

Write the Title First

Purposes: To begin to think in the way that a TED Talk necessitates; to use genre models as sources of inspiration

Directions: Craft a title for your project using each of the following models. Be ready to share with the class.

1. Glen Greenwald: Why Privacy Matters

Why _____ Matters

2. Amy Cuddy: Your Body Language May Shape Who You Are

Your _____ May _____

3. Brené Brown: The Power of Vulnerability; Susan Cain: The Power of Introverts

The Power of _____

4. Julian Treasure: How to Speak so that People Want to Listen

How to _____ so that _____

5. Chimamanda Ngozi Adichie: The Danger of a Single Story

The Danger of _____

6. Christoph Niemann: You Are Fluent in this Language (and don't even know it)

You Are _____ (and don't even know it)