Activity:
Small group discussion of cross-cultural political rhetoric led by the Principle Investigators (PIs) of our Wallenberg Global Learning Network (WGLN) Project: Brigitte Mral of the University of Örebro and Andrea Lunsford of Stanford University.

Reading to Discuss
2. "Reinfeldt Explained" *The Economist*, September 21, 2006 – available on Lexis Nexis or in handout; a copy with color images to be posted on Coursework-pilot and WebCT.

Process for the class:
1. Meet in Wallenberg 125 or the Örebro Studio; Opening remarks with the entire group
2. Break into two groups
   - Group 1: Brigitte, Eva, and Alyssa will meet in Marratech Örebro Room 217
   - Group 2: Andrea, Anders, and Maya will meet in a second Marratech Örebro room

Questions and Activity for Small Group Discussion:
The small groups will work on the following analysis questions and activity and then return to discuss as a large group

Analysis of Audience:
- In the speech Bush addresses three different audiences, which give structure to the speech. What are the audiences? What paragraphs are addressed to what audience? What audience is addressed by *The Economist* article? How do you know this?

Analysis of Persona:
- The article in *The Economist*, "Reinfeldt explained," points out the role of a rhetorical persona in politics. What persona is Reinfeldt using when he portrays himself? How does this persona compare with the incumbent prime minister Persson, who lost the election? What persona does Bush use in his March 19, 2003 speech? What persona does he use in the cover of the book?

Analysis of Cross-Cultural Rhetorical Situation:
- What have you learned about cultural identity and embodied rhetoric from these readings?
- What have you learned are the obstacles in cross-cultural communication?
- What can be gained by studying another country's use of rhetoric?

Small Group Task:
Together, as a globally distributed team, determine what each country's leader (President Bush, Prime Minister Reinfeldt) would need to do to modify his persona in order to communicate effectively during a visit to the other country (Bush in Sweden, Reinfeldt in the USA).

When you are done, return to the large group and prepare to share your findings.
The introductory session and the summary, led by Brigitte and Andrea will be in 217:

The group in T217 will then consist of:  
**SWEDEN:**  
Brigitte, Linda  
Dennis, Eliska, Anna

**Stanford:**  
Alyssa + 1 OCT (Bill Hart)  
+ 3 Stanford students:  
Andy, Sanjana,

The group in T004 will consist of:  
**SWEDEN:**  
Maja, Anders, via marratech from Lund  
Andreas, Katarina, Joakim

**Stanford:**  
Andrea + 1 OCT (Delford)  
Kash, Elliot, In Ho

1. GROUP PROJECT:  
2. Chris, Jeremy, Nikita  
3. Myles, Marcella, Allison  
4. Ling, Scott, Sanjana,  
5. Elvera, Priyata, In Ho