

Author biography

Pere Franch received a Ph.D. in Communications from Ramon Llull University (June 2013), with a thesis on US war presidential rhetoric. His fields of research are Political Communication, Rhetoric, Discourse Studies, and Journalism. At Ramon Llull University, he is a director of the Masters' Degree programme on International Journalism, a Journalism Studies coordinator, and a Professor of Journalism and International Relations at Blanquerna School of Communication and International Relations. As a journalist, he has worked in printed press, radio, and as a correspondent in New York for a Catalan newspaper.

Appendix A

List of speeches analysed in this paperⁱ

Lyndon B. Johnson

- 1. Radio and Television Report to the American People Following Renewed Aggression in the Gulf of Tonkin. 4 August 1964.
- 2. Special Message to the Congress on US Policy in Southeast Asia. 5 August 1964.
- 3. Address at Johns Hopkins University: 'Peace Without Conquest'. 7 April 1965.
- 4. Address on Vietnam Before the National Legislative Conference, San Antonio, Texas. 29 September 1967.
- 5. Announcing Steps to Limit the War in Vietnam and Reporting His Decision Not To Seek Re-election. 31 March 1968.
- 6. Address to the Nation Upon Announcing His Decision to Halt the Bombing of North Vietnam. 31 October 1968.

Richard M. Nixon

- 1. Address to the Nation on Vietnam. 14 May 1969.
- 2. Address before the 24th Session of the General Assembly of the United Nations. 18 September 1969.
- 3. Address to the Nation on the War in Vietnam. 3 November 1969.
- 4. Address to the Nation on the Situation in Southeast Asia. 30 April 1970.
- 5. Address to the Nation Making Public a Plan for Peace in Vietnam. 25 January 1972.
- 6. Address to the Nation on the Situation in Southeast Asia. 8 May 1972.
- 7. Address to the Nation Announcing Conclusion of an Agreement on Ending the War and Restoring Peace in Vietnam. 23 January 1973.

George H.W. Bush

- 1. Address to the Nation Announcing the Deployment of US Armed Forces to Saudi Arabia. 8 August 1990.
- 2. Address before a Joint Session of the Congress on the Persian Gulf Crisis and the Federal Budget Deficit. 11 September 1990.
- 3. Address before the 45th Session of the United Nations General Assembly in New York. 1 October 1990.

- 4. Address to the Nation Announcing Allied Military Action in the Persian Gulf. 16 January 1991.
- 5. Address before a Joint Session of the Congress on the SOTU. 29 January 1991.
- 6. Address to the Nation Announcing Allied Military Ground Action in the Persian Gulf. 23 February 1991.
- 7. Address to the Nation on the Suspension of Allied Offensive Combat Operations in the Persian Gulf. 27 February 1991.
- 8. Address before a Joint Session of the Congress on the Cessation of the Persian Gulf Conflict. 6 March 1991.

George W. Bush

- 1. Address to the Nation Announcing Strikes Against Al Qaida Training Camps and Taliban Military Installations in Afghanistan. 7 October 2001.
- 2. Address Before a Joint Session of the Congress on the SOTU. 29 January 2002.
- 3. Address to the Nation on Iraq. 17 March 2003.
- 4. Address to the Nation on Iraq. 19 March 2003.
- 5. Address to the Nation on Iraq From the *U.S.S. Abraham Lincoln*. 1 May 2003.
- 6. Address Before a Joint Session of the Congress on the SOTU. 2 February 2005.
- 7. Remarks at the American Legion National Convention in Salt Lake City. 31 August 2006.
- 8. Remarks on the War on Terror. 6 September 2006.
- 9. Address to the Nation on the War on Terror. 11 September 2006.

Barack H. Obama

- 1. Remarks on Military Operations in Iraq at Camp Lejeune, North Carolina. 27 February 2009.
- 2. Remarks on United States Military and Diplomatic Strategies for Afghanistan and Pakistan. 27 March 2009.
- 3. Address on the War in Afghanistan. West Point, New York. 1 December 2009.
- 4. Address Accepting the Nobel Peace Prize in Oslo, Norway. 10 December 2009.
- 5. Commencement Address at the US Military Academy at West Point, New York. 22 May 2010.
- 6. Address to the Nation on the End of Combat Operations in Iraq. 31 August 2010.
- 7. Address to the Nation on the Situation in Libya. 28 March 2011.
- 8. Remarks on the Death of Al Qaida Terrorist Organization Leader Usama bin Laden. 1 May 2011.
- 9. Address to the Nation on the Drawdown of United States Military Personnel in Afghanistan. 22 June 2011.
- 10. Remarks on the Defense Strategic Review. At the Pentagon, Arlington, Virginia. 5 January 2012.
- 11. Address to the Nation from Afghanistan Bagram Air Base. 1 May 2012.
- 12. Address to the Nation on the Situation in Syria. 10 September 2013.
- 13. Address Before a Joint Session of the Congress on the SOTU. 28 January 2014.