

Presentations at TED Talks: Theory vs. Reality

Zuzana Oravcová

Bachelor's Thesis
2022/2023



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur

Akademický rok: 2022/2023

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(projektu, uměleckého díla, uměleckého výkonu)

Jméno a příjmení: **Zuzana Oravcová**
Osobní číslo: **H190319**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **Prezenční**
Téma práce: **Přednášky TED: teorie vs. realita**

Zásady pro vypracování

Shromáždění materiálů k tématu
Studium odborné literatury
Formulace cílů práce
Analýza vybraných přednášek TED
Vyvození a formulace závěrů práce


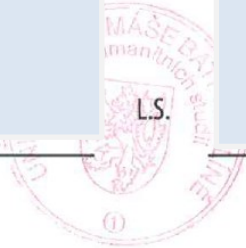
Forma zpracování bakalářské práce: **tištěná/elektronická**
Jazyk zpracování: **Angličtina**

Seznam doporučené literatury:

- Anderson, Chris. 2018. *TED Talks: The Official TED Guide to Public Speaking*. London: Hodder & Stoughton.
- Harinick, Fieke. 2020. *The Art of Presenting: Delivering Successful Presentations in the Social Sciences and Humanities*. Cambridge University Press.
- Harrison, Simon. 2021. "Showing as sense-making in oral presentations: The speech-gesture-slide interplay in TED talks by Professor Brian Cox". *Journal of English for Academic Purposes* 53 (3): 1–19. <https://doi.org/10.1016/j.jeap.2021.101002>.
- Navarro, Joe. 2018. *The Dictionary of Body Language*. New York: HarperCollins.
- Wu, Aoyu, and Huamin Qu. 2020. "Multimodal Analysis of Video Collections: Visual Exploration of Presentation Techniques in TED Talks." *IEEE Transactions on Visualisation and Computer Graphics* 26 (7): 2429–2441. <https://doi.org/10.1109/TVCG.2018.288081>.

Vedoucí bakalářské práce: **Jana Inseteth, M.A.**
Ústav moderních jazyků a literatur

Datum zadání bakalářské práce: **15. června 2023**
Termín odevzdání bakalářské práce: **17. srpna 2023**

Mgr. Libor Marek, Ph.D.
děkan

doc. Mgr. Roman Trušník, Ph.D.
ředitel ústavu

Ve Zlíně dne 18. července 2023

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby ¹⁾;
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 ²⁾;
- podle § 60 ³⁾ odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 ³⁾ odst. 2 a 3 mohu užít své dílo - bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že

- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval(a) samostatně a použitou literaturu jsem citoval(a). V případě publikace výsledků budu uveden(a) jako spoluautor.

Ve Zlíně

1) zákon č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, § 47b Zveřejňování závěrečných prací:

(1) Vysoká škola nevyjádřeně zveřejňuje disertační, diplomové, bakalářské a rigorózní práce, u kterých proběhla obhajoba, včetně posudků oponentů a výsledku obhajoby prostřednictvím databáze kvalifikačních prací, kterou spravuje. Způsob zveřejnění stanoví vnitřní předpis vysoké školy.

(2) Disertační, diplomové, bakalářské a rigorózní práce odevzdané uchazečem k obhajobě musí být též nejméně pět pracovních dnů před

konáním obhajoby zveřejněny k nahlížení veřejnosti v místě určeném vnitřním předpisem vysoké školy nebo není-li tak určeno, v místě pracoviště vysoké školy, kde se má konat obhajoba práce. Každý si může ze zveřejněné práce pořizovat na své náklady výpisy, o pisy nebo rozmnoženiny.

(3) Platí, že odevzdáním práce autor souhlasí se zveřejněním své práce podle tohoto zákona, bez ohledu na výsledek obhajoby.

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije -li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacímu zařízení (školní dílo).

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst.

3). Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.

(2) Není-li sjednáno jinak, může autor školního díla své dílo užít či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.

(3) Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jim dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédne k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.

ABSTRAKT

Táto bakalárska práca sa zaoberá témou prezentácií na TED Talks, ako by sa mali prezentovať a ako sa prezentujú. Práca sa skladá z teoretickej časti a empirickej časti. V prvej kapitole je predstavená história, vlastnosti a účel TED Talks. Ďalej predstavuje chronologický prehľad najvplyvnejších TED Talks. Kapitola 2 zdôrazňuje význam prezentácií, teóriu, ktorá z nich stojí, a ich charakteristiku. Zameriava sa na to, aká dôležitá je reč tela, ako aj na dostatočnú slovnú zásobu pri úspešných prezentáciách. Empirická časť práce analyzuje vybrané TED Talks rovnakej kategórie. Táto analýza vychádza z teórie obsiahnutej v kapitolách 1 a 2. Cieľom analýzy je porovnať reálne údaje z prezentácií TED Talk s poskytnutou teóriou.

Kľúčové slová: prezentácie, prezentačné schopnosti, TED, TED Talks, reč tela, účel

ABSTRACT

This bachelor's thesis deals with the topic of presentations at TED Talks, how they should be given and how they are being presented. The thesis consists of a theoretical part and an empirical part. Chapter 1 introduces the history, features and purpose of TED Talks. Furthermore, it presents a chronological summary of the most influential TED Talks. Chapter 2 stresses the importance of presentations, the theory behind them and their characteristics. It focuses on how important the body language is, as well as on the sufficient vocabulary when delivering successful presentations. The empirical part of the thesis analyses selected TED Talks of the same category. This analysis is based on the theory covered in Chapters 1 and 2. The aim of the analysis is to compare real data from TED Talk presentations with the theory provided.

Keywords: presentations, presentations skills, TED, TED Talks, body language, purpose

ACKNOWLEDGEMENTS

Foremost, I owe my sincere gratitude to my supervisor Jana Inselseth M.A., for her feedback and infinite patience during the course of writing this thesis. My thank you goes to all of my beloved ones for their encouragement throughout my studies and never leaving me hanging.

I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION	9
I THEORY	10
1 DEFINITION OF TED TALKS.....	11
1.1 HISTORY OF TED TALKS.....	11
1.2 EXPANSION OF TED	12
1.2.1 Subsequential offshoots of TED	12
1.3 THE PURPOSE OF TED TALK CONFERENCES	13
1.4 SUMMARY	14
2 PRESENTATIONS: CHARACTERISTICS & FEATURES OF A SUCCESSFUL PRESENTATION	15
2.1 THE IMPORTANCE OF STORYTELLING.....	16
2.2 EMOTIONAL COMPONENTS OF PRESENTATIONS	17
2.2.1 How to win over people	19
2.3 THE ORIGINALITY OF PRESENTATIONS.....	19
2.4 SOUND SCRIPTING.....	20
2.4.1 Emphasis	20
2.4.2 Pitch.....	21
2.4.3 Pace	21
2.4.4 Enunciation, articulation, pronunciation	21
2.5 THE USE OF POWERPOINT AT TED TALKS.....	21
2.5.1 The arrangement of main points.....	22
2.6 BODY LANGUAGE.....	23
2.7 SUMMARY	24
II ANALYSIS	25
3 RESEARCH PRESENTATION.....	26
3.1 METHOD.....	26
4 BUSINESS SEGMENT	27
4.1 TED TALK “WHAT CAPITALISM GETS RIGHT – AND WHAT GOVERNMENT GETS WRONG”	27
4.1.1 Sound scripting analysis.....	27
4.1.2 Non-verbal communication analysis and engagement with the audience.....	28
4.1.3 Visual props analysis.....	28
4.2 TED TALK “TO SAVE THE CLIMATE, WE HAVE TO REIMAGINE CAPITALISM”	29
4.2.1 Sound scripting analysis.....	29
4.2.2 Non-verbal communication analysis and engagement with the audience.....	29
4.2.3 Visual props analysis.....	30
4.3 TED TALK “WHAT’S THE FUTURE OF CAPITALISM?”.....	30
4.3.1 Sound scripting analysis.....	30
4.3.2 Non-verbal communication analysis and engagement with the audience.....	31

4.3.3	Visual props analysis.....	31
4.4	COMPARISON OF SELECTED TED TALKS	31
5	LANGUAGE SEGMENT	32
5.1	TED TALK “WHO COUNTS AS A SPEAKER OF A LANGUAGE?”	32
5.1.1	Sound script analysis.....	32
5.1.2	Non-verbal communication analysis and engagement with audience.....	32
5.1.3	Visual props analysis.....	32
5.2	TED TALK “4 REASONS TO LEARN A NEW LANGUAGE”	33
5.2.1	Sound scripting analysis.....	33
5.2.2	Non-verbal communication analysis and engagement with the audience.....	33
5.2.3	Visual props analysis.....	34
5.3	TED TALK “DON’T INSIST ON ENGLISH!”	34
5.3.1	Sound scripting analysis.....	34
5.3.2	Non-verbal communication analysis and engagement with the audience.....	34
5.3.3	Visual props analysis.....	35
5.4	COMPARISON OF SELECTED TED TALKS	35
6	CULTURE SEGMENT	36
6.1	TED TALK “WHY ART THRIVES AT BURNING MAN”	36
6.1.1	Sound scripting analysis.....	36
6.1.2	Non-verbal communication analysis and engagement with the audience.....	36
6.1.3	Visual props analysis.....	36
6.2	TED TALK “MY LIFE AS A WORK OF ART”	37
6.2.1	Sound scripting analysis.....	37
6.2.2	Non-verbal communication analysis and engagement with the audience.....	37
6.2.3	Visual props analysis.....	37
6.3	TED TALK “ART REVEALS HOW TECHNOLOGY FRAMES REALITY”	38
6.3.1	Sound scripting analysis.....	38
6.3.2	Non-verbal communication analysis and engagement with the audience.....	38
6.3.3	Visual props analysis.....	39
6.4	COMPARISON OF SELECTED TED TALKS	39
	CONCLUSION	40
	BIBLIOGRAPHY	41

INTRODUCTION

Technology, Entertainment, Design. Three simple words which were combined with effort and dedication, and brought one of the greatest platforms for public expression of speech. Something that started as a small event, has, over the years, become a worldwide phenomenon. The original three topics have expanded into numerous other. TED Talk conferences are now a place where entrepreneurs, scientists, experts of all fields, but also ordinary people, can share their story with the audience and finally be heard. Speeches of these inspirational people can be viewed online by anyone anytime. What is it about TED Talks that makes them so intriguing to watch? Why do some speeches have millions and millions of views and some can barely reach few hundred thousand?

The thesis introduces TED in broader range and with greater insight. In the theoretical part, history, expansion and purpose of TED is introduced. Its format and its easily distinguishable characteristics are described. The theoretical part further provides information on presentations, how a good presentation should look like, and the aspects it needs to include in order to be successful among audiences. On stage presentations differ from traditional business presentations, and this thesis is aimed just at that. It covers important characteristics needed for successful onstage presentation. Rhetorical style, language devices and body language are also covered.

The practical part of this thesis analyses nine selected TED Talk conferences. It is divided into three sections based on three topics, without the regards to their relevancy to the topic of this thesis. Within the framework of each section's topical analysis, three TED Talk conferences are analysed. Each analysis is conducted using the characteristics of presentations described in the theoretical part of this thesis. To conduct these analyses, the qualitative content analysis was used. Conclusions on whether the studied presentations adhere to the necessary theoretical stages or differ from them in reality are drawn on the basis of the academic literature that was examined.

I. THEORY

1 DEFINITION OF TED TALKS

TED Talks can be mostly identified by their most distinctive feature, which is that these talks are of a short format, usually lasting between 7 to 10 minutes, 18 minutes being the maximum. These powerful talks dedicate their time to share ideas worth spreading and are presented and shared by people who are not afraid to speak on various topics and who seek knowledge and understanding of the world. Entrepreneurs, scientists, doctors, teachers, and people of many other professions, take TED Talk as an opportunity to talk about their research and innovations in their fields. These presentations take form of a monologue, where the speakers stand up on the stage and give their speech in front of an audience. On the stage, there almost always is a sizable and easily recognizable TED logo. The speakers usually do not have any props to aid them during their presentation. These features apply to various events of TED, whether it is TEDx, TED-ed or TED Women. (TED: Ideas Worth Spreading, 2017).

1.1 History of TED Talks

Richard Saul Wurman, an architect, graphic designer and author of more than one hundred books, noticed that there is a convergence amongst three distinct areas – technology, entertainment and design. These three words eventually became the acronym of what TED standsfor. With help of Harry Marks, an influential graphic designer, the TED conferences were brought to life. However, what is now considered to be a global movement of knowledge sharing, is something the world of 1984 was not ready for (TED: Ideas Worth Spreading, 2017).

The first TED Talk conference, held in 1984, was organized by Wurman and Marks with the help of Doctor Frank Stanton. This event, however, was unsuccessful despite Wurman and Marks' superb line-up which featured demos of the compact discs and even one of the first demonstrations of the Apple Macintosh computer. The presentations were given by influential members of elite digitalization communities, such as Nicholas Negroponte or by mathematician Benoit Mandelbrot. This failed attempt was financially unsuccessful; therefore, it took six more years before Wurman and Marks tried again and organized the second TED talk conference – TED2 (TED: Ideas Worth Spreading, 2017). In 1990, the world was finally ready to join Wurman and Marks in the open-mindedness and excitement.

Ex

Hence, it became an annual event in Monterey, California, with Wurman leading these conferences until 2009. The topics of the conferences remained in the original areas – technology, entertainment and design. With abundant growth of attendees, the conferences had to be relocated to Long Beach, California. As TED Talk conferences' prominence rose, in 1990's, it started to expand into other areas of topics. This led to more opportunities for people to listen to different genres than were the initial three (TED: Ideas Worth Spreading, 2017).

1.2 Expansion of TED

TED Talk conferences started out as invitation-only affair. Nonetheless, nowadays it is not true anymore and anyone interested in attending is encouraged to apply to give their presentation and share their ideas (TED: Ideas Worth Spreading, 2017).

As aforementioned, during the nineties, the topics widened to different areas than the original technology, entertainment and design and so did the rosters. With time passing, the list of speakers has grown to include philanthropists, musicians, scientists, as well as religious leaders. This led to many attendees to think that TED Talk conferences became one of the most intellectual and emotional highlights of the year (TED: Ideas Worth Spreading, 2017).

In June of 2006 the first TED Talks were posted online and by the September of the same year they reached more than million views. These Talks became so popular, that the following year, 2007, the creators decided to provide free access to anyone interested (TED: Ideas Worth Spreading, 2017).

1.2.1 Subsequent offshoots of TED

In 2008 the creators of TED brought to life TEDx – a radical opening up of the original format. TEDx, just as TED, is an independent event that can be organized by basically anyone, but still, the organizer must have obtained a license from TED to host such event. This license is mostly to show that the organizer agrees with the rules and principles of TED (TED: Ideas Worth Spreading, 2017).

TEDx events are non-profit affairs and are arranged by volunteers of the community, thus the speakers are not paid either. The major goal is to start a glint of communication and connection in the particular community (TED: Ideas Worth Spreading, 2017). TED talks include more prolific speakers, the shows are more prominent and of a more significant crowd,

contrasting with the one of TEDx's. Nonetheless, TEDx should not be used for sharing political views of the speakers nor should the speaker have any modes of persuasion in their speech in regards of their political views. This applies to business as well, as the speaker should not use their platform to promote their products or services and they are not allowed to ask for any kind of funding either. Also, in comparison to TED, the speakers in TEDx conferences do not necessarily have to be field experts (TEDx WinterPark, 2023).

TED-ed is an initiative of TED, created in 2012, pinpointed towards the youth and its main aspiration is to initiate idea and knowledge-sharing between teachers and students from around the world. TED-ed revolves around learning – from producing a video library of animated lessons to providing teachers with materials to create their own interactive lessons (TED: Ideas Worth Spreading, 2017).

TED In a Box initiative was launched in 2011 and it enabled developing countries to hold TED Talk conferences as well (TEDx WinterPark, 2020). There are several other events under the name TED. These would be TEDx Women, TEDx Youth or TEDx Beacon Street (TEDx WinterPark, 2020).

TEDx Women/TED Women conferences explore the creative and transformative potential of young girls and women. These conferences provide the chance to meaningfully advance the debate about the influence of women in society (TED: Ideas Worth Spreading, 2017).

TEDx Youth conferences are engaging, inventive and clever. TEDx Youth conferences are usually run by and designed for the youth (TED: Ideas Worth Spreading, 2017). The purpose of multigenerational learning community, TEDx Beacon Street, is to put ideas into action. It offers world-class speakers to a multigenerational audience. It is a chance to organize activities for the youth, to spark an interest in various topics and enhance education through youth programs (TEDx Boston, 2023).

1.3 The purpose of TED Talk conferences

Irrespective of whether it is TED, TEDx or TED-ed, or other of the offshoots, they all share the same goal and advance the fundamental, core *raison d'être* of TED. The original mission of these could be summarized into four main points. First, they offer the platform which fosters free speech and empowers people to speak out on what they believe in. Secondly, they provide opportunity for people to learn and gain knowledge about the world that can be

useful in their everyday lives. Thirdly, they make the important information accessible to people worldwide. And last but not least, they bring together individuals of shared interests to increase their knowledge (TED: Ideas Worth Spreading, 2017).

The motto of TED Talks is to share “The Ideas Worth of Spreading”. The goal is to communicate laudable ideas, admirable thoughts, which are meant to enlighten and increase the understanding of what is being spoken. As was already mentioned in the Chapter 1.1., the original three topics have grown into many other themes, from different fields, and have become a worldwide phenomenon (TED: Ideas Worth Spreading, 2017). With its disperse, TED Talks have managed to reach large amount of people and eventually might have helped them broaden their knowledge, their interests and needless to say, to aid and abet them find the potential to fully fulfil their dreams and what they aspire to (Gallo 2019, 5-7).

There is no point in denying that everyone has come across a TED talk at some point in their lives. All of the presentations are available online for free, and people can watch them anytime, anywhere. Thanks to the massive expansion of social media, people can watch TED talkers giving their presentations. Oftentimes, these presentations look as if they were not prepared, and the speakers give off the impression that they are being spontaneous on the spot. People are more inclined to enjoy the presentations when they have the appearance of being spontaneous, humorous and can look unprepared. That is why the most popular speakers know how to work with the charisma and ad-libbing to gain popularity within the audience (TED: Ideas Worth Spreading, 2017).

1.4 Summary

Even though the TED events went off from the original topics of technology, entertainment and design, the ideas and main points stayed the same. The TED Talks are now vastly successful events, giving voice to people who have an idea worth spreading. Speakers are given maximum of 18-minute time span to impress their audience with their speech and presentation.

2 PRESENTATIONS: CHARACTERISTICS & FEATURES OF A SUCCESSFUL PRESENTATION

An American advocate and social justice activist Bryan Stevenson gave a speech in March of 2012. This speech earned him the longest standing ovation in the history of TED and it was watched online by almost two million people. Stevenson enchanted the audience thanks to the fact that he acted both on reason and feeling. This combination turned out to be successful for many speakers following. Stevenson's presentation will be further analysed in the empirical part of this thesis.

If your motivation is to share your enthusiasm with the audience, probability says that you will be less nervous during your public speech. If you are nervous, your presentation may not be as effective as you wanted it to be. There are claims that uniqueness of oneself, is one of the most effective means of catching attention of another person (Gallo 2019, 15-31). The motivation is relevant, because one may not connect with the audience. Not only the audience will not be motivated, but the speaker's also fictitious position or status may not be advanced to "respected speaker" since the audience is not as engaged.

Good presentations have three important components in common; emotionality, originality and memorability. The already mentioned enthusiasm is a key element in delivering a successful presentation. Enthusiasm is infectious, and when the speakers talk about the subject that matters to them, it will matter to the audience as well (Powell 2011, 6). According to Powell, there are several steps of how to become a good presenter. Some of them apply only to presentation in business environment, however, there are few which overlap, or could be applied to TED Talk presentations as well. Firstly, know exactly how to start. It is a general knowledge, that the first minute of the presentation is the most significant one. The first minute should be planned thoroughly so the speaker is confident and in control. Secondly, get straight to the point. Long introductions become dull and bore the audience quickly. The speaker, as aforementioned, should have confident introduction, and continue to make the powerful statement in the following minutes of the introduction. Next, one should work with everything they have. Engage the audience with facts, stories, personal experiences, dramatic comparisons, non-verbal communication. The speakers need to be concise with the discourse. Sentences should be short, simple, so the speaker would not lose the attention of the audience. The speaker should use deliberate pauses, tone, intonation, pitch, range, and volume of their speech (Powell 2011, 32-59).

Staying true to oneself is also essential element in the speaker's speech. The speaker should not try to pretend to be someone else, only because they are on the stage talking to dozens of people. The audience will notice if the speaker tries to be someone else, and this might influence the quality and impact of the speaker's presentation. The speaker's personality cannot change. Additionally, the speaker should simply savour the overall experience. If the speaker does not enjoy their presentation, if they are not enthusiastic and passionate about their topic of presentation, it will transfer onto the audience, and it will decrease audiences' enjoyment from the presentation as well. Lastly, strong closure is needed. The speakers need to slow down the pace, speak clearly and unequivocally when it is time to conclude the presentation. By slowing down the pace, being comprehensible, and the speaker lets the final moments of their speech to hang in the air and sit with the audience. (Sprague 2008, 184-190).

2.1 The importance of storytelling

Successful presentations also consist of storytelling. By telling a story, the speaker can reach the audience on a different level than they would by simply starting the presentations. The speaker should reach the hearts of the people in the audience (Gallo 2019, 45). Storytelling is important in building a relationship and connection and can quickly establish the state of presentation at any time of the talk. Stories can be used as an introduction of the presentation, as a presentation finale or as an injection in the middle of the talk (Anderson 2018, 59-61).

Bryan Stevenson had the longest standing ovation in the history of TED; however, he spent approximately 60 percent of his presentation by telling stories. Even though Stevenson is a great example of how simple storytelling can give you a history-worthy moment, it does not necessarily mean that every storytelling is this effective. In order to achieve the desired effect, there must be something pertinent to the audience. The audience needs to find something to relate to, to engage themselves in and to connect with the speaker. To paraphrase what Stevenson said during an interview with Carmine Gallo, the speaker should not start with something esoteric and disconnected from the lives of the average everyday people because it would be harder for them to engage. It is better to talk about family, because everyone has family members or relationships (Gallo 2019, 47).

Aristotle's modes of persuasion, ethos pathos and logos, were used to analyse Stevenson's successful presentation. These modes are used to influence people to agree to a particular viewpoint of the speaker or presenter and are also frequently implemented in

writing to influence the reader. Ethos depends on the speaker's character and personality. The second mode, pathos, focuses on manipulating with the audience's emotions and putting them into a certain frame of mind. And lastly, logos, puts emphasis on evidence, or what appears to be a proof of what a speaker says. The speech should be delivered and spoken in such manner, that the audience views the speaker as credible and persuasive. In simple division, ethos represents credibility, pathos emotions and feelings, and logos logic, reasons and statistics (Gallo 2019, 47).

Although, if the presenter has any kind of speech impairment, or suffers from anything that could prevent him from giving a proper oral storytelling, they have to rely more on the visual presentation and fill the slides with more text. This however, is not the type of presenting speaker should aim for. It can lead to the audience not paying full attention to the speaker, and focus only on the presented slides (Harinck 2020, 42). The theory behind visual techniques of presentations is described in the Chapter 2.5.

2.2 Emotional components of presentations

The term "emotional" does not necessarily mean only love connection to certain subject. Emotionality consists also of excitement, curiosity, zeal, enthusiasm and inspiration. Passion is infectious in any kind of area. Therefore, it may be hard to inspire others if a speaker does not feel the inspiration. There is higher a chance of persuading and inspiring others, if the person learns to demonstrate the topic of their talk zealously. The most favourite TED Talkers do not only have a "job". Their job is their passion, obsession and mission – they have chosen to share their ideas with others (Gallo 2019, 27).

In the book *Mastery*, Robert Greene claims, that emotional qualities are what differentiates those who are masters in their fields, from those who just do their job. He later continues to describe that with motivation and energy people can achieve anything. On the other hand, if people are bored and restless, the mind closes itself and people become passive (Greene 2012, 12). The TED Talk presentations of many presenters tend to be jejune, because they are not emotionally connected with their topic. Thus, seeing an enthusiastic speaker is "as refreshing as drinking ice-cold water in the desert" (Gallo 2019, 23). Chris Anderson also claims that it is essential to be thinking about the passion and to keep it in mind when the speaker walks onto the stage (Anderson 2018, 53). He also continues with saying, that the speaker should keep on building up the excitement and passion as they follow through with their presentation (Anderson 2018, 95).

Steve jobs, in one of his last presentations, said “It's the intersection of technology and liberal arts that make our hearts sing” (Gallo 2019, 23). It is no secret that passion for a cause and public speaking are tightly interconnected. French philosopher Denis Diderot started the idea of this interconnection, as Gallo also describes in his book (Gallo 2019, 29).

In present days, neuroscientists managed to explain why passionate people, such as TED Talk presenters, have the ability to inspire and influence the audience. Gallo further goes on to explain Professor Melissa Cardon's research, in which she helps to support and explain the argument why the most popular TED Talk presenters are able to establish connection with their audience (Gallo 2014, 30). She continues to say that the reason behind this is that they talk about topics that are significant to their own identity (Cardon 2009, 511-532). The passion is a powerful tool not only during presentations or public speaking, but it also influences the traits of a person. According to Gallo, who rephrased Cardon's analysis claiming that passionate people are more creative, tend to aim for higher goals and are more persistent (Gallo 2019, 31).

Aside from passion, charisma is another important factor which can influence the quality of the presentation. Gallo refers to Howard Friedman's study (1980) about how charismatic people can influence and change the mood of other. Gallo goes on explaining how Friedman conducted his study. Friedman created a questionnaire which was meant to categorize people with low charisma as well as people with high charisma. Afterwards, Friedman put a high-scorer into the same room with low-scorer for 2 minutes, during which, they were not allowed to talk. After the 2-minute time passed, the research participants had to again fill out a questionnaire about their mood. The results clearly showed, that even without a single word being said, the people with high charisma were able to influence and transfer the good energy onto the person with low charisma; resulting in them being happy. The high-charisma research participants also claimed to be in a better mood and smiled more. This analysis showed that charismatic people have overall better energy in nonverbal body language, and they radiate positivity, joy and the aforementioned passion. Another interesting result of Friedman's study demonstrates that people who did not communicate emotionally were not capable of the influence and persuasion as others with higher capability of expressing themselves (Gallo 2019, 45).

Gallo in his books also discusses a study conducted by Joyce Bono and Remus Illies (2016). Their study included dozens of participants to measure charisma, positivity and mood contagion. Based on their study, they found out that participants with higher charisma

were keener to express more positive emotions both in written and spoken communications. Again, in this case the positive emotions represent optimism, excitement or enthusiasm. Gallo claims that Bono and Ilies' studies discovered that it didn't necessarily matter whether participants listened to positive oriented speakers in real life or on the video, they still experienced bigger wave of positive energy and inspiration rather than those who listened to speakers who rated lower on positivity and charisma (Gallo 2019, 46).

Yet, being charismatic only may not lead to success among the audience. Anderson talks about a man, who Anderson kept anonymous, who wanted to talk at one of TED conferences. This man had great prep video and visual props. However, Anderson says, that as he continued watching the man and analysing, he noticed that this man was thriving and focusing only on the applause and reaction from the audience. In the end, presentation of this man received poor post conference feedback and ended up being never posted. The audience felt manipulated into liking the man's talk (Anderson 2018, 35-37). Therefore, as Anderson says "If you try to take the shortcut and win people over purely with your charisma you may succeed for a moment or two, but soon you'll be found out and the audience will flee" (Anderson 2018, 37).

This leads to one general conclusion – it is very difficult to wow the audience if the speakers themselves don't feel that intense and significant connection to their theme or topic of presentation. Even further, positive minded, charismatic and confident speakers are perceived, and by studies confirmed, as being more effective, more persuasive to their audience. Emotional aspect and emotional components are very hard to determine and analyse though. For an untrained, regular listener or viewer of TED Talk, it might be very hard to pinpoint the intended emotionality of the presenter. To be able to do so, an experienced body language expert would be needed.

2.2.1 How to win over people

Dale Carnegie describes several principles on how to win over people, and even though all of them are important in interpersonal relations, some are not applicable in stage presentations or public speaking (Carnegie 2018, 211).

Nonetheless, when the speakers give their speech, the most important principle to remember is, that the speech must come from heart. As was already mentioned in Chapters 2.1 and 2.2, the speakers need to have certain connection to what their presentation is about. Despite that, the context of the speech is relevant as well. Carnegie talks about making

people come to the realization of their hidden treasures and their ability to conquer anything they set their mind on (Carnegie 2018, 199). To further push the audience to connect with the speaker, it is necessary to open up their minds. People are cautious of their surrounding and this applies on TED conferences as well. The audience know that there will be speakers, but they don't know what to expect. It is important for the speaker to let their guards down and make the connection (Anderson 2018, 53-55).

To make the audience engage with you more, outside of relatable storytelling that is mentioned in Chapter 2.1, is talking about personal failures. This strategy can help the audience to relate to the speakers more. The speakers, not matter how successful, will appear more human by admitting their own defeats on their way to success (Carnegie 2018, 188-190).

2.3 The originality of presentations

Originality in presentations cannot go unnoticed. In order to have a memorable, successful presentation, the speaker ought to be original. One of the most memorable moments in TED Talk history is Bill Gates' presentation where he released mosquitos saying "Malaria is spread by mosquitoes. I brought some here. I'll let them roam around. There is no reason only poor people should be infected" (Gallo 2014, 125). The audience was stunned, taken aback, but hooked on what was presented to them. It was original and unexpected. By the year of 2019 this video has reached 2.5 million views on ted.com and has become viral. Gates' whole presentation lasted for 18 minutes, nonetheless, that little time he spent on mosquitoes is the most memorable part of his whole speech. However, it is not only about the presentation tools of the speaker. Topics that used to be taboo in society are making their way to these Talks and are being talked about.

One of the examples is a TED Talk given by science journalist Mary Roach in 2009. She talked about "The 10 Things you didn't know about orgasm". Another example of an original TED presentation is the one of Doctor Jill Taylor, whose presentation got over 10 million views, and is also considered to be one of the ickiest in TED history. She brought a real human brain with spinal cord still attached to it (Gallo 2014, 132).

Whether it is a more drastic visual presentation, such as Gates's or breaking down taboo topics as Roach's, one thing is sure. Emotionally charged events are the best processed of any external stimuli and persist longer in people's memories and can be recalled with higher accuracy, according to molecular scientist John Medina (Medina 2008, 80).

2.4 Sound scripting

Powell came up with the term sound scripting which is aimed at exercises to help people become more expressing and to improve their intonation skills, pace and emphasis (Powell 2011, 42). Similarly to Carnegie's description the role of emphasis in the speech (Carnegie 2005, 16). Melody Templeton also focuses on these sound scripting elements and follows up with the importance of proper enunciation (Templeton 2010, 156). According to Andrei, in order to maximize the impact of the speakers' voice, it is essential to emphasize, enunciate, and work with the voice to grant the speech is vivid (Andrei 2019, 73-74).

2.4.1 Emphasis

Emphasis can be understood as applying non-physical force to the important word and subordinating the less important words. It is necessary to not confuse emphasis with loudness. Even though the emphatic word can be delivered loudly or softly, but what it differentiates from yelling, is the desired earnestness. As Carnegie said "It must come from within, not outward" (Carnegie 2005, 16).

According to Carnegie "Strongly emphasizing a single word has a tendency to suggest its antithesis" (Carnegie 2005, 16). This means that the meaning of a sentence changes by only putting emphasis on a different word (Carnegie 2005, 16). However, it is essential to realize, that there are no hardwired rules when it comes to applying emphasis.

Sprague suggests to vary the tempo of the speech in order to add additional emphasis on certain parts of the speech. To further accentuate the emphasis, Sprague proposes to take a pause in between arguments. In the case of pausing for emphasis, it is essential not to give in into natural, subconscious vocalized pauses, such as "uhm, err". Another nonspeech sounds are subconscious animated gestures, for example cleaning throat or smacking lips (Sprague 2008, 351-358).

It is not simple to indicate which words should be stressed and which to subordinate as less important. Speaker A may present one interpretation of their speech, and speaker B may represent a different interpretation with a different emphasis. It cannot be ruled out which emphatic interpretation is correct or incorrect (Carnegie 2005, 17).

2.4.2 Pitch

Pitch is defined as relative position of a vocal tone and its variations. In public speech it is applied to a group of syllables and all the way to whole sentences, which are spoken in a

single tone. Efficient speakers change their pitch of successive syllables and sentences. Change of pitch can be difficult to incorporate mostly when the words of the speech had been memorized. Monotonous pitch can lead to the loss of effectiveness and loss of audience's attention (Carnegie 2005, 19). Higher pitch can serve as an implication tool which shows that the speaker is confident in themselves as well as in their presentation (Sprague 2008, 351). Nonetheless, according to Navarro, higher voice pitch signalizes nervousness or insecurity. Navarro continues to suggest avoiding speech phenomenon called uptalk. Uptalk happens when the speaker uses higher inflection at the end of declarative sentences. This can lead to rather negative and wrong impression within the audience (Navarro 2018, 44). Thus, it is necessary for the presenter to control their voice, use inflection properly according to the arguments in their speech. (Sprague 2008, 351).

2.4.3 Pace

The tempo, or pace, of the speech tends to quicken when the speaker talks about a subject, they are passionate about, or when they are nervous. As much as it is important to show the excitement for the speaker's topic of presentation, fast pace of discourse can easily cloud the speech and make it harder for the audience to understand (Templeton 2010, 157-159). Delivering the speech at slower pace can create a dramatic effect and the speaker may appear insightful and attentive. This mentioned dramatic effect can also be delivered by slowing the speech towards the end of the speech, to create an atmosphere where what has been said is worth a lingering thought. On the contrary, faster pace signalizes the excitement for the content of the speech (Sprague 2008, 351-352). Depending on the topic of the speech, Sprague suggests shifting between slow and fast pace to create what he calls a "climatic effect" (Sprague 2008, 352).

2.4.4 Enunciation, articulation, pronunciation

Just as the tempo of speech is relevant in getting the message across, so is the enunciation. Poor enunciation, slurring words together or mumbling, are factors contributing to dissatisfactory presentation, causing the audience to lose interest and attention. As a result, the speech will not be effective (Templeton 2010, 147). Correct pronunciation arises, when a word's sounds are accurately articulated, the appropriate syllables are accented, and each sound is given full value in the enunciation (Carnegie 2005, 79). Essential factor is researching for the correct pronunciation of words. This applies to not only scientific terms or words of foreign origin. The natural, regional accent of the speaker can be an obstacle for the audience to understand the speech. Not only the audience may not fully understand the

words properly, it can also create a negative picture about the speaker, further questioning his or hers educational, intelligence level (Sprague 2008, 352-355).

2.4.5 Multimodality, interplay of speech and gesture

The analyses of TED Talks demonstrated the speaker's attitude, emotional connection to what is being talked. This can be realized multimodally with precise combinations of body language, spoken language, presentations (Masi 2020, 163). This is an example of what Masi describes as "complex ensemble consisting of adjective-gesture-visual" (Masi 2020, 166), "demonstrating how the meaning of one element in the ensemble may emphasize, reinforce or reinstate the meaning of another" (Harrison 2021, 3).

2.5 Visual components of TED presentations

According to Donovan, there are three presentation styles that are mainly used in TED Talks. Godin style suggests filling the entire slide with a high-resolution picture. The picture should overflow over the page, so that the audience would have to use their imagination thus prompting them to be more engaged in the presentation. Takahashi styles talks about creating slides with few words of a larger text size. This method follows Takahashi's rule of 7x7. This rule calls for maximum of 7 bullets and maximum of 7 words per bullet (Donovan 2013, 164). The last main style is Lessig presentation style. This is the combination of Godin and Takahashi style, which means that a full-size image is accompanied by a simple text (Donovan 2013, 162-169). On TED stages, real props are also used in addition to slides to enhance the visual appeal of the presentations (Gallo 2019, 235-237).

Donovan suggests to keep the presentations simple. The speaker is the one providing all the necessary information, so the presentations should be kept minimalistic. If the speakers want to use charts, they should use one chart per slide. When it comes to fonts, keeping is simple should be applied as well. Helvetica (*helvetica*) is more of an authoritative style, yet still neutral, hence it is a good option for presentations. Arial (*arial*) font is also recommended as a neutral font. The simple rule is important in the colour scheme as well. Colourpalette should be limited to maximum of 5 colours. The most effective palette is monochromatic, where only tone and saturation vary. Donovan continues to explain the convenience of dividing slides into thirds to align the images with texts (Donovan 2013, 164-165). However, he emphasizes the fact that usage of images turns off audience's imagination and the zeal towards the presentation. On the other hand, he supports the idea of speakers using personal photos to enrich their talk, because pictures in this category "are truly worth a

thousand words” (Donovan 2013, 166).

2.5.1 The arrangement of main points

The key is to pick a structure that gives speaker a guideline, or organizational pattern for how to subsume each example under single main point. According to Jo Sprague, main points are primary ideas, those that are central and indispensable. After deciding on the speech's main points, the speaker must arrange them for maximum impact. The premises must proceed in a certain order for the audience to seem logical (Sprague 2008, 136-143).

It is recommended to follow the scripted route. TED Talks have given time limits, varying from 10 to 18 minutes, and it can be hard to capsule everything in the restricted time. The speakers are advised by TED organizers to prepare drafts months before their speech, as they help the speakers with whether cutting out or further explaining their arguments. TED organizers also suggest two modes of delivery. The speaker should either write the whole talk to be memorized or to have a prepared structure of speech organization (Anderson 2018, 121-123).

There are several traditional models used for speech organization. Chronological pattern is an ancient form of extended discourse in narrative unfolding a story. This pattern divides the subject into simple past-present-future framework. Another look at this pattern could be straightforward step by step process. Second traditional model of speech organization is called the spatial pattern. This pattern focuses on points arranged in their relationships among physical locations. However, this pattern is more common in geographical or development areas. Third traditional pattern, the cause-effect pattern, is used to demonstrate the sequence of events is provably, tightly correlated. It is the best pattern to be used in a speech, where the main objective is to get comprehension rather than take overt action. The problem-solution pattern structures the ideas to shift from discussion of a concern area to a best assessment of how that concern can be approached. It is a common part of persuasive speeches. This pattern's stylistic and psychological flaws should be noticeable. Before learning why, a change is necessary, the majority of audiences will be reluctant to embrace it. Last traditional speech pattern is called topical pattern. It is the most frequently used speech model. Nonetheless, it is the most difficult and the speaker needs to understand the range and limitations of the topic to be able to opt for an effective topical pattern. With no suggestion that these points have particular relationships based on logic, time or space, this design simply develops each topic area in turn. The topical pattern that was picked out for

the speech, will only be employed in that specific speech because the pattern is fundamental to one subject and will not function with another (Sprague 2008, 143-232).

Anderson describes three main strategies when it comes to using scripts. First is knowing the script perfectly so the speech does not sound scripted. Second option is referring to the script either from lectern or monitor. In this case however, it is crucial to maintain the eye contact with the audience and animated gestures. Third option is to have the script in bullet points and elaborate on them in the moment of the speech (Anderson 2018, 121-123). Anderson further explains only two exceptions were reading from the script can be permissible. The speaker has an elaborate video or picture presentation and they serve only as the narrator with audience's full attention on the screen. Second exception is for writers with lyrical language. In this case, according to Anderson, "the audience understands that they are listening to a piece of written work." (Anderson 2018, 123).

Often, a list of elements that make up a whole, or a list of factors that add up is the best structure for a speech. It is crucial to try to comprehend the frame of reference to the audience in order to decide which organizational pattern will be the most comprehensible and compelling to them. If two or more organizational patterns appear to match the topic equally. Important decision is needed to be made in order to lead the audience through speaker's reasoning process. Besides logical considerations, it is essential to think about the impact the speaker attempts to create (Sprague 2008, 147).

2.6 Body Language

Large part of audience's response to speakers' presentation is based on what the audience sees. Despite the speakers' apparent confidence in their speech, the audience may not find the speakers to be convincing if they have poor posture or unappealing body language (Sprague 2008, 361).

Standing during giving a speech is a common rule. In order to not look stiff, the speakers should use the stage as one of their props. By moving around and using hand gestures, the speakers focus the audience on them as well as giving them better engagement with the audience and maintaining eye contact. Eye contact should be maintained approximately 85% of the time during any speech given. It is the most important to keep the eye contact during introduction and conclusion and during the most pivotal points of speakers' speech. The eye contact is proposed to last for at least three seconds. The speakers should not skim the audience, but to move the eye contact across the whole conference room (Sprague, 2008,

365). Facial expressions are non-verbal gestures essential to emphasizing important points. They should be appropriate to the speech of the speakers and what message they want the audience to receive. Facial expressions are generally universal so even culturally diverse audience will understand what the speakers mean by the expressions (Beebe 2010, 310-311).

When it comes to hand gestures, it is not recommended to prepare the hand gestures along with the speech. This may not look natural to the audience and it can easily make the speaker fall out of sync with their speech or presentation. Sprague goes on to saying, that many speakers prefer to remain in one stance and concentrating on their speech. The natural gestures may eventually start happening; however, this may look incongruous to the audience (Sprague 2008, 363-364).

Wu and Qu's analysis shows that the speakers moved their hands approximately 70% of the time, close body posture was at nearly 35%. Close body postures are considered have a negative impact on the audience (Wu, Qu 2020, 2437). Examples of close body postures are chin close to the neck, crossed legs or stiffened arms (Navarro 2018, 57-106).

Navarro talks about various hand gestures people tend to use the most frequently. The hand posture "interlaced fingers – thumbs up" radiates a confidence of a speaker. If the speaker lifts their thumb, it indicates the genuine need to emphasize a point. On the other hand, when the speaker points their thumbs down, it lowers down the confidence, and can also be an indicator that they may not feel positively about what is being said or done (Navarro 2018, 84-85). Animated gestures are one of the biggest indicators of person's attitude, composure or state of mind. Gesticulation is the most natural animated gesture. Apart from being used by speakers to get and maintain the attention from the audience, gestures have the flexibility to help recall the speech, words, or improvise. According to Navarro, when we speak, we want to be noticed and seen (Navarro 2018, 73-75).

The notion of body language is used to emphasize the convincing, persuasive power of particular combinations of semiotic modes as presentation skills. It helps in distinguishing between uses of combinations of semiotic modes that characterize levels of expertise in, not only academic, presentations (Harrison 2021, 2).

In the journal, Harrison refers to Knoblauch's research, which states, that anything the speaker says may be applied to anything they show – hand gestures, posture, pointers. Knoblauch's research also provides an example, where the speaker uses the pointers as a mode of turning static parts of the presentation into a more dynamic process. (Knoblauch 2008, 83). Harrison in the journal further provides an open question, whether this dynamic process is intertwined and provides additional meaning for the audience and its reaction

(Harrison 2021, 3). This however, can be hard to determine since there are different factors involved, such as the topic of the presentation, the charisma, the delivery of the presentation, the visuals and the audience itself.

Harrison refers to the analysis Goodwin (2018), which claims that, presenting on stage in front of an audience can be viewed as a person-environment relation, in which an interaction occurs. In the case of presenting, the interaction is limited to only the reaction of the audience and is influenced heavily by the speaker. The speaker's body language, postural and hand gestures, vernacular, overall sound scripting described in Chapter 2.4. and its subchapters, as well as the visual props, described in Chapter 2.5. This person-environment relation can be understood as the dynamic process mentioned above. (Harrison 2021, 3). Another factor that is relevant to creating this sort of environment is the process of showing. Harrison also makes a reference to Streeck's analysis (2017), who uses the term showing. This term can be best described as explaining something to a person in the immediate presence of the object of the conversation. This method of speech-gesture-slide interplay focuses on the further interaction of person-environment interaction (Harrison 2021, 3).

Harrison further quotes Streeck (2009), who calls the speech-gesture-slide interplay as "tell-tale pattern of eye-gaze shift in which speaker shifts gaze from their audience to focus mutual attention on gestures performed with speech" (Harrison 2021, 4).

2.7 Summary

The second Chapter of this thesis provided information on what differentiates an average speech from a successful one. It explains how an effective presentation should be constructed. Furthermore, it suggests the most common point arrangements as well as traditional structures of presentations. Besides the knowledge the speaker should have about their topic of presentation, there are plenty of other essential qualities they need to have. The speaker needs to have qualities that come from within, not only from the learnt script. These qualities include passion, motivation, enthusiasm or natural charisma.

Au contraire, the speaker must also be aware of how to work with the language itself. The speakers need to be aware of all aspects of the language and how to work with them, in order to be able to use those aspect to their advantage. The speakers need to realize the importance and the delivery of the speech to keep the audience intrigued and interested in their presentation. This consists of the tempo, the pitch, and other components mentioned in the Chapter 2.4. The speakers need to be aware of the power of eye contact and overall body language, as is described in the Chapter 2.6. Presentation can be seen as a multiplex of verbal

and non-verbal techniques, which need to be utilized accordingly. The result of the utilization is the success of the presentation, or lack thereof.

For the speaker to make the presentation more interesting for the viewers, tools are welcomed to be used; anything from simple presentation to having a prop at hand to help the speaker with their presentation to captivate the audience. If the speakers decide to use PowerPoint presentation, it is important to keep it simple, to not overdo it, and follow the recommended structures and outlooks, which are described in Chapter 2.5 and 2.5.1.

II. ANALYSIS

3 RESEARCH PRESENTATION

The aim of the analysis is to analyse and compare selected TED Talk presentations. The analytical part is divided into three segments. Each segment covers selected TED Talk presentation topic and compares three selected presentation about that topic. These three selected presentations are then further analysed based on presentation characteristics described in the theoretical part, and based on the analyses, each segment concludes with which presentation is, according the theoretical part, the most successful one.

TED.com offers over 4,000 talks of varying topics, the three main segment topics further analysed were chosen in no relation to each other to show the variety of topics TED.com offers. The three segment topics are related to business (*What capitalism gets right – and what government gets wrong; To save the climate, we have to reimagine capitalism; What's the future of capitalism*), language (*Who counts as a speaker of a language?; 4 reasons to learn a new language; Don't insist on English!*) and culture (*Why art thrives at Burning Man; My life as a work of art; Art that reveals how technology frames reality*).

The analysed TED Talks are in the range of duration 6-12 minutes. These TED Talks were analysed using the videos which are freely available on the official website of TED, TED.com.

Each selected TED talk analysis starts with the introduction of its presenter and content as well as the number of views the video has gotten. Then, the language aspects, sound scripting, body language, the visual side of presentations are dissected. This is done in order to find out which theoretical aspects the TED conference does not have, thus not meeting the required theoretical criteria of the presentations. The number of views on the official website serves to compare the fact that, in theory, an apparently unsuccessful presentation can still be successful among viewers. These segments are not relevant to the overall topic of this thesis. Segment topics were chosen solely on the course of the study on the Tomas Bata university. Even though the selected presentations are divided into three segments, they are analysed independently, without the relevancy to the topic of the presentations or to the overall topic of the thesis.

3.1 Method

Qualitative content analysis investigates written, spoken and visual artefacts without explicitly extracting data from participants. Qualitative content analysis is a standardised method considered to be a tool used for basic and simple sorting of text. The results of this method of

analysis lack depth, rigour and evidence. To increase the credibility of qualitative content research, it is necessary to concentrate on the abstraction and interpretation during the analytic process (Lindgren, Lundman, and Graneheim, 2020, 1-2).

4 BUSINESS SEGMENT

4.1 TED Talk “What capitalism gets right – and what government gets wrong”

What capitalism gets right – and what government gets wrong TED Talk conference was given at annual official TED conference in 2022. It was presented by liberal journalist Katherine Mangu-Ward. Her speech has, as of April 2023, reached 1,721,687 views on the website TED.com. She talks about people’s qualms on capitalism, failure of corporates and illustrates the idea that society is better with less government intervention.

4.1.1 Sound scripting analysis

Sound scripting is characterised in the Chapter 2.4, and in regards of this description, more specifically the characteristics of the emphasis in the Chapter 2.4.1, Mangu-Ward uses emphasis on proper words she wants to draw attention to. She does not deliver emphasized words by yelling or delivering them loudly, rather than she uses aspirated force to give prominence on those words. This can be seen in an example (1).

- (1) “I think sometimes, we get so caught up in talking about what capitalism **could** or **should be** that we forget what it **has been** and **what it is.**” (Mangu-Ward 2022)

In analysis of her pitch, she mostly uses higher pitch to sentences, which are not structured as questions. However, she uses higher pitch at the end of sentences to make her statement seem more surprising or intriguing to the audience, as shown in example (2).

- (2) “... and corporate death does seem to be **accelerating**. The life span of a company on the S and P 500 hundred was **61 years** in the late ‘50s; today, it’s less than 18.” (Mangu-Ward 2022).
- (3) “I think that a lot of the stuff that you think you hate about capitalism is actually a stuff to hate about **government**” (Mangu-Ward, 2022).

Mangu-Ward takes a pause after her statement sentence in example (3). These pauses are used to create a lingering effect, have the audience to process the thought, as is described in the Chapter 2.4.1. She also puts a stronger emphasis on the word “government”, to point out that the issue is not with capitalism itself, but the government. In regards of pace, she uses appropriate tempo. Her speech is easy to follow, she does not sound nervous, which would make her delivery quickened. This analysis also applies onto Mangu-Ward’s enunciation, articulation and pronunciation. Throughout her speech, I did not find any words which would be slurred, mumbled or pronounced in any way that would make her speech incomprehensible. According to the theory on speech organization pattern, described in the Chapter 2.5.1, she uses the simple chronological pattern; the past-present-future framework, since she starts with arguments about the history of capitalism, moving forward to the present, closing her speech with outlook on the future of capitalism.

4.1.2 Non-verbal communication analysis and engagement with the audience

Mangu-Ward seems rather confident on the stage. The importance of body language is specified in the Chapter 2.6. Mangu-Ward does not move around the stage very often, however her posture is not stiff, and most of the time she appears to be using hand gestures naturally. Even though she uses a lot of hand gestures, they do not seem as prepared along with the speech, but hand gestures seem to support her speech to help her express her speech more easily. At the very beginning, she starts talking about her fondness towards capitalism, she puts her hand on her chest, indicating her keenness towards capitalism. Her eye contact with the audience, however, seems to be more absent. Mangu-Ward looks down a lot of times, and when she skims through the audience, she does not appear to keep the recommended length of three second eye contact. Facial expressions follow her speech organically. They do not appear to be purposefully overdone.

4.1.3 Visual props analysis

Mangu-Ward does not use any kind of visual props to support her speech. She focused only on her sole presence on the stage and she managed to engage with the audience. She captures the audience with her positive attitude, and also by short storytelling. Even though she does not mention much information about her own personal experiences, she makes several jokes that were relevant to tie audience and these jokes were easy to understand, as show examples (4) and (5). Example (4) is more relevant to given audience, because Mountain Dew is fairly popular in the United States, as is fast food chain Taco Bell. Example (5) is broader in terms of understanding a joke, since older generations can have troubles comprehending what is in

amongst youngsters – Gen Z generation, considered as being cringe or lame.

(4) “I also recently learned that there is a **zero-sugar, alcoholic version of TACO BELL’s Baja Blast Mountain Dew.**” (Mangu-Ward 2022)

(5) “Meanwhile, an informal poll of Gen Zers in my life informs me, that Facebook is **“cringe”.**” (Mangu-Ward 2022)

Mangu-Ward combined her use of voice with her non-verbal engagement nicely and her presentation was not clouded, it was comprehensible and she was easy to follow and understand. Her speech did not need any visual props to support her speech, because of the way she was able to take over the stage and the audience.

4.2 TED Talk “To save the climate, we have to reimagine capitalism”

Economist Rebecca Henderson talks on reimagining capitalism to help to save the climate. Her TED Talk presentation was not given in front of the audience, but as a presentation on TED Talk conference offshoot called TED Countdown. This TED Talk was given in 2020, and as of August 2023 it has reached 1,741,258 views on TED.com.

4.2.1 Sound scripting analysis

Rebecca Henderson, uses her pitch to emphasize the most important parts of the sentence. However, unlike Mangu-Ward who used aspirated force for the emphasis, Henderson raises her voice slightly to project her emphasis, as shows example (6). In example (7), Henderson also quickens her pace when she emphasizes the relevance of her points.

(6) “..., increasing the healthcare costs by **billions** of dollars and causing death of **hundreds of thousands** of people every year.” (Henderson 2020)

(7) “**It also emits huge quantities of carbon dioxide.**” (Henderson 2020)

Henderson enunciates and pronounces nicely, she does not mumble the words. However, as was already mentioned, she quickens her pace often when emphasizing certain parts of her speech. This makes her speech a bit harder to follow and it is not losing the wanted effect. By increasing the pace, Henderson wanted to draw attention to her points, but it ends

up with the opposite effect, because increased pace causes the interest to drop.

4.2.2 Non-verbal communication analysis and engagement with the audience

Henderson uses a lots of hand gestures to support her during her speech. In example (6), she uses excessive amount of hand gestures to emphasise the important of her point. This, with combination of increased pitch and accelerated pace, makes it look bizarre and not natural. Her facial expressions do not change throughout the whole presentation. Henderson looks worried, upset or even disappointed during her whole speech. On one hand, it is understandable, because as a speaker she is passionate about her topic of presentation. But in the end, it comes across as prepared, learnt in order to make her purposefully look this way and it does not appear to be honest.

4.2.3 Visual props analysis

Since Henderson does not give her presentation in front of an actual audience, it is hard to determine her ability to engage with it. She does not use any visual props for her presentation. She only relies on her facial expression and hand gestures to convey her speech. As mentioned above, Henderson relies heavily on her facial and gesture expression to communicate her points in the speech. She ineffectively used her voice, by accelerating her speech. Henderson does not include any personal experience or story, which would make the viewers more engaged. All of this eventually led to clouding her emphasis and waning interest.

4.3 TED Talk “What’s the future of capitalism?”

NASDAQ president and CEO Adena Friedman gave her speech on capitalism in 2019 on official TED Talk conference. By the April of 2023, on the TED.com it has gotten 60,527 views.

4.3.1 Sound scripting analysis

One of the most important issues with sound scripting of Friedman’s presentation is its monotonous pitch. Concerning her pace, Friedman switches between normal pace and increased pace. Although, during her increased pace, it does not appear she tries to draw attention to her points. Friedman switching between slower and faster pace does not bring the climatic effect, as is described in the Chapter 2.4.3.

Despite that fact that Friedman has rather monotonous tone she increased the pitch on certain words, making them sound slurred. The most noticeable increase of pitch, which made this word hard to understand is in example (8).

(8) ...”so, in my **particular** case...” (Friedman 2019)

In example (8) the proper pronunciation of the word *particular* is /pə(r) 'tɪkjələ(r)/.

However, after several round of listening to her pronouncing given word, she pronounces it as /pə'kɪkjələ(r)/. As theory describes in the Chapter 2.4.4, this mispronunciation can be the result of habitual mispronunciation. The natural, regional accent the speaker hears and learns during their upbringing. Or might be the consequence of her already mentioned quickened pace in certain parts of her speech. This can be difficult for a not native English speaker to understand, if the transcript is not provided, which in this case, is not.

She does not unfold a story, as the theory in 2.5.1 says about chronological pattern of speech organization. Her presentation rather built on topical pattern. In theory, Chapter 2.5.1, topical pattern relies heavily on factual statements about the topic and Friedman, being and expert in her field, opted for this speech framework.

4.3.2 Non-verbal communication analysis and engagement with the audience

Friedman appears to be comfortable on stage. Her posture is confident, she moves a lot, leans towards the audience. She supports her arguments by using hand gestures, proper but simple facial expression. Friedman is a regular speaker on various events, and as it appears, she knows the importance of maintaining the eye contact with audience. She does just that throughout the whole speech. She looks around the whole audience, does not stick to only one section. Also, Friedman briefly mentions a personal story, which is not significantly relevant to the topic of her presentation, as the theory in the Chapter 2.1. suggests. However, it still managed to engage the audience more. Her hand gestures are more opened, signaling the engagement with the audience.

4.3.3 Visual props analysis

Friedman does not use any visual props or tools during her speech, nor does she use a PowerPoint presentation. Similarly, to Henderson in the Chapter 4.1.3, Friedman gives her presentation on her own, using only her knowledge on given topic and her use of voice.

5 LANGUAGE SEGMENT

5.1 TED Talk “Who counts as a speaker of a language?”

Linguist and Professor Anna Babel gave her speech on “Who counts as a speaker of a language” on TEDx conference in 2020. By April 2023, her video has gotten 1,639,737 views.

5.1.1 Sound script analysis

As a linguist and professor, Babel enunciates and articulates nicely. She is easy to understand and follow during her speech. She keeps a steady pace, does not increase it to put emphasis on her arguments. In terms of her pitch, as theory says in the Chapter 2.4.2, she uses slightly aspirated force to emphasize partsof her speech, as shown in examples (9) and (10).

(9) “But what **we found**, was that people who thought, ...” (Babel 2020)

(10) “People who thought they were listening to a Quechua speaker, **really didn’t** seemto make clear differences.” (Babel 2020)

5.1.2 Non-verbal communication analysis and engagement with audience

Babel does not move around the stage, does not lean towards the audience. Her body posture seems a little bit stiff. Her overall posture is not as opened and inviting to the audience. However, she keeps longer eye contact, skims through the whole conference room. The standardized eye contact time frame, according to the theory in 2.6, is around 85% of the time during a presentation, which Babel meets. She also uses an efficient amount of hand gestures to support her key parts of her arguments. Babel uses storytelling, by sharing personal stories to keep the audience interested and intrigued to her speech. Sharing private stories is relevant characteristic to make the audience relate to the speaker. To further analyse the components, she uses to attract the audience, it is essential to focus on the emotional components she uses. In order to influence and attract the audience even more, Babel puts the component of emotionality on arguments about her children. By doing this, she puts herself into the position of a loving parent towards which people either relate to or look up to, thus leaving a positive impact on the audience. The theory behind the importance of emotionality and winning over people are described in the Chapters 2.2 and 2.2.1.

5.1.3 Visual props analysis

Babel starts her presentation with telling a story of the Babylon tower. The importance of the storytelling aspects in presentations is explained in the Chapter 2.1. In terms of presentation styles, described in the Chapter 2.5, Babel uses the Godin style, she supports her storytelling with images in the presentation. Again, in accordance with Godin style, she uses one image, chart, or sentence per slide. The importance of the storytelling aspects in presentations is explained in the Chapter 2.1. As for the speech organization, Babel seems to use the cause-effect pattern, described in the Chapter 2.5.1. Since cause-effect pattern shows the sequence of events, Babel introduces the cause – learning a language, and effect – calling yourself a speaker of that language.

5.2 TED Talk “4 reasons to learn a new language”

Linguist and Professor John McWhorter gave his TED presentation in 2016, and by August 2023 his speech has reached 5,513, 948 views on TED.com.

5.2.1 Sound scripting analysis

In some parts, McWhorter’s speech’s intonation sound out of place. It does not sound intentionally, so it is only assumption that this irregular intonation might arose from his natural accent or dialect, as presents the example (11). In this example he puts more intonation and increased pitch on the last sound of highlighted word.

In opposed to that, he uses increased pitch, as shown in examples (12) and (13). In example (12), his pitch is loudly pronounced, whereas in the example (13), he, again, puts the most prominent pitch on the last syllable of highlighted word.

(11) “Last I **heard**, there are two dozen universities...” (McWhorter 2006)

(12) “**And in addition to that**, ...” (McWhorter 2006)

(13) “..., that at the end of the **century**, ...” (McWhorter 2006)

With regards to pace, McWhorter keeps steady, smooth tempo to follow. He does not increase the pace marginally in any part of his presentation. His enunciation is comprehensible, he articulates clearly and does not have the appearance of losing the interest of the audience. As discussed in the theoretical part, specifically in the Chapter 2.4.3, slowing

down the tempo creates a certain dramatic effect, which in the case of McWhorter's presentation seems to work. The rather slow, monotonous tempo creates a certain interest of what he is about to say next.

5.2.2 Non-verbal communication analysis and engagement with the audience

McWhorter looks down to the ground a lot throughout his presentation. He skims through the audience, looks around the conference room. His body posture is rigid, however, the smaller stage does not give a lot of space to pace around. An analysis of his gesticulation reckons that he utilizes animated hand gestures as a mode of recollecting particular sections from his prepared script. The gesturing does not come across as emphasizing any element of his speech, contrary to what the proposed theory in the Chapter 2.6.

5.2.3 Visual props analysis

The visual presentation of McWhorter is of Lessig presentation style. As described in the theoretical part 2.5, Lessig presentation style is the combination of high-resolution images with texts. McWhorter uses the combination of humorous slides with educational ones to keep the audience entertained yet still maintaining intrigue in his speech. The humorous images consist of for example Donald Trump or Kim Kardashian. Both of these persons are known as rather scandalous with unscrupulous reputation amongst society, it helped McWhorter to win over the audience, and make them more intrigued in his presentation. The importance of employing captivating imagery is presented in the Chapter 2.5, and the importance of persuasion and winning over people is discussed in the Chapter 2.1.1.

5.3 Ted Talk “Don't insist on English!”

Ted Talk given by an English teacher Patricia Ryan has gotten 2,516,542 views as of April 2023. Her speech on issues with English language was given in 2010 at TEDx Dubai conference.

5.3.1 Sound scripting analysis

In regards of the emphasis, Ryan puts a doubled emphatic stress early into her speech. She emphasizes the highlighted word in example (14), and lowers down the emphatic sound on the last words of that sentence, shown example (15). She does lower the emphasis on the last words to paint somewhat an emotional picture to the audience, and to make them realize the importance of her point.

(14) “Now **that** statistics is quite shocking.” (Ryan 2010)

(15) “Now that statistics is **quite shocking.**” (Ryan 2010)

Concerning her pace, Ryan keeps a nice, smooth flow of speech. She does not quicken her pace in a way it would be harder for audience to follow. She is very articulate, does not mumble over her words.

5.3.2 Non-verbal communication analysis and engagement with the audience

Patricia Ryan confidently reaches the audience. On stage she carries herself with ease, moves around to reach every part of her audience. Her eye contact is laid out evenly across the whole conference room, as is proposed in the Chapter 2.6. Her body language is welcoming, appealing and convincing. The way she works her body language makes it seem friendlier, rather than ordinary conference talk. She utilized opened body posture and gestures, which is more engaging for the audience. Ryan does not use excessive hand gestures, her overall physical presence, body language and hand gestures, do not look prepared or learnt.

Ryan wins over the audience from the very start of her speech. She starts with jokes, immediately catching the attention of the audience. She continues with storytelling, sharing stories from her private life. As is stated in Chapters 2.1, 2.1.1 and 2.2., storytelling and including personal anecdotes helps to build a connection with the audience. And to appear more likeable and connect with the audience more, she uses self-depreciating humour, and makes fun of her old age. This strategy is described in the Chapter 2.2.1.

5.3.3 Visual props analysis

Ryan uses Lessig style of presentations. Combination of text with images on slides helps not only the speaker to emphasize their speech, but also helps the audience to create a better image of what the speaker tries to convey. Ryan also uses humorous images to make the audience laugh and to be more invested in her presentation.

6 CULTURE SEGMENT

6.1 TED Talk “Why art thrives at Burning Man”

Nora Atkinson, a craft curator, gives her TED Talk on a participatory art concept of Burning Man. Her presentation was given in 2018 and, as of April 2023, it has reached 497,772 views on TED.com.

6.1.1 Sound scripting analysis

Atkinson is articulate with her speech. Atkinson utilizes the proper sound scripting, as is described in the Chapter 2.4. She enunciates clearly, her speech is easy to understand. She uses soothing pace of speech. The steady tempo does not get monotonous, because Atkinson uses short dramatic pauses in between pairs of sentences.

The emphasis is not significantly prominent, nor do any parts stand out. As above mentioned, she uses dramatic pauses to emphasize the important key points of her arguments.

6.1.2 Non-verbal communication analysis and engagement with the audience

Atkinson’s body language is rather rigid. She does not move a lot on the stage. Despite the characteristics of importance of body language, as suggests Chapter 2.6, this presentation is an exception. By omitting the body movement Atkinson kept the attention on the visual part of her presentation. Her hand gestures are fairly limited. It can be also associated to drawing as much attention as possible to her prepared presentation.

Atkinson smiles throughout her whole speech. As is explained in the Chapter 2.6, certain facial gestures are universally understood. With Atkinson smiling, the audience gets the picture that the speaker is creating a friendly relationship with them, actually cares for the topic of the presentation and is confident. Her emotional connection with the audience is done by Atkinson sharing her own photos and experiences from the event of Burning Man. She captures the audience by comparing unknown artist with Leonardo da Vinci, to illustrate how varied the art is. As she uses the Godin presentation style. In the Chapter 2.5, Godin style is described as using high-resolution pictures or videos.

6.1.3 Visual props analysis

The strongest points of Atkinson’s whole presentation lay in the visual parts. She used Godin style, using only pictures and videos. These images are captivating and interesting for an audience that may not fully understand the range of the event Atkinson talks about. Aside from images to lure the audience, she also shows so called behind the scenes pictures. These

behind the scenes pictures show how the place looks before the event, to strengthen her message about the artistic event.

6.2 TED Talk “My life as a work of art”

Daniel Lismore is a sculptor and designer. He gave his TED Talk presentation in 2019. His presentation has reached 464,070 views as of August 2023.

6.2.1 Sound scripting analysis

Lismore keeps his pace in a more monotonous tone. Even though the Chapter 2.4.3 explains, that slower tempo can create a wanted dramatic effect, it cannot be applied on Lismore’s presentation. His pitch does not fasten, or change throughout his speech, and with barely any emphasis, his speech does not create the climatic effect as Sprague describes in the Chapter 2.4.3.

Lismore does not emphasize any part of his speech except for his closing part. The emphasized part is highlighted in example (16).

(16) “In reality, everyone is capable of creating their own masterpiece. You should **try it** sometimes.” (Lismore 2019)

By emphasizing the highlighted words, Lismore encourages the audience and gives them something to think about after his presentation.

6.2.2 Non-verbal communication analysis and engagement with the audience

Lismore uses eye contact efficiently enough while he skims around the audience, however he jumps around, never maintaining it for long. With the fact that he looks down a lot on his notes put in a lectern quite often, he does not meet the recommended eye contact of 85% as suggested by Chapter 2.6. This gives Lismore occasional look of shyness between the confident speech. He engages with the audience mostly with occasional jokes, which he accompanies by facial expression of genuine joy and amusement. This directly correlates to Chapter 2.6, where it is explained that facial expressions are universally understood, making any member of his audience susceptible to enjoying the jokes with him. By implementing his most striking element - the visual prop of an unconventional outfit, he sacrifices one of the fundamental principles introduced in Chapter 2.6. Namely to use the stage as one of his props while catching more attention by moving around and using hand gestures. His outfit hinders his ability to move, however that breaths uniqueness into his performance, making him seen as more of a stationary art piece, which could be seen as

intentional. By normal standards, Lismore fails to utilise hand gestures into his speech as explained thoroughly in the Chapter 2.6, which are able to catch more attention of the viewer. He exchanges this opportunity by occupying his has with skipping photos on the PowerPoint presentation behind him, which takes away even more of the attention from the speaker itself. He chooses to use inviting hand gestures mainly to emphasize his jokes.

6.2.3 Visual props analysis

Lismore's presentation is about him being a living artwork. He brings his unconventional outfits with him on stage, himself wearing one and the rest carried by mannequins. The purpose is clearly to catch the attention of the viewer, letting them glance over the complexities of the clothing while Lismore engages in his speech. He also uses a presentation with his own original pictures. Similarly, to Atkinson presentation, Lismore's strong points are in the originality of the images he shows to the audience. Lismore contradicts the three usual styles of presentations as explained in the Chapter 2.5, removing any and all text and focusing purely on the visual spectacle of the photos provided. As referred from the author Gallo in the chapter 2.5, the combination of real props and visual appeal of the presentation gives enough stimuli to the audiences as to compliment Lismore's speech. Presentations are also recommended to have simple, complementary colour pallet as explained in the chapter 2.5. However, the nature of the unique outfits showcased in the photos presented, violates this rule to Lismore's advantage, as the overwhelming combination of colours make the photos more mesmerizing.

6.3 TED Talk “Art reveals how technology frames reality”

Jiabao Li is an engineer and an artist who gave her presentation in 2019, and as of August 2023 it has reached 418,812 views on TED.com.

6.3.1 Sound scripting analysis

Li speaks in a faster pace compared to what theory in the Chapter 2.4.3 suggests. She does not change her pitch significantly nor does she switch between slow or fast tempo; however, she overuses hand gestures to emphasize the talking points. In the Chapters 2.4.1 and 2.6 it is explained, why the hand gestures are essential in expressing during a speech or to emphasize an essential argument. As stated above, Li uses an excessive amount of hand gestures and gesticulation to stress her arguments even more, but it does give the impression of being genuine, but on the contrary, it appears as forced. The biggest problem with her presentation lays is her enunciation, articulation but mostly the pronunciation. Theory on enunciation, articulation and pronunciation, in the Chapter 2.4.4, states, that speakers of English are to learn proper pronunciation, so the audience can understand them easily. Li, as a non-native speaker of English language, mispronounces lots of words, and it can be difficult for another non-native speaker, and presumably even a native speaker, to understand without the transcript provided by the community of TED Translators. The wrongly mispronounced words are highlighted in examples (16), (17) and (18). This analysis provides the correct pronunciation according to dictionary, and follows up with phonetic transcription of Li's mispronunciation.

(3) “**Lately**, I’ve been thinking ...” (Li, 2019)

Correct pronunciation according to dictionary is /'leɪtli/. Li's mispronunciation is /'leɪli/.

(4) “..., or my **prescription** changes.” (Li, 2019)

Correct pronunciation is /prɪ'skrɪpʃ(ə)n/. Li's mispronunciation is /prɪskrɪʃn/.

- (5) “I ask myself, what can I **create** to draw...” (Li, 2019)

Correct pronunciation according to dictionary is /kri'et/.

Li's mispronunciation is /kreit/. She continues to mispronounces the verb -create in other forms as well. Such as created /kreitit/ or creates /kreits/.

6.3.2 Non-verbal communication analysis and engagement with the audience

Li keeps intense eye contact with the audience. She focuses on the middle part of the audience more than on the rest of the conference room. Even though she maintains the suggested 85% eye contact with the audience, the theory also says that the speaker needs to focus on each segment of the audience. Her body posture is stiffer and rigid. Her body language is expressed primarily via hand gestures. The overemphasized handgestures strike as uncontrolled and the result is not appealing, as is already mentioned in the Chapter 6.3.1, based on theory in the Chapter 2.5. In theory, her not well laid out eye contact and overused animated gesture are signals of rather unappealing presentation, in reality however, Li received a standing ovation after her presentation. This demonstrates, that even though the speaker does not follow every theoretical aspect of presentation, they can still be successful and win over the audience, if they are charismatic, as is explained in the Chapter 2.2, and if they have an interesting topic.

6.3.3 Visual props analysis

Lessig presentation style is the combination of high-resolution imagery supported with text, according to theory in 2.5. Li is a perceptual designer and an artist, so her imagery, and technicality of her work are captivating and intriguing to see. In her visual presentation, she uses images of advertisements to support her arguments. As a perceptual designer, she includes pictures and videos of her own work on engineered perceptual machines. Although her stage presence does not quite adhere to the theoretical standards, as discussed in the Chapter 6.3.2, this style and choosing of imagery piques the audience's attention.

6.4 Evaluation

The analyses of selected TED Talk presentations determined, that following standardized theoretical rules of presenting do not always mean a successful or captivating presentation. The first analysis of Katherine Mangu-Ward's presentation follows the theoretical rules of presentations, and those are visible in her on stage presence. In comparison to the analysis of Adena Friedman, in the Chapter 4.3, complies to majority of rules set by theory, but it does not transfer to reality. Mostly in regards of the tempo of her speech. She switches from slow to fast, but it does not bring out the dramatic, climactic effect. Within the same segment, Henderson relies heavily on emphasizing her arguments, however, it does not appear as genuine, but as a forced persuasion towards the audience. The analysis of Babel's presentation shows, that she lacks the animated gestures, she does not move around the stage, which according to theory is an essential element. Nonetheless, she managed to intrigue the audience by captivating and personal stories which led to a successful presentation. McWhorter's presentation does not include majority of rules of presentations set by the theory, yet his presentation can be considered successful taking into account the audience's reaction. Patricia Ryan is a prototype of theoretical and actual presentation. She combines storytelling charisma, animated gestures, proper presentation styles and captivates the audience. Compared to Atkinson's presentation, where she relied heavily on infectious smile, charisma, and appealing imagery. Atkinson as well, does not follow all the theoretical rules for presentations and nonetheless she managed to give an excellent presentation. The visuals play an important role in Lismore's presentation too. He has a stiff posture, stands behind the lectern and reads most of the script. And yet, his visual props were an unusual, attractive element of his whole, successful presentation. The presentation of Jiabao Li lacks majority of essential rules of presentations determined by the theory. Li has a fast pace, does not enunciate properly and mispronounces lots of words. However, her energy and passion for her topic was transparent and infectious to the audience. As for visuals, she shows her own designs and inventions, which intrigue the audience and eventually give her presentation a standing ovation. Based on these analyses, presentation happening in reality do not always have to comply to every theory given rule of presenting in order to be successful.

CONCLUSION

This thesis was focused on characterising TED Talk conferences, and the length it came; from a small event to a global phenomenon. Apart from TED, the main focus of this thesis was placed on characterising presentation, its key elements and important features. Presentation delivery, techniques were described in theoretical part, and further examined in the practical part of the thesis. To analyse these, several TED Talks were selected. TED Talks employ a framework that is substantially distinct from conventional business presentations and public speeches. The selected TED conferences were presented as a sample taken from the great number of speeches provided on official TED website. Selected presentations are divided into segments based on the topic they cover. Within each topical segment these presentations are analysed and compared among each other.

The practical part of the thesis demonstrated how not every characteristic and element outlined in theoretical part presented itself in the analysed TED Talks. The success of selected presentations was measured by the views each presentation has gotten on official TED website. Furthermore, the analyses of selected presentations showed, that successful presentation does not always have to include every presentation element of the theoretical part. Some of the most successful presentations did not include the element of storytelling, or they did not engage enough with the audience. Other presentations showed, that the speaker does not have to rely on body language and overly enthusiastic speech, but made the visual props their strong point. Some analyses showed, how important is proper enunciation and general sound scripting. Poor use of voice and language does not bring the desired effect, no matter how interesting the discussed topic of presentation is.

In conclusion, this analysis showed, that even if the presentation does not include all its theoretical elements, it can still reach success amongst the audience and viewers. It showed that the genuine passion of the speakers transfers onto the audience and makes the presentation more intriguing.

BIBLIOGRAPHY

Printed Sources

- Anderson, Chris. 2018. *TED Talks: The Official TED Guide to Public Speaking*. London: Hodder & Stoughton.
- Andrei, Peter. 2019. *How to Master Public Speaking*. Independently Published.
- Beebe, Steven A., and Timothy P. Mottet. 2010. *Business and Professional Communication: Principles and Skills for Leadership*. Boston: Allyn & Bacon.
- Carnegie, Dale. 2018. *How to Win Friends and Influence People*. Budapest: General Press.
- Carnegie, Dale. 2018. *The Art of Public Speaking: The Original Tool for Improving Public Oration*. New York: Skyhorse Publishing.
- Donovan, Jeremy. 2013. *How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations*. New York: McGraw-Hill.
- Gallo, Carmine. 2019. *Mluv jak TED: 9 tajemství veřejné prezentace od nejlepších speakerů z TEDx konferencí*. Brno: Bizbooks.
- Powell, Mark. 2011. *Presenting in English: How to Give Successful Presentations*. Andover: Cengage Learning.
- Harinick Fieke. 2020. *The Art of Presenting: Delivering Successful Presentations in the Social Sciences and Humanities*. Cambridge University Press.
- Navarro, Joe. 2018. *The Dictionary of Body Language*. New York: HarperCollins.
- Sprague, Jo, and Douglas Stuart. 2008. *The Speaker's Handbook*. Thomson Learning Inc.
- Templeton, Melody. 2010. *Public Speaking and Presentations Demystified*. New York: McGraw-Hill.

Online sources

- Atkinson, Nora. “Why art thrives at Burning Man.” Filmed April 2018 in Vancouver, British Columbia, Canada. TED video, 10:12. Accessed April 26, 2023.
https://www.ted.com/talks/nora_atkinson_why_art_thrives_at_burning_man/transcript?subtitle=en&fbclid=IwAR1K-RtJTqpSKukWY9YK2h6aQ9ddif5VmqlkYXvUkt31EcLdbFUyXtUvNdw.
- Babel, Anna. “Who counts a speaker of a language?” Filmed February 2020 in Columbus, Ohio. TED video, 10:47. Accessed April 27, 2023.
https://www.ted.com/talks/anna_babel_who_counts_as_a_speaker_of_a_language_jan_2020.
- Lindgren, Britt-Marie, Berit Lundman, and Ulla H. Graneheim. “Abstraction and Interpretation during the Qualitative Content Analysis Process.” *International Journal of Nursing Studies* 108 (August 2020): 1–2.
- Friedman, Adena. “What’s the future of capitalism?” Filmed October 2019 in Vancouver, British Columbia, Canada. TED video, 11:48. Accessed April 28, 2023.
https://www.ted.com/talks/adena_friedman_what_s_the_future_of_capitalism?fbclid=IwAR2OWjXgLiWPqIwxYkDKXsn8tMrROdkazknYkgwCKsFcUJWZghRQnguNOTY.
- Harrison, Simon. 2021. “Showing as sense-making in oral presentations: The speech-gesture-interplay in TED talks by Professor Brian Cox”. *Journal of English for Academic Purposes* 53 (3): 1-19. <https://doi.org/10.1016/j.jeap.2021.101002>.
- Henderson, Rebecca. “To save the climate, we have to reimagine capitalism.” Filmed in 2020 on TED Countdown. TED video, 07:49. Accessed April 27, 2023.
https://www.ted.com/talks/rebecca_henderson_to_save_the_climate_we_have_to_reimagine_capitalism/transcript?fbclid=IwAR2uejiTBX5DBo7Ln5wzdqQGxodiOJzjc_vpf0CYeDcUXFYTIWbqLTtX6Hg.
- Li, Jiabao. “Art that reveals how technology frames reality.” Filmed December 2019 in Palm Springs, California. TED video, 08:13. Accessed April 28, 2023.
https://www.ted.com/talks/jiabao_li_art_that_reveals_how_technology_frames_reality/transcript?subtitle=en&fbclid=IwAR0egCSA7U-2ShfWZg0K3s3WxCCUcQqXIwM9yztAiSDBJZW_GqFKshqqbKA.
- Lismore, Daniel. “My life is work of art.” Filmed April 2019 in Vancouver, British Columbia, Canada. TED video, 09:10. Accessed April 27, 2023.
https://www.ted.com/talks/daniel_lismore_my_life_as_a_work_of_art/transcript?subtitle=en&fbclid=IwAR2OWjXgLiWPqIwxYkDKXsn8tMrROdkazknYkgwCKsFcUJWZghR

QnguNOTY.

Masi, Silvia. 2020. "The multimodal representation of "Ideas worth spreading" through TED Talks." *Lingue e Linguaggi* 36. <https://doi.org/10.1285/i2239039v36o155>

Mangu-Ward, Katherine. "What capitalism gets right—and government gets wrong." Filmed April 2022 in Vancouver, British Columbia, Canada. TED video, 11:25. Accessed April 28, 2023.

https://www.ted.com/talks/katherine_mangu_ward_what_capitalism_gets_right_and_governments_get_wrong/transcript?fbclid=IwAR1U82Lv2eg480tHB5GalV2J7X6Xvv5yyLJdtLMmyPDM90t4GHVwl4Grb5k.

McWhorter, John. "4 reasons you should study a new language". Filmed February 2016 in Vancouver, British Columbia, Canada. TED video, 09:52. Accessed April 28, 2023.

https://www.ted.com/talks/john_mcwhorter_4_reasons_to_learn_a_new_language/transcript?subtitle=en&fbclid=IwAR1U82Lv2eg480tHB5GalV2J7X6Xvv5yyLJdtLMmyPDM90t4GHVwl4Grb5k.

Ryan, Patricia. "Don't insist on English!" Filmed December 2010 in Dubai, United Arab Emirates. TEDx video, 10:19. Accessed April 26, 2023.

https://www.ted.com/talks/patricia_ryan_don_t_insist_on_english/transcript?subtitle=en&fbclid=IwAR0gVe21RejNFvC9qQhMGsD1nH7q6ufmG1YlCdscNKa4YBrgTdJ3edYuBaE.

TED: Ideas Worth Spreading. 2017. "History of TED." Accessed August 3, 2022.

<https://www.ted.com/about/our-organization/history-of-ted>.

TED: Ideas Worth Spreading. 2017. "Programs & Initiatives." Accessed September 25, 2022.

<https://www.ted.com/about/programs-initiatives/ted-talks>.

TED: Ideas Worth Spreading. 2017. "What is a TEDx event?" Accessed September 25, 2022.

<https://www.ted.com/participate/organize-a-local-tedx-event/before-you-start/what-is-a-tedx-event>.

Wu, Aoyu, and Huamin Qu. 2020. "Multimodal Analysis of Video Collections: Visual Exploration of Presentation Techniques in TED Talks". *IEE Transactions and Visualisation and Computer Graphics* 26 (7): 2429-2441.

<https://doi.org/10.1016/j.jeap.2021.101002>.