**Emphasizing Key Points - Workbook**

Exercise 1:

Instruction: Watch the video and understand the pattern of sequencing

Objective: Improve thought clarity by appropriate sequence

Hacking and Computer Viruses

<http://www.ted.com/talks/mikko_hypponen_fighting_viruses_defending_the_net>

Why you should listen to Mikko Hypponen:

The chief research officer at F-Secure Corporation in Finland, Mikko Hypponen has led his team through some of the largest computer virus outbreaks in history. His team took down the world-wide network used by the Sobig.F worm. He was the first to warn the world about the Sasser outbreak, and he has done classified briefings on the operation of the Stuxnet worm — a hugely complex worm designed to sabotage Iranian nuclear enrichment facilities.

As a few hundred million more Internet users join the web from India and China and elsewhere, and as governments and corporations become more sophisticated at using viruses as weapons, Hypponen asks, what’s next? Who will be at the front defending the world’s networks from malicious software? His work offers a peek into the post-Stuxnet future

Observe these points in the Video

1. Overview of simplest and most fundamental ideas

2. Overview and relationships to the details

3. Additional elaboration of details

4. Summary and synthesis

Write down the effects of computer hacking in about 150-200 words. Sequence the key points based on the severity.

Exercise 2:

Instructions: Watch the video and understand the importance of Verbal Emphasis and Non-Verbal Emphasis

Objective: Improve stress and pace

Watch the video “Bring on the learning revolution” by Sir Ken Robinson

Link:<http://www.ted.com/talks/sir_ken_robinson_bring_on_the_revolution?language=en>

Verbal Emphasis - Emphasizing using pronunciation, stress, and pace of words.

Complete this exercise after watching the video

**Verbal Emphasis**

1. Announce\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spot how Sir Ken Robinson uses this technique in his speech \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Pause, just before, and after, you say a key point. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sir Ken Robinson uses this technique pretty often. Spot out one or two \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Lower your voice to increase the believability. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mention one or two places where he has used this technique\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Make them laugh just before, then get serious and deliver the important message.

Count the number of times that Ken Robinson made his audience laughing the video

5. Tell a story of how this lesson was learned or applied. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many stories did Sir Ken Robinson narrate?

Non-Verbal -Emphasis emphasizing using body language.

**Non Verbal Emphasis**

How did Non Verbal Emphasis enhance his speech what where the four things that he did right to create the WOW effect? Take clues from the four points mentioned in Reading Material?

Non Verbal Emphasis

7. Move before -

8. Look your audience in the eye -

9. Smile.

10. Reinforce the message with images.

**Exercise 2**

Read the following article and write the various steps to be followed to create a web page:

|  |
| --- |
| A good domain name (www.yourname.com) is a must for any business, or even if you are creating a personal website. If you have a registered firm with a name, say, Stigma Solutions then register a domain name like stigmasolutions.com or stigmasolutions.net. To register a domain, visit [GoDaddy.com](http://www.traffictools.org/TEjU) as it's the best and most reliable domain registrar in the world, and you can easily register domain name under $12. We register all the domains for our clients through GoDaddy only, as we know that our domain names are fully secured with them. After you have registered your domain name as in Step1, you need to host your website.  In order to publish your website on **WWW**(World Wide Web) you need to purchase a [web hosting account](http://www.traffictools.org/X32q) so that you can upload your website online. You can even create professional email ids like [anthing@yourdomain.com](mailto:anthing@yourdomain.ccom) through a web hosting account. A company that provides you the web hosting service is known as WEB Host or Web Hosting company.  Therefore, we highly recommend HostGator as it's trusted by thousands of website owners, and they have a very **strong server uptime** record, and their **support staff too is very friendly** and fast.  However if you are looking for cheaper but the reliable hosting option then you may also try hosting at TheWebBrains.com.  After you have purchased Web Hosting Account, you need to **modify Domain Name Servers** at your domain registrar, which in our case, is GoDaddy. Once you get a hosting account login information email from web hosting company, i.e. HostGator in our case then, in that email you will also find the name server details like:ns1.hostgator.com ,ns2.hostgator.com  NameServers usually start with letters **ns like ns1 or ns15 or ns3233, etc.** and should be two or more NameServers in number. If you are unable to find it, then contact your web hosting company through phone or email, and they will inform you the name servers being allotted to your hosting account.  If you have purchased web hosting from other company or if you don’t want to use Hostgator’sBaseKit Site builder then install and use WordPress which is a CMS and also a Blogging Platform through which you can easily select design/theme for your website and then create pages for your website and publish it online very easily. In order to install WordPress you need to visit cPanel of your hosting account.  After 24- 48 hours since you have changed Name Servers at your Domain registrar as in Step 3, you would be able to open your cPanel hosting control panel through URL like [www.domainname.com/cpanel](http://www.domainname.com/cpanel).  In the above example, replace your domainname.com with the actual domain name you have registered for yourself. If Name Servers are propagated successfully then you would get a popup at above URL, which will ask for **username and password for cPanel**. To get Username and Password check the **Account Information Email** sent by your web hosting company.  After installing the WordPress you need to **Configure WordPress**, **Select Design**, input **Concept** for your various Pages and Publish. To Configure WordPress you need to login to WordPress admin area from www.yourdomain.com/wp-admin. Replace yourdomain.com with the actual domain name on which you have installed WordPress. There, you can login and configure various settings for your website/blog using Settings option. Once you are satisfied, you can click the Publish button. There, you can give a Page Title/Heading name in First Box and Page Concept in Second Large Box. You can change font, colours, etc. from the toolbar in that box. E.g. your first page can be named as 'Home', that you want to display when someone opens www.yourdomain.com. |

**Answer Key**

Pointers for Exercise 1

The body of the content MUST define or explain the category you plan to. If you have noticed the body of the talk by Mikko Hypponen was well sequenced and had 3 key messages

1. Identification - Internet has problems with security and privacy

2. Detection - Who are responsible for this

3. Prevention - What would happen steps to be taken if we have to tackle this problem?

Also notice the Verbal and Non Verbal emphasis was used in the video

Announce - I Love the Internet

Pause - Stutnext infected these...

Lower your voice - We must have some.....

Make them laugh - Preparedness ( look at nonverbal emphasis too, how he moved and then stood still)

Repeat - I am worried...

**Exercise 2:**

1. Answer: Announce - Al Gore spoke at the TED conference I spoke at four years ago and talked about the climate crisis. And I referenced that at the end of my last talk. So I want to pick up from there because I only had 18 minutes, frankly. (Laughter) So, as I was saying --
2. Answer: Pause \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. There is a hunger for videos of me... (Pause…)
4. He said, "There are two types of people in this world: those who divide the world into two types and those who do not." ( pause) Well, I do.
5. Answer: Lowered his voice –
6. And the word's been used many times in the past few days -- is not evolution, but a revolution in education.
7. The quote of Abraham Lincoln has been read using this technique.
8. Answer : This is a technique that he uses often he made his audience laugh 25 - 30 times
9. Answer : Told 2 stories: 2 One about his daughter and the other about the fireman

**Nonverbal Emphasis**

1. Move forward
2. Looked the Audience in the eye
3. Smiled
4. Reinforced message with powerful body language

Exercise3:

(Use transition words to write the instructions)

1- Register A Domain Name

2- Host Your Website

3- Change Name Servers At Domain Registrar

4- Use Pre-Installed Basekit Site Builder or Install WordPress CMS In Just A Few Clicks

5- Configure WordPress and Publish Your Website (Not required if you use Basekit Sitebuilder in Step 4)