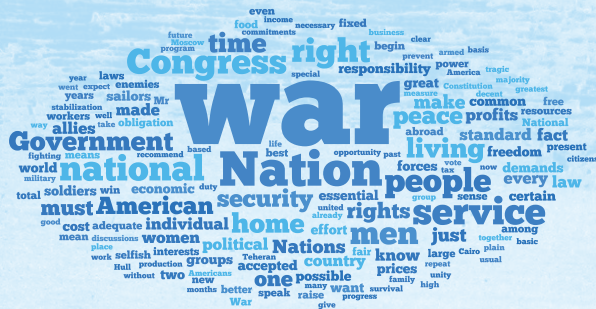


The founders created a constitutionally limited executive, and even though the people holding the job have tried to expand those powers in various ways, sometimes it must have seemed as though the power of their words was the most effective tool they possessed. The power of presidents to persuade the public has always depended on the technology at hand, and as that technology has grown, so has the public nature of the Office. Here you can see some critical moments in presidential history reflected in the word clouds of the state of the union messages they used to communicate to the nation they led.



FRANKLIN D. ROOSEVELT (1944)

The year before he died, the president who saw the country through the Great Depression and into World War II reassures and encourages Americans to hold the course



JOHN F. KENNEDY (1962)

In the middle of his short time in office, the first president born in the 20th century faces new challenges



GEORGE W. BUSH (2002)

The year after 9/11, the president who had come to office objecting to nation building rallies the country for war



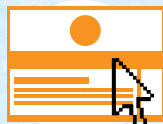
BARACK OBAMA (2011)

Facing opposition on legislation to jump-start a stagnant economy, the nation's first black president, urges the country to rally behind a bipartisan program for growth

First televised
presidential
debate
(1960)



First
White House
website
(1994)



First
presidential
tweet
(2010)



First presidential
Facebook page
(2009)

First
televised
State of
the Union
(1965)



First live
streamed debate
(2012)

