

**Prepared Remarks of President Barack Obama
Back to School Event: Arlington, Virginia; September 8, 2009**

	Circumstances: location, audience, external environment, media, viewing conditions	Verbal Cues: vocabulary, sentence structure, examples, statements, voice quality, pauses	Non Verbal Cues: gestures, facial expressions, interaction, eye contact, stance, posture
Credible: What does the speaker say or do that makes the audience believe him or agree with him?			
Questionable: What does the speaker say or do that calls into question his message, his motives, or his sincerity?			

Subject:

Purpose:

Occasion:

Speaker:

Audience:

Tone:

FIGURE 4.1: A viewing grid.

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