

BCMU 579a/b: TED Talks

Spring 2021

M/W 1:30-3:20pm

Lee Hochberg

leeh2911@u.washington.edu

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* spreading, ideas that intrigue, ideas that can change the world. TED.com has almost one-billion clicks a year, in more than 110 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 recorded.

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	5/3 (M)	Introduction “Ideas Worth Spreading”	
	5/5 (W)	Storytelling Presentation Tools	<u>TED Talks, Ch 2, 4-6</u> <u>Talk Like TED, Ch 2</u>
2	5/10 (M)	“Idea/Storytelling” speeches	<i>Assignment 1-- “Idea/Storytelling Speech” 150 pts (Group 1)</i>
	5/12 (W)	“Idea/Storytelling” speeches Discussion of TED Talk structure “Throughline”	<i>Assignment 1-- “Idea/Storytelling Speech” 150 pts (Group 2)</i>
	5/15 (Sat)	Peer Evaluations of “Idea/Storytelling” speech Self Evaluations of “Idea/Storytelling” speech	<i>Assignment 2 — Peer Eval, 50 pts Assignment 3—Self Eval, 50 pts</i>
3	5/17 (M)	“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 7-13 Talk Like Ted, Ch 3-6
	5/19 (W)	“A Different Seattle/Foster/UW” speeches (Group 2)	<i>Assignment 4—“Different Seattle/Foster/UW” Speech 250pts (Group 2)</i>
	5/22 (Sat)	Peer Evaluations of “Different Seattle/Foster/UW” Speech	<i>Assignment 5— Peer Eval, 50 pts Assignment 6— Self Eval, 50 pts</i>

4	5/24 (M)	Visuals/Graphics Presentation from experienced TED presenter	Presentation Zen p10-11, 20-21, Ch 5-7
	5/26 (W)	TED Talk Speeches (Group 1)	<i>Assgnmnt 7 – “TED Talk speech” 400pts (Group 1)</i>
5	6/1 (M)	HOLIDAY—NO CLASS	
	6/3 (W)	TED Talk Speeches (Group 2)	<i>Assgnmnt 7 – “TED Talk speech” 400pts (Group 2)</i>