

## **Merit of English Section**

### **Junior Division**

**Name of Winner: Lee, Bryan**

**Name of School : Macau Anglican College**

**Book Title :Talk like TED**

**Author :Carmine Gallok**

**Publisher :Macmillan Publishers Limited**

Carmin Gallo starts off his non-fictional work “Talk like TED” with this short revelation, “Ideas are the currency of the twenty-first century.” TED, which stands for “Technology”, “Education” and “Design”, is a kind of forum for ground breaking ideas, their motto is “lessons worth sharing”.

Viewers number for a single TED youtube video is in the millions, typically double digits; they make a big impact.

Gallo’s career revolves around analyzing and interviewing

500 of the most influential TED speakers since the beginning of the video recordings; this makes him the perfect writer on modern communication. Readers will find this book to be a daily reference for speaking and preparation, especially inspiring for people who are uncomfortable with public speaking. To show them that everyone can “Talk like TED”.

The popularity of this book is due to the way Gallo summarizes and picks the best lessons from a large number of talks. He used the theories of pathos, logos and ethos by the ancient Greek philosopher Aristotle. The power of ethos, which praises the achievements, experience, etc of individuals, Logos is the use of our capability to persuade with data and lastly Pathos which uses people's ability to speak with emotion. For example, Gallo swiftly demonstrates these strategies in his subchapter Power in Pathos by going deep into a TED talk by Bryan Stevenson, a social justice lawyer informing viewers hard truths about the American

justice system. Gallo came up with a final analysis, Stevenson's talk was sixty five percent Pathos, ten percent Ethos and twenty five percent Logos which meant he spent two thousand, six hundred and thirty seven words of his presentation on talking about stories about himself or others relating them to the topic without misguiding. Carmine Gallo especially chose this specific talk because Stevenson received 1 million dollars towards his non-profit organization after the talk and was voted the most persuasive.

Another original/outstanding aspect about this book is how it demonstrates a talk can change a person or even a brand's reputation. Carmine included brands which are trying to send meaningful messages. For example, he said "Every brand, every product, has a story. Find it and tell it." This directly related to his revelation. He introduced a twenty one year old called Ludwick Marishane, who was named global student entrepreneur of 2011 for his invention of DryBath. It was the

world's first non-water based bath-substitute lotion; Carmine said if Ludwick decided to craft an elevator pitch for his invention, it would have gone like this: "DryBath is the world's first and only bath-substituting skin gel. You apply it to your skin and you don't need to bathe." The problem with this pitch was that there was no story behind it to persuade others. None of the "why" he invented it, what's the benefit or how this product will help others. Marishane did tell a story explaining how he got the idea in his TED talk. He said "As we were sunbathing, my best friend next to me says, 'Man, why doesn't somebody invent something that you can just put on your skin and then you don't have to bathe?'" Marishane grew up in Limpopo which had unpredictable water and electricity supplies so when his best friend asked the question, he thought to himself he would buy the product that could actually do it. Marishane went home and found awful

statistics. He learned that 2.5 billion people in the world did not have access to sanitation which allows diseases to thrive.

Marishane, with nothing but a cell phone and very little access to the internet, made a 40 page business plan about Drybath.

After four long and excruciating years, DryBath received a patent and it is now launched successfully.

Carmine discourages the use of flashy PowerPoints or eye popping graphics, instead he preaches the power of oral narratives. Peter Guber, the producer of the blockbuster movie Batman also said “ For too long the business world has ignored or belittled the power of oral narratives, preferring soulless PowerPoint slides, facts, figures and data.” This seemingly tells the reader that, if you are an individual who does not need to spend time giving fact drenched PowerPoints, then you should try to spend time on improving your narrative and practice it on others in the professional or non-professional manner.

People who do not need to face stressful public speaking may find the book absurd or difficult to understand, however Carmine is able to retell the intriguing background story of so many powerful speeches; this means the book is really accessible for the general audience and certainly entertaining. It might even convince you that the power of narratives is what makes great storytelling, and explains why this book deserves to be on the top amongst many bestselling books in communication.

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Education and Design, is a forum for groundbreaking ideas. The motto is “Lessons worth sharing.” Viewers’ number for a single TED YouTube video is in the millions, typically double digits, thus, making a big impact. Gallo’s career revolves around analyzing and interviewing 500 of the most influential TED speakers since the beginning of the video recordings; this makes him the perfect writer of modern communication. Readers will find this book to be a daily reference, especially inspiring people who are uncomfortable with public speaking, showing them that everyone can Talk like TED.

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Gallo swiftly demonstrates these strategies in his subchapter Power in Pathos by going deep into a TED talk by Bryan Stevenson, a social justice lawyer informing viewers of hard truths about the American justice system. Gallo has come up with the final analysis: Stevenson's talk was sixty-five percent pathos, ten percent ethos and twenty-five percent logos, which means he spent two thousand, six hundred and thirty-seven words of his presentation on talking about stories about himself or others relating them to the topic without misguiding. Gallo especially chooses this specific talk because Stevenson received one million dollars towards his non-profit organization after the talk and was voted the most persuasive.