

# Franklin role in the involvement of the united



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Franklin Delano Roosevelt the only American president who won a record four presidential elections, began a new era in American history. Large part of his fame is due to the vast and radical programs of economic and social reforms implemented such as the New Deal, whereby the United States succeeded in overcoming the Great Depression in the early 1930s, and his ability to increase the United States' worldwide influence.

F. D. Roosevelt also played a key role in the involvement of the United States in World War II and the establishment of the United Nations Organization.

In order to better understand all the success and support that F. D. Roosevelt has managed to achieve is necessary to analyze his figure and his behavior towards American people. My lemma during this educational itinerary will be guided by the following question: " How did the use of the radio facilitate Roosevelt's policy, allowing him to have more and more consensus from the American public?" At the beginning of the 1930s, Franklin Delano Roosevelt was running for President of the United States. People immediately " recognized him as a man with great charisma and determination" (Yu, L.

(2005). The great communicator: How FDR's radio speeches shaped American history. *History Teacher*, p. 89-106.

) with a strong ability of speech and persuasion. At the same time, the radio began to develop but it was still in its earliest stages. The country had sunk into the Great Depression and only the most economically wealthy could afford to enjoy this new form of mass media in their homes. The radio had the ability to bring the news but left free imagination in the minds of the people and F. D.

Roosevelt immediately realized how to transform this situation into an opportunity, using this form of mass communication to promote its image and appear closer to the people. Indeed, “ Roosevelt used radio as political instrument to win elections, silence opponents, and sell his domestic and foreign policy measures to the American public.” (Lyn Gorman and David McLean p. 66).

This event was defined and resumed in the article written by Ryfe, D. and entitled “ Franklin Roosevelt and the fireside chats.” as a “ media event”.

“ As Dayan and Katz suggested, radio’s daily broadcast of media culture created the possibility for media events. As extraordinary media events, the chats focused the attention of the mass public on Roosevelt’s performance. The chats functioned as something like a radio soap opera, in that they offered the public a ritualized opportunity to experience and move through the drama of the depression as part of a mass public”.

In so doing, the fireside chats were particularly instructive as a new form of political representation, which changed the classic relationship between the people and the president. Consequently, Roosevelt succeeded to fill the gap between him and his mass audience. In this way the President in office of the United States of America was able to have greater control over the media as well as over the population.