

Compelling Conclusions to Speeches

Lisa Leopold

APPENDIX: *Compelling Conclusions From TED Speeches**

#1 Photos that bear witness to modern slavery, by Lisa Kristine

www.ted.com/talks/lisa_kristine_glimpses_of_modern_day_slavery#t-1024708 (17:11)

Strategies: Metaphor, vivid images, call to action

- **Compelling metaphor:** The metaphorical language “shine a light on slavery” becomes a catchphrase in the conclusion and the candle becomes a symbol of hope.
- **Compelling images:** The images, especially because they are of children and the elderly, appeal to the audience’s compassion.
- **Compelling call to action:** The speaker calls the audience to act with compassion and justice to combat atrocities like slavery. The speaker uses rhetorical techniques such as alliteration and antithesis for eloquence with the following phrases: “beast of bondage” and “These images are not of issues. They are of people . . .”

#2 A broken body isn’t a broken person, by Janine Shepherd

www.ted.com/talks/janine_shepherd_a_broken_body_isn_t_a_broken_person/transcript?language=en#t-1077443 (16:48)

Strategies: Quotation, metaphor, call to action

- **Compelling quotation:** The quotation is inspiring because it offers a wise, unconventional perspective.
- **Compelling metaphor:** Metaphorical language such as “pilot light inside of me” and “fan the flame of humanity” share a common theme with fire. The speaker instills hope when she says, “The pilot light inside of me was still a light, just as it is in each and every one of us.”
- **Compelling call to action:** The speaker calls the audience to self-actualize by “living our lives as the ultimate creative expression of who we really are.” She builds unity by underscoring the connection among humanity and calling the audience to make a commitment by holding their straws in the air and focusing on the callings of their heart.

*Please preview all songs and videos before using them in class to see if they are appropriate for your students.

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#3 Why we all need to practice emotional first aid, by Guy Winch

www.ted.com/talks/guy_winch_the_case_for_emotional_hygiene?language=en#t-977951 (16:04)

Strategies: Statistics, rhetorical questions, visualization, call to action

- **Compelling statistics:** The speaker presents astonishing statistics of how life expectancy rose by over 50 percent within decades simply by practicing personal hygiene and compares that to how quality of life may improve just as drastically by practicing emotional hygiene. This gives the audience hope.
- **Compelling rhetorical questions:** The speaker uses rhetorical questions to tap into the audience's sense of wonderment.
- **Compelling visualization:** The speaker has the audience imagine a different world by using phrases such as "Can you imagine . . ."
- **Compelling call to action:** The speaker inspires the audience to believe that they can create a better world.