to justify actions on the international scene...
- But is there anything new under the sun? Not really...
  - Bush's post 9/11 rhetoric:
    - Criticize it?  $OK \rightarrow CDA$
    - See it as totally unprecedented? Not OK at all.

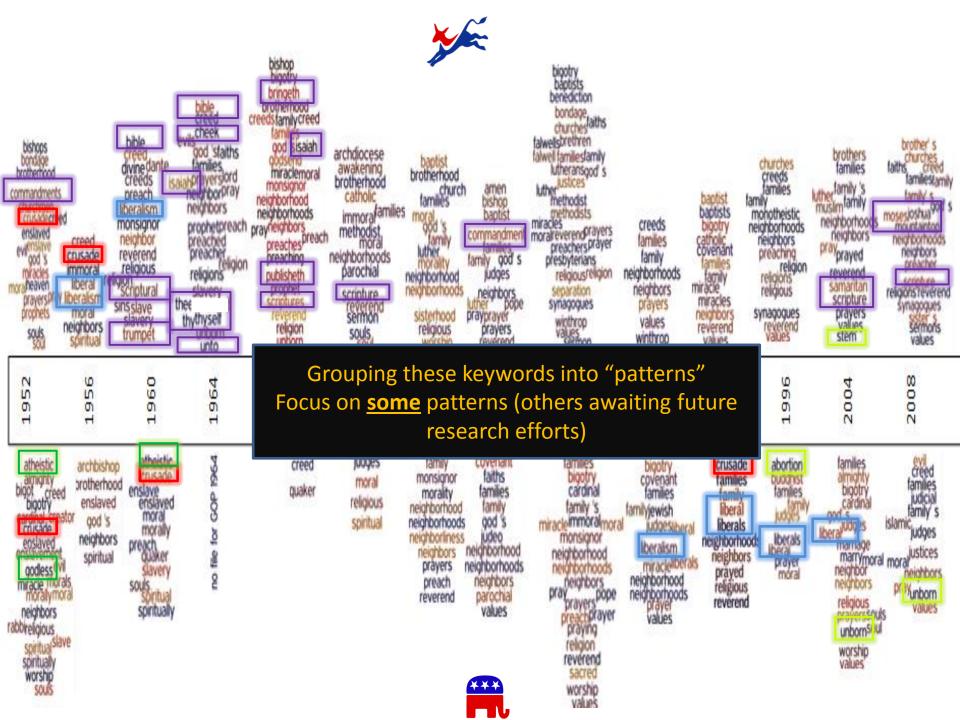
STATISTICALLY SALIENT DIFFERENCES Idiosyncratic features party-specific/time-specific/candidate-specific STATISTICALLY SALIENT SIMILARITIES Genre specific "ABOUTNESS" of campaign rhetoric

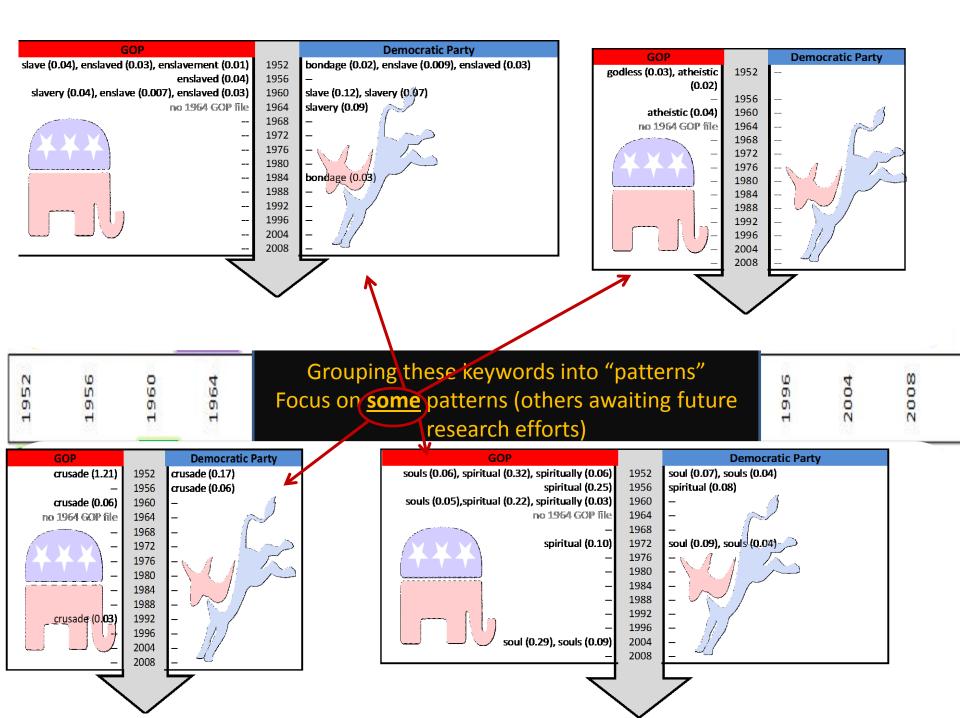


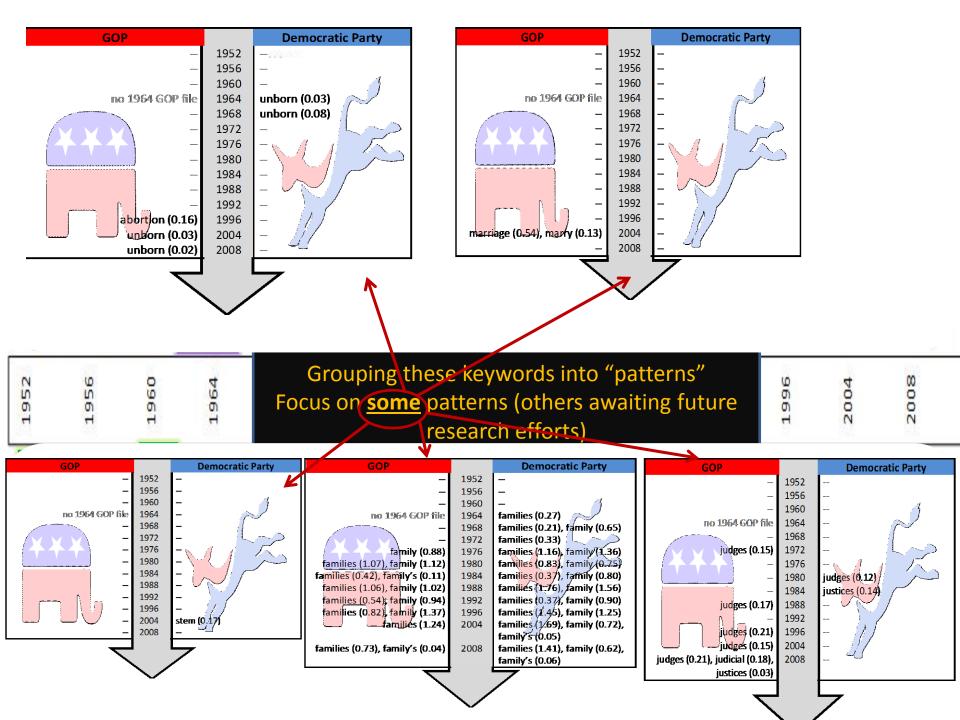
bishops bondage brotherhood commandments churchmen crusadecree enslaved evijfinslave god s moraheaven prayers pray prophets souls	d r creed crusade immoral liberal relig	bible creed creeds is preach liberalism nonsignor neighbor reverend religious ins slave slave slavery trumpet	evilscneek god 'staiths families	bishop bigotry bringeth brotherhood creedstamilyCreed families god 'sisaiah godsend miraclemoral monsignor neighborhoods prayheighbors preaching publisheth preaching publisheth prophet scriptures reverend religion unborn	archdiocese awakening brotherhood catholic immorafamilies methodist, moral neighborhoods parochial scripture reverend sermon souls soul	baotist brotherhood church tamiles moral 90d 's tamily luther morality neighborhood neighborhood sisterhood religious worship	bishop baptist	biootry baptists benediction bondage, churches <sup>t</sup> aiths talweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren falweilsbrethren presbytenans preachersprayer presbytenans religious/felgion separation synagogues winthrop values sermon	neighborhoods	baptists i bigotry n catholic covenant familes family mracle mracles	churches creeds families miy monotheistic reighborhoods neighbors preaching religions religious synagogues reverend values	brothers families luther,family 's muslim family neighborhoods neighbors pray pray pray prayed reverend samantan scripture prayers values stem	brother's churches tamilestamily tamily s mosesjoshua <sup>9</sup> od s mountantop neighbors of the neighbors preacher religions reverend synaopoues serimors values
1952	1956	1960	1964	1968	1972	1976	1980	1984	1988	1992	1996	2004	2008
atheistic almighty bigot cree bigotry cardinal crei crusade enslaved enslavement godless <sup>ev</sup> miracle mor morallymo neighbors rabbireligious spiritual <sup>Sla</sup> spiritual <sup>Sla</sup> spiritual <sup>Sla</sup>	enslaved ator god 's neighbors spiritual als stal		no file for GOP 1964	creed quaker	judges moral religious spiritual	family monsignor morality neighborhoods neighborliness neighbors prayers prayers preach reverend	covenant faiths families family god 's judeo neighborhoods neighborhoods neighborhoods neighbors parochial values	families bioptry cardinal tamiy's miracleimmoralmoral monsignor neighborhoods neighbors pray prayers preachprayer preachprayer preachprayer preachprayer preachprayer preachprayer graying religion reverend sacred worship values	bigotry covenant familes familyjewish judgesliberal liberalism miracleliberals neighborhood neighborhood prayer values	crusade families family liberal liberals neighborhoo neighbors prayed religious reverend	abortion buddhist families judges ds liberals prayer moral	families almighty biootry cardinal god, s liberal <sup>i</sup> ldiges marriage marrymorr neighbor neighbors religious prayerssou unborn <sup>SOU</sup> worship values	prayunborn values

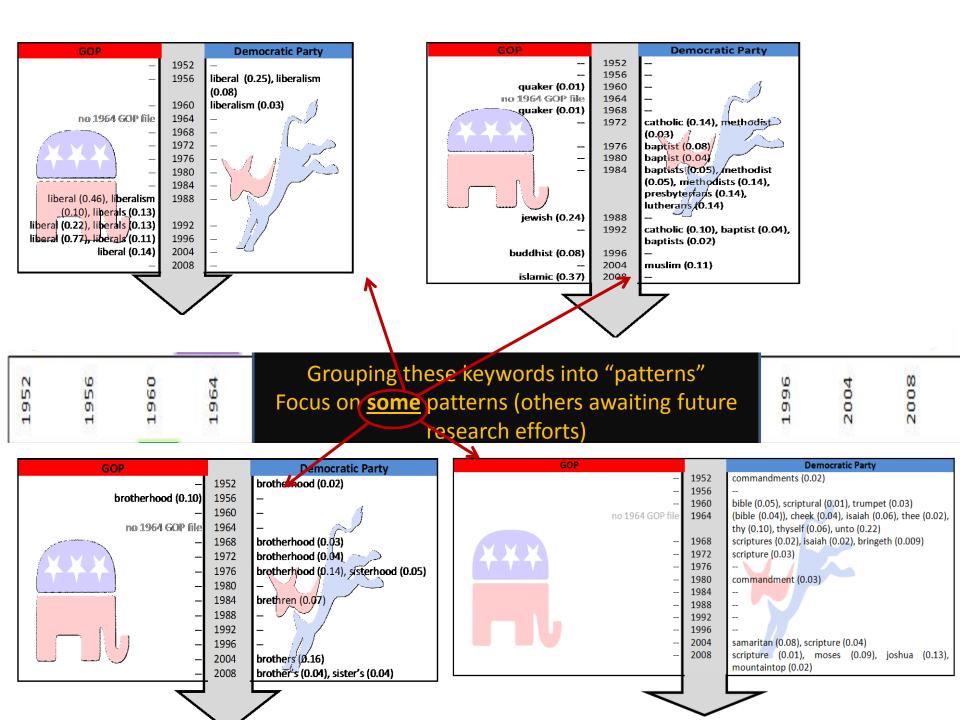




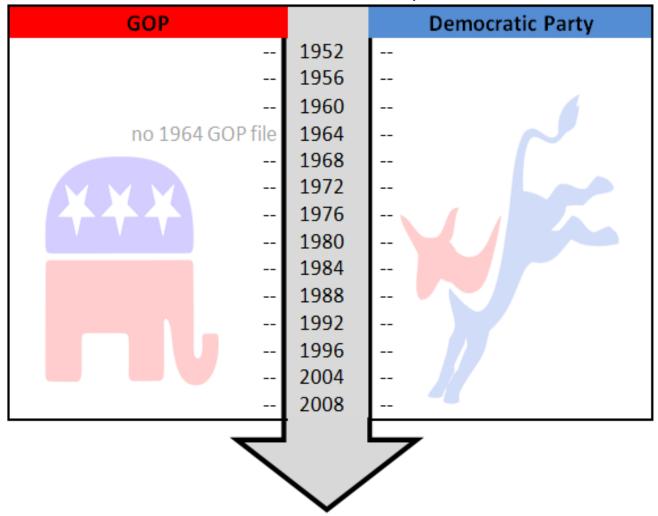


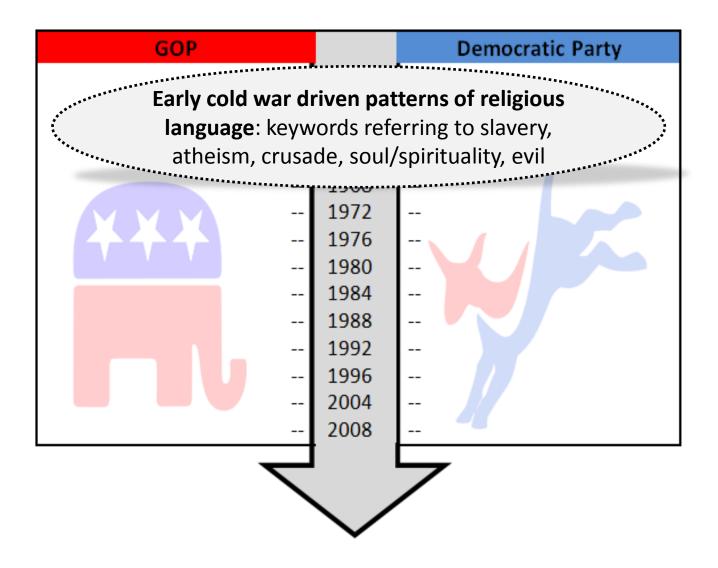






Lessons?: Incomplete (other patterns to explore) and tentative (limitations, notably source-wise). BUT the keywords extracted from the main corpus of presidential campaign speeches + the evidence from the 4 other corpora show:



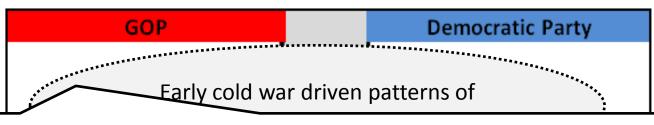




While the anti-Christ stalks around, organized Communism seeks even to dethrone God from His central place in this universe. It attempts to uproot everywhere it goes the gentle and restraining influences of the religion of love and peace. One by one the lamps of civilization go out and nameless horrors are perpetrated in darkness. All this is done by an enemy of a kind that we have never faced before. He is primitive but he is also advanced. He goes with a piece of black bread in his hand, but in his mind he carries the awful knowledge of atomic energy. He is careful, cool, calculating, and he counts time not impatiently like we do, not by the clock, but by decades, in terms of centuries. [...] The task that confronts us will try our souls. It will exact a high price in discipline of mind and in austerity of spirit. [...] Long ago we asserted a great principle on this continent: that men are, and of right ought to be, free. Now we are called upon to defend that right against the mightiest forces of evil ever assembled under the sun. This is a time to think, a time to feel, a time to pray. We shall need all of the resources of the stubborn mind, the stout heart, the soul refreshed, in the task that confronts us. [...] You and you alone will decide the fate of your family and your country for decades to come. You will decide whether you are to be slaves or free--to live gloriously, or perish miserably. [...] What is the lesson of history and of all human experience? What is the primary law of life? You struggle and you survive-you fail to struggle and you perish. The ways of the world are marked with the bones of people who hesitated. Your salvation is in your hands; in the stubbornness of your minds, the tenacity of your hearts, and such blessings as God, sorely tried by His children, shall give us.

(Stevenson (D), September 29, 1952. Station WGN-NBC-TV speech)





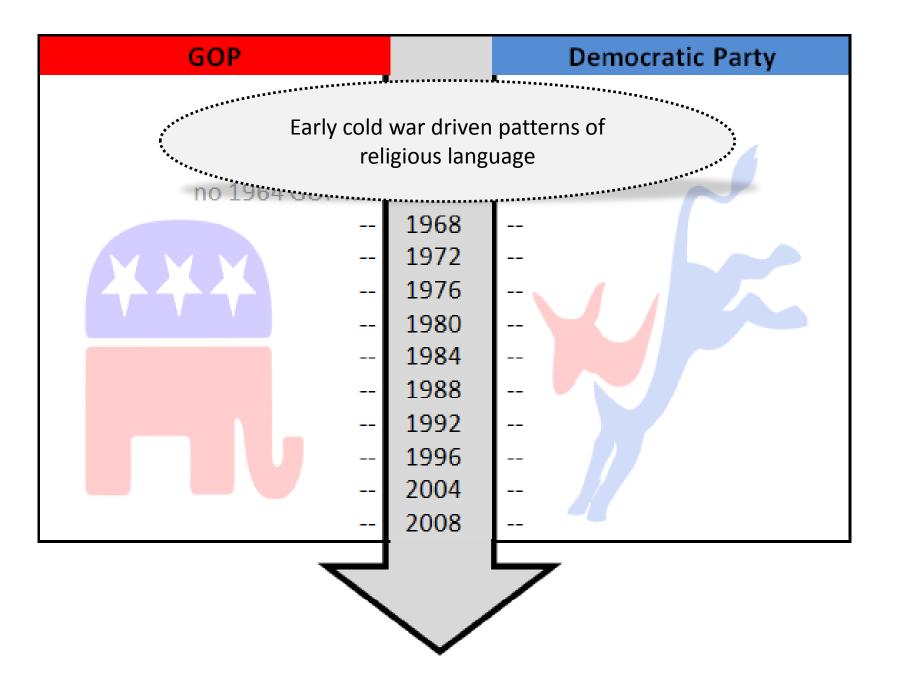
World War II was a crusade to defeat the evil, sinister threat of dictatorial domination [...]. America poured into that crusade her productive strength, her treasure, and the blood of her young men. We and our allies won that fight, the greatest ever fought on earth. [...] But as the years have passed since the end of that crusade, the lights of our world have been going out again, year after year. What happened? What caused our victory to fall so far short of what we all hoped and what our fighting men deserved? [...] This terrible danger is Godless Communism. It stalks the world in the ugly garb of war and threat of war and creeps through every unguarded gateway. It means to swallow up all the land, all the wealth, and all the peoples of this earth. [...]But great as this threat is, and vigilant as we must eternally be to stand together with our friends of the free world, we also know in our hearts that there is no force in this world so vital or so strong, when given corresponding leadership, as the American people. [...] We Americans have the courage, the productive capacity, the know-how. And above all, we have a spiritual strength beyond the enemy's reach or understanding. It is the strength of people who believe that man is made in the image of God. But, if we are to win this deadly struggle with Communism, we must have a leadership that can unite us behind great objectives--a leadership morally and spiritually strong. The best that is within us Americans will respond to a calling of high purpose. [...] This struggle between Communism and freedom is a struggle of ideas. To win in such a battle, our ideas must be better. And our idea must come alive through the positive, moral vitality of our leadership. [...] The evil of Communism must be fought on many fronts. [...] We can conquer Communism, if we have a leadership of high purpose and moral stamina, a leadership that draws strength from its spiritual faith. And it is to seek out these qualities and place them at the nation's helm that my associate and I have embarked upon this second crusade, this "Crusade in America." To lead this crusade, we shall call to Washington able men and women from all sections of our country and all walks of life. These men and women must be incorruptible, dedicated to the mission and not to the job, and inspired by devotion to America. A strong America, a well-governed America, an America that is morally and spiritually sound, is the best answer to the evil threat of cynicism and lack of self-respect within, and to the evil threat of Communism without. If you believe that as I do, will you join our crusade?

Eisenhower, October 21<sup>st</sup>, 1952. Speech in Boston, Massachusetts)

## Patterns and gaps

### • Early Cold War Driven Patterns of Religious Language: main lessons:

- Recognize (and further work on) the important role that religion played in the ideological warfare against Communism, and the impact that such religious rhetoric has had on the American identity itself and on later forms of religious-political entanglement.
- The religious rhetoric employed back then took rather strong stances, and some of them might sound politically incorrect today. The Cold War religious rhetoric drew on several biblical imageries and depicted a Manichean vision of a world torn apart between America – under God, free, shining, the last best hope of human kind – and an evil communist empire – a reincarnation of Biblical Egypt, a tyrannical and materialistic state where enslaved people would live in darkness and fear.
- The early cold war religious rhetoric cuts through party lines and is representative of an era more than of a party (although keywords referring to atheism seem GOP-specific)
- Future research efforts: might be well served by focusing on Cold War rhetoric and post 9/11 rhetoric.





#### **Democratic Party**

Early cold war driven patterns of religious language

1968

1972

2008

Modern culture war issues and morality politics: the cases of abortion, marriage, stem cell research, fetal tissue research, family values and judicial activism (court packing) GOP

#### **Democratic Party**

Early cold war driven patterns of religious language

1968

1972

2008

Modern culture war issues and morality politics: the cases of abortion, marriage, stem cell research, fetal tissue research, family values and judicial activism (court packing) "These issues highlight church-state relations, origins of life, and sexual and gender norms, all of which have been central concerns of Christian conservatives since they politically mobilized." (Domke and Coe, 2008: 102)

#### GOP

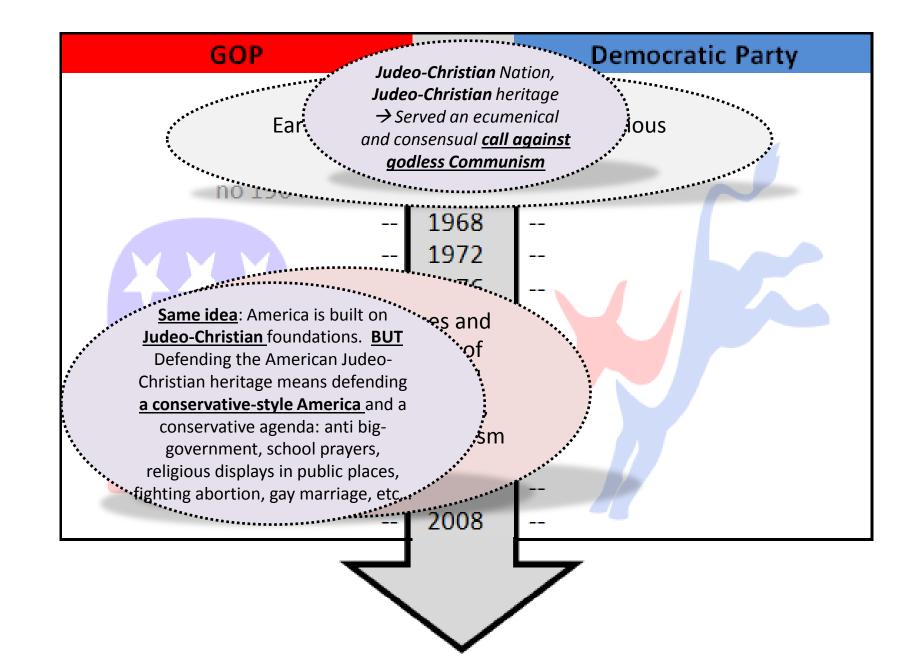
Early cold war driven religious langu 964 -- 1968 -- 1972

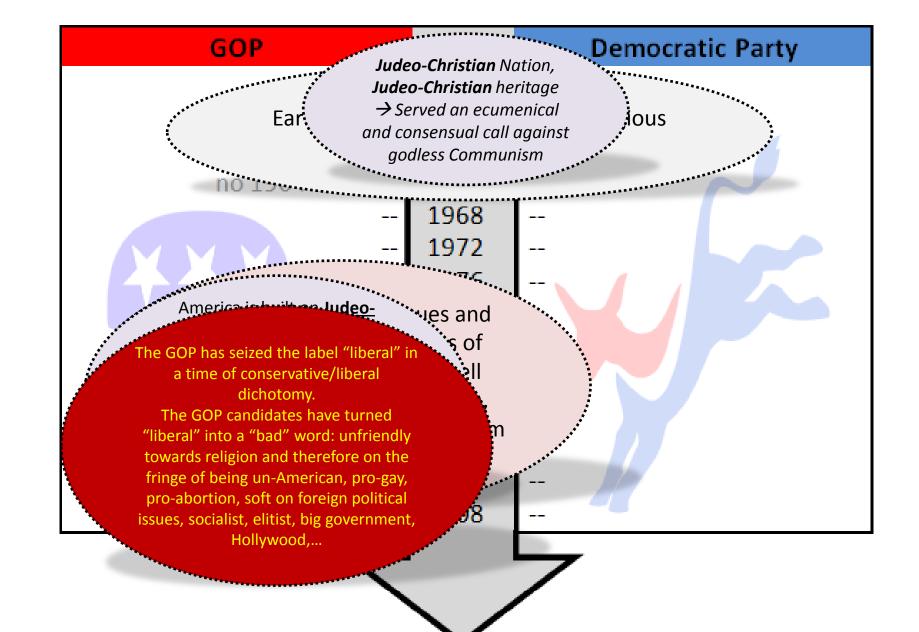
2008

Modern culture war issues and morality politics: the cases of abortion, marriage, stem cell research, fetal tissue research, family values and **judicial activism** (court packing) <u>Court packing</u> = strategy through which influence is sought by placing the "right" judges at all level of the judiciary.

#### Message from GOP candidates:

elect me, and I will nominate conservative judges (>< activist liberal judges) who will side with the religious conservatives on issues such as abortion, stem cell research, religious displays in public places, school prayers, or same-sex marriage.







American religion [can] no longer be understood exclusively on the basis of the traditional [...] "Protestant-Catholic-Jewish" framework.
Extensive societal changes caused two dominant religious orientations to emerge in the United States by the end of World War II: (1) a
theologically and politically conservative religious witness and (2) a more liberal, relativist approach to both theology and politics. (Olson and Green, 2006: 455)



into a "bad" word: unfriendly towards religion and therefore on the fringe of being un-American, pro-gay, proabortion, soft on foreign political issues, socialist, elitist, big government, Hollywood,... American religion [can] no longer be understood exclusively on the basis of the traditional [...] "Protestant-Catholic-Jewish"

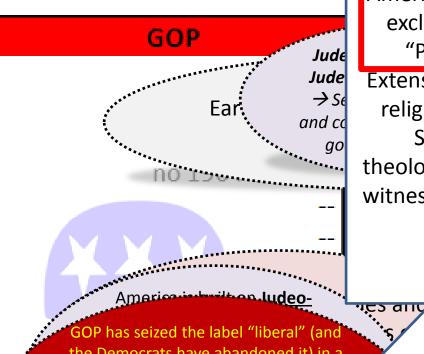
At the heart of the new cultural realignment are the pragmatic alliances being formed across faith traditions. Because of common points of vision and concern, the orthodox wings of Protestantism, Catholicism, and Judaism are forming associations with each other, as are the progressive wings of each faith community – and each set of alliances takes form in opposition to the influence the other seeks to exert in public culture. [...] [A] Ithough these alliances are historically "unnatural", they have become pragmatically necessary. [...] In other words, it is increasingly difficult to speak of the Protestant position or the Catholic position or the Jewish position (or, for that matter, the Mormon or Buddhist position) vis-à-vis American public culture. Meanwhile, other kinds of differences have expanded: increasingly, the politically consequential divisions are those that separate the orthodox from the progressive within religious traditions. And orthodox and progressive factions of the various faiths do not speak out as isolated voices but increasingly as a common chorus. In this, the political relevance of the historical divisions between Protestant and Catholic and Christian and Jew has largely become defunct.

(Hunter, 1991: location 664 - 1418 of 5465)

I want to **protect the flag**. And he's against it. I believe we can have voluntary prayer in school and he's against it. That's the basic difference. And I will **appoint conservative judges** to the bench who will interpret the Constitution. And if you send me a **partial birth abortion bill** I will sign it; I will not veto it. [...] I'm a--I'm a <u>conservative</u>; he's a <u>liberal</u>. Don't let him fool you. [...] This is the real candidate Clinton, not the candidate who's out there now <u>talking like a</u> <u>conservative</u>. Keep this in mind. He's never changed. <u>He's a liberal</u>. <u>He's a liberal</u>. He's a liberal. Don't let him forget it. (Dole, October 23, 1996, Speech in Macon)

cratic Party

The GOP has seized the label "liberal" (and the Democrats have abandoned it) in a time of conservative/liberal dichotomy. The GOP candidates have turned "liberal" into a "bad" word: unfriendly towards religion and therefore on the fringe of being un-American, pro-gay, pro-abortion, soft on foreign political issues, socialist, elitist, big government, Hollywood,...

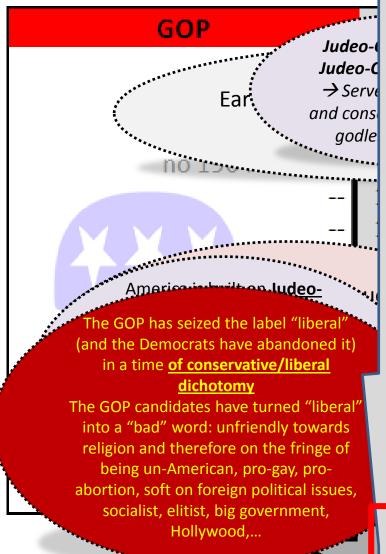


the Democrats have abandoned it) in a time of conservative/liberal dichotomy that marks the political AND religious

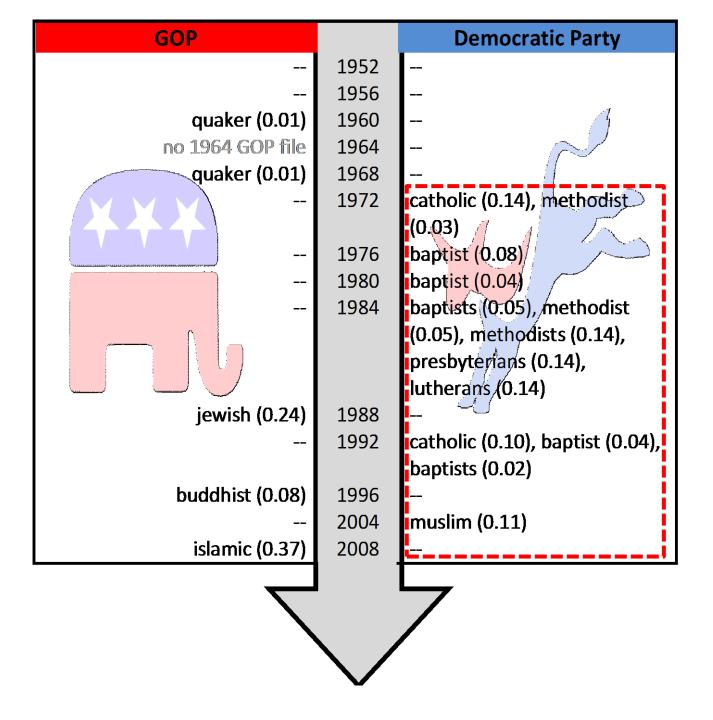
#### scenes.

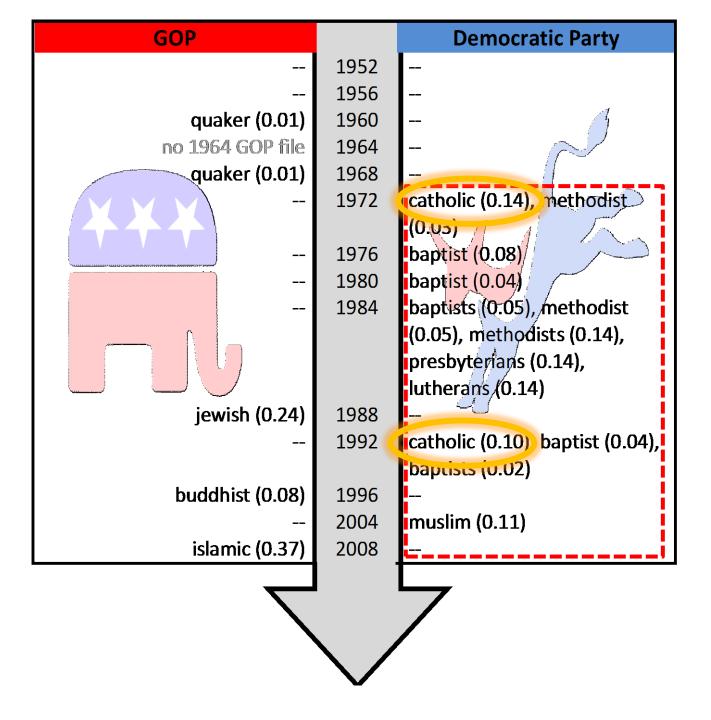
GOP candidates have turned "liberal" into a "bad" word: unfriendly towards religion and therefore on the fringe of being un-American, pro-gay, pro-abortion, soft on foreign political issues, socialist, elitist, big government, Hollywood,... American religion [can] no longer be understood exclusively on the basis of the traditional [...] "Protestant-Catholic-Jewish" framework.

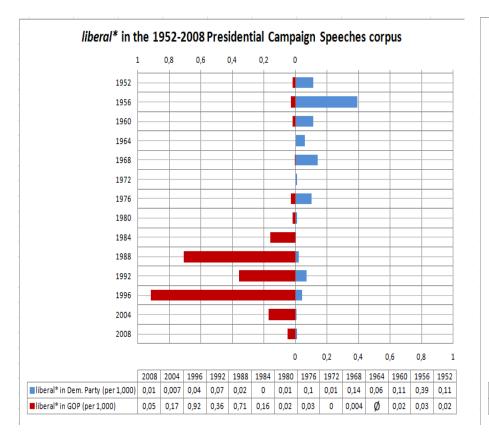
Extensive societal changes caused two dominant religious orientations to emerge in the United States by the end of World War II: (1) a theologically and politically conservative religious witness and (2) a more liberal, relativist approach to both theology and politics. (Olson and Green, 2006: 455)



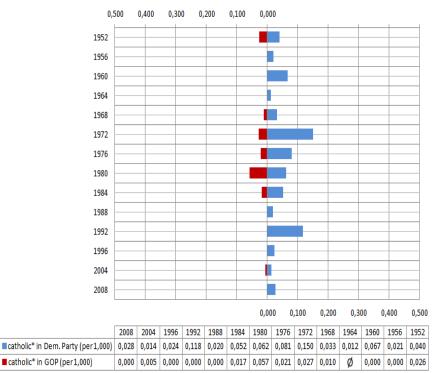
At the heart of the new cultural realignment are the pragmatic alliances being formed across faith traditions. Because of common points of vision and concern, the orthodox wings of Protestantism, Catholicism, and and cons Judaism are forming associations with each other, as are the progressive wings of each faith community – and each set of alliances takes form in opposition to the influence the other seeks to exert in public culture. [...] [A] Ithough these alliances are historically "unnatural", they have become pragmatically necessary. [...] In other words, it is increasingly difficult to speak of the Protestant position or the Catholic position or the Jewish position (or, for that matter, the Mormon or Buddhist position) vis-à-vis American public culture. Meanwhile, other kinds of differences have expanded: increasingly, the politically consequential divisions are those that separate the orthodox from the progressive within religious traditions. And orthodox and progressive factions of the various faiths do not speak out as isolated voices but increasingly as a common chorus. In this, the political relevance of the historical divisions between Protestant and Catholic and Christian and Jew has largely become defunct. (Hunter, 1991: location 664 - 1418 of 5465)





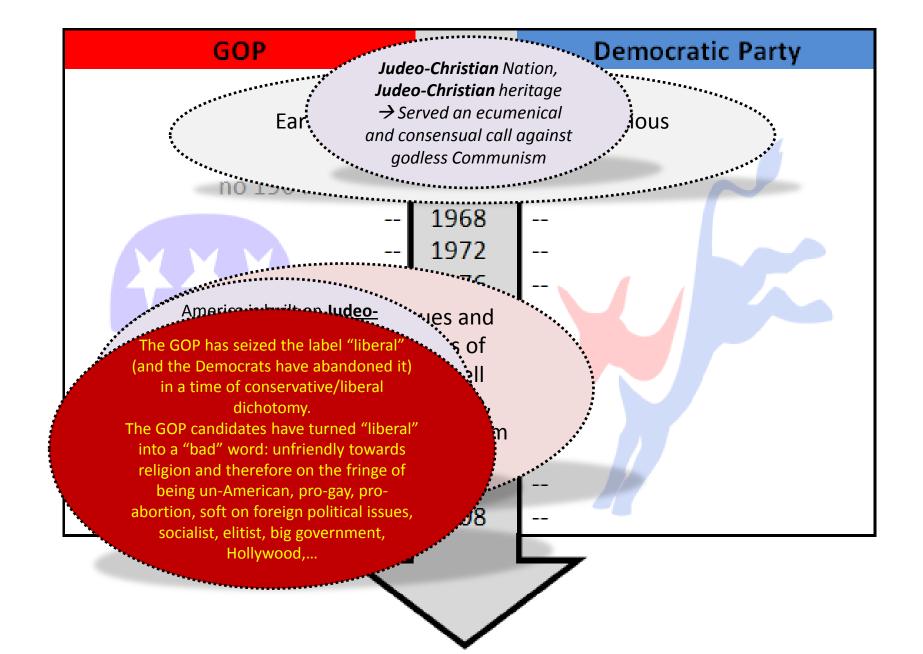


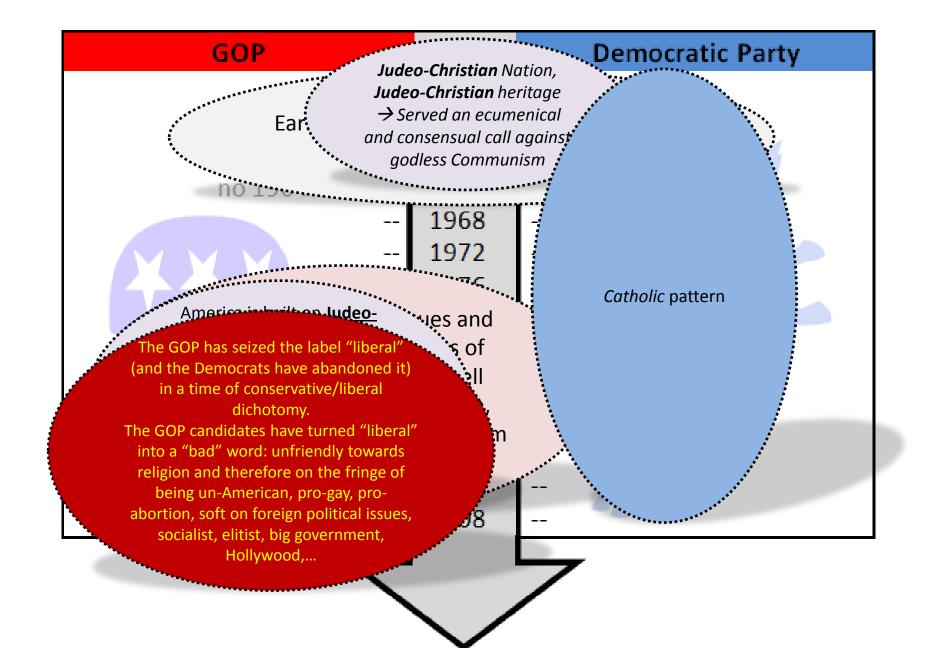
catholic\* in the 1952-2008 Presidential Campaign Speeches corpus



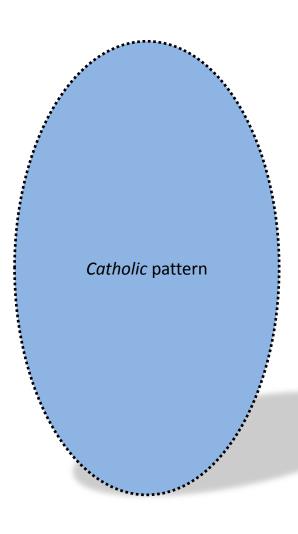
GOP seizing the label "liberal"

Fluctuating yet persistent (and sometimes salient) use of *catholic\** by Democratic party candidates.





- <u>Suggesting several hypotheses that might explain</u> the *catholic* pattern
  - The "Catholic vote" (if any)?
  - Appealing to Catholics? Adapting to the catholic constituency?
  - Need for more investigations. Need to consider other sources.
- N.B. The GOP has also appealed to Catholics, but not through their Catholicism, but by activating the conservative lever, by appealing to some specific conservative catholic groups (Knights of Columbus) and by borrowing umbrella terms like "culture of life" from the Vatican. (see for e.g. Smith, 2006: 347)
- Going deeper into the rhetoric of Kennedy and Clinton
  - Kennedy addressed his Catholicism. Religion did matter back then, and Kennedy had to take a religious test indeed.
  - Clinton tapped into Kennedy's aura.
  - Clinton's use of *Catholic* shows evolution: praises Catholicism for its impact on the American society and its social agenda.
  - With Clinton, *Catholic* is used (along with other religious and civil religious terms) to articulate the communitarian worldview and the way social care and welfare should be organized in the U.S.

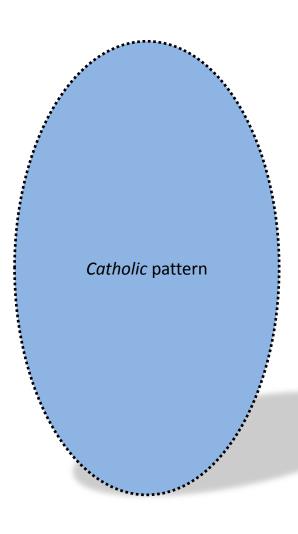


- <u>Suggesting several hyp</u>
  - The "Catholic vot
  - Appealing to Cath
  - Need for more in
- N.B. The GOP has als Catholicism, but by some specific cons by borrowing um' (see for e.g. Smith,
- Going deeper into the
  - Kennedy address
     then, and Kennec
  - Clinton tapped in
  - Clinton's use of C its impact on the
  - With Clinton, Cat.
     religious terms) to
     the way social can

While Reagan's staff worked hard to retain the support of the religious right, they also developed a comprehensive strategy to win Catholic votes and convince Catholics to make the GOP "their new permanent political home." A public effort to achieve this aim might cost Republicans votes in the Bible Belt or the Deep South. Therefore, the "best way to disguise this maneuver" was to emphasize moral issues rather than appeal directly to Catholics. Strategists recommended cultivating close relations with the Vatican, consulting frequently with Catholic prelates, developing cordial associations with various Catholic groups, appointing Catholics to major administrative posts, speaking at Catholic gatherings, increasing the number of Catholic leaders in the Republican Party, and focusing on issues that were important to Catholics [...] During the campaign, his team put ads in many Catholic newspapers showing him meeting with Pope John Paul II and proclaiming his support for "basic family values," "the rights of the unborn," voluntary prayer in schools, and tuition tax credits.

(Smith, 2006: 347)

- <u>Suggesting several hypotheses that might explain</u> the *catholic* pattern
  - The "Catholic vote" (if any)?
  - Appealing to Catholics? Adapting to the catholic constituency?
  - Need for more investigations. Need to consider other sources.
- N.B. The GOP has also appealed to Catholics, but not through their Catholicism, but by activating the conservative lever, by appealing to some specific conservative catholic groups (Knights of Columbus) and by borrowing umbrella terms like "culture of life" from the Vatican. (see for e.g. Smith, 2006: 347)
- Going deeper into the rhetoric of Kennedy and Clinton
  - Kennedy addressed his Catholicism. Religion did matter back then, and Kennedy had to take a religious test indeed.
  - Clinton tapped into Kennedy's aura.
  - Clinton's use of *Catholic* shows evolution: praises Catholicism for its impact on the American society and its social agenda.
  - With Clinton, *Catholic* is used (along with other religious and civil religious terms) to articulate the communitarian worldview and the way social care and welfare should be organized in the U.S.



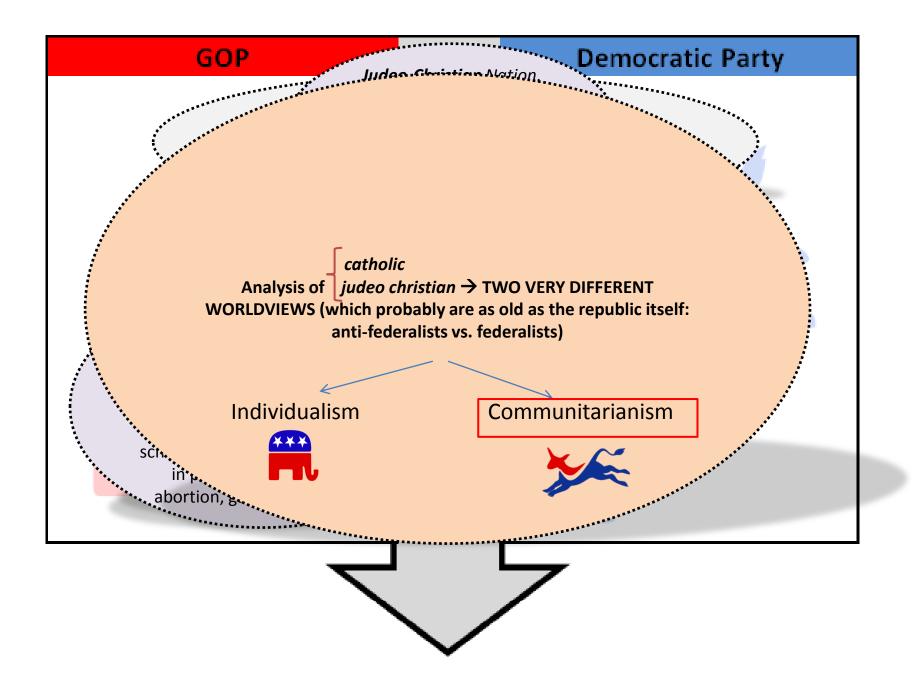
While the so-called religious issue is necessarily and properly the chief topic here tonight, I want to emphasize from the outset that we have far more critical issues to face in the 1960 election [...] These are the real issues which should decide this campaign. And they are not religious issues--for war and hunger and ignorance and despair know no religious barriers. But because I am a Catholic, and no Catholic has ever been elected president, the real issues in this campaign have been obscured--perhaps deliberately, in some quarters less responsible than this. So it is apparently necessary for me to state once again--not what kind of church I believe in, for that should be important only to me--but what kind of America I believe in.

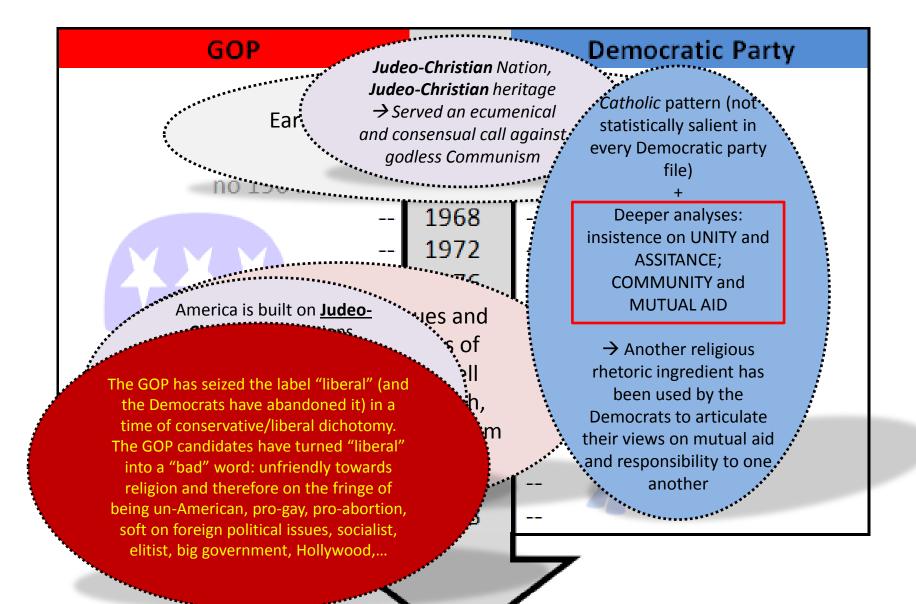
(Kennedy, September 9th, 1960, Greater Houston Ministerial Association speech)

- Going deeper into the rhetoric of Kennedy and Clinton
  - Kennedy addressed his Catholicism. Religion did matter back then, and Kennedy had to take a religious test indeed.
  - Clinton tapped into Kennedy's aura.
  - Clinton's use of *Catholic* shows evolution: praises Catholicism for its impact on the American society and its social agenda.
  - With Clinton, *Catholic* is used (along with other religious and civil religious terms) to articulate the communitarian worldview and the way social care and welfare should be organized in the U.S.



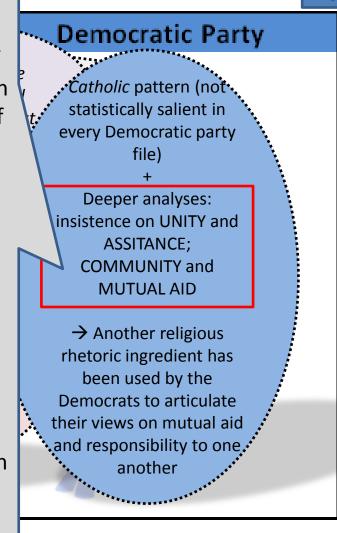
Catholic pattern

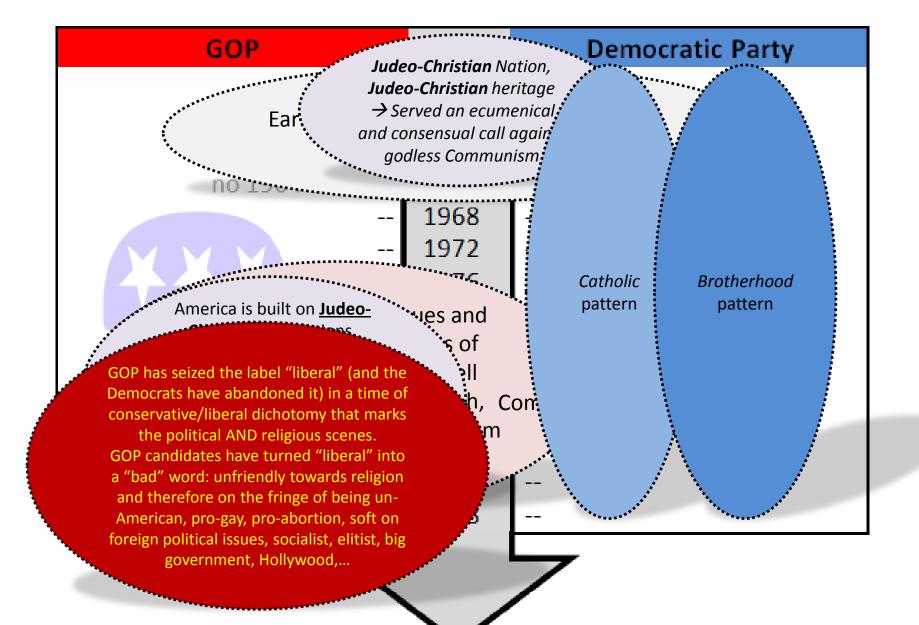


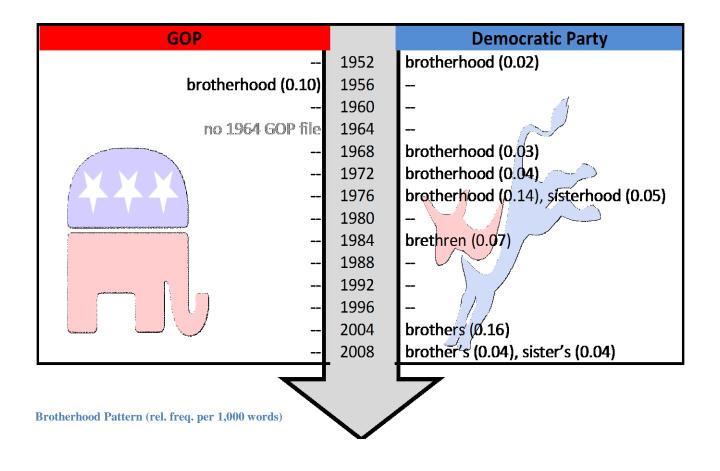


[Clinton] was musing aloud about the dual influence of his Baptist heritage and Catholic schooling. "From my Southern Baptist heritage [...] I have a deep belief that the First Amendment separation between church and state is what guarantees the religious freedom of all people [...]." Catholics, as Clinton knew, have a much more complicated approach to the church/state relationship. So, warming to the topic, he shrewdly pivoted to draw a distinction that favored Catholics. The experience of studying at Georgetown [...] taught him "that we are morally obliged to try to live out our religious convictions in the world, that our obligation to social mission is connected to religious life...That I got out of my Catholic training more than from the Baptist Church, which is much more rooted in the notion that salvation is a matter of personal relationship between an individual and God and carries with it no necessary burden to go out into the world and do things".

(Sullivan, 2008:94)







I want an America with those convictions to have a renewed sense of community, an America that is coming together, not coming apart.
 [...] Echoing down the ages is the simple but powerful truth that no grace of God was ever given me for me alone. To the terrible question of Cain--Am I my brother's keeper?--the only possible answer for us is God's thunderous yes.

(Clinton, 1992, Notre Dame Speech)

So Dr. King had been to the mountaintop. He had seen the Promised Land. And while he knew somewhere deep in his bones that he would not get there with us, he knew that we would get there. He knew it because he had seen that Americans have "the capacity," as he said that night, "to project the 'I' into the 'thou.'" To recognize that no matter what the color of our skin, no matter what faith we practice, no matter how much money we have - no matter whether we are sanitation workers or United States Senators - <u>we all have a</u> <u>stake in one another, we are our brother's keeper, we are our</u> <u>sister's keeper, and "either we go up together, or we go down</u> <u>together."</u>

1972

(Obama, April 4, 2008, Remarks in Fort Wayne, Indiana)

Brotherhood Dattern

tic Party

GOP a "b anc Am foreig

GO

Dem

government, Hollywood,...

45:012:010 Be kindly affectioned one to another with **brotherly** love [...]
45:012:015 Rejoice with them that do rejoice, and weep with them that weep.

(King James Bible, Book of Romans)

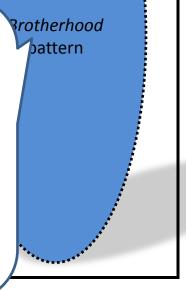
[W]e must be knit together, in this work, as one man. We must entertain each other in brotherly affection.

[...]

1972

We must delight in each other; make others' conditions our own; rejoice together, mourn together, labor and suffer together, always having before our eyes our commission and community in the work, as members of the same body. (Excerpt from Winthrop's "A Model of Christian Charity" Sermon,

1630)



tic Party

elitist, big government, Honywood,...

The

time

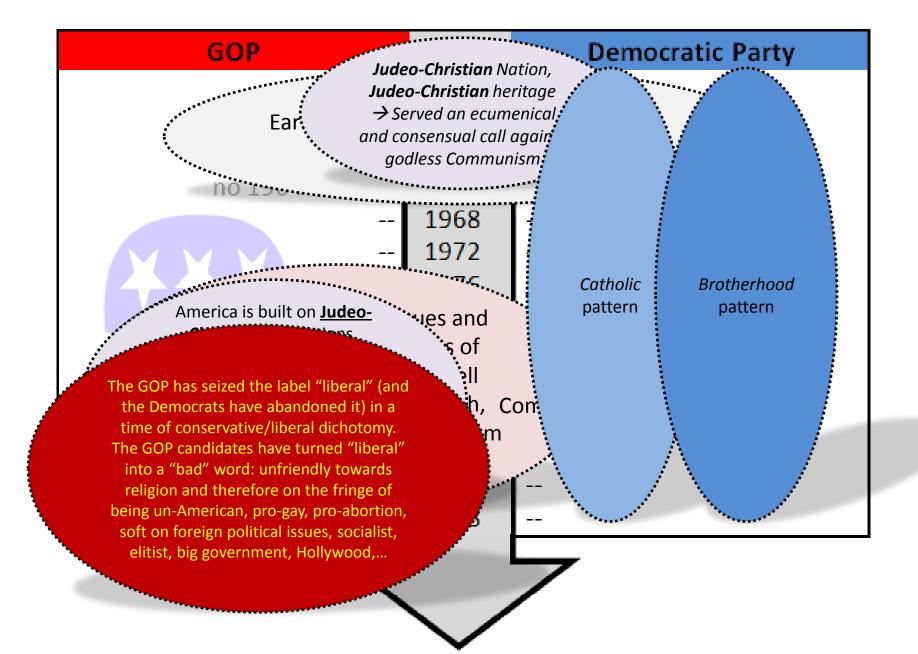
ma

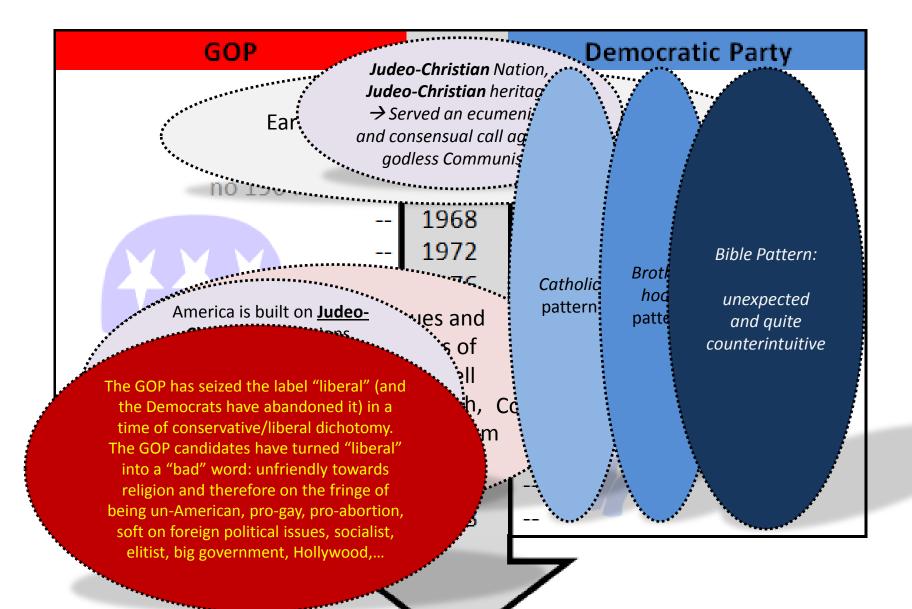
The

in

re bein sof

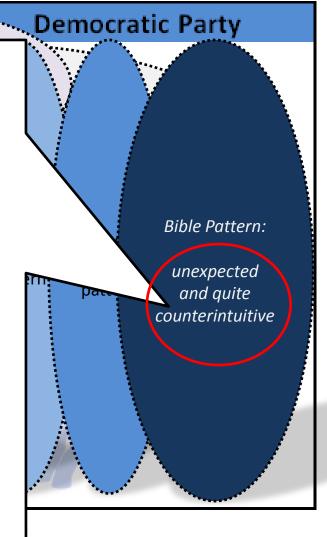
th



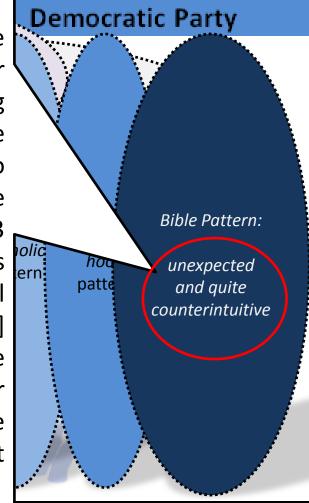


## GOP

[T]he Democrats have a strongly secular base, many of whom will presumably object to using religious language for any purpose – including the advocacy of traditionally liberal positions. Even among the many devout Americans who vote Democratic, there is an almost palpable reluctance to employ religion in the service of electoral politics. The more likely scenario for 2008 therefore is the continuation of the trend observed in 2004 – and in 2000, 1996, 1992, and before. The Republican Party will be the one to use overt displays of religiosity, phrased to include all Judeo-Christian faiths but nonetheless having evangelical undertones. (Campbell, 2007: 11)

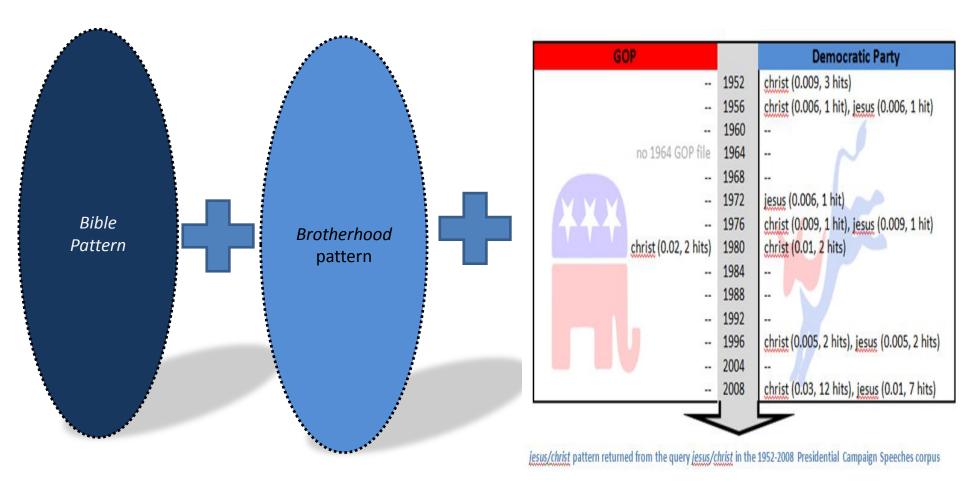


"Intriguing [...] is the tendency of high-profile politicians to incorporate Scripture into their rhetoric. [George W. Bush] provides a sterling example.. [...] The precise moment when the Bible started to make its comeback is difficult to pin down. As far as conservative Christians are concerned, it was the *Roe v. Wade* case of 1973 that ignited their activist fires. [...] Evangelicals constitute one of the most dynamic social movements in recent American history. [...] Described as the "religious mainstay" of the Republican Party, 78 percent of them cast their ballots for George Bush in 2004 [...]. Why is the Bible back in American politics? The simplest answer is: because evangelicals are back." (Berlinerblau, 2008: 3-13)



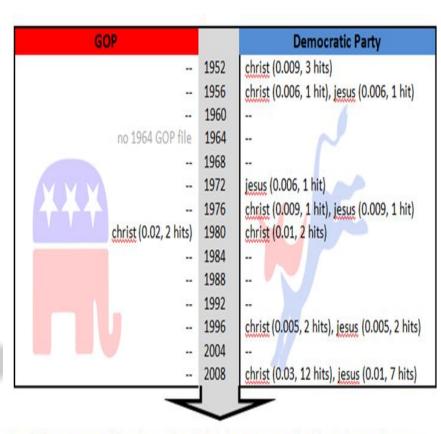
GOP			Democratic Party
		1952	commandments (0.02)
		1956	
		1960	bible (0.05), scriptural (0.01), trumpet (0.03)
	no 1964 GOP file	1964	(bible (0.04)), cheek (0.04), isaiah (0.06), thee (0.02),
			thy (0.10), thyself (0.06), unto (0.22)
		1968	scriptures (0.02), isaiah (0.02), bringeth (0.009)
		1972	scripture (0.03)
		1976	-
		1980	com <mark>mandmen</mark> t (0.03)
		1984	-
		1988	
		1992	-
		1996	/
		2004	samaritan (0.08), scripture (0.04)
	-	2008	scripture (0.01), moses (0.09), joshua (0.13),
			mountaintop (0.02)
			7



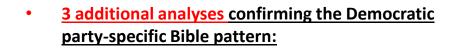


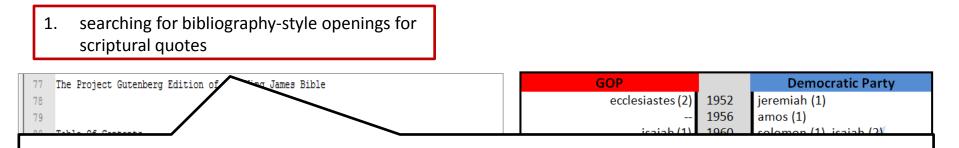


December 13, 1999 primary campaign debate in Des Moines: Bush choosing "Christ" as his favorite philosopher.



jesus/christ pattern returned from the query jesus/christ in the 1952-2008 Presidential Campaign Speeches corpus





My last recommendation for would-be speechwriters is to *conceal references*. In other words, never draw too much attention to the source one is quoting. Save special circumstances, citing chapter and verse is generally a no-no. <u>The politician who opens with the words "As we read in Chronicles 2:14..."</u> [emphasis mine] is running a variety of risks ranging from inducing tachycardia among church/state activists and the liberal media, to boring the audience to tears, to prompting Bible thumpers roll up their sleeves, crack open their Scofields, and scour the candidate's interpretation for evidence of doctrinal purity. Instead, the skilled orator inconspicuously integrates a scriptural quote, *or a piece of one*, into the body of an address.

(Berlinerblau, 2008: 82-83)

- 110		Book 47	2 Corinthians	Book 56	Titus	Book 65	Jude
	104	Book 48	Galatians	Book 57	Philemon	Book 66	Revelation

- <u>3 additional analyses confirming the Democratic</u> party-specific Bible pattern:
- 1. searching for bibliography-style openings for scriptural quotes

77	The Project	Gutenberg Edition	of the King	James Bible			
78							
79							
80	Table Of Con	itents					
81							
82	Book 01	Genesis	Book 14	2 Chronicles	Book	27	Daniel
83	Book 02	Exodus	Book 15	Ezra	Book	28	Hosea
84	Book 03	Leviticus	Book 16	Nehemiah	Book	29	Joel
85	Book 04	Numbers	Book 17	Esther	Book	30	Amos
86	Book 05	Deuteronomy	Book 18	Job	Book	31	Obadiah
87	Book 06	Joshua	Book 19	Psalms	Book	32	Jonah
88	Book 07	Judges	Book 20	Proverbs	Book	33	Micah
89	Book 08	Ruth	Book 21	Ecclesiastes	Book	34	Nahum
90	Book 09	1 Samuel	Book 22	Song of Solomon	Book	35	Habakkuk
91	Book 10	2 Samuel	Book 23	Isaiah	Book	36	Zephaniah
92	Book 11	1 Kings	Book 24	Jeremiah	Book	37	Haggai
93	Book 12	2 Kings	Book 25	Lamentations	Book	38	Zechariah
94	Book 13	1 Chronicles	Book 26	Ezekiel	Book	39	Malachi
95							
96	Book 40	Matthew	Book 49	Ephesians	Book	58	Hebrews
97	Book 41	Mark	Book 50	Philippians	Book	59	James
98	Book 42	Luke	Book 51	Colossians	Book	60	1 Peter
99	Book 43	John	Book 52	1 Thessalonians	Book	61	2 Peter
100	Book 44	Acts	Book 53	2 Thessalonians	Book	62	1 John
101	Book 45	Romans	Book 54	1 Timothy	Book	63	2 John
102	Book 46	1 Corinthians	Book 55	2 Timothy	Book	64	3 John
103	Book 47	2 Corinthians	Book 56	Titus	Book	65	Jude
104	Book 48	Galatians	Book 57	Philemon	Book	66	Revelation

• <u>3 additional analyses confirming the Democratic</u> party-specific Bible pattern:

1. searching for bibliography-style openings for scriptural quotes

GOP		Democratic Party
ecclesiastes (2)	1952	jeremiah (1)
	1956	amos (1)
isaiah (1)	1960	solomon (1), isaiah (2)
no 1964 GOP file	1964	isaiah (15)
	1968	isaiah (7), amos (1)
	1972	isaiah (3), micah (1)
	1976	
psalms (2)	1980	exodus (1)
	1984	isaia <mark>h (1)</mark>
	1988	isaiah (1)
	1992	isaiah (1)
proverbs (1)	1996	proverbs (1), nehemiah (1)
	2004	hebrews (2)
	2008	deuteronomy (1), joshua (28),
		corinthians (1), amos (1)

Pattern returned from querying 41 nodes from the Bible's table of contents items (raw frequency values)

#### • <u>3 additional analyses:</u>

1. searching for bibliography-style openings for scriptural quotes

2. query

scriptur\*/bible/bibles/biblical/biblically/good book/old testament/new testament/holy writ

GOP		Democratic Party			
bible (4), old testament (1)	1952	scriptur* (1), bible (3), biblical (3), old			
		testament (1)			
bible (1), biblical (1)	1956	bible (1)			
-	1960	scriptur* (3), bible (22), biblical (3), old			
		testament (1)			
no 1964 GOP file	1964	scriptur* (2), bible (10), biblical (1), good			
		book (12), old testament (1)			
	1968	<pre>scriptur* (13), bible (1), old testament (2)</pre>			
bible (1)	1972	scriptur* (6), bible (3), biblical (1), new			
		testa <mark>ment (2)</mark>			
bible (8), old testament (1), new testament	1976	bible (3), biblical (3), old testament (1), new			
(1)		testament (1)			
scriptur* (2), biblical (1)	1980	bible (4), old testament (1), new testament			
		(1)			
bible (6)	1984	bible (2), biblical (3)			
bible (1)	1988	<pre>scriptur* (1), old testament (2)</pre>			
biblical (9)	1992	scriptur* (5), bible (1), old testament (1)			
	1996	scriptur* (2), bible (3)			
-	2004	scriptur* (5), bible (3)			
bible (1)	2008	scriptur* (8), bible (2), biblical (2)			

#### • <u>3 additional analyses:</u>

1. searching for bibliography-style openings for scriptural quotes

 query scriptur\*/bible/bibles/biblical/biblically/good book/old testament/new testament/holy writ →Unconcealed biblical references: predominantly produced by the Democratic Party candidates
 → "concealed" biblical references: future research efforts, e.g. Christian hymns (N-gram analysis?)

GOP		Democratic Party			
bible (4), old testament (1)	1952	scriptur* (1), bible (3), biblical (3), old			
		testament (1)			
bible (1), biblical (1)	1956	bible (1)			
-	1960	scriptur* (3), bible (22), biblical (3), old			
		testament (1)			
no 1964 GOP file	1964	scriptur* (2), bible (10), biblical (1), good			
		book (12), old testament (1)			
	1968	scriptur* (13), bible (1), old testament (2)			
bible (1)	1972	scriptur* (6), bible (3), biblical (1), new			
		testament (2)			
bible (8), old testament (1), new testament	1976	bible (3), biblical (3), old testament (1), new			
(1)		testament (1)			
scriptur* (2), biblical (1)	1980	bible (4), old testament (1), new testament			
		(1)			
bible (6)		bible (2), biblical (3)			
bible (1)		<pre>scriptur* (1), old testament (2)</pre>			
biblical (9)		<pre>scriptur* (5), bible (1), old testament (1)</pre>			
	1996	scriptur* (2), bible (3)			
	2004	scriptur* (5), bible (3)			
bible (1)	2008	<pre>scriptur* (8), bible (2), biblical (2)</pre>			
		/			

- <u>3 additional analyses:</u>
- 1. searching for bibliography-style openings for scriptural quotes
- query scriptur\*/bible/bibles/biblical/bi blically/good book/old testament/new testament/holy writ
- Searching for verbatim quotes via Bible specific 7-grams and further discussing Berlinerblau's description of concealed biblical references
- ightarrow 574,083 7-grams to query

And God called the light Day and the darkness he called Night

### The six possible 7-grams in a 12-word-long sequence

<b>1</b> _20	K_7 grams concordances 3 BIS.cnc		10
File	<u>Edit V</u> iew <u>C</u> ompute <u>S</u> ettings <u>W</u> indows <u>H</u> elp		
N	Concordance	Set	F
1	I quote, "What doeth the Lord require of thee, but to do justly, and to love mercy, and walk humbly with thy	DO JUSTLY AND TO LOVE MERCY AND	Ford_GOP_1976.
2	as a tortured echo of the ancient cry: "We have made a covenant with death, and with hell are we at agreement.	COVENANT WITH DEATH AND WITH HELL ARE	EisenhowerwithoutReagan_GOP_1952.
3	of the ancient cry: "We have made a covenant with death, and with hell are we at agreement." There is a	DEATH AND WITH HELL ARE WE AT	EisenhowerwithoutReagan_GOP_1952.
4	my dear friends, what a wise man said, "A merry heart doeth good like a medicine, but a broken spirit dryeth	DOETH GOOD LIKE A MEDICINE BUT A	Stevenson_Dem_1956.
5	task you have assigned me, I shall always try "to do justly and to love mercy and to walk humbly with	DO JUSTLY AND TO LOVE MERCY AND	Stevenson_Dem_1952.
6	. Such men ignore the teaching of Saint James: "Be ye doers of the word and not hearers only, deceiving only	DOERS OF THE WORD AND NOT HEARERS	Stevenson_Dem_1952.
7	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary, and they	EAGLES THEY SHALL RUN AND NOT BE	Mondale_Dem_1984.
8	renew their strength; they shall mount up with wings as eagles; they shall run and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
9	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
10	ever since: "What doth the Lord require of thee, but to do justly, and to love mercy and to talk kindly with thy	DO JUSTLY AND TO LOVE MERCY AND	McGovern_Dem_1972.
11	my childhood, and turned back to ever since: "What doth the Lord require of thee, but to do justly, and to	DOTH THE LORD REQUIRE OF THEE BUT	McGovern_Dem_1972.
12	respond to the scriptural call: "Be strong and of good courage; be not afraid, neither be thou dismayed." For	COURAGE BE NOT AFRAID NEITHER BE THOU	Kennedy_Dem_1960.
13	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary." As we face	EAGLES THEY SHALL RUN AND NOT BE	Kennedy_Dem_1960.
14	remember the admonition: "Let us not be weary in well doing; for in due season we shall reap." The past is	DOING FOR IN DUE SEASON WE SHALL	Johnson_Dem_1964.
15	. We must, in the words of the Bible, "Learn to do well; seek judgment, relieve the oppressed, judge	DO WELL SEEK JUDGMENT RELIEVE THE OPPRESSED	Johnson_Dem_1964.
16	. The West is an idea. The Bible says, "Speak to the earth and it shall teach thee." And here, in the West,	EARTH AND IT SHALL TEACH THEE AND	Johnson_Dem_1964.
17	to every purpose under the Heaven-"a time to break down, and a time to build up." Well, I believe that this	DOWN AND A TIME TO BUILD UP	Johnson_Dem_1964.
18	, end poverty and famine, provide education. "The desert shall rejoiceand blossom as the rose." This is	DESERT SHALL REJOICE AND BLOSSOM AS THE	Humphrey_Dem_1968.

#### 3 additional analyses: ٠

1\_20K\_7 grams concordances 3 BIS.cnc

<u>E</u>dit <u>V</u>iew <u>C</u>ompute <u>H</u>elp <u>S</u>ettings <u>W</u>indows <u>F</u>ile

N	Concordance	Set	F
1	I quote, "What doeth the Lord require of thee, but to do justly, and to love mercy, and walk humbly with thy	DO JUSTLY AND TO LOVE MERCY AND	Ford_GOP_1976.
2	as a tortured echo of the ancient cry: "We have made a covenant with death, and with hell are we at agreement.	COVENANT WITH DEATH AND WITH HELL ARE	EisenhowerwithoutReagan_GOP_1952
3	of the ancient cry: "We have made a covenant with death, and with hell are we at agreement." There is a	DEATH AND WITH HELL ARE WE AT	EisenhowerwithoutReagan_GOP_1952.
4	my dear friends, what a wise man said, "A merry heart doeth good like a medicine, but a broken spirit dryeth	DOETH GOOD LIKE A MEDICINE BUT A	Stevenson_Dem_1956
5	task you have assigned me, I shall always try "to do justly and to love mercy and to walk humbly with	DO JUSTLY AND TO LOVE MERCY AND	Stevenson_Dem_1952.
6	. Such men ignore the teaching of Saint James: "Be ye doers of the word and not hearers only, deceiving only	DOERS OF THE WORD AND NOT HEARERS	Stevenson_Dem_1952.
7	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary, and they	EAGLES THEY SHALL RUN AND NOT BE	Mondale_Dem_1984.
8	renew their strength; they shall mount up with wings as eagles; they shall run and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
9	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
10	ever since: "What doth the Lord require of thee, but to do justly, and to love mercy and to talk kindly with thy	DO JUSTLY AND TO LOVE MERCY AND	McGovern_Dem_1972.
11	my childhood, and turned back to ever since: "What doth the Lord require of thee, but to do justly, and to	DOTH THE LORD REQUIRE OF THEE BUT	McGovern_Dem_1972
12	respond to the scriptural call: "Be strong and of good courage; be not afraid, neither be thou dismayed." For	COURAGE BE NOT AFRAID NEITHER BE THOU	Kennedy_Dem_1960.
13	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary." As we face	EAGLES THEY SHALL RUN AND NOT BE	Kennedy_Dem_1960.
14	remember the admonition: "Let us not be weary in well doing; for in due season we shall reap." The past is	DOING FOR IN DUE SEASON WE SHALL	Johnson_Dem_1964.
15	. We must, in the words of the Bible, "Learn to do well; seek judgment, relieve the oppressed, judge	DO WELL SEEK JUDGMENT RELIEVE THE OPPRESSED	Johnson_Dem_1964.
16	. The West is an idea. The Bible says, "Speak to the earth and it shall teach thee." And here, in the West,	EARTH AND IT SHALL TEACH THEE AND	Johnson_Dem_1964.
17	to every purpose under the Heaven"a time to break down, and a time to build up." Well, I believe that this	DOWN AND A TIME TO BUILD UP	Johnson_Dem_1964.
18	, end poverty and famine, provide education. "The desert shall rejoiceand blossom as the rose." This is	DESERT SHALL REJOICE AND BLOSSOM AS THE	Humphrey_Dem_1968.

#### <u>3 additional analyses:</u>

1_20	IK_7 grams concordances 3 BIS.cnc		
<u>F</u> ile	<u>E</u> dit <u>V</u> iew <u>C</u> ompute <u>S</u> ettings <u>W</u> indows <u>H</u> elp		
N	Concordance	Set	F
1	I quote, "What doeth the Lord require of thee, but to do justly, and to love mercy, and walk humbly with thy	DO JUSTLY AND TO LOVE MERCY AND	Ford_GOP_1976.
2	as a tortured echo of the ancient cry: "We have made a covenant with death, and with hell are we at agreement.	COVENANT WITH DEATH AND WITH HELL ARE	EisenhowerwithoutReagan_GOP_1952.
3	of the ancient cry: "We have made a covenant with death, and with hell are we at agreement." There is a	DEATH AND WITH HELL ARE WE AT	EisenhowerwithoutReagan_GOP_1952.
4	my dear friends, what a wise man said, "A merry heart doeth good like a medicine, but a broken spirit dryeth	DOETH GOOD LIKE A MEDICINE BUT A	Stevenson_Dem_1956.
5	task you have assigned me, I shall always try "to do justly and to love mercy and to walk humbly with	DO JUSTLY AND TO LOVE MERCY AND	Stevenson_Dem_1952.
6	. Such men ignore the teaching of Saint James: "Be ye doers of the word and not hearers only, deceiving only	DOERS OF THE WORD AND NOT HEARERS	Stevenson_Dem_1952.
7	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary, and they	EAGLES THEY SHALL RUN AND NOT BE	Mondale_Dem_1984.
8	renew their strength; they shall mount up with wings as eagles; they shall run and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
9	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; they shall	EAGLES THEY SHALL RUN AND NOT BE	McGovern_Dem_1972.
10	ever since: "What doth the Lord require of thee, but to do justly, and to love mercy and to talk kindly with thy	DO JUSTLY AND TO LOVE MERCY AND	McGovern_Dem_1972.
11	my childhood, and turned back to ever since: "What doth the Lord require of thee, but to do justly, and to	DOTH THE LORD REQUIRE OF THEE BUT	McGovern_Dem_1972.
12	respond to the scriptural call: "Be strong and of good courage; be not afraid, neither be thou dismayed." For	COURAGE BE NOT AFRAID NEITHER BE THOU	Kennedy_Dem_1960.
13	renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary." As we face	EAGLES THEY SHALL RUN AND NOT BE	Kennedy_Dem_1960.
14	remember the admonition: "Let us not be weary in well doing; for in due season we shall reap." The past is	DOING FOR IN DUE SEASON WE SHALL	Johnson_Dem_1964.
15	. We must, in the words of the Bible, "Learn to do well; seek judgment, relieve the oppressed, judge	DO WELL SEEK JUDGMENT RELIEVE THE OPPRESSED	Johnson_Dem_1964.
16	. The West is an idea. The Bible says, "Speak to the earth and it shall teach thee." And here, in the West,	EARTH AND IT SHALL TEACH THEE AND	Johnson_Dem_1964.
17	to every purpose under the Heaven"a time to break down, and a time to build up." Well, I believe that this	DOWN AND A TIME TO BUILD UP	Johnson_Dem_1964.
18	, end poverty and famine, provide education. "The desert shall rejoiceand blossom as the rose." This is	DESERT SHALL REJOICE AND BLOSSOM AS THE	Humphrey_Dem_1968.

## In-depth analysis.

 →discard false positive results (e.g. « I pledge to you that we will maintain that stand as long as I am in this [Peter (2) 1:13) office » (Reagan, September 6, 1984)
 →Compare with the Bible and validate the 7-gram as a verbatim quote indeed.
 →Sequences containing more than 7 words have been spotted out by several 7 grams

## Biblical N-grams Analysis in 1952-2008 Dem. Party campaign speeches

(i): Biblical roots not overtly announced, although they may be quite obvious. No blatant bibliography-style reference made. (ii): Biblical roots quite overtly announced, even the most biblically illiterate person would probably understand that the quote comes from the Bible.

file	concordance green: OK red: not OK, not biblical purple: can't decide	total N of verbatim	Bible
1952 Stevenson	(Matthew, 006:0033) ▲))) I wonder whether the fullest answer to the problems of both war and Communism doesn't lie in the scripture, "Seek ye first the Kingdom of God and His justice, and all these things shall be added unto you." (Stevenson, October 22, 1952. "Notre Dame University", stump speech, South Bend, Indiana)	quotes 8 (+2?)	<u>Matthew 006:0033</u> 40:006:032 (For after all these things do the Gentiles seek:) for your heavenly Father knoweth that ye have need of all these things. 40:006:033 But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you. 40:006:034 Take therefore no thought for the morrow: for the morrow shall take thought for the things of itself. Sufficient unto the day is the evil
	(Matthew, 016:026) (Micah, 006:008) (Micah, 006:008)		thereof. <u>Matthew 016:026</u> 40:016:026 For what is a man profited, if he shall gain the whole world, and lose his own soul? or what shall a man give in exchange for his soul? <u>Micah, 006:008</u>

total N speeches	in N speeches	N. verbatim quotes	GOP: quotes (27-word-long verbatim sequence) from:	1952	Democratic Party: quotes (27-word-long verbatim sequence) from:	N. verbatim quotes	in N speeches	total N speeches
230	3 1.30%	6	Ecclesiastes 3:6; Ecclesiastes 3:6; Ecclesiastes 3:6; Ecclesiastes 3:6; Isaiah 28:15; Psalms 55:21		Matthew 6:33; Matthew 7:21; Matthew 16:26; Matthew 26:42; Micah 6:8; Psalms 23:4 (?); Psalms 121:1	8 (+2?)	7 (+2) 3.76% (4.84%)	186
43	(1) (2.33%)	(1?)	Jeremiah 34:18-19 (?)	1956	Jeremiah 6:14 (?); Matthew 7:20; Proverbs 17:22; Zechariah 4:6	3 (+1?)	3 (+1) 4% (5.33%)	75
136	1 0.74%	1	Isaiah 2:4	1960	Deuteronomy 30:13; Galatians 6:7; Isaiah 40:31; Joshua 1:9; Matthew 6:24; Matthew 25:35-36; Psalms 55:21	7	6 1.92%	312
-	-	-	no 1964 GOP file	1964	Corinthians(1) 3:13; Deuteronomy 15:11; Ecclesiastes 1:4; Ecclesiastes 3:1; Ephesians 4:14; Galatians 6:9; Hebrews 12:1; Isaiah 1:17; Isaiah 1:18; James 1:19; Job 12:8; Job 38:7; Luke 11:21; Luke 23:34; Luke 23:34; Matthew 7:24-25; Proverbs 16:32	17	12 10.81%	111
58	0	ø	ø	1968	52:7; Isaiah 52:7; Matthew 16:26; Psalms 23:4 (?); Psalms 121:1	7 (+1?)	6 3.92%	153
59	o	Ø	ø	1972	Chronicles (2) 7:14; Deuteronomy 30:19; Deuteronomy 30:19; Ecclesiastes 3:1; Isajah 40:31; Isajah 40:31; Luke 4:18; Luke 4:18; Mark 8:36; Micah, 6:8; Proverbs 29:18; Proverbs 29:18	12	10 10.20%	98
128	2 1.56%	2	Micah 6:8; Romans 14:19	1976	Corinthians (1) 14:8; Isaiah 2:4; Matthew 7:1	3	3 5.45%	55
69	1 1.45%	1	Matthew 28:19	1980	Matthew 7:1	1	1 1.12%	89
108	0	ø	ø	1984	Isaiah 40:31; Matthew 7:20	2	2 3.03%	66
41	0	ø	Ø	1988	Isaiah 61:3; Peter (1) 1:22; Peter (1) 1:22; Peter (1) 1:22	4	3 4.55%	66
126	0	ø	Ø	1992	Proverbs 29:18; Proverbs 29:18	2	1 1.32%	76
78	1 (+1) 1.28% (2.56%)	1 (+1?)	Proverbs 3:5-6; Psalms 23:4 (?)	1996	Proverbs 22:6	1	1 0.90%	111
39	0	ø	Ø	2004	Hebrews 11:1; Hebrews 11:1; Psalms 19:14	3	2 3.45%	58
143	0	Ø	Ø	2008	Corinthians (1) 13:11; Joshua 1:3; Matthew, 7: 24-25	3	3 1.70%	176

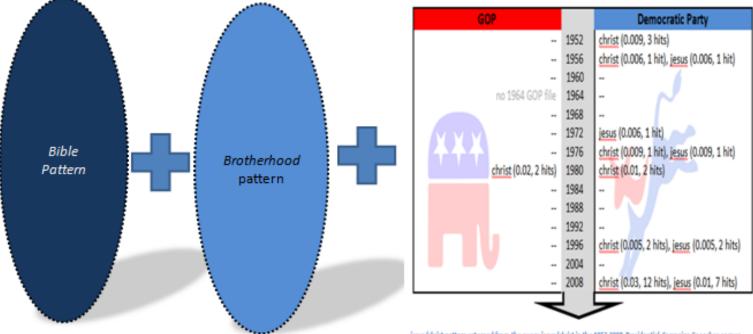
[A]mong the core of the Christian Right, 92 percent believe in an inerrant or literal Bible, and 91 percent think that Jesus is the only path to salvation. [...] [A]mong the religious Left core, only 33 percent think that the Bible is inerrant or literally true, whereas only 45 percent believe that Jesus is the only path to salvation.

(Wilcox and Fortelny, 2009: 290)

the party that is traditionally associated with those described as less inclined to believe in an inerrant or literal Bible is paradoxically the one which has produced the largest amount of biblical references, at least in our corpus.

The same kind of puzzlement arises from the paradoxical tension between the relative scarcity of verbatim quotes found in the GOP camp and the Christian Right's propensity to believe in an inerrant or literal Bible.

	Democratic Party: quotes (27-word-long	e z	5	₩ <b>8</b>
	verbatim sequence) from:	N. verbatim quotes	N speeches	total N speeches
1952	James 1:22; Jeremiah 6:14 (?); Luke 12:48;	8	7 (+2)	186
1995	Matthew 6:33; Matthew 7:21; Matthew	(+2?)	3.76%	100
	16:26; Matthew 26:42; Micah 6:8; Psalms	(+2:)	(4.84%)	
	23:4 (?); Psalms 121:1		(	
1956	Jeremiah 6:14 (?); Matthew 7:20; Proverbs	3	3 (+1)	75
	17:22; Zechariah 4:6	(+1?)	4%	
			(5.33%)	
50	Deuteronomy 30:13; Galatians 6:7; Isaiah	7	6	312
	40:31; Joshua 1:9; Matthew 6:24;		1.92%	
	Matthew 25:35-36; Psalms 55:21			
964	Corinthians(1) 3:13; Deuteronomy 15:11;	17	12	111
	Ecclesiastes 1:4; Ecclesiastes 3:1; Ephesians		10.81%	
	4:14; Galatians 6:9; Hebrews 12:1; Isaiah			
	1:17; Isaiah 1:18; James 1:19; Job 12:8; Job			
	38:7; Luke 11:21; Luke 23:34; Luke 23:34;			
	Matthew 7:24-25; Proverbs 16:32			
1968	Isaiah 35:1; Isaiah 52:7; Isaiah 52:7; Isaiah	7	6 3.92%	153
	52:7; Isaiah 52:7; Matthew 16:26; Psalms 23:4 (?); Psalms 121:1	(+1?)	3.92%	
1972	Chronicles (2) 7:14; Deuteronomy 30:19;	12	10	98
	Deuteronomy 30:19; Ecclesiastes 3:1;		10.20%	
	<pre>[sajah 40:31; [sajah 40:31; Luke 4:18;</pre>			
	Luke 4:18 ; Mark 8:36; Micah, 6:8; Proverbs			
	29:18; Proverbs 29:18			
1976	Corinthians (1) 14:8; Isaiah 2:4; Matthew	3	3	55
1980	7:1 Matthew 7:1		5.45%	
1980	Matthew 7:1	1	1 1.12%	89
			1.1270	
1984	Isaiah 40:31; Matthew 7:20	2	2	66
1004	1201011-40.02, Withoutew 7.20	-	3.03%	~
1988	Isaiah 61:3; Peter (1) 1:22; Peter (1) 1:22;	4	3	66
	Peter (1) 1:22	-	4.55%	
1992	Proverbs 29:18; Proverbs 29:18	2	1	76
			1.32%	
1996	Proverbs 22:6	1	1	111
			0.90%	
2004	Hebrews 11:1; Hebrews 11:1; Psalms 19:14	3	2	58
			3.45%	
2008	Corinthians (1) 13:11; Joshua 1:3;	3	3	176
	Matthew, 7: 24-25		1.70%	



#### jesus/christ pattern returned from the query jesus/christ in the 1952-2008 Presidential Campaign Speeches corpus

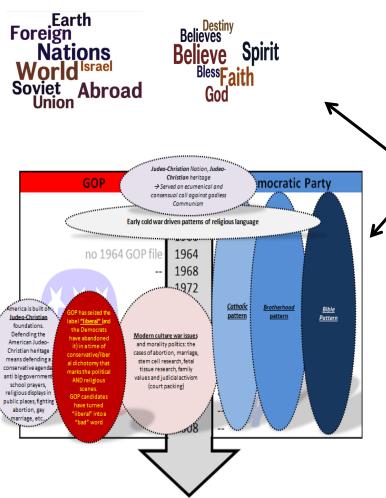
- <u>3 additional analyses:</u>
- searching for bibliography-style openings for scriptural quotes
- query scriptur\*/bible/bibles/biblical/bi blically/good book/old testament/new testament/holy writ
- Searching for verbatim quotes via Bible specific 7-grams and further discussing Berlinerblau's description of concealed biblical references
- → 574,083 7-grams to query

# Outline

- 1. Research question: Rhetorical God Gap?
- 2. Methodology
- 3. Corpora
- 4. Some findings (main lessons from the main analysis)
- 5. <u>Conclusion</u>



- Unprecedented research which aimed:
  - to study the rhetorical God gap (quantitatively and qualitatively, through a data-driven corpus linguistics approach and with the help of rather large corpora) and
  - to bring evidence to a field pervaded with untested claims of all kinds.
  - to illuminate the data with context and an "American studies background"
  - Results: more than "gaps" alone: Genre specific features; differences **and** similarities that locate on different places on the time and party lines.
- The resulting picture is much more complex than the traditional but unsubstantiated black and white version where the modern GOP appears as the only one to produce (and exploit) religiously laden language.
- Outcomes are tentative and more research is needed.
- But the key keyword analysis has surely proved versatile and efficient.
- Corpus-driven approach  $\rightarrow$  bold choice to make "I might have had nothing worthwhile to write about at the end of it" (Baker, 2006:137)
- BUT "I deem it of more value to find out a truth about however light a matter than to engage in long disputes about the greatest questions without achieving any truth" (Galileo, qtd. in Randall, 2011:27).



#### **References**

- Baker, P. 2006. Using Corpora in Discourse Analysis. London: Continuum.
- Berlinerblau, J. 2008. Thumpin' It: The Use and Abuse of the Bible in Today's Presidential Politics. Louisville: Westminster John Knox Press.
- Campbell, D. E. (ed.). 2007. A Matter of Faith : Religion in the 2004 Presidential Election. Washington, D.C.: Brookings Institution Press.
- Domke, D. and Coe, K. 2008. The God Strategy: How Religion Became a Political Weapon in America. New York: Oxford University Press.
- Edwards, G. C. III. 2003. On Deaf Ears: The Limits of the Bully Pulpit. New Haven: Yale University Press.
- Hunter, J. D. 1991. *Culture Wars: The Struggle to Define America*. New York: Basic Books. Kindle eBook.
- Olson, L. R. and Green, J. C. 2006. The Religion Gap. PS: Political Science and Politics, Vol. 39, No. 3 (Jul., 2006), 455-459.
- Olson, L. R. and Green, J. C. 2009. "Gapology" and the 2004 Presidential Vote. In Olson, L. R. and Green, J. C. (eds.). *Beyond Red State, Blue State: Electoral Gaps in the Twenty-First Century American Electorate*. Upper Saddle River, NJ.: Pearson Prentice Hall, 1-9.
- Randall, L. 2011. *Knocking on Heaven's Door: How Physics and Scientific Thinking Illuminate the Universe and the Modern World*. New York: HarperCollins.
- Scott, M. 2008. WordSmith Tools version 5, Liverpool: Lexical Analysis Software.
- Smidt, C. E., den Dulk, K. R., Froehle, B. T., Penning, J. M., Monsma, S. V. and Koopman, D. L. 2010. *The Disappearing God Gap? Religion in the 2008 Presidential Election*. New York: Oxford University Press.
- Smith, G. S. 2006. Faith & the Presidency: From George Washington to George W. Bush. New York: Oxford University Press.
- Sullivan, A. 2008. The Party Faithful: How and Why Democrats Are Closing the God Gap. New York: Scribner.
- Tognini-Bonelli, E. 2001. Corpus Linguistics at Work. Amsterdam: John Benjamins.
- Wilcox, C. and Fortelny, G. 2009. Religion and Social Movements. In Smidt, C. E., Kellstedt, L. A. and Guth, J. L. (eds.). *The Oxford Handbook of Religion and American Politics*. New York: Oxford University Press. 266-298.

