Unit Two—The Social Sciences for Popular Audiences
Research-Based TED Talk

For this unit, you will produce a research-based TED talk. Your TED talk should provide information about a chosen issue in a clear, engaging way that can speak to intelligent but non-specialist audiences.

Objectives: For this project, you will need to engage and inform popular audiences about a current societal issue. Crafting your unit project will require locating a voice which does not spout incomprehensible specialist jargon but simultaneously avoids oversimplifying the information you wish to communicate. Your speech should be written as you would say it—not as you would write it to be read. You will need to make rhetorical decisions about how to produce a TED talk that is compelling and understandable while addressing the issue through data. Throughout the weeks devoted to Unit 2, we will become familiar with the genre of the TED talk as we expose ourselves to useful examples that demonstrate (to varying degrees of effectiveness, of course) just how a social sciences researcher speaks to a non-specialist audience about a project.

<table>
<thead>
<tr>
<th>Genre</th>
<th>Purpose</th>
<th>Audience</th>
<th>Role</th>
<th>Rhetorical Situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A research-based TED talk on some topic in the field of the social sciences</td>
<td>To inform your non-specialist audience of the importance of your topic and present your solution or ideas about this topic in a way that is compelling to an audience of educated individuals who do not share your expertise in the social sciences</td>
<td>A large group of educated, but non-specialist individuals who have applied (and ultimately been selected) to attend a TED conference</td>
<td>A researcher in the social sciences</td>
<td>You are a specialist in the social sciences and you have been invited to speak about your research to the non-specialist audience at an upcoming TED conference.</td>
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</tbody>
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Assignment #1—Elevator Pitch
Length: 2 and ½ minutes, max
Due date: WEDNESDAY, February 18th, 2015
Submission Specifics: Oral presentation with a handcopy of your notes or a virtual transcript of your 2 and ½ minute oral presentation—whichever you prefer!
Citation Style: N/A

In preparation for the TED talk, you will need to present an elevator pitch to the class. The idea being pitched here is the topic you have selected to investigate in your unit
We (your classmates and I) want to know a few things: what the topic is, why it is important, and what your idea about the topic is (your thesis). As we will observe in our viewing of various TED talks, this thesis is oftentimes complemented by a proposal for a solution to the issue you discussed; we want to hear that too. The term “elevator pitch” refers to a business proposal that takes place in the constrained circumstances of an elevator ride, where the speaker has only a few minutes to convince his or her audience of the significance of his or her ideas. With this in mind, it is crucial that in your own elevator pitch you respect the 2 and ½ minute time frame specified in the assignment.

This pitch should:

• State the issue you chose in a clear manner and help the audience to understand its significance;
• State your thesis clearly and concisely;
• Propose a solution if applicable.

Assignment #2 — Outline and Bibliography for TED Talk

Length: Outline: 2 pages, single-spaced;
Bibliography: At least 5 academic sources & as many popular as you need.
Due date: FRIDAY, February 27th, 2015
Submission Specifics: hardcopy due at the start of class
Citation Style: MLA

Create an outline which details the scope and sequence of your talk. Make sure to state your thesis clearly and concisely. Does it pass the “so what?” test? Use the template introduced in class and posted on our course’s Sakai page under “Resources” to construct your outline. At the end of the template, create a bibliography in MLA style. You need at least five academic sources. In addition, you may use however many popular sources you would like.

Unit Two Final Project — Research-Based TED Talk

Length: 6-7 minutes
Due Date: MONDAY, March 16th, 2015* (presentations will be given on 3/16, 3/18, and 3/20, with any remaining talks presented in the first portion of class on 3/23)
Submission Specifics: Oral presentation with an electronic copy of the transcript for your talk uploaded to Sakai on 3/16 AND a hardcopy submitted on the day you give your talk.
Citation Style: In your oral presentation, you will use “signposts” to denote your use of a source (we will have an entire lesson devoted to this, so no need to ask about “signposts” yet), then in your transcript you will use MLA citation for in-text and for your end references.

*NOTE: Regardless of what day you give your TED Talk, you will submit it on the due date, TUESDAY, October 21st, 2014. This is to say that EVERYONE will upload
the FINAL DRAFT of the **WRITTEN** version of their speech **in electronic form** to Sakai before class begins on 3/16!

For the final project, present a TED-style talk about your Unit 2 topic. This talk will address the issue you have researched.

Your presentation should assume an intelligent but not-specialist audience. During your talk, you will want to employ a thoughtful arrangement of content, visual aids, and body language to present a compelling and accurate talk about a societal issue. You will hand in a written version of your speech. You should not deliver the speech word for word as you wrote it. The written component serves two purposes: it give me a sense of your intended direction with your topic prior to giving the talk and it provides you with a helpful resource in developing the talk you will present to the class.

***Each year, UNC puts on an impressive TEDxUNC event for which tickets regularly sell out and crowds are impressively large. The theme for this year’s TEDxUNC event is “Assembly Required.” Tickets went on sale on January 26th, 2015. The conference will take place on **SATURDAY, FEBRUARY 7th, 2015**!

For more information, check out the link below:

http://www.tedxunc.com