

Pre-framing lesson & assignment:

First, together as a group, we will watch a TED-style talk by a former student(s). While watching, each of you will jot down key points on a piece of paper. What did you learn? What was the purpose? Did you agree or disagree with the speaker? In your small groups of 3 or 4, discuss your observations. Then, after a short period of time, we'll discuss as a group, making connections, sharing our ideas, and then working together to identify the thesis statement, hook or introduction, which rhetorical device the speaker used, anything that stood out about the presentation, the conclusion and/or call to action. What worked and didn't work.

Assignment Description

In this assignment, students watch and analyze exemplary TED-style talks to identify what makes a presentation effective, engaging, and persuasive. Rather than creating their own speech at this stage, students break down professional talks to examine how speakers structure arguments, use visual aids, and deliver content to captivate an audience.

Intended Learning Outcomes (ILOs)

After completing this assignment, students should be able to:

Identify the core components of an effective TED-style talk (e.g., hook, core message, call to action).

Evaluate how a speaker uses evidence and narrative structure to support their central argument.

Analyze the effectiveness of visual aids in enhancing oral communication.

Critique a speaker's oral delivery, including pacing, tone, and body language.

Independent Formative Assessment:

Students will choose three TED-style talks from outside our community from a list of 20+ links. There will also be transcript copies of each talk to use for close reading.

Watch the three talks and recall our class discussion. Jot down notes for yourself. Using the transcript, highlight the thesis statement, introduction, claims,

evidence, and conclusion. Label what form of rhetoric you think the speaker used and why.

Answer the following questions:

What is a TED-style talk? Can you define it?

- What was the topic in each presentation?
- Where is the person from and how old are they?
- How long was the talk?
- Did they use visual aids? If so, what did they use?
- How were they dressed?
- What was their movement like?
- How knowledgeable did the speaker seem?

This assignment will help extend our original lesson of the day analyzing TED-style talks. After this assignment, you will be well-versed in recognizing what makes a good speech, how to engage an audience, how to be impactful, and start to identify methods you yourself may want to use in your own TED-style presentation. The rubric below is achievable with effort and by using prior knowledge from our class discussions.

Rubric

Criteria	Needs Improvement (1)	Satisfactory (2)	Exemplary (3)
1. Identification of Structural Elements	Struggles to identify basic components of the talk; misses key structural elements, such as the hook or central message.	Accurately identifies the primary components of the talk, including the hook, central message, and conclusion.	Insightfully identifies and explains all core components of the talk, highlighting how they work together seamlessly.
2. Argument & Narrative Evaluation	Provides a surface-level summary rather than attempting to evaluate the speaker's use of narrative or evidence.	Evaluates how the speaker uses evidence and story structure to build their central argument.	Thoroughly and critically evaluates the connection between the speaker's evidence, narrative structure, and overall persuasive impact.
3. Visual Aid Analysis	Fails to analyze visual aids, or provides vague comments without connecting visuals to the spoken message.	Analyzes how the visual aids correspond to and support the speaker's main points.	Deeply analyzes the design and timing of visual aids, explaining precisely how they elevate audience understanding.

4. Delivery Critique

Struggles to critique vocal delivery or presence, offering generic feedback like "good" or "bad."

Critiques specific aspects of delivery, such as vocal tone, pacing, eye contact, and posture.

Professionally critiques delivery mechanics, providing specific observations on how non-verbal cues and vocal dynamics influence engagement.