

Example 3: Breaking Down A TED Talk On Technology

Introduction

- Introduce the speaker, subject, and setting of the talk.
- Mention one engaging phrase or anecdote used to draw in the audience.
- End with a thesis that highlights humor, pacing, and storytelling as tools that make complex technology accessible.

Body Paragraph 1

- Describe how the speaker's credentials, career, or achievements build authority.
- Note how confident posture and steady tone enhance professional image.

Body Paragraph 2

- Explore how relatable stories and gentle humor humanize the content.
- Show how audience laughter or response reinforces connection.

Body Paragraph 3

- Explain how simple analogies and examples clarify abstract technical points.
- Analyze how data is presented briefly and visually to maintain engagement.

Conclusion

- Restate how performance, delivery, and structure make the talk persuasive.
- Reflect on how charisma and precision together create understanding.