

Lucy Beckham High School
Honors English 4 Summer Assignment
Ted Talks Persuasive Writing Unit

During your senior year, you will complete a Senior Thesis Assignment. To prepare for this, you will complete the following assignments and give a short speech during the first week of school. Fill in all documents below and be ready to upload them into Canvas/Turnitin.com (plagiarism detection) on the first day of school to your respective teacher.

*****DO NOT BEGIN WORK UNTIL YOU HAVE READ THOROUGHLY THROUGH THIS ENTIRE DOCUMENT.**

TED TALKS:

IDEAS WORTH SPREADING

TED is an organization dedicated to spreading new and interesting ideas to the world. They host conferences in which they invite speakers who are experts in a variety of areas to come and share what they are working on. As a guide, speakers are often asked the question: “How would you change the world?” Through their area of expertise, the speakers then answer the question. You will be doing the same. So...

How would YOU change the world for the better?

Your assignment is to give a 3-5 minute presentation that is a call to action for the class. It can be about any subject you would like to discuss, so long as it answers the above question and justifies your answer (it needs to argue why your idea is a good idea). It must also have an interesting **TONE**, use each of the **STYLISTIC DEVICES**, and must follow a speech format.

STEP 1: Watch some TED Talks & Pick a Topic

What you choose to write about is up to you, as long as it's school appropriate. In order to get an idea of what a TED talk is all about, you will be watching and taking notes on two of them (note sheets are below). There is a list of suggested TED Talks below for you to choose from.

STEP 2: Research your Topic

Once you have an idea of the general subject area you want to talk about (Health, Science, Sports, Art, People, History, etc.), find three websites to inform yourself about it and to help you come up with evidence for your argument. A good argument should be one that is not obvious and so should have possible arguments against it. Complete the **Pre-Selected, Self-Selected, and Research** pages.

STEP 3: Write the Speech

Complete the **Speech Planning and Speech Outline (this is part of your grade, so don't skip it)** sheet and begin writing your actual **SPEECH**.

ASSIGNMENT CHECKLIST

NOTES & RESEARCH

- Pre-selected TED Talk Note Sheet
- Self-Selected TED Talk Note Sheet
- Research Notes
- Speech Planning Guide
- Speech Outline

SPEECH (Written)

- Length between 500 – 700 words
- Paragraph Structure is used (separate ideas in separate paragraphs)
- A single consistent *TONE* is created
- At least 2 *LOGICAL APPEALS*
- At least 2 *EMOTIONAL APPEALS*
- Use of *CONNOTATIVE LANGUAGE* throughout
- At least one use of *each STYLISTIC DEVICE* (there are 6 techniques)

PRESENTATION SLIDES

- Length between 5-10 slides
- **TEXT** and **IMAGES** on each slide

WATCH TED TALKS

*If any of the links don't work from this Doc, you can always Google the title.

Acting Now on Climate Change:

https://www.ted.com/talks/greta_thunberg_the_disarming_case_to_act_right_now_on_climate

Turning Negative Online Comments into Positive Offline Conversations

https://www.ted.com/talks/dylan_marron_how_i_turn_negative_online_comments_into_positive_offline_conversations#t-640662

How to Disagree Productively:

https://www.ted.com/talks/julia_dhar_how_to_disagree_productively_and_find_common_ground#t-104837

Why sneakers are like the stock market

http://www.ted.com/talks/josh_luber_the_secret_sneaker_market_and_why_it_matters#t-261014

Why are some things designed to be broken from the start?:

http://www.ted.com/talks/seth_godin_this_is_broken_1

Online clothing shopping of the future:

http://www.ted.com/talks/danit_peleg_forget_shopping_soon_you_ll_download_your_new_clothes

Social media and how it can change the world:

http://www.ted.com/talks/wael_ghonim_let_s_design_social_media_that_drives_real_change

Inside the Mind of a master procrastinator:

https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator

How Great Leaders Inspire Action:

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_most_popular_talks_of_all

How To Speak So That People Want to Listen:

https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?referrer=playlist-the_most_popular_talks_of_all

How I Held My Breath For 17 Minutes:

https://www.ted.com/talks/david_blaine_how_i_held_my_breath_for_17_minutes?referrer=playlist-the_most_popular_talks_of_all

Self-Selected TED Talk

Pick **ONE** other TED Talk you're interested in and fill in the **Self-Selected** note sheet.

<http://www.ted.com/talks>

PRE-SELECTED TED TALK NOTES

Name of the TED Talk: _____

Name of the Speaker: _____

Topic of the Talk: _____

NOTES (In point form, summarize the main ideas they talked about)	Identify the Themes / Connections / Big Ideas of your notes
- - - - - - - - -	- -
IMPORTANT QUOTATIONS	EXPLANATION OF QUOTATIONS (Why are they important?)
- -	- -

Continue to next page.

How does the speaker keep the audience's attention? Identify 4 DIFFERENT types of *Persuasive Technique* used in the talk

(Look at the *Persuasive Technique* handout if you need to--last page)

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Summary of the Ted Talk (approximately 5 sentences)

SELF-SELECTED TED TALK NOTES

Name of the TED Talk: _____

Name of the Speaker: _____

Topic of the Talk: _____

NOTES (In point form, summarize the main ideas they talked about)	Identify the Themes / Connections / Big Ideas of your notes
<ul style="list-style-type: none">---------	<ul style="list-style-type: none">-----
IMPORTANT QUOTATIONS	EXPLANATION OF QUOTATIONS (Why are they important?)
<ul style="list-style-type: none">--	<ul style="list-style-type: none">--

Continue to next page.

How does the speaker keep the audience's attention? Identify 4 DIFFERENT types of *Persuasive Technique* used in the talk
(Look at the *Persuasive Technique* handout if you need to--last page)

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Technique:

Example from the talk:

How does it work?

Summary of the Ted Talk (approximately 5 sentences)

PICK YOUR TOPIC

Science	Astronomy / Space	Death	Music
Design	Religion	Democracy	Natural Disasters
Activism	Disease	Depression	Obesity
Adventure	Beauty	Education	Peace
Advertising	Economics	Entertainment	Philosophy
Aging	Big problems	The Environment	Politics
Agriculture	Diversity	Fashion	Privacy
Artificial Intelligence	Biology	Feminism	Security
Transportation	The Brain	Film	Social Media
Alternative Energy	Bullying	Gender	Sustainability
The Ancient World	Business	Government	Technology
Animals	Children	Immigration	Terrorism
Anthropology	Community	The Internet	Water
Architecture	Consumerism	Literature	Weather
Art	Corruption	The Military	<i>Choose your own!</i>

Some Things to Consider as You Research...

History: When did it start? How long has it been happening? What are the major events related your topic? How has/have the issue(s) changed over time?

Geography: Where does the issue take place? Where is it most important? If change happened, where would the most impact be felt?

Major Players: Who are the main people/cultures/countries involved? Why does each person/group care about the topic?

Current Status: Has anyone tried to address the issue in the past? Is anyone trying to address the issue now? How is it going? What are the big arguments/disagreements about your topic?

Now complete the Research Notes!

RESEARCH NOTES

SOURCE 1 (MLA Citation):

What you learned from the source:

Evidence/Quotations/Statistics you might use:

SOURCE 2 (MLA Citation):

What you learned from the source:

Evidence/Quotations/Statistics you might use:

SOURCE 3 (MLA Citation):

What you learned from the source:

Evidence/Quotations/Statistics you might use:

SPEECH PLANNING

<p>What is your TOPIC? (Give your audience the background of your issue)</p>	
<p>What EVIDENCE are you going to use to prove your thesis? (Examples, Quotations, Statistics, Pictures, Diagrams, Charts, etc.)</p>	
<p>What STYLISTIC DEVICES are you going to use? (Metaphor, Hyperbole, Alliteration, Rhetorical Questions, Repetition, & Parallel Structure)</p>	

How are you going to appeal to your audience's EMOTIONS?

(Make them sad, angry, happy, etc.)

What is the TONE you are going to create in order to convince your audience?

(NOT neutral! Pick something that will keep your audience interested like funny, sad, angry, etc.)

SPEECH OUTLINE

1) Hook: Start with something that grabs the audience's attention.

- Share a brief story or example that directly relates to the speech.
- Mention a startling statement, statistic, or fact.
- Start with a question, quotation, or familiar saying that has to do with the topic of the speech.

2) Give a brief overview of your TOPIC, and connect it to your audience.

3) State the Thesis: How would you change the world, and why would you change it that way?

4) Main Points: Select four main points you want to emphasize.

- A point can be expressed in many different ways – examples, stories, quotations, statistics.
- Remember: You should state your point, give evidence that proves it, and then explain how the evidence works to prove that point (and how it all connects to your thesis argument).

Main Point 1:

Main Point 2:

Main Point 3:

Main Point 4:

5) Conclusion: Summarize your arguments, restate your thesis, and leave them with something to think about: Use a brief story, example, or quotation. What should they do now?

SPEECH: Full Draft (ready for your speech day!)

Begin with hook here (don't forget to indent paragraphs).

TED TALK RUBRIC

Reading / Writing:

Speech	Below Level 1	Level 1	Level 2	Level 3	Level 4
●Overview of Topic	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Quality of Thesis	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Paragraph Structure (Separate ideas in separate paragraphs)	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Use of Stylistic Devices	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Connotative Language	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Use of Tone	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Use of at Emotional Appeals	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Use of Logical Appeals ●Evidence Use (Quotations, Stories, Examples, etc.)	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
●Sp. / Gr/ Punc.	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful
Research Notes	Below Level 1	Level 1	Level 2	Level 3	Level 4
●Pre-Selected TED Talk ●Self-Selected TED Talk ●Research Notes ●Speech Planning ●Speech Outline	Unacceptable	Limited effectiveness	Somewhat effective	Somewhat effective	Engaging and skillful

Communication (Oral / Media):

Oral	Below Level 1	Level 1	Level 2	Level 3	Level 4
<ul style="list-style-type: none">• Body Language• Facial expressions• Eye contact• Volume• Expression• Pace• Flow with power point presentation	Unacceptable	Limited effectiveness	Somewhat effective	Effective	Engaging and skillful
Media (Slides, etc.)	Below Level 1	Level 1	Level 2	Level 3	Level 4
<ul style="list-style-type: none">• Visually appealing• Organized• Variety of meaningful elements• Consistency	Unacceptable	Limited effectiveness	Somewhat effective	Effective	Engaging and skillful

Comments:

Final Mark: _____ / 100

Note: All documents are to be filled in thoroughly. Any section missing or lacking in depth will be subject to docked points.

PERSUASIVE TECHNIQUES

TONE

Tone is the attitude of a piece of writing. It is created through the words an author chooses to use and can be positive, negative, neutral, or any other emotion.

Positive: Our new apartment is awesome!

Negative: Our new apartment is gross!

Neutral: This is the apartment we live in, it has mice.

Formal: The teacher did not understand what the students were saying.

Informal: The teacher was totally stupid, and he couldn't even understand what students talked about.

Sarcastic: Letting kids swim without supervision is a really good idea, if you want your kids to drown.

LOGICAL APPEALS

Using logic means giving 'reasons why' through proof and evidence. This includes:

*Facts and Statistics

*Examples

*Quotations (from experts, witnesses, etc.)

Example: 95% of NBA players were 6'2 or taller when they were in high school, so height does matter.

EMOTIONAL APPEAL

You can convince your audience more drastically by making them feel things. While the Tone is the feeling of the writing, an emotional appeal is the feeling the writing creates *in the reader*.

* Angry

*Anxious

*Afraid

*Sad

*Proud

*Excited

Example (Proud): We Canadians have a long history of being peacekeepers, not war makers.

CONNOTATIVE LANGUAGE

Our choice of vocabulary makes a great deal of difference to how our message is received. Make sure you are broadcasting the right message.

- "Sue is skinny" VS. "Sue is tiny" VS. "Sue is bone thin"
- "Jim is odd" VS. "Jim is unique" VS. "Jim is weird"
- "Carl is unmarried" VS. "Carl is a bachelor" VS. "Carl is unattached"

STYLISTIC DEVICES

Stylistic devices are tools used by writers to deliver their arguments in interesting and memorable ways. Instead of saying "He was upset", it's much more effective to say "He was *shattered*".

Metaphor: To compare something the reader doesn't know with something the reader does know in order to explain the unknown thing.

Example: The football player was a truck when he ran through the defense.

Hyperbole: To over-exaggerate for effect. *Example:* She spent a *million* dollars on shoes last year.

Alliteration: To repeat the same sound or of the same kinds of sound at the beginning of words to draw emphasis to the words. *Example:* Hannah hits hard!

Rhetorical Question: The Author asks a question but does not expect an answer because the answer is obvious (it's usually yes or no).

Example: Of course the people of Iraq are upset. Wouldn't you be upset if someone bombed your home?

Parallel Structure: When you create sentences (or parts of sentences) that have a similar structure to them you add emphasis and balance to your writing.

Example: Kobe Bryant has a good crossover, a great jump shot, and an amazing knowledge of the game.

Repetition: Repeat a word/phrase to draw the reader's attention.

Example: We want *less* class, *less* school, and *less* work!