TED’s secret to great public speaking

Task 1

The main topic of this video is all about transferring an idea to peoples’ minds. The speaker is introducing in the video an idea that many people think about every time they need to make a speech, a formula or a pattern. The speaker also points that sticking to a formula can lead to cliché and manipulative opinions, however, among the great speakers there is one thing in common, they transfer the idea to listener’s minds. An idea, from biological perspective is a neuronal interconnection, for instance, a pattern which is different from person to person since everyone has their own perspective.

There are 4 guidelines for great speaking. The first one is focusing on the main idea, where the speaker must explain, give context and give examples to make the idea vivid in people’s minds. The second one is giving people reason to care. The speaker must stir audience’s curiosity using intriguing and provocative questions which can highlight a knowledge gap. This gap will trigger audience’s desire to fill it and that would make the idea to be understood easier. The next guideline is building the idea in familiar language. The speaker must present his idea using language in an understandable manner, explaining different terms using analogies or relevant examples such that everyone will have an “Ahaa” moment. The last guideline is about making the idea worth sharing, where the speaker should explain who would benefit from this idea.

Task 2

“An idea is the most powerful force shaping human-culture”. In my opinion this quote is reflecting what an idea can do and what are its capabilities, but what is really an idea?

In human brain there are so many neurons making connections. These connections are our ideas and each idea has its own pattern. Every person has his own pattern for one single idea because everyone has their own perception. If we could make a map of these neuronal interconnections, we could actually know the personality and the way a person thinks. So, by showing a new idea or changing opinions we change this map in different ways, but it always matters how the idea is presented.

For instance, I was once thinking about my neighbours who were listening to music at a volume so uncomfortable that I could hear them with my headphones on my ear with my music. We had multiple discussions with them without any result, so I suggested in a discussion with my mother to take a more drastic approach, however my mother refused to do such thing and she had the idea to discuss in a more diplomatic way. She explained to me that by being diplomatic I would have higher chances to negotiate and achieve a purpose. She actually called my neighbour on phone to prove her point. I assisted to the call and listened carefully to my mother’s approach. In the end we managed to solve our problem. I was surprised by the result. Since then I always remember to deal with my problems in a more diplomatic way.

So, by using this example I showed how an idea can change my mind. My mother decided to explain to me her idea by showing the benefits and giving as an example the call with my neighbour, so my mind could understand that diplomacy is an idea worth-sharing. This is just one of many ways of presenting an idea.

In conclusion, ideas are indeed the most powerful force shaping human-culture.