**Homework:** Watch the video below. Comment on ***how*** the speaker chose to present his message (delivery, structure) rather than on the message itself (the ideas). You may want to address some of the following issues (as discussed in class): body language, paralanguage, rules of rhetoric, visuals/audios, other means of capturing the audience’s attention (ex: jokes/quotes/ staggering statistics/ “What’s in it for you?” factor /rhetorical Qs/ reference to a personal experience or a famous, event, expert testimony etc.)

*Total number of words*: approx. 200 (Times New Roman, font 12).

<https://www.ted.com/talks/joe_sabia_the_technology_of_storytelling?language=en>