Activity:
The third discussion of the Wallenberg Global Learning Network (WGLN) funded Project: Small group exchange in “globally distributed teams” to discussion rhetorical principles of Website design.

Start Time: 00:15

I. Welcome and Introductory Remarks.
(18.15/9.15 am - 18.25/9.25 am)
Presenter: Christine Alfano
Introduction to the rhetoric of web design

II. Small Group Analysis Work.
(18.30-19.10/9.30-10.10)

Example: Analyze the rhetoric of two University Websites
- Örebro University Website [http://www.oru.se/]
- Stanford University Website [http://www.stanford.edu]

Focusing Questions:
- What is the argument conveyed by the Website? Evaluate the persuasiveness of the argument.
- Who is the intended audience for this Website? How can you tell?
- Who is the author (or rhetor) – how can you tell?
- How does the Website convey its argument through its design? Consider its layout; use of font and color; image type, size, and placement; and verbal elements such as headers, sub-headers, and other written text.
- What is the dominant appeal of the Website? An appeal to emotion? To authority? To logic and reason? How does the use of this appeal contribute to the effectiveness of the argument?
- What cultural assumptions or expectations do you find present on the Website? Consider choice of language, images, direction of text, placement of images, and even the kinds of words used.
- Could you argue that this Website is culturally specific? How does it work for certain cultural audiences, or not?

If you are done early with this activity, feel free to choose one of the following pairs of websites to analyze in your group:
- National/State Tourism Websites
- University Research Tools Websites
- A pair of Websites of your choosing
III. Collaborative Group Work
(19.10-19.30/10.10-10.30)

Activity: Make a plan for blogging as a team during the next three weeks.
Goal: To have you work together across the countries.

Instructions: Each student should pick a partner from the other country to work closely with over the next few weeks via e-mail, Instant Messaging, blogging or any other means you choose. The goal is to have these pairs post an analysis of a text to the group blog that other members of the group can comment on.

1. Select a partner from the other country to work with on this assignment; exchange contact information and develop a plan/schedule for completing this assignment. (Should be completed inside class today)
2. Each pair should choose a text to analyze together with "rhetorical eyes". This text may be a website, an ad, or even a speech. (May be completed inside class today, but may also be completed after class.)
3. Each pair should work together over the three weeks to compose an entry for their group blog in which they share their analysis of your text. The entry should be posted by the 21st, if not earlier, and the URL for the text (if there is one) should be included in the entry.
4. Before our video conference on the 28th, other group members should read and comment on these posts.

IV. Debrief at Individual Universities

About the Rhetorical Analysis
- How did the images for the University Websites differ? Why do you think they differ?
- What cultural identity or cultural factors do you think shape or are the cause for that difference?
- What role does audience play in determining the visual arguments for different cultures and contexts?
- How was the design of the Websites constructed rhetorically in each case you discussed?
- What have you learned most about rhetoric overall from the activities the last three times?

About the Cross-Cultural Exchange
- What differences did you experience in the way different members of your groups interpreted the Websites? How much were those differences informed by cultural differences?
- Do you understand texts differently now that you've worked on three activities with students from another university?
- Has your understanding of different cultural perspectives changed at all? In what ways?
- How are the members of your teams working now compared to the first and second exchange?
- What did you enjoy most about this exchange? What surprised you most? What would you change for next time?