PREPARATION FOR THE CCR VIDEO CONFERENCE
Stanford University, USA & University of Sydney, Australia
October 2011

To prepare for the Stanford-Sydney Video Conferences, please do the following before the time of your scheduled session:

1. **Think about your own cultural identity.** Select a “cultural artifact” to bring with you to the video conference that represents your personal and cultural identity. This should be something small – the goal is to choose an item that can serve as a talking point to help members of your group understand who you are and what culture you identify with. Here are examples of items that you could bring as your cultural artifact:

   - A hat from your favorite sports team
   - School or organization T-Shirt
   - Key ring from a tourist site
   - Trading card or item from a collection (coins, stamps, comic books, spoons)
   - Tech device (blackberry, iPhone, iPod, GPS)
   - Photograph of you engaged in a favorite activity
   - Favorite food or drink (or a picture of it)
   - A poster of your favorite sportsperson
   - A favorite nursery rhyme from childhood
   - A DVD/album/book cover of an iconic movie/band/author from your culture

2. **Consider how cultural identity is defined in popular texts.** In preparation for the video conference, please watch the following two commercials:

   - Australia Tourism commercial with Americans as the intended audience: [http://www.youtube.com/watch?v=gQGMuxJ0vCc](http://www.youtube.com/watch?v=gQGMuxJ0vCc)
   - California Tourism commercial with Australians as the intended audience: [http://www.youtube.com/watch?v=2Z9o03Cd8X8](http://www.youtube.com/watch?v=2Z9o03Cd8X8)

   You do not need to take notes on these commercials, but you might want to think about the following questions since they will be the basis for your discussion of these commercials with your international group:

   - How do the commercials define Australia and Australians? How do they define America and Americans? What parts of the commercials create these definitions? Do these definitions seem at all problematic?
   - Are there any elements within the texts intended to persuade by misrepresenting/exploiting/ignoring elements of Australian or American culture?
   - Alternately, think about audience. How is the Australian ad imagining what would appeal to an American audience? How is the American ad imagining what would appeal to an Australian audience?
   - Identify the rhetorical situation and rhetorical appeals as intended by the authors/directors. Rhetorical appeals might include
     - Logos (an appeal to facts or reason)
     - Pathos (an appeal to emotion)
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- Ethos (an appeal to character or authority)
- Kairos (an awareness of appropriateness for a specific time and place)

- To what extent did the appeals persuade you? Why?
- Do you find any rhetorical fallacies in the commercials? These might include stereotyping, exaggerations and unfair appeals to emotions. Why/when would an author/director deliberately use a fallacy?
- To what extent do these commercials make arguments that might be persuasive across cultures?

3. **Read a blog introduction about your partner school.** To get a sense of the students at your partner university, read a post on the Cross-Cultural Rhetoric blog written by the instructors and students, designed to introduce you to their student life and culture. These blog posts will be live as of Monday, October 10 or Tuesday, October 11.

Sydney Students: read about Stanford at:

Stanford Students: read about Sydney at: