

BCMU 579c/d: TED Talks

Tues 6pm-9:30pm

Paccar 395

Lee Hochberg

Spring Quarter 2023

leeh2911@u.washington.edu

Office Hours: M/W 3:45-5:00 pm or by appt
Dempsey 212Q

Course Description

“The TED Talk has re-invented the art of rhetoric for the 21st Century. Good bye to windy academese, scientific gobbledegook, pompous moralizing, PowerPoint chloroform.” Harvard Psychologist Steven Pinker says the TED Talk is today’s template for spreading and sharing ideas. And not just *any* ideas—ideas *worth* sharing, ideas that intrigue, ideas that can change the world. TED.com has almost one-billion clicks a year, in more than 100 languages. What are the communication strategies that enable TED to connect? And how do we use them in the workplace?

In the first part of this course, you’ll identify some of your own ideas that could intrigue and change the world. Then you’ll apply techniques of “TED” speaking to formulate and convey your idea in your own TED Talk.

Much of class time will be spent listening to and critiquing the speeches of fellow students. You will write evaluations of your own speeches and those of your peers, both of which will be factored into your grade for the course. You will also receive frequent feedback from the instructor, and your three major speeches will be filmed.

Texts

Required:

1. [TED Talks](#), Chris Anderson, Mariner Books, 2016
2. [Talk like TED](#), Carmine Gallo, St Martin’s, 2015
3. [Presentation Zen](#), Garr Reynolds, New Riders, 2008

Course Schedule

Week	Class Date	Topics and Activities	Assignment Due
1	5/2 (T)	Introduction “Ideas Worth Spreading” Storytelling Presentation Tools	
2	5/9 (T)	“Idea/Storytelling” speeches Discussion of TED Talk structure “Throughline”	<i>Assignment 1-- “Idea/Storytelling Speech” 150 pts</i> <u>TED Talks, Ch 2,4,5,6</u> <u>Talk Like TED, Ch 2</u>
	5/13 (Sat)	Peer Evaluations of “Idea/Storytelling” speech Self Evaluations of “Idea/Storytelling” speech	<i>Assignment 2 — Peer Eval, 50 pts—submit online</i> <i>Assignment 3—Self Eval, 50 pts—submit online</i>
3	5/16 (T)	“Different Seattle/Foster/UW” speeches	<u>TED Talks Ch 7-9</u> <u>Talk Like TED Ch 3-6</u> <i>Assignment 4— “Different Seattle/Foster/UW Speech” 250 pts</i>
	5/20 (Sat)	Peer Evaluations of “Different Seattle/Foster/UW” Speech Self Evaluations of “Different Seattle/Foster/UW” Speech	<i>Assignment 5 — Peer Eval, 50 pts—submit online</i> <i>Assignment 6—Self Eval, 50 pts—submit online</i>
4	5/23 (T)	Graphics/Visuals/PowerPoint Beginning the Speech Refining Skills-- eye contact/connection Presentation/Discussion with experienced TED presenters	<u>Presentation Zen p10-11, 20-21, Ch 5-7</u> <u>TED Talks Ch 10, Ch 14-18</u> <u>Talk Like TED Ch 8</u>
5	5/30 (T)	TED Talk Speeches	<i>Assgnmnt 7 “TED Talk speech” 400pts</i>

