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Gary C. Woodward is a Professor of Communication Studies at The College of New Jersey. He is the author of *The Rhetoric of Intention in Human Affairs*, *The Perfect Response: Studies of the Rhetorical Personality*, *Center Stage: Media and the Staging of American Politics*, *The Idea of Identification*, *Perspectives on American Political Media*, and *Persuasive Encounters: Case Studies in Constructive Confrontation*. Woodward is co-author (with Robert E. Denton, Jr.) of *Political Communication in America, Third Edition* and *Persuasion and Influence in American Life, Seventh Edition*.

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