

ASSIGNMENT 4: TED TALK

WR 13300 / DIETEL-MCLAUGHLIN / SPRING 2014

OVERVIEW

Throughout the term, we've explored the rhetorical possibilities and constraints of a variety of genres and media. You've experimented with the persuasive power of storytelling, analyzed the rhetorical dimensions of images, and immersed yourself in the complexity of developing claims with evidence and examples for an academic audience. In each unit, we've examined the central relationship between writer/creator/speaker and reader/viewer/audience member, examining the possibilities, constraints, and complexities afforded by each genre and media platform.

Your final assignment in Multimedia Writing & Rhetoric is designed to be a culmination of the skills you've developed this semester. You will develop a "TED" style talk ("TED" stands for Technology, Entertainment, and Design) that blends storytelling, research, oral performance, and images to convince an audience of some key idea or perspective. TED Talks have become popular with a variety of audiences and span virtually all topics, so you should find plenty of examples that inspire you to contribute your own voice to a conversation about a topic of importance to you.

CHOOSING A TOPIC

You are encouraged, but not required, to build off of your narrative essay or research essay for this assignment. Whether you choose to take this approach or to do something completely new, remember that the fundamentals of essay-writing and rhetorical practice remain the same: choose a narrow focus with a clear controlling purpose—that is, a distinct sense of what your audience should take away from your presentation that is somehow different from what they likely knew, felt, or believed before.

You'll still need evidence and examples to develop your discussion, so be sure to choose a researchable topic of importance to you that you think audiences should be excited about. Part of your task is to engage the audience, so don't be afraid to show your passion!

REQUIREMENTS

Your TED talk must:

- be **7-10 minutes** in length
- incorporate a **slideshow** that enhances the discussion with compelling images (and text, when appropriate)
- offer a **clearly defined argument**, new perspective,

or other such "take away"

- be supported with **research**, with all borrowed material **properly cited** within the presentation
- include a **storytelling** component at some point (doesn't necessarily have to be YOUR story)
- be "**memorized**" (**no notes**)
- be **delivered** in an engaging manner to a live audience (location TBA; presentations will be recorded)

Note: As with your previous assignments, you will be required to complete smaller projects along the way, to keep you on track in your drafting. You will also turn in a **short, 1-2 page reflective paper** AFTER delivering your presentation; the paper should describe the process that went into developing your project and your thoughts about the performance.

PRESENTATIONS:

4/24 and 4/29; reflective papers due 4/29 by midnight in Sakai.

A FEW RESOURCES

15 TED Talks That Will Change Your Life": <http://mashable.com/2013/07/08/ted-talks-change-your-life/>

Finding Images, Videos, and Audio: <https://remix.nd.edu/?q=node/74>

"How To Deliver the Talk of Your Life": <http://sixminutes.dlugan.com/how-to-deliver-talk-life/>

"How To Prepare Your TEDx Talks": <http://www.charlestsai.com/2010/11/how-to-prepare-your-tedx-talks/>

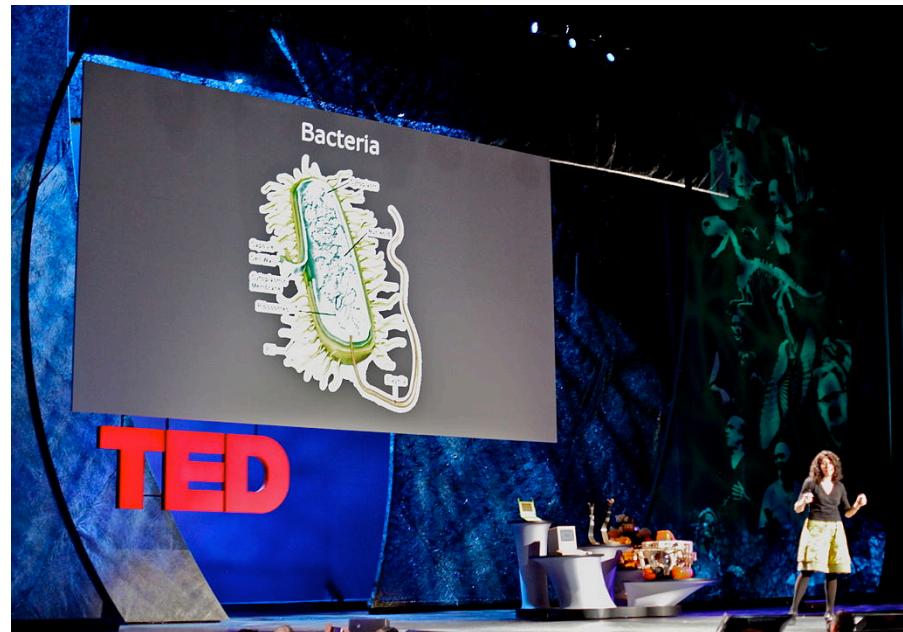
"How to TEDx [Presentation Design Tips)": <http://www.slideshare.net/mrcoryjim/tedx-presentation-design-tips-ep>

"TedxND" talks: <http://tedx2014.nd.edu/talks/#17>

THE TED COMMANDMENTS (official guidelines from TED)

- Thou Shalt Not Simply Trot Out thy Usual Shtick.
- Thou Shalt Dream a Great Dream, or Show Forth a Wondrous New Thing, Or Share Something Thou Hast Never Shared Before.
- Thou Shalt Reveal thy Curiosity and Thy Passion.
- Thou Shalt Tell a Story.
- Thou Shalt Freely Comment on the Utterances of Other Speakers for the Sake of Blessed Connection and Exquisite Controversy.
- Thou Shalt Not Flaunt thine Ego. Be Thou Vulnerable. Speak of thy Failure as well as thy Success.
- Thou Shalt Not Sell from the Stage: Neither thy Company, thy Goods, thy Writings, nor thy Desperate need for Funding; Lest Thou be Cast Aside into Outer Darkness.
- Thou Shalt Remember all the while: Laughter is Good.
- Thou Shalt Not Read thy Speech.
- Thou Shalt Not Steal the Time of Them that Follow Thee.

Need help? Just ask! Shoot me an e-mail at edietelm@nd.edu, visit me during office hours, or set up an appointment at the Writing Center!



GRADING CRITERIA

Your presentation will be evaluated based on the following criteria:

Purpose/Focus: How clearly articulated is the “point” of the presentation? Do audiences know what they’re supposed to take away from the presentation? Is the topic fresh and exciting?

Organization: Is the presentation easy to follow, with adequate transitions to link the important pieces together? Does the discussion unfold in a logical and interesting sequence?

Development: Is adequate evidence, examples, and reasoning provided to support important points? Does the discussion reveal the complexity and larger conversation surrounding the topic?

Design/Delivery: Are the visuals compelling and relevant? Do they distract or confuse? Is the performance poised and engaging? Does the speaker show passion for the topic? Do all of the elements of the presentation work seamlessly together?

Clarity/Accuracy: Is the word choice precise and vivid? Are sentences appropriately varied in length? Are any parts of the presentation confusing as a result of the language used? Is the text used on slides free of unintentional errors?

Conventions: Is all borrowed material (including images) properly cited? Does the presentation fall within the required time and formatting parameters?

*Image credit: Jurvetson, Steve. “Bonnie Bassler TED Talk in 2009.” *Wikimedia Commons*. 6 Feb 2009. 18 Nov 2013. JPG Image. Web.