S3 - Analyse a presentation

* Throughout this course, we will ask you to watch examples of presentations illustrating oral communication best practices.
* **Since we are using these videos as examples of specific skills, it is important that you watch the specific part of the video**.

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| 15 mins | Individual | **Analyze**  Watch TED Talk video: Daniel Kraft: A better way to harvest bone marrow  <https://www.youtube.com/watch?v=Cj04JUBXe2E>   * Analyze the techniques the speaker uses to inform and influence his audience. * When possible, give specific examples to support your claims. * You can identify important aspects of the speech that go beyond the questions listed in the template but make sure you answer all the required questions. |
| 15 mins | Individual | **Self-evaluation**   * Self-evaluate your answers by comparing them to the correction   Your answers do not need to be identical to the answers, but they should be similar. |

**Questions for the Self-Evaluation**

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| **No.** | **Question** | **Answer** |
| **1** | Who is the speaker? Why do you find him credible? | Pediatric cencer Doctor |
| **2** | Who is the audience?  What kind of language, evidence, or organization might they need to be convinced? | People in the world  Technical language |
| **3** | Consider the beginning of the speech. Does the speaker use a hook? Is it interesting? | interesting |
| **4** | Is the key message of the speech easily identifiable? | Remarkable people |
| **5** | Describe the transitions the speaker uses. | Who whose but |
| **6** | How does he make the conclusion clear and memorable? | He do example to audience |
| **7** | Try if you can map this speech as a pyramid of arguments that logically follow from one to the other. (This will be challenging, but there is a definite content logic in this speech.) | **Main massage:** We have a new procedure that significantly improves bone marrow harvesting.  **Point one:** Old procedures were painful for the patient and difficult for the doctor – Bob’s story  **Point two:** We have a better tool and let me explain how it works.  **Point three:** Why should you care?  **Evidence:** He supports all three of his points with examples and demonstrations. |
| **8** | What techniques does the speaker use to captivate, engage, and persuade his audience? | Persuasion​​​ hook key message  Example….. |
| **9** | What types of evidence does the speaker offer? Can you find examples of the speaker using logic (logos), emotion (pathos), or credibility (ethos) to persuade? | Story video feedback from audience practice for audience see |
| **10** | Do you find the speaker’s message convincing? Why or why not? | I am convincing because it is more interesting. |
| **11** | Think about your own presentation when you have to demonstrate your design, a product, or research results. What presentation elements used in this presentation could have helped you to better convince your listeners that they should pay attention to you and your project? | Using hook key message story example …… |