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Designing an Academic Presentation Course: Analyzing the Learning Components of TED-Talks

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Abstract

This dissertation is situated within the research field of presentation skills to explore the fundamentals of making a good English presentation by analyzing TED-Talk genre and provide useful educational strategies for a solid curriculum.

More specifically, this dissertation first develops a customized framework cycle-the CUEPADES cycle in order to find the right needs analysis framework and systematically prepare an efficient and effective presentation course. Then in order to understand the relations between needs analyses and successful learning comprehensively, this research carries out the meta-analyses of former students performance data as well as TED-Talk genre. Some scientific methods of constructing an evaluation rubric and analyzing presentation models like TED Talks are introduced. Finally, this research provides the educational strategies by emphasizing Aristotle's logos, ethos and pathos.

The dissertation makes all of its analyses on the basis of real classroom teaching and learning and attempts to enlighten the teachers to develop their courses in the future.