# Christopher Emdin: "Teach Teachers How to Create Magic" (7 minutes)

**Video Objective**: I can list ways to keep an audience's attention.

**NOTE**: This TED talk's target audience is teachers and people in the education industry. HOWEVER, his points still apply to all public speakers. Don't be distracted by the focus on the classroom; listen critically and think about what he is suggesting about how to keep an audience's attention!

1. Listen to his introduction, where he discusses what teachers and students are doing "right now".
   a. What is he doing with his WORDS to create structure and flow?

   b. What is he doing with his VOCALS and/or body to hook you?

2. What does he suggest is the flaw in most teacher education programs?

3. What does he say that "on the other hand, amazing educators…" are doing? What makes them different?

4. How do his vocals, body, and word choices evolve over the first 3 minutes of the TED talk?

5. He uses the terms "master teachers", "master narrative builders", and "master storybuilders" synonymously. What is he implying that teachers (OR PUBLIC SPEAKERS) must be able to do?

6. Who does he suggest "knows" how to engage audiences the best?

7. According to Emdin, Mark Twain once said, “Proper preparation [teaching] is so important that it can change bad morals to good.” What does this quote suggest about the power of persuasion (and therefore the importance of effective speaking)?

8. Emdin has coined a term called “Pentecostal Pedagogy”, describing the speaking techniques used in many black churches.
    a. Summarize the concept:

    b. How can this apply to non-teachers/public speakers?

9. Emdin insists that “magic can be taught”. What are some ways he suggests that speakers improve their skills?

| **BIG IDEA**: How do you create “magic” while public speaking? |
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