

TED TALKS IN TEACHING METHODOLOGY

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Abstract : Technology, Entertainment, Design Talks – TED Talks are one of the good practice examples of audiovisual media accessed online. The TED Talks platform emphasizes information, education, and inspiration. The slogan "Ideas Worth Spreading" means the offer of the variety of topics - scientific, cultural, political and academic - that can provide informative education about a given idea. TED Talks have an impressive overall reach as they are open to everyone. TED talks are in many ways the antithesis of traditional lectures. Perhaps the formality of the lecture is the biggest superficial difference compared to relaxed TED talks. In this article, we are asking is it possible to use TED Talks in teaching? Can teachers use TED structure and make better lectures? Is it possible to overcome the differences and to create better understanding in the classroom?

Key words: teacher competencies, speech, TED Talks, traditional lectures.

1. INTRODUCTION

As the fourth factor in the didactic triangle, the media participate equally in the creation of an effective learning process. The use of media, i.e. modern information and communication technologies (ICT) in teaching, engages students to better follow the learning process. This is also the leading reason why the use of ICT in the educational process is desirable.

The Internet provides new opportunities for the development of educational technologies. Creating media content is faster and easier, online applications of audiovisual or video resources make the media content accessible and can be useful as an educational tool.

One of the best examples of audiovisual media that can be accessed online is TED Talks. (Technology, Entertainment, Design Talks – TED Talks) TED Talks have its own slogan "Ideas Worth Spreading" and offer a variety of topics - scientific, cultural, political and academic - that can provide informative education about a given idea. The TED Talks platform emphasizes information, education, and inspiration. Due to their open nature, TED Talks have an impressive overall reach as they are open to everyone and thus allow listeners to gain an understanding of a variety of topics[1].

The TED phenomenon was born in 1984 as short, free, and educational videos designed to be no longer than 18 minutes and to concisely provide enlightenment on a variety of topics or ideas [1].

In a TED talk, the only thing that really matters is that you have something worthwhile to say – that you have an idea. The word "idea" is seen in a broad sense. It can explain how something is done, or give insight illustrated with a powerful story, present researcher's data, or a new patent. An idea can be an image that has the meaning of a powerful message, an event that you want to happen in the future, anything that can change the way people see the world [2].

2. TED TALK AS A FORM OF PRESENTATION

Expository literacy should be taught in every school. Before the time of the book, expository literacy was known as "rhetoric". Today, in a time of universal interconnectedness, we should renew this skill and make it the fourth pillar of education: reading, writing, mathematics and rhetoric. The word essentially means "the art of speaking effectively" [2].

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In this day and age, rhetoric could be reshaped towards a new literacy of the presentation of the digital age. Presentation literacy and digital literacy as a support for a good presentation of material in teaching is one of the key competencies of teachers for the modern age.

Teachers' competencies are a set of necessary skills that are expressed in the performance of complex activities in educational work, [3,4] while teachers' digital competencies refer to the ability to use digital technologies and tools in the educational process. The aim of defining all teaching competencies is to establish standards of teaching quality and enable students to acquire knowledge in a better and more efficient way. Teachers with developed digital competences can effectively use digital resources to plan, implement and evaluate teaching, as well as to communicate with students, parents and colleagues. [5]

Teachers' digital competencies include:

- Use of digital tools and resources (video, audio, images),
- Understanding and application of technologies specific to the educational process (online platforms, tools for virtual classrooms, interactive technologies),
- Ability to use digital tools to communicate with students, parents and colleagues.
- data security and protection, i.e. how to use digital technologies in a safe and responsible way,
- Distance learning and hybrid teaching methods.
- Continuous professional development.

Digital technologies are evolving rapidly, so continuous professional development and adaptation to new tools and methods is essential for teachers who want to stay up to date with new trends and challenges in education [5,6]

In the TED Speakers group, we notice teachers who strive to make their ideas available to the general public or to transform scientific knowledge in their field into short, interesting and entertaining talks.

However, in this paper we ask whether a teacher can design an academic lecture into a TED talk?

A specific direction of TED talks is TEDx events, which are local events organized with a TED license. These independent TEDx events allow for direct interaction with speakers and discussion after presentations. In this way, it is possible to spread powerful TED ideas locally and globally.

TED began as an annual conference combining technology, entertainment and design. In recent years, it has expanded to cover all spheres of public interest, to the point that in 2015 it viewed more than a billion TED talks a year on the Internet. [2] Being a TED speaker means being trained and creating your own talk with support. From this we conclude that:

- 1 . TED Talks improves the speaking and presentation skills of teachers and students [1];
2. Using TED Talks videos can engage the student in learning. [7]

Endahati & Purvanto [7] report that audiovisual content is becoming one of the media used in teaching, especially foreign language learning, which motivates students to speak and easily express their ideas. The use of ICT media as an auxiliary teaching tool in giving a speech is more effective and practical than non-ICT-based speeches because it can meet the needs of listeners and can increase their interest.

Based on the results of research on how TED Talks affect the development of English as a non-native language [1], the authors state that students have a positive attitude during a conversation in a foreign language, influencing the pronunciation, vocabulary, and speech flow of a non-native

language. Students listening to TED talks can overcome their difficulties in understanding the content, motivate them to share their ideas, notably students establish the development of critical judgment.

2.1. Speaking tools for effective communication with the audience

Every successful TED speaker has a set of tools that they use to convey their message in the most powerful way [2]. In addition to TED talks, these tools can also be used in business presentations, public speaking, presentations in a formal setting, and teaching. Understanding and applying key speaking techniques can make a huge difference in how listeners perceive your message.

2.1.1. Connecting with the audience

One of the basic goals of any speech is to create a connection with the audience. Eye contact, knowledge of the characteristics, interests and needs of listeners, and adaptation of the speaker's style to their interests allows the message to become more relevant and powerful. Connecting well with your audience also means actively listening and responding to their signals, both verbal and non-verbal [2].

2.1.2. Vulnerability of the Speaker: Strength in Sincerity

While it may seem counterintuitive, vulnerability in speech can actually be an extremely powerful tool. Sharing personal stories or experiences, and even acknowledging insecurities, helps build trust with the audience. This openness often creates a deeper emotional connection, as the audience feels that the speaker is not only someone giving instructions, but also someone sharing real, human moments [2].

2.1.3. Humor: The right moment to refresh

Humor is another powerful tool that can refresh the atmosphere and help convey the message of speech. It's important that humor is in the context of the speech and that it is applied at the right time. Anecdotes, amusing remarks and satire can make the speech more interesting and allow the audience to relax. The use of humorous visuals can also add an element of fun and make the presentation more appealing. The use of humor as an illustrative tool in teaching is good and students appreciate it because it motivates them to work, reduces their anxiety in the classroom, encourages reflection and fosters a positive relationship between them and the teacher. Teachers who use humor in educating tend to be judged as teachers who motivate students to work, relax students in the classroom, and encourage mental activity during the learning process [2], [8].

2.1.4. Storytelling: The Power of Narrative

Stories are one of the oldest and most effective tools in public speaking. People are naturally inclined to identify with narratives because stories allow information to be conveyed on an emotional level. Storytelling can have a nurturing, educational, as well as an engaging function. The benefits of storytelling are reflected in the creation of a sense of security in children, attachment in relationships, development of listening skills, adoption of new vocabulary, development of literary competence, encouragement and development of imagination. In teaching, during storytelling, personal experiences and experiences in the motivational part of the class are mostly used. Through storytelling, speakers can better illustrate key points, animate the audience, and ensure that the messages of the lecture are better and easier to remember [2], [8].

2.1.5. The Power of the Parable: Philosophy in Speech

A parable is a form of narration that contains a moral or spiritual message. This tool can be used to convey deep messages in a simple and easy-to-understand way. A good speaker knows how to use parables to illustrate complex ideas and allow the audience to understand the meaning. For

example, in the case of abstract concepts, through parables and metaphors the speaker depicts concrete images.

2.1.6. Explaining: Dynamic Demonstrations

When talking about complex topics, it is important to use demonstrations or visual aids that make it easier to understand. Dynamic demonstrations not only help the audience better clarify the topic, but also make the speech more interactive and engage the listeners.

Whether it's a simple drawing or a video presentation, visual aids can greatly improve your ability to present complex information in a clear and effective way. Visual aids can significantly improve the effectiveness of your speech. Video as a pedagogical tool increases the effectiveness of teaching and the motivation of students. For example, at the initiative of teachers, students can complete their knowledge by listening to the TED talk. Technology is familiar to students and from the get go they are willing and have initiative. The revelation they provide through clear images and graphs, the power to explain complex ideas in a simple way, and the aesthetic appeal that engages and holds attention – all contribute to this.

2.2. The Role of Visual Aids in a TED Talk

As speakers, it's important not to underestimate the power of visual tools. By using the right visual aids, we can make speeches not only convey information, but leave a lasting impression on all those who listen to us. (Anderson, 2016) In the world of public speaking and presentations, visual aids play a key role in how the message will be received and understood by the audience. A good speech or presentation depends not only on what we say, but also on how we portray it. The three key elements of visual aids that can enhance your communication are revelation, the power of explanation, and aesthetic appeal. Through these aspects, visual aids can make the message clearer, more understandable, and emotionally engaging [2].

2.2.1. Revelation: The First Moment of Clarity

One of the most important aspects of visual aids is their ability to provide revelation – the moment when the audience first clearly sees the information the speaker conveys to them. Many abstract or complex ideas can be difficult to understand through words alone. However, when we present them in a visual format, such as graphs, diagrams, or images, there is often instant clarity and understanding.

2.2.2. The Power of Explanation: Easily Conveying Complex Ideas

Another key element of visual aids is their explanatory power. In many cases, speakers face the challenge of conveying complex, abstract, or technical information in a way that is understandable.

2.2.3. Aesthetic Appeal: Increasing Engagement and Retaining Attention

Visual aids that are carefully designed, with harmonious colors, clear fonts, and proper distribution of information, can enhance the overall presentation experience. Aesthetics are not just "beautiful" – they have a direct impact on how the audience perceives and absorbs information.

When the design is simple but attractive, visuals not only increase clarity, but also engage the audience. For example, an attractive chart with contrasting colors can grab attention and help the audience focus on key data. On the other hand, cluttered and confusing designs can create chaos and hinder the process of understanding.

Transforming your usual courses into TED talks, adapts to the evolution of learning. Moreover, this institution of higher education effectively informs physicians and allied health professionals, as

well as the entire community liaison, about Social Determinants of Health (SDOH) due to the accessibility of these oversensations. TED Talks are less time-consuming, cost-effective, and a great way to reach out to members of society and thus promote active participation in the health of the population [10], [11].

3. TED TALKS VS. ACADEMIC LECTURES

TED talks are in many ways the antithesis of traditional lectures. Perhaps the formality of the lecture is the biggest superficial difference compared to relaxed TED talks.

Still, TED talks aren't as unstructured as they look. The lecturers are well trained, follow a specific formula of presentation that maximizes the topic, highlight the passion for the topic and their goals by spreading ideas arouse the curiosity of the listeners. The fact that a TED talk has been viewed more than 16 million times indicates the effectiveness of this talk. Is it possible for this fact to motivate a teacher to create a TED talk? Instead of answering, in the continuation of the conclusion, I will present the basic differences between academic lectures and TED talks [12].

Table 1. Aspects of differences between TED talks and academic lectures (Romanelli, Cain & McNamara, 2014)

Aspect	TED talk	Academic lecture
Subject/topic	A new or surprising well-formed idea which involves evidence, challenge, belief, argument, observation and makes a broader conclusion	The content of certain curricula, respecting the principles and concepts of basic or applied sciences
Aims	Spreading ideas and engaging listeners	Teaching and learning
Time framework	18 minutes	45-90 minutes
Style of conveying information	Storytelling	Teaching style often too structured or rigid
Evaluation and monitoring	Number of views, comments after reviews	Assessment of students' knowledge, evaluation of lectures by students
Methods	Digital, Asynchronous Viewing	Combined
Context	Relaxed Atmosphere / Seating Lecture Hall Multi-day conference; A variety of activities/group interactions.	Semester long course; 5 -8 hours a day in class
Target group	Engaged peer group	Students
Structure	Take care of the audience (related example or intriguing idea) Carefully explain the idea How and why the idea can be realized How the idea could affect the audience	Introduction Goals Theme 1, Theme 2, Theme 3, etc. Conclusions

Visual tools	<p>Images and Photographs</p> <p>Charts and infographics (clear - Concise, in point form)</p> <p>Small text, avoid enumeration (different points on different slides)</p>	<p>Images and Photographs</p> <p>Charts and infographics (usually numerous)</p> <p>Textual Points</p>
Preparation	<p>Print comments</p> <p>Practice</p>	<p>Tend to read slideshows</p> <p>Usually not exercised</p>

4. CONCLUSION

After a brief exposition on the basics of TED talks, it seems that it is an idea worth spreading in bringing academic lectures closer to TED talks.

TED speakers are recognized as passionate experts who speak with special energy and momentum. If a teacher is passionate about their science, students will feel it.

Students and listeners alike are delighted by the enthusiasm, simplicity, and fun way in which they deliver thought-provoking ideas as well as significant scientific facts. The key is to engage the listeners, it's a common ground. However, we need to maintain a balance between expertise and accessibility, to stick to scientific arguments. Nevertheless, to respect the needs and interests of students by highlighting a research question or a provocative thought, to share a few key points with clear examples and illustrations. The lecture should have a clear and powerful message with a question at the end: what have we learned today?

The main key to achieving magic is in conveying knowledge and ideas from you to your listeners language. Language is the technology of human beings that makes our brains do amazing things. Language works its magic as long as it is common to both the speaker and the listener. [2]

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