

## TED TALK. Observations' guidelines.

	The student reads.	
	<b>Hook sentence (exordium):</b> specific (not too vague or general), catchy.	✓
	<b>Narratio / Ethos:</b> the speaker gives an intro about him/herself and the connection with the topic he/she is presenting.	✓
	<b>Pathos:</b> icebreakers. Figures in speech (irony, paradoxes, metaphors, hyperbole, etc.).	
	<b>Interaction:</b> questions. Communicates with the audience.	✓
	<b>Arguments / Logos:</b> well built with conclusions and premises. Information is clear. No redundancy. No circular ideas or words.	
	<b>Organization:</b> information is clear and expressed in a simple way. Speech flows naturally.	
	<b>Conclusion / peroratio (pathos):</b> convincing and persuasive. Inspiring. Teaches something unexpected.	
	<b>Language:</b> fluent, correct, employs connectors and transition phrases. Use of adverbs and adjectives to make a point more specific. No "like, like, like", "but, but, but"... No redundancy (circularity of words and ideas).	✓
	<b>Pronunciation:</b> clear. Open sounds. Does not hinder the comprehension of the message.	✓
	<b>Intonation:</b> pauses and changes in pitch (low vs. high). Changes based on the emotion (low and soft when solemn, high and loud to express anger or fun). Natural. <b>Voice projection:</b> clear and loud. <b>Body language:</b> in control of the body. Hands and arms transfer the message. Eye contact.	
	Formal attire (no cap, no jeans, no flip flops, no shorts, etc.).	✓
	Environment: business, scholar (no bedroom, kitchens, etc.)	✓
	Audience: showing composure (well sat, no phones, no computers, no playing with objects).	✓
	Audio quality: no echo, no background noise, no ups and downs in volume.	✓
	Video quality: professional, steady, well edited, no interruptions.	✓
	Duration: 3 to 5 minutes.	✓

