Another 9/11-related speech in which President George W. Bush conveys a powerful message through the use of his setting is the Bullhorn Speech given at Ground Zero on September 14, 2001. This speech is conducted on a pile of rubble, opening with the President's arm around a fireman as Bush begins to speak into a megaphone. This is an excellent use of setting by the President because not only does it demonstrate that he is quick to react to the demands of the nation but also because it shows Bush's ability to make a connection with the "average" person. Furthermore, his ability to connect with the "average" person is emphasized by the President's attire, as he is in a casual shirt as opposed to a business suit. In the background of this setting, there appears to be a building that has been partially destroyed, which appeals to the viewer's sense of sight and links the destruction of the 9-11 attacks with President Bush's ability to react swiftly and courageously. As Edelman notes, the space in which the President is standing adds a significant element to the presentation he is delivering. Another element that resonates in the minds of viewers is the abundance of construction equipment in the background. This shows Bush's blue-collar nature, and his willingness to be around such equipment, which is something that always wins over the hearts of American voters. This is an example of Edelman's theory that people "think" they know what exists, when in reality they are being deceived. President Bush appears to a man of the people, caring about hard-working citizens like construction workers and firemen, which is far from reality. Bush, a graduate of Yale University, is the son of a former President, and has been wealthy all of his life. While Bush does a great job of selling the belief that he is a "commoner," it is hard for an educated individual to perceive President Bush as a "man of the people."

One of Bush's most important speeches, his speech informing the public of his decision to invade Iraq in March 2003, is similar to his post-9/11 speech in that they are both delivered from the Oval Office within the White House. This speech, like the post-9/11 speech, is conducted in a way that implies the significance of the President's message. Traditionally, Presidents are seen sitting at their desk when delivering important information, from John Kennedy's speech about the Cuban Missile Crisis to Ronald Reagan's address to the nation after the destruction of the space shuttle Challenger. Bush is no different, speaking on the most significant issues of his Presidency, including 9/11 and Iraq, from the Oval Office. While there are many similarities between his 9/11 speech and his Invasion of Iraq speech, there is one significant difference that changes the way the President's message is perceived. President Bush, as in his 9/11 speech, appears on television with his hands folded, both flags behind him, with pictures over both of his shoulders. The main difference in the two aforementioned speeches is that the 9/11 speech has one recognizable picture of his family, while the Invasion of Iraq speech has two noticeable pictures of a child over his left shoulder, and his two daughters over his right shoulder. The purpose of this placement is to let the American public know that President Bush is a family man, and is as reluctant as anyone to send

America's children off to fight a war, being a father himself. With this in mind, the American public would be more willing to support an invasion of Iraq.

As with many political speeches, the context and background information about a certain issue may help to reveal the true intentions of the presenter. Edelman notes that "it is…necessary to focus as much on the background assumptions of a work of art as on its explicit content in order to understand its social and political import" (Edelman, 17). Using George W. Bush's Invasion of Iraq speech, one might question Bush's motives if they had some understanding of Bush as a person. As some of his critics pointed out, it would seem like more than a coincidence that George W. Bush sought to invade Iraq more than ten years after his father undertook the same campaign. Although George H.W. Bush was in the Middle East to liberate Kuwait, he received much criticism for not toppling Iraqi dictator Saddam Hussein, something George W. Bush aimed to accomplish, among other things. Given this historical information about the Bush family, their Presidencies, and George W. Bush's eagerness to get involved in a war less than two years after 9/11, it is only fair to give credit to George W. Bush for exploiting the circumstances surrounding the early part of his Presidency and selling his product to the American people.

To what extent political figures use theatre in their speeches to sway public opinion is apparent in Bush's speech notifying the people of an invasion of Iraq. In addition to his familiar Oval Office setting, President Bush also uses familiar phrases -- "my fellow citizens" and "may God bless our country, and all who defend her" -- to bookend a speech in which he is announcing to the nation that he is undertaking a massive military operation. The phrase "my fellow citizens" allows the President to make a connection with his viewers, making himself appear as if, in this moment in time, he is simply another American citizen. Combining this phrase with his use of religious components at the end, he is invoking an image of a virtuous, morally just person, sending the message to the American people that he would never mislead them or unnecessarily put them in the face of danger. This analysis reverts back to Edelman's belief that we often accept what we see at face value, failing to recognize the motives or true intentions of a political figure that delivers a message. Keeping the public uninformed is a way for politicians to remain the faction of society that *is* informed, making it more likely that the public will yield to the leadership of elected officials without questioning their actions of motives. This goal is maximized through theatrical performances by "polished politicians," who take advantage of the knowledge gap between themselves and the "uninformed public."

The theatrical performances of George W. Bush are not limited to the traditional setting of the American mainland, however, as one of his most popular speeches, his "Mission Accomplished" speech, was not given in an office but rather aboard the *USS Abraham Lincoln*, making Bush the first President to address the nation from a warship at sea. This maneuver, according to author