Cross-Cultural Rhetoric Project
online tutorial

**TOPIC**: What are examples of activities students can do during a CCR video-conference?
We support video-conference activities to fit your class theme, your pedagogical goals, and your technology-type connection.

Marratech - Computer small group connection

Polycom - TV or Computer large group connection

Contact CCR to customize your connection
CCR makes possible a wide range of activities for classes and student groups connecting through video-conferences.

Browse this PPT for ideas; contact CCR to customize your class connection
Cultural Artifact: Show/analyze object reflecting identity
Rhetorical Analysis of Political Cartoons on an Issue
Rhetorical Listening: Hear others’ views on texts and issues
Rhetorical Analysis of Advertisements (Image or Video)

Analyzing Ads:

Billboards
Magazine Ads
Youtube Videos
Spoof Ads
Campus Ads
Rhetorical Analysis of Public Service Messages
Rhetorical Analysis of Websites (university or agency sites)
Rhetorical Analysis of Space and Place
(the rhetoric of university campuses, architecture, dorms, and surrounding communities)
Rhetorical Analysis of Paintings (compare by country)
Rhetorical Analysis of Video Games or Virtual Worlds
Rhetorical Analysis of Film Clips for Cultural Messages
Rhetorical Analysis of Political Leader’s Personas & Speeches
Analyze + WRITE:
Compose Collaborative Analysis of Political Speeches, Practice and Present to other groups

- He refers to his audience in his speech as specifically Muslims, Catholics, and Protestants. Also in his speech, he widens his audience by suggesting that if the audience does not necessarily want to serve God then they can serve their nation or their family.

3. Exigency:
- In his introduction, Bono demonstrates that this topic is personally important because of his parents who were of two different religions. He also speaks of repaying debts by alluding to the bible. He uses the occasion to remind nations that they should be helping other countries by relieving their debts. According to the bible, we don’t have the right to make poorer countries suffer even more.

4. Ethos:
- Bono uses his public, celebrity persona as a key element of his ethos. He strengthens his ethos by speaking at a religious forum, which then lends to his credibility.

5. Cultural Factors:
- He specifically alludes to his Irish heritage but also links to the audience’s religious culture by describing his Protestant and Catholic ancestry.

6. Changing the Persona/Delivery:
- He would need to give a more non-religious argument and place more emphasis on individual character.
Analyze + WRITE:
Compose Collaborative Analysis of Student Selected Ads
Present work to other groups

1. Purpose - selling Swedish merchandise to a Berlin audience by familiarizing it to its audience.
2. Serious audience - Definitely targets German and in particular a Berlin audience, cultural/educated/metropolitan/mature. The age targeted could be a more young/middle-age crowd. The fact that it is displayed in a museum allows the ad to reach more of the intellectually and historically aware.
3. Argument: connection to symbols Germans can relate to on a historical, informational, and emotional level. Relate the product, vodka, which is emotionless, with the emotions that were felt when the wall came down. Celebration and feelings of freedom were felt when the wall came down, and the ad attempts to recreate these feelings through the vodka. Jubilation.
   Also attempts to remove the negative stigma typically associated with alcohol. Instead of depicting a rowdy, vulgar crowd it portrays the vodka more for socializing purposes than for the typical idea of “getting wasted.”
4b. Pathos - drawing emotional response through portrayal of the Berlin Wall as well as a patriotic one through the German flag. (unification under one flag)
4c. Ethos - placing the ad in a museum an attempt to relate the Swedish drink to the German audience through knowledge of German culture (flag, wall, language).
4c. Triangular division of the ad with bipolar parts:
   first, the form of product and the wall
   second, the name of product and synonymous meaning of absolut
   third, the place Berlin

and connecting two things that were not initially - Swedish vodka and German audience, oppression of the freedom of choice. The wall no longer keeps things out.
Peer Review of Student Research Projects & Ideas

Sample Items to discuss:

Paper ideas
Research project
Thesis
Points of analysis
Visual argument
Presentation Script

Give feedback in groups
PROJECT-BASED LEARNING + WRITE:
Learn discourse and style appropriate to use in different countries
Collaborate + PRODUCE MULTIMEDIA:
Compose Cartoons, visual montages, op-ads as a Globally-Distributed Team
Present work to other groups
PROJECT-BASED LEARNING + PRODUCE MULTIMEDIA: Collaboratively Compose Storyboards and Hybrid texts
Present work to other groups
PROJECT-BASED LEARNING + PRODUCE MULTIMEDIA:
Collaboratively Compose Visual Storyboards (no words)
Cross-Cultural Dialogue:
Open Question-Answer Session with students across world
Cross-Cultural Dialogue:
Discussion of Issues Based on Shared readings

Sample Topics:
Environmentalism
Globalization
World Elections
Media Freedom
PROJECT-BASED LEARNING
Discuss moral issues, political news, world events, Develop position statement based on new learning
For teachers, CCR provides pedagogical support in developing lesson plans, suggesting readings, and posting materials on the CCR website:

Contact CCR to customize your connection
Contact us with questions or to join as a new partner

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