L3 MIAGE ENGLISH - DAY 2

COMMUNICATION
ASSESSMENT
PRACTICE PRESENTATION

Something I have	Not an innovation?	Future innovation?
ChatGPT	Paper Straws	Cybernetic chip which plays music directly into our brains
Bluetooth earphones	Connected watches	App that generates a recipe based on a picture of contents of my fridge
A computer	Social Media	An engine that can understand emotion and explain it
Bank system	Paper straws	Teleportation
Vaccine	Social Media	Non-destructive Teleportation
Instant Card Payment	Bluetooth earphones	Weather adaptive clothes
Docker	Advertisements	A good and affordable AR device
Smart Phone	Connected Fridge	Teleportation
Computer AI	TikTok	Flying Cars
Phone	Money Management Apps	Jarvis-Simplified Tasks
Bike	TikTok	GitHub function to store templates of all inventions from human kind
My tablet	Porn Sites	A battery that never runs out
Artificial Intelligence	TikTok	Cancer Medicine
Smart Phone	Connected Earphones	Device that can track diseases you may have instead of a doctor
AI for Coding	Bluetooth Earphones	Instant Universal Translation
CD Player	Tesla	Time Machine (Go Back in Time)
Bike/Motorcycle	Paper Straws	Muting Device (can mute surroundings or anyone/thing you want to mute)

Something I have	Not an innovation?	Future innovation?
Smart Phone	Small Flying Vehicles	(more) Portable Cooling Systems
Transistor	Drone Delivery	A very good AI model for programming
The Computer	Coal Central	Flying Car
ChatGPT	ChatGPT for students	App resolve what I want
VR Headset	Nintendo Switch 2	Medicine that really cures depression
Smart Phone	Digital Hand Clock	Digital Glasses with night vision, adaptive view
Smart Phone	Self-Mixing Cup	Machine that allows you to enter the history of our books, a bit like a VR Headset
My Computer	Automatic Toothpaste Machine	Application that scans shelves in our homes and automatically orders what's missing
Radiography Technology	'Lentille' to project in unreal world	Plane
Smart Phone	Smart Mirror	Instant Battery Charging
Facebook	TikTok	AI for Medicine
Kitchen Hood	Heated Seat Belt	Invisibility Machine
Artificial Intelligence	Nuclear Technology	Teleportation
Smart Phone	TikTok	Artificial Intelligence
Subway/Bus Application	A vehicle	Artificial Intelligence
A Dishwasher	Capitalism	Automatic Planner
My Phone	Small Gadget for Car	Electric Car with Automatic Recharger
Aeroplane	Atomic Bomb	Robot that replaces humans for all things

WHAT IS INNOVATION?

- Solves a problem

- Enhances the quality of human life

- New and Valuable

- Reduces or eliminates boundaries (i.e. time, distance)

- Promotes Freedom

- Empowers opportunity and choice, improves equality

- Easy to use and accessible on a large scale

- Radical transformation, in a positive way

WHAT IS INNOVATION?

- Enhances our living conditions or postively changes our lives

- Something that can be digital or real

- New tool that can be used to help humans

- Responds to a problem

- A big invention that is useful for many people

- Eliminates boundaries (i.e. distance)

- Empowers opportunity and choice

- Improves equality

- Needs to be used in a good way

WHAT IS INNOVATION?

- Improvement of technology or idea that exists to make life easier

- Creating new idea that are useful for mankind

- New technology that people us to changes their lives

- Creating something new that can change the perception of the world which can be useful for somebody and useless for others

- Something good in business

- Needs to be used in a good way

- Eliminates boundaries (i.e. distance)

- Can solve historical problems (health)

- Empowers opportunity and choice

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MAKING SENSE OF INNOVATION

How it began

- Started out as neutral, not good nor bad (a means of debate and knowledge)
- Innovation began as a means to survive
- Culture and society changed the meaning of the word
- It became bad – linked to revolutionary, heretic, conspiracy theories
- Considered disrespectful to the original geniuses
- Subversive in society and was banned by rulers

Transformed to bad

- Became a means of enacting change in society – both good and bad
- Became the enemy of control and was banned by religion
- Innovation was a weapon – atomic bomb
- "innovator" was used as an insult and considered foolish

MAKING SENSE OF INNOVATION

Transformed to good

- Industrial revolution - Linked to progress and utility

- Innovation became a means for good and creation (not destruction!)

- Bad innovations got banned

- Cold War - Used to improve and even compete

- Negative and controversial aspects from the 'bad' past were ignored

Implementation in industry

- Capitalism encouraged innovation

- Protected by law and society - The word became popular

- Opportunities to innovate for convenience and to make life easier

MAKING SENSE OF INNOVATION

Where it is today?

- Back to the neutral

- Overused

- Linked to creativity

- Change, good or useless was called innovation

- Overuse of innovation is a danger

- Innovation isn't always meant to be
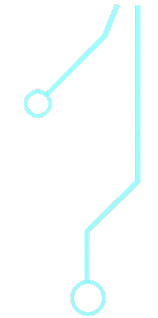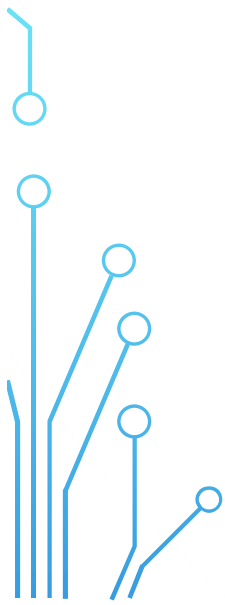
- Simpler doesn't mean better

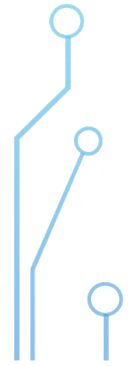# ASSESSMENT

- CONTINUOUS ASSESSMENT: 60%
    - **<u>Practice</u> presentation (1-2 people) – <u>Innovation Storytelling</u>**   **5%**

        You must choose <u>one</u> of the following categories to present:
        - Company (story of a company and why it is innovative, don't present multiple products)
        - Product/Technology/Invention (story of a product that was/has become innovative)
        - Individual (story of a person who was/is innovative)
    - **Article synthesis <u>in-class</u> (I will explain the difference between a synthesis and a summary)**   **20%**
    - **Final presentation (individual) – New <u>innovation</u>**   **15%**
        - Not yet prominent and should solve a problem in the future
        - Be prepared to answer questions to justify your innovation as it will be discussed after
    - **Participation (continuous)**   **20%**
        - Participation in class (ongoing)   5%
        - Contribution towards discussion during classmate presentations (only on presentation days)   10%
        - Reading homework: <u>Synthesis Practice</u> (assessed by discussion in class about homework articles)   5%

- WRITTEN EXAM - 2 HOURS: 40%

PRACTICE PRESENTATION

- Time:
  - Pairs 4-6 minutes per person (2 students = 12 minutes maximum in total)
  - Individual 6-8 minutes
- Slideshow obligatory
- Subject: Innovation Storytelling
- Your topic must be chosen in class on 2 October and completed in the table on Moodle
  - Story of a company and why it is innovative (don't present multiple products)
  - Story of a product that was/is innovative
  - Story of a person who was/is innovative
  The same topic cannot be presented twice, first come, first serve

- You will be assessed on the following criteria:
  - Content
  - Development (So What Factor)
  - Structure
  - Visuals
  - English communication (Language, Vocabulary and Grammar)
  - Eye contact, voice, speed, dynamism & body language
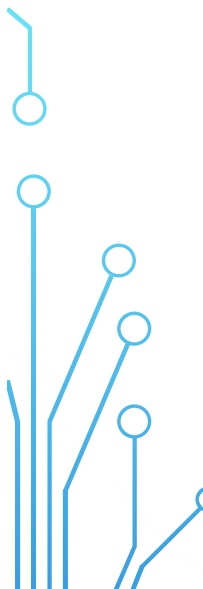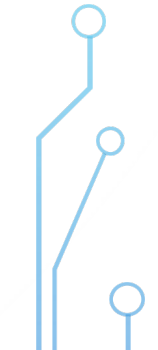
PRACTICE PRESENTATION

Background
- Origin Problem that created the need/opportunity for the innovation
- Environment/Situation (This impacts the stability that caused the problem)

Choose one of the following:
- Story of a company and why it is innovative (don't present multiple products)
  - Founder
  - People
  - Culture
  - Strategy
- Story of a product/invention/technology that was/is innovative
  - Origin technology
  - How it works
  - Consumer/Customers/User
  - How it is used
- Story of a person who was/is innovative
  - Who he/she was/is
  - Importance, what makes them different
  - Why this person made a difference in society/technology/their field
  - Even consider Sports, Art, Creation, Music etc.
  - Personal strategy

Conclusion
- The most important impact the Innovation/Innovator had on Society

THE FOUNDER'S STORY

https://www.ted.com/talks/james_hurman_the_simple_story_every_company_can_tell

SO WHAT FACTOR

INNOVATIVE COMPANY CULTURE WITH DEMOCRATIC PRACTICES EMPOWERS PEOPLE TO FIND BETTER SOLUTIONS AND IMPROVE TOGETHER THE PERFORMANCE OF THE COMPANY!

THANK YOU