

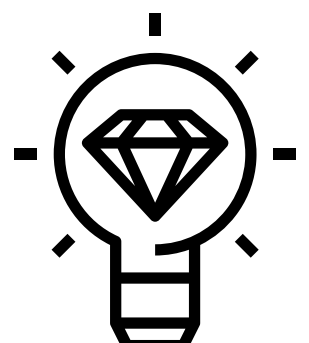
Crafting your own Ted Talk!

1) Choose a topic you're personally passionate about. Think about: What makes you happy? What do you love reading/learning about? What is most important to you in the world?

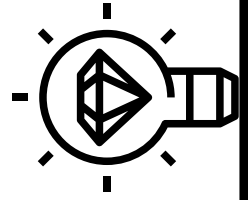
2) Play with different ways to narrate your journey of discovery around that topic/passion. Use storytelling!

3) Include ethos, pathos, and logo.

- **Ethos:** show the audience that you're reliable, credible, and trustworthy. Example: Ntaiya establishes her credibility and trustworthiness by sharing her personal story and experiences as a Maasai girl growing up in Kenya. She talks about the challenges she faced in pursuing an education and how she was able to overcome them, which gives her audience a sense of her character and determination.
- **Pathos:** Persuade through emotion. Example: Kakenya describes the harmful traditional practices that many Maasai girls are subjected to, such as female genital mutilation and early marriage, and she uses vivid language to convey the pain and suffering that these practices cause. By doing so, she taps into her audience's emotions and encourages them to take action to help these girls.
- **Logo:** Persuade through facts/statistics. Example: she talks about the benefits of educating girls, such as reducing poverty, improving health outcomes, and promoting economic growth. She also cites research showing that educated girls are more likely to marry later, have healthier families, and contribute more to their communities. By using these facts and figures, Ntaiya appeals to her audience's rational side and makes a convincing case for investing in girls' education.



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4) Plan your talk!

Topic:

What do you find interesting about this topic?

Do you have a personal anecdote connected to your topic?

What is the main idea you want to convey?

How can you develop your main idea?