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WEEKLY ADDRESSES OF PRESIDENTS TO THE NATION

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The weekly addresses of US presidents are an integral part of politics in the daily lives of American citizens. According to analyzed examples of speeches, we see a certain venue, the White House, a certain day of the week, Saturday, and a small strictly fixed time interval.

The main purpose of the address is the desire to strengthen the status of the president and his right to power. This genre is characterized as «low informativeness and banality of content» since the purpose of such genres is not to inform or convince, but to affirm the integrative interaction of the authorities and citizens.

The topics of the presidents' speeches are always different. These may be reports on the economic situation in the state. In the political sphere it can be news about the appointment of persons to public positions.

In the history of the USA every president changed the structure of the addresses. Franklin Delano Roosevelt was the first to try «fireside chats» in 1929. It is worth noting that on a regular basis American citizens began to listen to such addresses to the nation only by the beginning of the 1990s and they gained mass appeal only during the presidency of Barack Obama.

In 1977 President Jimmy Carter answered questions from viewers on the live national TV show «Dial the President».

In 1982 Ronald Reagan initiated the tradition of weekly presidential speeches. They took place every Saturday and were broadcast on the radio.

President George H.W. Bush was not very regular in the matter of weekly radio messages. He issued only 18 speeches that fall on the «sunset» of the career.

Bill Clinton was more responsible in this matter. He aired weekly radio broadcasts. Often the performances lasted more than 10 minutes.

George W. Bush brought something new to the harsh political communication. He was the first president to speak on the radio not only in English, but also in Spanish. Also he posted addresses in the form of an audio podcast.

Since 2009 Barack Obama has begun speaking to the American people in the format of video messages. He issued weekly addresses on the YouTube platform.

Since the period of Donald Trump's presidency speeches have also started to be published on Facebook in the live broadcast mode.

President Joe Biden relaunched the weekly presidential address on Saturday in February 2021, giving it a fresh makeover in the process, marking its return to screens and speakers across the country. Joe Biden's version of political discourse is something new. The format is working at the moment and Joe Biden is talking to ordinary Americans about pressing problems in the state or their lives.