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COMMUNICATION SKILLS WEEK 10

## 1. TED Talk Analysis:

In his TED Talk “*Do Schools Kill Creativity?*”, Sir Ken Robinson captivates the audience with humor, storytelling, and profound insight into the education system. His **hook** is immediate and engaging—he begins with a humorous anecdote about a young girl drawing God, instantly connecting with the audience and setting a conversational tone. This humor draws listeners in and makes a complex topic approachable.

Robinson’s **thesis** is clear: modern education systems stifle creativity by prioritizing academic achievement over artistic and divergent thinking. He argues that creativity should be valued equally with literacy, as it is essential for innovation and personal fulfillment.

The **structure** of his talk flows logically. He begins by challenging assumptions about education, then provides examples from personal experience and history, such as the story of dancer Gillian Lynne, whose creativity was nearly suppressed by traditional schooling. This storytelling approach humanizes his argument and allows the audience to visualize the real-world implications of his message.

Robinson’s **use of stories and data** is balanced—he relies mainly on anecdotes to appeal emotionally but also references educational trends to establish credibility. His **vocal delivery** is conversational, paced, and filled with warmth and wit. He modulates his tone effectively, emphasizing key ideas through pauses and inflection, ensuring the audience stays engaged.

His **body language** reinforces his message: open gestures, confident posture, and constant eye contact create a connection with listeners. He moves naturally on stage, enhancing his relatability and authority.

Overall, Robinson’s effectiveness lies in his combination of humor, storytelling, and sincerity. By blending intellectual critique with emotional appeal, he transforms an abstract discussion on education into a compelling call for change—making his talk both memorable and inspiring.

## 2. Self-Critique of My Practice Presentation

After watching my 5-minute presentation on “*The Impact of Social Media on Mental Health*,” I identified both strengths and areas for improvement.

One of my main **strengths** was **content organization**. I introduced my topic clearly, stated a focused thesis, and moved through my main points logically—from the positive effects of social media to its psychological risks. This structure made my message easy to follow. Another strength was my **vocal delivery**. I maintained a steady pace, emphasized key phrases, and used pauses effectively to let important ideas sink in.

However, I noticed two areas that need improvement. The first is **body language**. I tended to stay in one position and use limited hand gestures, which made my delivery less dynamic. In future presentations, I will incorporate more purposeful movement and open gestures to enhance engagement. The second area is **eye contact**. Although I looked at the camera occasionally, I sometimes glanced down at my notes, which reduced my connection with the audience.

Overall, I was pleased with my clarity and confidence, but improving my physical presence and consistent eye contact will make my next presentation more professional and impactful.

### **3.Audience Analysis Plan:**

For this presentation, my **audience** is the student government council, composed of student leaders and faculty advisors who approve new campus organizations. They are experienced in reviewing proposals and are familiar with campus policies, funding procedures, and student engagement issues.

The audience's **knowledge level** is moderate. While they understand general student needs and club structures, they may not be fully aware of the extent of mental health challenges students face or the specific benefits of peer-led support initiatives. Therefore, my presentation must both inform and persuade.

Their **likely concerns** will include sustainability, student participation, funding requirements, and overlap with existing counseling services. Some members may worry that a mental health club could be difficult to manage or might duplicate efforts already provided by the university.

To tailor my **content and approach**, I will begin with relevant statistics on student mental health and share brief, relatable stories to establish emotional connection. I'll clearly outline the club's purpose, activities, and collaboration plans with the counseling center. I will emphasize feasibility—showing a clear budget, leadership structure, and community benefits. My tone will be respectful, confident, and solutions-oriented.

By anticipating their questions and addressing them directly, I can build credibility and demonstrate that this proposal aligns with the university's mission to support student well-being and leadership development.

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