**TED Talk Production**

**Learning Intentions:**

* To understand how one’s ideas and perspectives and those of the audience impact the text production process
* To experiment with new text types and their features, including language and stylistic features, in order to produce an effective oral presentation, which impacts the audience

*This Production assignment is to imitate the style of a TED talk. The purpose of a TED talk is to entertain but, primarily, to inform. The idea is that you will choose a topic of interest (remember TED talks are “about ideas worth spreading”) and create a speech in the style of a TED talk for a global online audience. Here is the link:* [*https://www.ted.com/talks*](https://www.ted.com/talks)*;* This one is how to do a good TED:[*https://unknowntoexpert.com/public-speaking/top-5-tedtalks-give-great-ted-talk/*](https://unknowntoexpert.com/public-speaking/top-5-tedtalks-give-great-ted-talk/); do a search on ‘how to do a TED talk well’

*Top TEDs:* [*https://www.ted.com/playlists/171/the\_most\_popular\_ted\_talks\_of\_all\_time*](https://www.ted.com/playlists/171/the_most_popular_ted_talks_of_all_time)

*You can do an oral speech of up to a maximum of 6 minutes, just like a TED talk or just produce the written transcript of the speech of up to 1000 words in length. Remember there are 4000 words total across 4 pieces so you can vary the word count for each piece. At least one text must be written but it is not compulsory to do an oral.*

*The three created texts must demonstrate variety in text type, purpose, and/or audience. The texts may achieve different purposes, such as to entertain, persuade, interpret, or communicate information. They may be created for different audiences, for real and/or imagined contexts, and/or be appropriate for specific publications. Two or more texts could be linked.*

**Performance Standards**

*Knowledge and Understanding*

1 Comprehensive knowledge and understanding of ideas and perspectives shown in a TED style talk.

3 Extensive knowledge and understanding of a wide range of ways in which TED style talks are created for different purposes, audiences, and contexts.

*Application*

1 Versatile and precise use of language and stylistic features to create a coherent TED style talk that addresses the purpose, audience, and context

3 Sophisticated use of accurate, clear, and fluent expression.

TED is a nonpartisan non-profit devoted to spreading ideas, usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 110 languages.

