I. Welcome introductory remarks

The context of the two speeches. Bush speech March 19 2003 before the invasion of Iraq Fredrik Reinfeldt celebrating the victory in the September 2006 elections

Rhetorical terms:

- Historical versus Rhetorical situation
- Exigence Audience Constraints
- Rhetorical problem
- Persona
- Introducing persona as rhetorical term and analytical category.

II. Small group analysis

View the speeches at the sites below one at a time, then discuss the focusing questions in the group,

President Bush's speech before the invasion of Iraq is found at http://www.whitehouse.gov/news/releases/2003/03/20030319-17.html

The victory speech by Fredrik Reinfeldt on the election night September 17 2006 Party leader for the Swedish conservative party, the moderates, now the prime minister.
http://svt.se/svt/jsp/Crosslink.jsp?sortOptionArt527895=10&d=47244&a=527895&queryArt527895=Fredrik+Reinfeldt&b=s%F6K click the link <Reinfeldt utropar sig till segrare> (number four or five down)

Focusing questions: One speech at a time. You should have read the speeches beforehand.

- What was the difference between reading and hearing the speech?
- Who is the intended audience for the speech? Dual audiences? Triple audiences? Can the audience(s) effect a change in the rhetorical situation?
- What is the exigence for the speech ("imperfection marked by urgency")? Why does the speaker address his audience?
- Does the speaker have any rhetorical problems he needs to overcome?
- Any constraints that influence the situation? "Persons, events, objects, and relations that have the power to constrain the decision and action needed to modify the exigence".
- How does the speaker portray himself in this rhetorical situation? The portrayal of oneself is called persona. The speaker chooses to portray himself in a particular way, emphasizing one side of him/herself while deemphasizing other sides.
- In what way do cultural factors influence the way the speakers portray themselves? What if the roles would have been reversed? Reinfeldt having a speech before an invasion and Bush celebrating an election victory.
III Collaborative activity

Create a plan for how each one of the speakers would have to change his persona to be an effective communicator in the other cultural context. How would each change his persona? What have you learned about your OWN culture (and the other culture) through this collaboration that might inform your argument about changing persona?

You will present your responses to the other groups at the end of this session.

IV. Debrief at Individual Universities

How was it different hearing and seeing the performance versus reading it?

What practically have you learned about constructing and modifying a persona?

What have you learned about oral rhetoric as a communication mode determined by cultural exigencies?

What have you learned about how cultural aspects shape audience expectations and performativity possibilities for personas?