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## **TED TALKS FOR IMPROVING ENGLISH LEARNERS' ORAL PRESENTATION SKILLS**

The use of videos as a teaching-learning tool for English language learning is not a new phenomenon. The impact of videos in a classroom is two-fold as it involves both auditory narrative and visual presence. Founded in 1984 as a one-off event the annual conference series began in 1990. TED is a nonprofit organization based on forging new connections among technology, entertainment, and design; it grew to have an online presence in the 2000s. At that time TED.com launched an audio and video podcast series that made possible “a clearinghouse of free knowledge from the world's most inspired thinkers.” People now share their favourite TED talks online via social networks and use them to enhance motivational training sessions with groups of employees or students. The organization, whose goal is “to make great ideas accessible and to spark conversation,” has gained an international audience with the talks also featured in over 100 languages. These talks, always eighteen minutes or shorter, claim to highlight some of the major thinkers of our time and make their central arguments short and portable to the public [2].

Nowadays students need oral presentation skills not only for their academic success but also for success in workplace as they join their careers. As such, diverse approaches have been proposed for improving English learners' presentation skills in general and for business majors in specific. Technology integrated learning approaches may help developing oral presentation skills for university students due to their ability to use ICT tools. TED talks (Technology, Entertainment, and Design) is one of the ICT tools that can be effectively used to promote speaking skills, especially oral presentation skills [3, p. 147].

There are several studies that have proved the effectiveness of videos in second language learning, particularly in English language learning (C. Hafner, Y. Liu,

L. Chapple, A. Curtis, R. Salaberry, J. Plass). The use of TED Talks as a video resource for encouraging English language learning have been studied by M. Karunakar (Encouraging English Language Production Using TED Talks at the Tertiary Level), A. Salem (TED Talks for Improving Oral Presentation Skills, Vocabulary Retention and Its Impact on Reducing Speaking Anxiety in ESP Settings), K. Uicheng and M. Crabtree (Macro Discourse Markers in Ted Talks), A. María and R. Astrid (TED Talks as an ICT Tool to Promote Communicative Skills in EFL Students), Sh. Howard (TED's Rhetorical Position in College Composition) and others.

Since 2015 National Geographic Learning have been presenting training complexes in English with TED Talks elements:

- *21st Century Communication*. A four-level listening and speaking series that uses carefully selected, authentic models and powerful ideas from TED Talks to teach students to think critically and communicate effectively. Level(s): Low-intermediate (US), Intermediate, High-intermediate, Advanced, B1, B2, C1.
- *21st Century Reading*. A four-level academic series that uses powerful ideas from TED Talks to teach core reading skills, critical thinking, and the ability to express ideas in English. Level(s): Low-intermediate (US), Intermediate, High-intermediate, Advanced, B1, B2, C1.
- *Keynote*. An integrated-skills series for adults that inspires communication through real content, including TED Talks, to help learners develop the confidence and skills needed to share their ideas in English. Level(s): A1, A2, B1, B2, C2.
- *Perspectives*. A four-level series for teenagers that uses powerful ideas from TED Talks to develop confident users of English in speaking, writing, and on international exams. Level(s): A2, B1, B2, C1.
- *World English, Second Edition: Real People Real Places Real Language*. An integrated-skills series for adult learners featuring content from National

Geographic and TED to motivate learners to share their own ideas in English while building 21st century communication skills. Level(s): Beginning, Low-intermediate (US), Intermediate, High-intermediate, A1, A2, B1, B1+.

These series use powerful ideas from TED Talks to teach learners to think critically and communicate effectively. Through authentic models of effective communication, students build fluency in the listening and speaking skills needed to achieve academic and personal success.

- TED Talks are used to develop essential 21st century skills, including critical thinking, collaboration, and visual literacy.
- Speaking, pronunciation, and presentation skills, inspired by TED speakers, prepare learners to speak confidently in any situation.
- Extended listening based on real-world situations and TED Talks provide listening and note-taking practice.
- Audio and video program, automatically graded language practice activities are ideal for both hybrid and blended courses.

TED Talks is a supplemental resource for use in any English language classroom. The language learning app and teaching resources help learners understand and discuss powerful ideas from TED Talks in the classroom.

TED Talks videos provide a springboard for learners to share ideas in English, expanded writing opportunities and communicative activities encourage learners to personalize the unit theme. Updated goals on every two-page spread highlight measurable outcomes and provide accessible navigation for teachers and learners. This technology supports every step of the teaching and learning process from in-class instruction, to independent practice, to assessment [1].

Lessons based on Ted Talks provide non-native speakers of English with a standard model to imitate in style and even to reuse idioms, phrases, or expressions. Students use TED talks to watch live presentations on the stage, they keep in mind the ideas presented in these talks as well as the way of presenting by confident presenters. In addition, watching TED talks encourage those learners to reuse expressions for their own presentations, which supports vocabulary uptake and

retention. The direct results are the improved oral presentation skills, vocabulary retention, and increased motivation of the study [3, p. 147]. TED talks proved to be an effective tool for developing language skills: listening skills, oral presentation skills, vocabulary uptake and retention, and triggering motivation. Students get used to such a tool to increase learners' ability to retrieve vocabulary they learnt in TED conferences for future use whether in their presentations or in other linguistic contexts.

#### СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

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