

TED is a nonprofit organization that began in 1984 as a conference about Technology, Entertainment, and Design. Today, TED is devoted to spreading ideas on limitless subjects, usually in the form of short, powerful talks. You can watch thousands of recorded TED Talks on www.TED.com. TED's mission is to build a clearinghouse of free knowledge from the world's most inspired thinkers, so curious souls like you can connect and engage with those ideas and each other.

For this assignment, you will select and view a TED Talk on www.TED.com on any **CARDIOVASCULAR HEALTH** topic (exercise, nutrition, stress, sport performance, etc). You will then critically analyze the TED Talk you selected by pointing out its strengths and weaknesses. You will need to cite the TED talk you are analyzing, and you should include additional research as well. All sources must be cited.

1. First, go to the TED website (www.TED.com) and watch some talks on topics that interest you. If you don't know where to begin, try viewing some of the "The Most Popular TED talks" videos. Don't feel pressured to write about the first talk you view. Instead, take some time to view several talks and then decide which one inspires you the most.

2. After you have selected which TED Talk you want to analyze for this essay assignment, go ahead and watch the TED Talk again, taking notes as you view it.

As you watch, critically think about the presentation's effectiveness. Consider the following questions:

- a. What is the main point of the speaker's presentation? /2
- b. What qualifications does the speaker have to present on the topic? /2
- c. What facts and other evidence does the speaker provide to support his/her claims? /2
- d. What types of persuasive appeals (logos, ethos, and pathos) does the speaker use within his/her presentation? /2
- e. Who is the intended audience for this presentation (i.e. who would benefit the most from listening to this presentation)? /2
- f. What is the larger conversation on the subject matter? What other viewpoints should be considered? /2
- g. What did you learn from doing this assignment? Should we believe everything we hear? What might be do to critically analyze information that we hear. /2
- h. Find and analyze at least one other source that backs up the information in the Ted Talk. Summarize the information from this source and explain what is backed up by this source. /6
- i. Make sure to include citations! /5

Total: /25