

BCMU 579a/b: TED Talks (UPDATED 5/10)
(M/W 1:30-3:20pm, Paccar 293)

Lee Hochberg
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Office Hours: Tues 5:00-6:00 pm

Spring Quarter 2019
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Course Description

“The TED Talk has re-invented the art of rhetoric for the 21st Century. Good bye to windy academese, scientific gobbledygook, pompous moralizing, PowerPoint chloroform.” Harvard Psychologist Steven Pinker says the TED Talk—a personal and thought-provoking way of public speaking— is today’s template for spreading and sharing ideas. And not just *any* ideas— ideas *worth* sharing, ideas that intrigue, ideas that can change the world. TED.com has almost one-billion clicks a year, in more than 100 languages. What are the communication strategies that enable TED to connect? And how do we use them in the workplace?

In the first part of this course, you’ll identify some of your own ideas that could intrigue and change the world. Then you’ll apply techniques of “TED” speaking to formulate and convey your idea in your own TED Talk.

Much of class time will be spent listening to and critiquing the speeches of fellow students. You will write evaluations of your own speeches and those of your peers, both of which will be factored into your grade for the course. You will also receive frequent feedback from the instructor, and your three major speeches will be filmed.

Texts

Required:

1. TED Talks, Chris Anderson, Mariner Books, 2016
2. Talk like TED, Carmine Gallo, St Martin’s, 2015
3. Presentation Zen, Garr Reynolds, New Riders, 2008

Course Schedule

| Week | Class Date | Topics and Activities | Assignment Due |
|----------|------------|---|---|
| 1 | 5/6 (M) | Introduction “Ideas Worth Spreading” | |
| | 5/8 (W) | Storytelling Presentation Tools “Something Intriguing” Speeches | <u>TED Talks, Ch 2, 4-6</u> <u>Talk Like TED, Ch 2</u> |
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| 2 | 5/13 (M) | “Idea/Storytelling” speeches | <i>Assignment 1-- “Idea/Storytelling Speech” 150 pts (Group 1)</i> |
| | 5/15 (W) | “Idea/Storytelling” speeches Discussion of TED Talk structure “Throughline” | <i>Assignment 1-- “Idea/Storytelling Speech” 150 pts (Group 2)</i> |
| | 5/18 (Sat) | Peer Evaluations of “Idea/Storytelling” speech Self Evaluations of “Idea/Storytelling” speech | <i>Assignment 2 — Peer Eval, 50 pts—submit online Assignment 3—Self Eval, 50 pts—submit online</i> |
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| 3 | 5/20 (M) | Graphics/Visuals/PowerPoint Beginning the Speech Presentation from experienced TED presenter | TED Talks Ch 7-12 Presentation Zen p10-11, 20-21, Ch 5-7 |
| | 5/22 (W) | “A Different Seattle/Foster/UW” speeches (Group 1) Presentation from experienced TED presenter | <i>Assignment 4—“Different Seattle/Foster/UW” Speech 250pts (Group 1)</i> TED Talks Ch 13 Talk Like Ted, Ch 3-6 |
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| 4 | 5/27 (M) | HOLIDAY—NO CLASS | |
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| | 5/28 (T) | Peer Evaluations of “Different Seattle/Foster/UW” Speech (Group 1) Self Evaluations of “Different Seattle/Foster/UW” Speech (Group 1) | <i>Assignment 5— Peer Eval, 50 pts—submit online (Group 1)</i> <i>Assignment 6— Self Eval, 50 pts—submit online (Group 1)</i> |
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| | 5/29 (W) | “A Different Seattle/Foster/UW” speeches (Group 2) Refining Skills-- eye contact/connection | <i>Assignment 4—“Different Seattle/Foster/UW” Speech 250pts (Group 2)</i> |
| | 6/2 (Sun) | Peer Evaluations of “Different Seattle/Foster/UW” Speech Self Evaluations of “Different Seattle/Foster/UW” Speech | <i>Assignment 5— Peer Eval, 50 pts—submit online (Group 2)</i> <i>Assignment 6—Self Eval, 50 pts—submit online (Group 2)</i> |
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| 5 | 6/3 (M) | TED Talk Speeches | <i>Assgnmnt 7 –“TED Talk speech” 400pts (Group 1)</i> |
| | 6/5 (W) | TED Talk Speeches | <i>Assgnmnt 7 –“TED Talk speech” 400pts (Group 2)</i> |