

Using TED Talks effectively in the classroom

Keynote and TED: An introduction to the partnership

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December 2015

What is TED?

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TED has a simple goal: to spread great ideas. Every year, hundreds of presenters share ideas at TED events around the world. Millions of people watch TED Talks online. The talks inspire many people to change their attitudes and their lives.

SPREADING IDEAS WORLDWIDE



Over **10,000** TEDx events in **167** countries



Over **1,800** TEDTALKS recorded



TEDTALKS translated into **105** languages



Over **1,000,000,000** views of TEDTALKS at TED.com

- TED stands for Technology, Entertainment and Design
- A non-profit organisation with a goal of spreading ideas
- Short, powerful talks – 18 minutes or less

Why TED for ELT?

- ✓ Easily accessible
- ✓ It's contemporary and cutting-edge
- ✓ Interesting and wide-ranging topics
- ✓ Inspiring speakers that engage learners
- ✓ Great models for speaking
- ✓ Real and relevant
- ✓ Authentic listening

How can TED Talks be used effectively in the classroom?

- Authentic Listening
- Vocabulary in Context
- Critical Thinking
- Presentation Skills

How can TED Talks be used effectively in the classroom?

Authentic Listening



2 Trends

Fans of the British comedy group Monty Python attend the celebration of the International Silly Walk Day, Czech Republic

BACKGROUND

1 You are going to watch a TED Talk by Derek Sivers called *How to start a movement*. Read the text about the speaker and the talk. Then work in pairs and discuss the questions.

- 1 What is Derek Sivers famous for?
- 2 Do you think Derek Sivers is a 'leader' or a 'follower'?
- 3 What about you? Give an example or a reason for your answer.

TEDTALKS

DEREK SIVERS is best known as the founder of CD Baby, one of the first sellers of independent music on the Internet. His latest company, Wood Egg, advises people on how to build companies in Asia and the Far East. So he knows about starting a movement. Derek Sivers's idea worth spreading is that while leaders get the credit for starting a movement, the first followers are often the driving force.



KEY WORDS

2 Read the sentences (1–5). The words in bold are used in the TED Talk. First guess the meaning of the words. Then match the words with their definitions (a–e).

- 1 You need **guts** to stand up and give a talk to 2,000 people.
- 2 People think he is a **nut** because he does things differently.
- 3 In times when everyone tries to be the same as others, people who do things differently really **stand out**.
- 4 No one else at the time thought this was a good idea – his was a **lone** voice.
- 5 When she first decided to be a racing driver, people **ridiculed** her, because it was a man's sport. But now that she drives for a famous team she has everyone's respect.

- a a crazy person (*slang*)
- b single, alone
- c courage (*colloquial*)
- d laughed at, treated as a joke
- e be noticeable in a crowd

AUTHENTIC LISTENING SKILLS Content words

When you listen to authentic speech, you may not hear and understand every word. Generally, you hear the important or content words more clearly, because they are stressed. Try to construct the meaning from these content words.

3a **8** Look at the Authentic listening skills box. Read the first sentence of the TED Talk (the content words are underlined). Listen and practise saying the sentence with your partner.

- 1 So, ladies and gentlemen, at TED we talk a lot about leadership and how to make a movement.

3b **9** Listen to the second sentence from the talk. Complete the sentence with the content words. The other content words are underlined.

- 2 So let's _____ a movement happen, start to finish, in under _____ minutes and dissect some _____ from it.

How can TED Talks be used effectively in the classroom?

Vocabulary in Context



2.1 How to start a movement

TED TALKS

1 ▶ 2.1 Watch the TED Talk. Answer the questions.

- Who are the different people that are involved in a movement?
- According to Derek Sivers, which person is the most important?

2 ▶ 2.1 Watch the first part (0.00–1.02) of the talk again. Choose the correct option to complete the description of the first two people who start the movement.

- The leader *needs an idea / guts* to stand out and be *ridiculed / followed*.
- The first follower shows everyone else how to *follow / lead*.
- The leader treats the first follower as a *friend / an equal*.
- The first follower transforms the man who started dancing from a *nut / nobody* into a leader.

3 ▶ 2.1 Watch the second part (1.02–1.55) of the talk again. Complete the notes with these words.

crowd followers movement ridiculed risky

- When three people join in, it becomes a ¹ _____.
- As more followers join, they copy the other ² _____.
- Now that you have a movement, it is less ³ _____ to join in.
- Then all the people who like to be with the ⁴ _____ join in too, because they could be ⁵ _____ if they don't.

4 ▶ 2.1 Watch the third part (1.55 to the end) of the talk again. Choose the correct option (a–b) to answer the questions about the lessons we can learn from the talk.

- What is the most important thing for a leader to do?
a have a good idea
b treat the first followers as equals
- Who usually gets the credit for starting a movement?
a the leader
b the first follower
- Who is the person who deserves to get the credit, according to Derek Sivers?
a the leader
b the first follower
- What does Derek Sivers say ordinary people should not be afraid of?
a joining a new movement
b starting your own movement

VOCABULARY IN CONTEXT

5 ▶ 2.2 Watch the clips from the TED Talk. Choose the correct meaning of the words.

6 Work in pairs. Complete the sentences in your own words.

- When you learn a language it is crucial to ...
- When you are starting a new job, you should never underestimate ...
- Sitting on the fence can be a good idea sometimes. For example, ...
- A good boss nurtures ...

CRITICAL THINKING Extending an argument

7 Work in pairs. Answer the questions.

- What did you learn from the talk about leaders?
- What's courageous about following?
- When might it take courage not to follow someone?

8 Read this comment* about the TED Talk. What is the viewer saying about following others? Can you think of a similar example from your own experience?

Viewers' comments

S Sun Kim – I like this talk, but I think it sometimes takes more courage not to follow the crowd. Some people at my school had a hard time because they weren't part of the in-crowd. They went their own way. One guy I know made his own music and now he is a very successful musician.

*The comment was created for this activity.

PRESENTATION SKILLS Beginning and ending

9 Work in pairs. What ways can you think of to begin and end a talk? Discuss your ideas.

- Beginning
- Ending

10 Look at the Presentation tips box. Compare the tips with the answers you gave in Exercise 9.

In a talk, you're taking your audience on a journey. You should know where you want to take them (beginning, middle and end). Ideas include:

Beginning

- Introduce yourself and say why you are talking about this topic
- Begin strongly: say something that gets the audience's attention (for example a personal story)
- Give an overview of what you are going to say

Ending

- Make a conclusion – share what you have learned from your experiences
- Emphasize your main idea one last time, simply and powerfully
- Thank the audience for listening

11 ▶ 2.3 Watch the clips from the TED Talk. How did Derek Sivers begin and end his talk?

12 Work in pairs. Think of a group that you belong to (a club, an interest group, an online community) and how you can persuade people that it is a good group to join. Prepare the opening and closing lines of your presentation.

13 Work with a new partner. Take turns to give the beginning and ending of your presentation.



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Critical Thinking



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Authentic Listening
Vocabulary in Context
Critical Thinking
Presentation Skills

NGL and TED



Keynote



World English,
Second Edition



21st Century
Reading