

Student Led TED Talk

Higher Order Thinking
Reading and Presentation
Project

**READ, LEARN, AND
SPEAK ABOUT
WHAT MATTERS
TO YOU!**

IN THIS PACKET:

- **DIRECTIONS**
- **ORGANIZATION FORM**
- **RUBRIC**

©Middle School Menagerie and More



My Personal **TED** Talk

Reading/Presentation Project

Directions:

Choose a topic you are passionate about, want to learn more about, or something you strongly believe in. You will read about and conduct research on this topic and will present your findings in a TED Talk type presentation. In order to have a successful presentation, you are encouraged to watch a few TED Talks. Read the guidelines posted below for how to deliver a successful TED Talk. Complete the TED Talk form in this packet. Write your draft speech that you will use during your presentation. The form and drafted speech will be turned in as part of your grade. Come prepared with any and all props you may need for your speech (i.e. Slideshow or physical prop). Dress for success when you give your speech!

Topic Ideas and Inspirations:

- School Safety
- Cyberbullying
- Paying College Athletes
- Gun Laws and Legislation
- Great Leaders That Inspire Change and Action
- Power of Positive Thinking
- Grit and Its Importance
- The Secrets of Great Magicians
- How to be a Great Public Speaker
- Global Warming
- Digital Citizenship
- Influences of Social Media
- The Importance of Voting
- Tips For Becoming a Great Photographer
- The Value of Being an Organ Donor
- A Dog Really IS Man's Best Friend
- College Isn't For Everyone
- The Importance of a College Education in Today's World
- The Dangers of Social Media
- Robots are the Wave of the Future
- Things We Can do to Make the World a Better Place
- Qualities of a Great Leader
- Why the Secret to Success is Setting the Right Goals
- What Does it Really Mean to be Free
- Body Language and What it Tells You
- Reading Facial Cues
- Gaming Can Make the World a Better Place
- Alternative Energy and the Future of the World
- Unexpected Ways People Can Make Money
- Power Foods: Foods That Can Make You SO Much Healthier
- The Secret to Living a VERY Long Life
- Life Hacks
- YouTube is Changing the Planet
- How to be a Better Student
- What Doesn't Kill Us, Makes Us Stronger
- What your handwriting says about you
- **GENERAL TOPICS:** Aliens, the Supernatural, address a current event, hobbies, life, pop culture, travel, technology, environment, ethics (i.e. Is it always best to tell the truth?), family, hero(s), health, a how-to speech, etc.

How To Deliver a **TED** Talk

- Inspire your audience with a single idea that either aims to change the way people think about their world, inspires them to want to learn about the topic you are teaching, or persuades them to take action with regard to your topic.
- Create an audience centered narrative full with stories and facts that help you connect to the audience and demonstrate your expertise on the topic.

Craft a Catchphrase (a “saying” your speech will be remembered by)

- Make it between 3 to 12 words
- Make it action-oriented and rhythmic (I.E. “Your time is NOW!”)
- Repeat your catchphrase at least three times during your presentation (This is your **THEME**)

Introduce Yourself

- Write about who you are and how this connects to the core message you are getting ready to present.
- Ensure that your introduction shares why you are the right person to share your idea with the audience - make your reasoning for choosing the topic clear and deserving. After all, you chose this topic for a reason.
- Create an introduction that positions you as an expert on the topic.

How to Open Your Talk

"Just remember that the first ten or twenty seconds of your speech is the peak of your audience's engagement level. **Hook** them fast with benefits by giving them an implicit or explicit reason to pay close attention." The most successful opening is a personal story (**NARRATIVE**). Tell your story and share your observations. It is a good idea to make others the heroes in your stories. Though shocking statements most frequently rely on statistics, they can also express strong opinions that challenge conventional wisdom. This is your **BACKGROUND INFORMATION**... the introduction of topic.

- Open either with a personal story, a shocking statement, or a powerful question (particularly "why?" and "how?" questions) - This is your **HOOK!**
- Deliver an explicit promise of the benefits that your audience will get through listening to your speech.

How to Build Your Speech and Body Transitions

Incorporate both facts and personal stories to engage both sides of your audience's brain. You need either to persuade people to change their perception about an idea or to incite them to take action. You should frequently ask questions to get the audience to reflect on their own lives and make them question themselves, what they are doing, or what they could do. This is a way to transform a speech into a conversation. Audience members are still able to reply in their minds and with their body language.

- Construct transitions in your speech that reinforce the key message.
- Put together clear, concise, and purposeful facts with emotional stories (**USE EVIDENCE & COMMENTARY**). Ensure you identify where your information came from. (I.E. “According to the United States Census Bureau, the population of the United States is... Therefore, as a country we must consider...”)

How to Conclude Your Talk

"And so we come to the end of our journey today and to the beginning of your future ..."

"Now it is time for you to make a decision ... "

"And that, I think, is an idea worth spreading."

"But there is another way ..."

"I leave you with this ..."

"This is what I have found."

- Employ language that clearly signals you are concluding your talk
- Share the "why" that powers your single unifying idea. Your audience must understand why you are presenting on the topic you are. Why is it important, or why you are passionate about it... why a change must be made... why this is a valuable topic to know and understand.
- **Call the audience to action** with an easy next step and a sense of urgency.

How to Tell Stories

The easy answer is that it is always best to tell stories drawn from your personal experience or observation. As a speaker, one of the worst things you can do is put yourself on a pedestal. Position yourself as an equal, perhaps a guide, but not superior to your listeners. Making someone else the hero in your personal stories or in the stories of others you choose to tell is a great way to do that. That allows you to become human by sharing your failures, your flaws, and your frustrations. Invite the audience into your story to relive it with you by re-enacting characters and their reactions. Each character should have a distinct personality. This includes: what is seen including posture, gestures; what is heard, the tone of their voice, what is implied such as their traits and desires. Instead of narrating what the characters do, give them dynamic, conversational dialogue. It is okay to embellish to a degree. Note that your characters should also have fixed locations on the stage. When you embody a particular character, go stand in his or her spot on the stage. When you need to narrate, a nice technique is to step forward toward the audience and then step back into character. Stories with positive endings are highly effective for inspiration. In contrast, cautionary tales are more effective for teaching. Above all, you will be far more successful with upbeat stories than with negative ones, even in an environment of disillusionment.

In your talk, every key point should be delivered with a powerful one-two punch of story and fact.

- Tell stories drawn from your personal experience or observation
- "Show, don't tell" using highly sensory description, authentic characters, and rich dialogue.
- Take your audience on an emotional journey as your characters encounter and overcome obstacles on an ultimately successful quest.

How to Master Your Verbal Delivery

Speak in your own voice with authenticity, interest, and humility. Use clear, everyday, jargon-free language packed into short, complete sentences. The average TEDTalk employs language at a sixth grade level. Even the whiff of self-promotion will turn off your audience. Speak in bursts punctuated by pauses. The pause not only replaces filler words, but also gives you an aura of self-control. Beyond personal benefits, the pause gives your audience the time they need to process what you are saying.

- Adopt the tone of a passionate one-on-one conversationalist
- Add vocal variety by modulating your volume and pace
- Make liberal use of the word "you" in the singular

How to Add Humor to Your Talk

The fundamental principle to remember is that humor is rooted in surprise. As human beings, we delight in a twist that challenges our expectations and our sensibilities. In a moderately scientific analysis, the most viewed TED speakers deliver an average of one joke per minute in their keynote speeches. The best deliver around two jokes per minute. The secret is that the jokes are not evenly spread out. When they hit a funny theme, they "riff" on these with clusters of three, progressively funnier quips.

- Leverage self-deprecation exaggerated reality, and challenges to authority to add humor
- Embed humor in dialogue
- Riff on themes with clusters of three, progressively funnier quips to deliver an average of one joke per minute

How to Manage Your Physical Delivery

- Starting with hands down comfortably at your sides, make natural gestures above the waist and below the neck.
- Synchronize your facial expressions with what you are saying.
- Hold eye contact with individuals in your audience for three to five seconds.

How to Create Visuals That Inspire

"less is more" in terms of image, text, font, color, orientation

- Give your talk with no slides at all
- Produce simple, image-rich, text-light slides if you must create them. (Use Google Slides, Keynote, Prezi, or Powerpoint)
- Emphasize key points and keep all materials simple.

Resources:

- [ted.com](https://www.ted.com)
- <https://www.brillianceaudio.com/product?i=13507>

TED Talk Form - Complete and Staple to Speech

DIRECTIONS: Read the **TED** Talk directions provided in class. Choose your topic. Read about, research, and construct your **3 minute speech** on your topic. Complete this form once your speech is written.

1. Title of your **T.E.D.** Talk: _____

2. Student Name: _____

3. Date of Presentation: ____ - ____ - _____

4. What is the main idea of your speech?

5. Circle any of the following adjectives that describe this **T.E.D.** Talk:

HUMOROUS INSPIRING PERSUASIVE ENGAGING INTELLECTUAL FUN
INFORMATIVE DISTURBING SHOCKING SILLY

6. **ETHOS** is the speakers ability to build credibility, establish him/herself as an expert, and/or convince the audience that they have their best interest at heart. How does this speech build ETHOS? Name the expert resources you used in this speech and how you build ETHOS as a speaker.

7. **PATHOS AND LOGOS:** PATHOS is an appeal to the emotions of the audience. LOGOS is the use of evidence to build ones case. Did you, the speaker, rely more on LOGOS or PATHOS in they presentation? What argument or point in this presentation was most compelling? Why?

8. **T.E.D.** Talk presenters are known as effective public speakers. Describe two things you will do to engage your audience and to establish that you are an effective public speaker.

1. _____

2. . _____

9. What are 2 MAJOR facts your audience will learn in your presentation?

1. _____

2. _____

10. What are 2 questions this speech may provoke?

1. _____

2. _____

11. What is one thing you need to improve upon as a speaker?

12. What group of people (audience) would most benefit form this speech (sex? age? type of person?)

TED Talk: Reading/Presentation Project Rubric

Student Name: _____ Class: _____

1. Completed TED Talk form. + ___/20
2. Attached a draft of your TED Talk speech that demonstrates and understanding of “How to Deliver a TED Talk.” + ___/20
3. Speech reflects “ethos.” Shows the student has become an expert on their topic through various resources and reading materials and cites these resources as part of his/her speech. + ___/20
4. Speech appeals to audience through **both** stories and facts. + ___/10
5. Presentation Points: Students speaks to the audience and clearly engages listeners. + ___/10
6. Presentation Points: Student changes up tone, posture, gestures, etc. in order to convey message. + ___/10
7. Presentation Points: Speaker is able to convey their message to the audience in an effective manner. + ___/10

TOTAL POINTS: + ___/100

Comments: