

**"Studies in Global Rhetoric," by Andrea Lunsford and Alyssa O'Brien.
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Studies in Global Rhetoric



Andrea Lunsford leads a Global Rhetoric lesson on political speeches as part of the project, "Developing Intercultural Competencies through Collaborative Rhetoric"

With funding from the Wallenberg Global Learning Network (WGLN), Andrea Lunsford and PWR instructors Alyssa O'Brien and Christine Alfano have implemented "Developing Intercultural Competencies through Collaborative Rhetoric," a collaborative project between the Program in Writing and Rhetoric at Stanford and the Rhetoric Department of the University of Örebro in Sweden.

More specifically, the WGLN funding has enabled the study team to design, implement,

and assess a curriculum devoted to the development of intercultural competencies in both teachers and students through effective use of technology and collaborative practices. For the project, students in two PWR classes meet virtually with students at the University of Örebro to carry out collaborative rhetorical analyses of texts and to explore cultural differences inscribed in those texts. In addition, students present research proposals to each other using video conference technologies, conduct peer review of writing across various Internet platforms, and write collaboratively on project blogs and wikis.



As part of the Global Rhetoric project, students declare "green hat day" as they collaborate in analyzing two political speeches, one by the U.S. President and one by the Swedish Prime Minister.

One of the project's larger goals is to develop a set of best practices for promoting cross-cultural understanding based on intercultural communication and rhetorical theory. Toward that end, the Stanford's Cross-Cultural Rhetoric team hosted an International Symposium in June 2007 that brought together scholars and researchers from eight countries to discuss the preliminary

findings of the Stanford/Örebro study and the materials that we have developed thus far. The Stanford-Örebro collaboration will expand in 2007-2008 to include three new universities in Sweden as well as universities in Singapore, Australia, Canada, and—we hope—South Africa. We will be presenting papers on the project at the Writing Research Across Borders conference to be held at the University of California, Santa Barbara, in February 2008. For additional information about the Cross-Cultural Rhetoric Project, contact Andrea Lunsford (Lunsford@stanford.edu).

[Read more about the Project](#) or see [recent articles on the project](#)