The artifact I used was an analysis I wrote about the speech given by President George W. Bush in response to September 11th. In the paper I discuss elements of communication Bush used. The means of communication were by television, radio and newspaper. I then discussed that with him being the president, he is automatically a leader. This meant that most people would likely respect what he was saying but it still had to be powerful so not to lose faith in the people. The only restraints Bush had, I explained were not to say anything to frighten the people as they were already in a scared state of shock. His purpose was to comfort them.

How the people would interpret Bush’s message was largely placed on how he constructed his message. He did this with a persuasive tone encouraging that the war would end and from it would come freedom. Bush also used emotional appeals. This would cause some to respond with more support. The reason in varying interpretations is because all people are different. While some may want to know the straight facts and what to do to help support America, others may want the vivid details and emotional appeal. All of it has to be constructed into a proper organizational format so to suit every degree of the audience.

I personally interpreted Bush’s speech as one to calm America. I believe he said whatever was needed to do so. He said what America wanted to hear without lying to him. By doing so he may have omitted some of the facts. He had a goal of ending terrorism and said what needed to be said in order to make the people feel that goal would be obtained.