Week 4 discussion:

**Activity**

With this activity you will develop your analysis of a TED talk - <http://www.ted.com/talks>

**First,** select a "talk" (aka presentation or speech) that interests you from the 1,100 TED Talks (ranging in length from 10 to 20 minutes).

FYI: TED Talks was selected because each speech video should have enough depth or substance, and video quality to allow close viewing and analysis.

**Second,** review chapters 10, 11 and 12 of your text.

**Third,** listen to the presentation several times, paying close attention to how the individual uses non-verbal communication, composes sentences, and organizes thoughts, etc. Use the outline below to structure your analysis:

1. Purpose: General and specific purpose (and implied if different from stated purpose)
2. Non-verbal delivery
   1. Movement in Your Speech
   2. Visual Aids
3. Strategies for Success
   1. Pathos: tone, emphasis, engagement
   2. Logos: clarity, conciseness, arrangement
   3. Ethos: credibility, expectation, reference
4. Style
   1. Appeals (to emotions, logic, ethos)
   2. Figurative language (similes, metaphors, symbols, imagery)
   3. Use of language, word choices (diction)
   4. Passive or active voice
   5. Simple or complex sentences; short or long sentences
5. Oral strategies and tactics
   1. Music
   2. Volume
   3. Speech patterns (articulation, intonation, emphasis)
   4. Other sound effects

**Four,** develop your analysis using the variables in all 5 of the areas above. Make sure you develop your arguments and ideas thoroughly. Then develop thoughtful responses to the ideas shared by at least 2 of your colleagues.When you post your analysis, include the Ted talk presenter and title of the Ted talk.

**Be sure to include the hyperlink to the "talk" you selected so we can view the presentation.**