

The background of the page is a stylized Union Jack flag. It features a large red cross on a white background, with blue triangles in the four quadrants. The colors are muted and the lines are thick.

# Portfolio English

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**Class:** CE1A  
**Date:** 12-01-2021

## Inhoudsopgave

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## A – Do-It-Yourself Assignment

### Assignment

#### Step 1

Reading the pdf on how to deliver a TED talk:

[https://storage.ted.com/tedx/manuals/tedx\\_speaker\\_guide.pdf](https://storage.ted.com/tedx/manuals/tedx_speaker_guide.pdf)

#### Step 2

Storytelling helps marketers selling their products and being more valuable and storytelling is just as important as making a connection with each other and making a difference in the world.

### Step 3

Material that combines further information on the scope of my choice. I found the next material explained in the log.

Speaker	Title	Source URL	Time invested
Seth Godin	How to get your ideas to spread	<a href="https://www.youtube.com/watch?v=xBIVIM435Zg">https://www.youtube.com/watch?v=xBIVIM435Zg</a>	0:19:00
Seth Godin	THIS IS MARKETING: How To Find Your Viable Audience & Win Trust From Your Target Market	<a href="https://www.youtube.com/watch?v=bHubyKHmP-U">https://www.youtube.com/watch?v=bHubyKHmP-U</a>	0:45:00
Seth Godin	On marketing, storytelling, attention, and the future of work	<a href="https://www.youtube.com/watch?v=Ci-dtOFHPhU">https://www.youtube.com/watch?v=Ci-dtOFHPhU</a>	0:20:00
Seth Godin	Everything You (probably) DON'T Know about Marketing	<a href="https://www.youtube.com/watch?v=BPK_qzeH_yk">https://www.youtube.com/watch?v=BPK_qzeH_yk</a>	0:47:00
Simon Sinek	If You Don't Understand People, You Don't Understand Business	<a href="https://www.youtube.com/watch?v=llKvV8_T95M">https://www.youtube.com/watch?v=llKvV8_T95M</a>	0:30:00
Simon Sinek	How to Get People to Follow You - Inside Quest Show Legendado	<a href="https://www.youtube.com/watch?v=QKG4v0oKXRw">https://www.youtube.com/watch?v=QKG4v0oKXRw</a>	1:00:00
Will Stephen	How to sound Smart in a TED talk	<a href="https://www.youtube.com/watch?v=8S0FDjFBj8o">https://www.youtube.com/watch?v=8S0FDjFBj8o</a>	0:06:00
Alex Lyon	What is Communication?	<a href="https://www.youtube.com/watch?v=5m_u-GSvkPE&amp;feature=youtu.be">https://www.youtube.com/watch?v=5m_u-GSvkPE&amp;feature=youtu.be</a>	0:12:00
Paulo Simas	Get to Know Your Audience   Paulo Simas   TEDxIowaCity	<a href="https://www.youtube.com/watch?v=smajeIVjCSc&amp;feature=youtu.be">https://www.youtube.com/watch?v=smajeIVjCSc&amp;feature=youtu.be</a>	0:14:00
Mark Robinson	How to present to keep your audience's attention   Mark Robinson   TEDxEindhoven	<a href="https://www.youtube.com/watch?v=BmEiZadVNWY&amp;feature=youtu.be">https://www.youtube.com/watch?v=BmEiZadVNWY&amp;feature=youtu.be</a>	0:18:00
Content marketing institute	Documentary- The Story of Content: Rise of the New Marketing	<a href="https://www.youtube.com/watch?v=dBnpr3pkFlk&amp;feature=youtu.be">https://www.youtube.com/watch?v=dBnpr3pkFlk&amp;feature=youtu.be</a>	0:43:00
CNBC	Why Starbucks Failed In Australia	<a href="https://www.youtube.com/watch?v= FGUkxn5kZQ&amp;feature=youtu.be">https://www.youtube.com/watch?v= FGUkxn5kZQ&amp;feature=youtu.be</a>	0:06:00
ThoughtCatalyst	The Secret Behind Coca-Cola Marketing Strategy	<a href="https://www.youtube.com/watch?v=XhMVWzVXNNk">https://www.youtube.com/watch?v=XhMVWzVXNNk</a>	0:08:00
Padraig Hyland	How to engage an audience   Padraig Hyland   TEDxTallaght	<a href="https://www.youtube.com/watch?v=5h0dHhJYx5s">https://www.youtube.com/watch?v=5h0dHhJYx5s</a>	0:13:00

David JP Phillips	The magical science of storytelling   David JP Phillips   TEDxStockholm	<a href="https://www.youtube.com/watch?v=Nj-hdQMa3uA">https://www.youtube.com/watch?v=Nj-hdQMa3uA</a>	0:17:00
Keisha Brewer	It's Not Manipulation, It's Strategic Communication   Keisha Brewer   TEDxGeorgetown	<a href="https://www.youtube.com/watch?v=QGeHS4jO0X0">https://www.youtube.com/watch?v=QGeHS4jO0X0</a>	0:11:00
Julian Treasure	How to speak so that people want to listen   Julian Treasure	<a href="https://www.youtube.com/watch?v=eIho2S0ZahI&amp;feature=youtu.be">https://www.youtube.com/watch?v=eIho2S0ZahI&amp;feature=youtu.be</a>	0:10:00
Matt Abrahams	Think Fast, Talk Smart: Communication Techniques	<a href="https://www.youtube.com/watch?v=HANw168huqA">https://www.youtube.com/watch?v=HANw168huqA</a>	1:00:00
Andrew Stanton	Andrew Stanton: The clues to a great story	<a href="https://www.youtube.com/watch?v=KxDwieKpawg">https://www.youtube.com/watch?v=KxDwieKpawg</a>	0:19:00
Zach King	Zach King: The storyteller in all of us   TEDxPortland	<a href="https://www.youtube.com/watch?v=VMlpxqeol1c">https://www.youtube.com/watch?v=VMlpxqeol1c</a>	0:16:00
David JP Phillips	David Phillips - The Magical Science of Storytelling	<a href="https://www.youtube.com/watch?v=rJwt_vLcN78">https://www.youtube.com/watch?v=rJwt_vLcN78</a>	1:00:00
Joe Sabia	The technology of storytelling   Joe Sabia	<a href="https://www.youtube.com/watch?v=pkZtRzc9rFQ">https://www.youtube.com/watch?v=pkZtRzc9rFQ</a>	0:04:00
Derek Thompson	The four-letter code to selling anything   Derek Thompson   TEDxBinghamtonUniversity	<a href="https://www.youtube.com/watch?v=6pY7EiqD3QA">https://www.youtube.com/watch?v=6pY7EiqD3QA</a>	0:21:00
Sam Usher	Neuromarketing: Knowing Why You Buy   Sam Usher   TEDxTufts	<a href="https://www.youtube.com/watch?v=hMkkVCQdoa4">https://www.youtube.com/watch?v=hMkkVCQdoa4</a>	0:10:00
Kristen Berman	Don't Listen To Your Customers - Do This Instead   Kristen Berman   TEDxBerlin	<a href="https://www.youtube.com/watch?v=2gxnr3r1YVU">https://www.youtube.com/watch?v=2gxnr3r1YVU</a>	0:15:00
Giovanni Corazza	Creative thinking - how to get out of the box and generate ideas: Giovanni Corazza at TEDxRoma	<a href="https://www.youtube.com/watch?v=bEusrD8g-dM">https://www.youtube.com/watch?v=bEusrD8g-dM</a>	0:13:00
Catherine Roe	Consumer Behaviors: Catherine Roe at TEDxUChicago 2012	<a href="https://www.youtube.com/watch?v=2N6spwyBuvE">https://www.youtube.com/watch?v=2N6spwyBuvE</a>	0:17:00
<b>Total time invested</b>			<b>10:14:00</b>

## Step 4

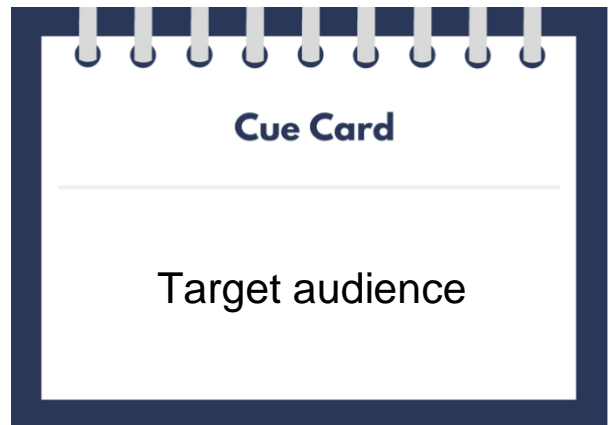
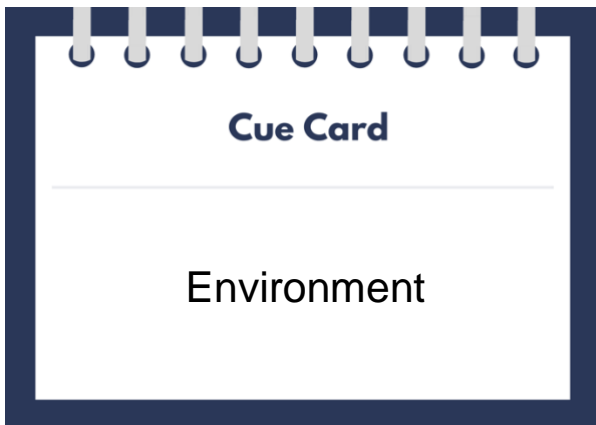
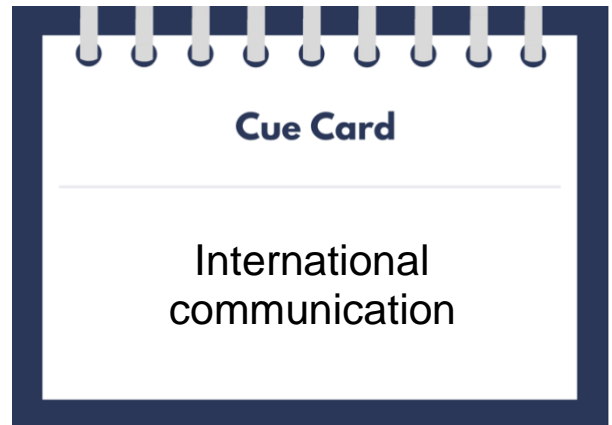
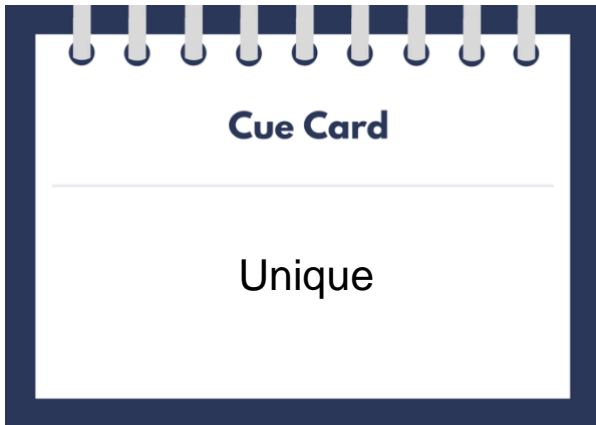
<b>Structure TED talk</b>	
Introduction	First of all, I will start my TED Talk with a story about the first days of my internship abroad. This introduction is a type of storytelling. I can have the attention from the public by using questions.
Body (Centre)	<p>The centre of my TED talk starts with 'Why is storytelling so important'. I will use the rule about saying three times something important about the subject.</p> <p>I will give two examples during my TED talk: one that reflects to the documentary 'The journey of a man'. The other example is an example about storytelling.</p> <p>The centre will end with the six rules of international communication that every marketer and salesman need to know.</p>
Conclusion	Making the conclusion and tell the answer of the question 'Why is storytelling so important'. Making the points of how to sell a product to your target audience.

Structure TED talk



Step 5

Cue cards with one key word that will match to my visual presentation.





Step 6

I collected the following material to make my presentation visual.

Slide 1



Slide 2



## Step 7

I record the TED talk on video and I delivered it via Blackboard.

## B – Lessons & In-Class-Assignments

### Assignment 1 – Familiarise

#### Assignment part 1

#### Dialang Test

	<b>points</b>	<b>level</b>
<b>Placement test</b>	316	People who score at this level have a limited vocabulary which may be sufficient for ordinary day-to-day purposes, but probably doesn't extend to more specialist knowledge of the language.
<b>Structures</b>	B2	Your test result suggests that you are at level B2 in structures on the Council of Europe scale.
<b>Listening</b>	B2	Your test result suggests that you are at level B2 in listening on the Council of Europe scale. At this level, people can understand longer stretches of speech and lectures and follow complex lines of argument provided the topic is reasonably familiar. They can understand most TV news and current affairs programmes.

## Plan of Approach

<b>What?</b>	Plan of Approach, based on the course Hogeschooltaal > English Final level test B2 at the end of P3. During period 2 I am going to do all the subjects (Basics) in Hogeschooltaal. I am going to focus my on the grammar Present Simple and Present Continuous, because I have a lot of struggling with this grammar.	
<b>Current level</b>	At the start of B2	
<b>Subjects</b>	<ul style="list-style-type: none"> <li>• Tenses</li> <li>• Verbs</li> <li>• Sentences</li> <li>• Words</li> <li>• Spelling</li> </ul>	
<b>Planning P.2</b>	<b>Subject</b>	<b>Date</b>
	• Dialang test	30 November 2020
	• Spelling • Verbs	2 December 2020
	• Tenses • Verbs	3 December 2020
	• <i>Mix</i>	<i>3 – 9 December 2020</i>
	• Sentences • Words	9 December 2020
	• Spelling • Verbs	10 December 2020
	• Tenses • Verbs	16 December 2020
	• Sentences • Words	17 December 2020
	• <i>Mix</i>	<i>17 – 30 December 2020</i>
	• Spelling • Verbs	30 December 2020
	• Tenses • Verbs	31 December 2020
	• Sentences • Words	7 January 2021

## Assignment part 2

### TED talk notes from the Do-It-Yourself Assignment related to marketing/sales

How to get your ideas to spread		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Ideas	- You can spread ideas by tv and other technical options
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Connect to your audience	- You have to “touch” to your audience - Consumer have a lot of choices - People ignore stuff
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Care  - Listen  - Marketing	- Innovators and early adopters care about your product  - Sell to people who are listening  - Let people talk about your product to their family and friends
<i>Summary</i>		
When you know your target audience you can sell your product to them.		

THIS IS MARKETING: How To Find Your Viable Audience & Win Trust From Your Target Market		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Marketing  - Emotion and demography	- Everything we do to chance the world  - A marketer needs to know
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Creative  - Needs	- You have to be creative - Think outside the box  - A marketer helps people by their needs - Technology connects you to people - Chancing the world
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Creative  - Storytelling	- Products need to be unique and creative  - Selling your product - Creative - A lot of information
<i>Summary</i>		
You have to understand your audience if you want to sell your product.		

On marketing, storytelling, attention, and the future of work		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	<ul style="list-style-type: none"> <li>- Buying your product</li> </ul>	<ul style="list-style-type: none"> <li>- People know that you exist</li> <li>- People trust you</li> <li>- Awareness and trust</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	<ul style="list-style-type: none"> <li>- Marketer</li> <li>- Storytelling</li> </ul>	<ul style="list-style-type: none"> <li>- Selfish is a big mistake as a marketer</li> <li>- Take care of the marketing</li> <li>- Reporting and storytelling is the same</li> <li>- Difference in cultures</li> <li>- Understand cultures</li> <li>- Understand behaviours</li> <li>- Understand your target audience</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	<ul style="list-style-type: none"> <li>- Job of a marketer</li> </ul>	<ul style="list-style-type: none"> <li>- Selling products by storytelling</li> <li>- Care about their product</li> </ul>
	<i>Summary</i>	
	You have to care about your product. If you want to sell your product you need storytelling.	

Everything You (probably) DON'T Know about Marketing		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	<ul style="list-style-type: none"> <li>- Answers</li> </ul>	<ul style="list-style-type: none"> <li>- Marketers gives answers</li> <li>- Help people with their needs</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	<ul style="list-style-type: none"> <li>- Understand</li> <li>- Influence</li> <li>- Early adopters and innovators</li> </ul>	<ul style="list-style-type: none"> <li>- Get to know your target audience</li> <li>- Who are your customers?</li> <li>- What do they want?</li> <li>- Status and a brand influence a consumer</li> <li>- Brand experience is necessary</li> <li>- Social media</li> <li>- Connection and value are important</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	<ul style="list-style-type: none"> <li>- Psychographics</li> </ul>	<ul style="list-style-type: none"> <li>- Marketers separate their consumers</li> <li>- Their target audience</li> <li>- Use technology</li> </ul>
	<i>Summary</i>	
	Understand your audience and use technology to connect to your audience.	

If You Don't Understand People, You Don't Understand Business		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	<ul style="list-style-type: none"> <li>- Product</li> <li>- Helping people</li> </ul>	<ul style="list-style-type: none"> <li>- Believe in your product</li> <li>- We help each other to “survive”</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	<ul style="list-style-type: none"> <li>- Influence</li> <li>- Storytelling</li> </ul>	<ul style="list-style-type: none"> <li>- Consumers are influenced by their environment</li> <li>- Create a connection</li> <li>- Understand your audience</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	<ul style="list-style-type: none"> <li>- Understand your audience</li> </ul>	<ul style="list-style-type: none"> <li>- Understand your consumers</li> <li>- Key to sell everything</li> </ul>
<i>Summary</i>		
The best feeling is to do something good for someone else, but you have to understand each other.		

How to Get People to Follow You - Inside Quest Show Legendado		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	<ul style="list-style-type: none"> <li>- Why</li> </ul>	<ul style="list-style-type: none"> <li>- Marketers have to understand the “why”</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	<ul style="list-style-type: none"> <li>- Environment</li> <li>- Connection</li> </ul>	<ul style="list-style-type: none"> <li>- Consumers change to their environment</li> <li>- Everyone has the ability to make life changes</li> <li>- You have to connect to your audience</li> </ul>
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	<ul style="list-style-type: none"> <li>- Trust</li> </ul>	<ul style="list-style-type: none"> <li>- Trust is the key</li> <li>- Like your job</li> <li>- Sell products with passion</li> </ul>
<i>Summary</i>		
Marketers need to understand the why. Consumers change constantly to their environment. When a marketer likes his job, he or she will sell products with more passion. Trust is the key including physical of a relationship.		



How to sound Smart in a TED talk		
	<i>Keywords</i>	<i>Notes</i>
I	- Tone of voice	- Influence - Your audience will listen when you use it correctly
	<i>Keywords</i>	<i>Notes</i>
II	- Making a different	- With the tone of voice, you will always say something different
	<i>Keywords</i>	<i>Notes</i>
III	- Smart	- Using different tone of voice during your talk
	<i>Summary</i>	
	You can be smart in a TED talk, even when you have nothing to say. What you say is just as important as how you say it.	

What is Communication?		
	<i>Keywords</i>	<i>Notes</i>
I	- Culture	- Communication is a culture - Understand the culture
	<i>Keywords</i>	<i>Notes</i>
II	- Share	- With communication you can share something
	<i>Keywords</i>	<i>Notes</i>
III	- Meaning	- A story gives a meaning - Communication helps you to connect with each other
	<i>Summary</i>	
	Communication is about making a connection with each other.	

Get to Know Your Audience   Paulo Simas   TEDxIowaCity		
	<i>Keywords</i>	<i>Notes</i>
I	- Target audience  - Subculture	- Understand your target audience - Demographic, psychographic, social graphic  - You can make different groups based on interest of consumers
	<i>Keywords</i>	<i>Notes</i>
II	- Build a connection	- Make a connection between your brand and your customer - Found out who the next generation is
	<i>Keywords</i>	<i>Notes</i>
III	- Understand	- Understand your audience - Being useful - Listen and ask your customers opinion
	<i>Summary</i>	
	You can make a connection when you know your target audience.	

Documentary- The Story of Content: Rise of the New Marketing		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Content	- Says that you do something for your customer - Four P's - Valuable
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Internet  - Connection  - Persona  - Storytelling	- Best way to reach your audience  - With a story/content you can make a connection with your customer  - Understand your customers - Inspire your customers  - Inspire people - Make your product more valuable - Unique
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Understand	- Understand your audience - Make a lifestyle change - Add more value with content
<i>Summary</i>		
With content you can add more value to your product. The sales price can be higher when you pay attention to storytelling.		

Why Starbucks Failed In Australia		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Culture	- Understand the culture
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Results	- Business models ask maybe for difference in another culture
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Understand	- Understand your audience - Understand the culture
<i>Summary</i>		
You have to understand your audience and their culture. Your business model can ask for a difference in another culture.		

The Secret Behind Coca-Cola Marketing Strategy		
	<i>Keywords</i>	<i>Notes</i>
I	- Culture	- A marketing campagne needs to connect to your target audience and their culture
	<i>Keywords</i>	<i>Notes</i>
II	- Benefits  - Storytelling	- Tell your audience about the benefits of your product  - You sell a story
	<i>Keywords</i>	<i>Notes</i>
III	- Connection	- Understand your audience - Connect to their lifestyle
<i>Summary</i>		
If you want to sell your product you have to connect to their lifestyle.		

The magical science of storytelling   David JP Phillips   TEDxStockholm		
	<i>Keywords</i>	<i>Notes</i>
I	- Storytelling	- Storytelling is powerful
	<i>Keywords</i>	<i>Notes</i>
II	- Value	- A story makes a product more valuable - You can create empathy
	<i>Keywords</i>	<i>Notes</i>
III	- Connection	- Understand your audience - Connect to their lifestyle - Create empathy with your story
<i>Summary</i>		
With storytelling you make your product more valuable. You can connect to your target audience.		

It's Not Manipulation, It's Strategic Communication   Keisha Brewer   TEDxGeorgetown		
	<i>Keywords</i>	<i>Notes</i>
I	- Intonation	- What you say is just as important as how you say it
	<i>Keywords</i>	<i>Notes</i>
II	- Knowledge	- Know what you want - Understand your project - Understand the difference in communication
	<i>Keywords</i>	<i>Notes</i>
III	- Strategic communication	- Identify the goal - Understand your audience - You have to know the need
<i>Summary</i>		
Understand and know what you want. What you say is just as important as how you say it		

How to speak so that people want to listen   Julian Treasure		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Voice	- The human voice is the most powerful sound in the world
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Honesty  - Authenticity  - Integrity	- You have to be clear and straight  - Be yourself  - Say what you mean
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Power	- Depth voice means that you speak with power - Use silence - Volume
<i>Summary</i>		
If you want that people listen to you, you have to speak with power.		

Think Fast, Talk Smart: Communication Techniques		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Spontaneous	- You get more response - You have to improvise
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Involve your audience	- Use questions - Ask questions with "if"
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Explain	- Explain the product - Explain the benefits
<i>Summary</i>		
You have to improvise and involve your audience by using questions.		

Andrew Stanton: The clues to a great story		
	<i>Keywords</i>	<i>Notes</i>
<b>I</b>	- Hide the fact	- Keep the attention with hiding the fact of the problem - Give the answer in your conclusion
	<i>Keywords</i>	<i>Notes</i>
<b>II</b>	- Creative	- Be creative to keep the attention of your audience - Use storytelling
	<i>Keywords</i>	<i>Notes</i>
<b>III</b>	- Value	- Express the value of your product
<i>Summary</i>		
Keep the attention of your audience by hiding the fact of the problem. You can give the answer in your conclusion.		

David Phillips - The Magical Science of Storytelling		
	<i>Keywords</i>	<i>Notes</i>
I	- Storytelling	- Storytelling is powerful
	<i>Keywords</i>	<i>Notes</i>
II	- Value	- A story makes a product more valuable - You can create empathy
	<i>Keywords</i>	<i>Notes</i>
III	- Connection	- Understand your audience - Connect to their lifestyle - Create empathy with your story
<i>Summary</i>		
With storytelling you make your product more valuable. You can connect to your target audience.		

The technology of storytelling   Joe Sabia		
	<i>Keywords</i>	<i>Notes</i>
I	- Storytelling	- Storytelling is powerful
	<i>Keywords</i>	<i>Notes</i>
II	- Value	- Express the value of your product
	<i>Keywords</i>	<i>Notes</i>
III	- Develop	- In the marketing and sales, it is necessary to develop the way of telling a story
<i>Summary</i>		
The way how people tell stories change and is still changing. In the marketing and sales, it is necessary to develop the way of telling a story.		

The four-letter code to selling anything   Derek Thompson   TEDxBinghamtonUniversity		
	<i>Keywords</i>	<i>Notes</i>
I	- Technology	- Making something popular
	<i>Keywords</i>	<i>Notes</i>
II	- Understand your audience	- Get to know your audience - Connect to their lifestyle
	<i>Keywords</i>	<i>Notes</i>
III	- Environment	- Consumers listen to their environment - Consumers are influenced by their environment
<i>Summary</i>		
Connect with the lifestyle of your target audience.		

Neuromarketing: Knowing Why You Buy   Sam Usher   TEDxTufts		
	Keywords	Notes
I	- Creative	- Marketers have to be creative - More than 4.000 advertisings a day
	Keywords	Notes
II	- Important	- Social awareness - Eye tracking data - Ethical concerns
	Keywords	Notes
III	- Neuromarketing	- Neuromarketing is useful for marketers
Summary		
To be unique you have to be creative and understand your target audience. Use data to understand your audience.		

Don't Listen To Your Customers - Do This Instead   Kristen Berman   TEDxBerlin		
	Keywords	Notes
I	- People	- People are different - People are difference in what they do and what they say
	Keywords	Notes
II	- Organization	- Past - Future - Why does a person do something
	Keywords	Notes
III	- Ideal self	- Consumers imagine their perfect self - Study people to understand them
Summary		
People are not doing what they say. Most of the time they give a social answer. If you study people you can understand them.		

Consumer Behaviors: Catherine Roe at TEDxUChicago 2012		
	Keywords	Notes
I	- Be different	- Be unique - Be creative
	Keywords	Notes
II	- Mobile first  - Changes	- Most of the research from consumers is by mobile  - Consumers change constantly to their environment
	Keywords	Notes
III	- Awareness	- Connect with your audience
Summary		
A marketer has to connect with them audience, test and learning from consumers.		

## Assignment 2 – Define

### Assignment

Types of listening according to the fragments in lesson 2.

#### Discriminative Listening

By discriminative listening to point is not to understand exactly what the speaker saying/means. With this kind of listening the attention is going to the different sounds that are produced by the speaker. The speaker is creating a “special” feeling with his or her public.

You do not have to understand the exactly meaning of the speaker. When you are not speaking the language, the person speaks you can understand the feeling of his or her by the tone of voice. It is normal that we understand the difference between a happy, sad, enthusiastic, bored, angry etcetera person.

#### Comprehensive Listening

The difference between discriminative listening and comprehensive listening is that first one more about the feeling, sound and tone of voice is. Comprehensive listening means that you listen to understand the message what is being communicated.

#### Learning goals

1. I would like to listen more detailed; I can connect this to comprehensive listening.
2. I would like to understand the emotions more for example about a podcast, fragment or video; I can connect this to discriminative listening.

#### Theory

I can use the theory from other classes “Behaviour in organisations”, “Marketing” and of course the theory during English lessons. Beside this I can use the theory from the “Module book Listening and Speaking”. With this theory from other classes I know how people can react and what their behaviour could be during a talk. You have to understand the communication rules to understand what the needs from people are and what they want from you.

## Assignment 3 – Define

### Assignment

I did the speaking exercises with F. Witte and we gave each other feedback on the production of sounds and fluency.

### Canvas Peer Review Speech production

Filled in by: F. Witte

	Excellent	Good	Sufficient	Insufficient
Sounds				
Clarity				
Stresses				
Flow				
Intonation				

#### **Feedback: Tops & Tips**

- Try to pronounce the English words better instead of using the Dutch accent.
- The flow of your speech is very good! But try to speak a little bit slower.
- Work more on your intonation.
- You are very good in speaking without using 'ehm'.

#### Learning goals

1. I would like to pronounce English words better, without a Dutch accent.
2. I would like to speak with more intonation, that will convince my (TED) Talk.



## Theory

I can use the theory from the class "Presentation" and from the class "Behaviour in organisations". How can you speak fluently and clearly during a presentation or pitch? What I have learned in the other classes I have used that theory during this speaking assignment.

The chapter "Communication" from the class "Behaviour in organisations" connects to this assignment. When you want to convince during a presentation it is very important that your intonation is very well.

By the theory from the chapter "Communication" and theory from the class "Presentation" they are talking about possibilities to work on your intonation. This connects to my observation form and theory from the class "Presentation".

## Assignment 4 – Design

### Assignment

#### How does English speaking people communicate?

It is necessary to understand the English language, because English is one of the most used language all over the world. English speaking people communicate their goal by presentation, during a talk or by a letter/mail. English speaking people can communicate the value of their goal very clear.

#### What are cultural implications for speaking to such an audience?

A culture can give ideas and hints for creating a new culture. This have happened a long years ago. So, one of another culture is combine in a new culture.

You need to know who your audience is for limiting the cultural implications. If you do gestures and facial expressions you need to attune to your target audience. For example, in The Netherlands they mean “you did a great job” with figure 1. In Italy or Greece, they do not mean “you did a great job” with figure 1 instead of this they see this kind of gesture as “go away!”.

Beside gestures and facial expressions there is a different in geographic instruction – the way in direction –. If I say left, I mean left and if I say right, I mean right. In some cultures, they do not understand the meaning of left and right. There are cultures with saying directions by North, East, South and West. Another example is saying colours in different ways. In the Netherlands we have the colours blue, red, grey etcetera. We do not have a different in saying the colour as dark blue or light blue. Someone from Russia do not understand our explanation of a colour. In Russia they make a different in all kind of blue, red, grey etcetera colours. It is possible that this example is influenced by the environment.

The conclusion is that you need to know who your audience is. We have to understand the difference in culture, being kindly, do not be to direct and make sure you do not judge your audience. A culture can be more visible but also based on language. The way you talk to people and your body language is very important. So, one of another culture is combine in a new culture. We can say that we learn from different culture to make the perfect culture by different continents.

Six guidelines for my own TED talk:

1. Neuromarketing
2. Male or female words
3. Making a big idea accessible for my audience
4. Storytelling to have the attention
5. Explain some examples
6. Using visuals

### Theory

I can use the theory from the class “Presentation” and from the class “Behaviour in organisations”. How can you listen to other people and what kind of behaviour do you expect from someone else that is listening to your presentation? From the class “Marketing communication” I know that you need visuals to pitch yourself.

## Assignment 5 – Iterate & test

### Assignment

Recording the first version of my TED talk.

Received feedback

Name: Fabjen Witte

	Excellent	Good	Sufficient	Insufficient
Sounds		x		
Clarity			x	
Stresses		x		
Flow	x			
Intonation	x			

#### Feedback: Tops & Tips

I think that your Tedtalk is great, nice opening, good way of speaking and the speaking rate is very good. The way of speaking is clear, and you have a good pronunciation, and it is nice that you are using visuals by the beamer. (I don't know if 'beamer' is the word for 'beamer' in English sorry haha.)

Well, I put sufficient by clarity because sometimes I couldn't hear the last word in the sentence. It could be true that that is because of my knowledge of English, probably it is because of that! But I think that you have a good focus on the stressed words, but because of that sometimes the end of a sentence is not always good to hear.

But I think you did a great job, and I didn't expect it any other way!

**How is the structure of my TED talk?**

I think you have a nice opening, centre and conclusion.

**How is my introduction?**

You have a nice opening and the introduction is good.

**How is my centre (body)?**

You did a great job.

**How is my conclusion?**

It is okay. But you have to focus more on this part.

**Do I have a good idea?**

Yes, I didn't expect it! The idea is very interesting.

**Is it factual and realistic?**

I think you did a great job and what you say is very interesting.

**How are my communication skills?**

The way of speaking is clear, and you have a good pronunciation. I couldn't hear some last words in the sentence.

**Do I know my target audience?**

Yes!

## Assignment 6 – Product

### Assignment 1

Listening to the TED talk: <https://www.youtube.com/watch?v=UDIs6ZvPLIk>

<b>Notes TED talk <a href="https://www.youtube.com/watch?v=UDIs6ZvPLIk">How to create and deliver a talk that rocks!   Laura Penn   TEDxHautLacSchool</a></b>		
	<b>Keywords</b>	<b>Notes</b>
<b>I</b>	<ul style="list-style-type: none"> <li>- Technological innovates</li> <li>- Voice</li> </ul>	<ul style="list-style-type: none"> <li>- There are more and more visuals</li> <li>- Speakers have to be present in their presentation</li> <li>- Speakers have made the perfect version of themselves</li> </ul>
	<b>Keywords</b>	<b>Notes</b>
<b>II</b>	<ul style="list-style-type: none"> <li>- Game changing</li> <li>- Content</li> <li>- Saying</li> <li>- Moving</li> </ul>	<ul style="list-style-type: none"> <li>- How to create and deliver a talk that rocks</li> <li>- Walk around by making your content and record yourself</li> <li>- Transcribe what you have said during the walk</li> <li>- Play with words to make the words life</li> <li>- Do not be monotone</li> <li>- Say what you mean</li> <li>- Use pauses</li> <li>- Think about the intonation</li> <li>- Your moving has to connect to your meaning</li> <li>- With purpose</li> </ul>
	<b>Keywords</b>	<b>Notes</b>
<b>III</b>	<ul style="list-style-type: none"> <li>- Fluently</li> </ul>	<ul style="list-style-type: none"> <li>- The words you say have to be fluent</li> <li>- Deliver talks that rocks</li> </ul>

### Assignment 2

Complete my TED talk by processing the feedback – assignment 5 – and research how to pronounce the words. Of course, I have to practice for a couple of times to make my definitive TED talk useful.

## Theory

I can use the theory from the class "Presentation". This theory connects to this assignment "completing my TED talk". During the classes "Presentation" I have learned how to present yourself, winning your audience, being like a professional, maintain your opinion, making a presentation useful with visuals, etcetera. In conclusion, how can I make a perfect presentation. With this theory I can say that I have made a useful TED talk.

## Initial level Dialang

### Result Dialang Test

	<b>points</b>	<b>level</b>
<b>Placement test</b>	316	People who score at this level have a limited vocabulary which may be sufficient for ordinary day-to-day purposes, but probably doesn't extend to more specialist knowledge of the language.
<b>Structures</b>	B2	Your test result suggests that you are at level B2 in structures on the Council of Europe scale.
<b>Listening</b>	B2	Your test result suggests that you are at level B2 in listening on the Council of Europe scale. At this level, people can understand longer stretches of speech and lectures and follow complex lines of argument provided the topic is reasonably familiar. They can understand most TV news and current affairs programmes.

## C Product and Assessment

The following is delivered via Blackboard

- A complete portfolio
  - o Do-It-Yourself Assignment
  - o Peer review canvas (*assignment 3 and 5*)
  - o TED talk
  - o Dialang test
- TED talk



## Reflection on learning

### What was my starting point?

My initial level (Dialang) of English is B2. At the high school I started with learning the English language. In year 3 at the high school, I have done English presentations weekly. I succeed at the mavo the general English exam in year 4.

I gave presentations, did speaking and writing assignments during my study Marketing and Communication. I have succeeded the levels B1 and B2 during this study. A study mate and I went to Valencia located in Spain for our internship in 2018. I communicated by the English language with my colleagues and costumers.

Besides this, I had the opportunity to do the Cambridge Exam B2. I have followed the lessons – online – in Spain, did speaking assignments, writing assignments and I practiced with test exams. I had the following exams: Reading, Writing, Listening and Speaking. I succeed for council of Europe Level B1 and received the Cambridge English Entry Level 3\* Certificate in ESOL International. \*This level refers to the UK National Qualifications Framework. Unfortunately, I succeed Level B1 with 2 points under the set requirement of level B2.

### What was my task?

My task during period 2 of study year 1 was to develop my English language skills: listening, speaking, reading and writing. At the end of period 2 I have recorded a well-structured TED talk. You can find my TED talk in Blackboard. By making the assignments from the module book it was possible to make this TED talk and develop my English.

I made a Plan of Approach, based on the course Hogeschooltaal > English Final level test B2 at the end of P3. During period 2 I have done all the subjects (Basics) in Hogeschooltaal. Grammar is the most difficult part of English for me. I had my focus on the grammar Present Simple and Present Continuous, because I have a lot of struggling with this grammar.

### What have I done?

Each week during period 2 I made a couple of assignments in Hogeschooltaal. These assignments were about tenses, verbs, sentences, words, spelling and mixed assignments. Beside this, I made the assignments from the module book. The assignments from the module book trained me to make the perfect TED talk and speaking development.

I have worked on my two learning goals in relation with what types of listening I had to develop:

1. I would like to listen more detailed; I can connect this to comprehensive listening.
2. I would like to understand the emotions more for example about a podcast, fragment or video; I can connect this to discriminative listening.

I have reached these goals by watching the documentary “The journey of a man”, other documentaries, interviews and presentations in English, with a total of more than 10 hours.

I am able to listen more to details by making notices about the keywords. You can see this in assignment 1 – part 2 – from the TED talk notes from the Do-It-Yourself Assignment.

Beside the two learning goals that relate to my listening development, I also had two learning goals in relation with speaking I had to develop:

1. I would like to pronounce English words better, without a Dutch accent.
2. I would like to speak with more intonation, that will convince my (TED) Talk.

These two learning goals are formulated by the speaking assignment – 3 – and received feedback from a study mate.

Also, I received feedback – assignment 5 – by a study mate on the prototype off my TED talk. With this feedback I was able to change my TED talk in environment, visuals and intonation.

I can say that I have develop myself on these learning goals by practicing with English speaking during conversations – in the English classes and in my private life – and reading loudly English articles and books. With a lot of practicing, I am able to speak more with an intonation that convince my (TED) talk.

#### What have I learned?

During the classes English I have learned to listen well detailed – *comprehensive listening* – and understand emotions by listening podcasts – *discriminative listening* –. Beside listening I have learned to speak clearly, fluently and well pronouncing the words I had used during my conversations and TED talk.

I had never made a TED talk before, but I had heard a lot about TED talks before the start of this English course. In fact, it was superb to do a TED talk.

I had/have a lot of struggling with the English grammar. This period I focused the most on the present simple, present continuous, past simple and present perfect.

**Present simple** = verb + 's' (he/she/it)

- Always, often, never and facts

**Present continuous** = form of verb 'be': 'am' or 'is' or 'are' + verb + 'ing'

- It is now

**Past simple** = verb + 'ed'

**Present perfect** = 'have' or 'has' (he/she/it) + past participle = verb + 'ed'

#### What was hard, what went well?

The grammar was and is very hard for me, but now I know how to use the present simple, present continuous, past simple and present perfect. The speaking exercises with my study mate went well and I practiced the rules about speaking during period 2. My definitive TED talk went well by practicing and I am proud about what I made.

What will be my future development and learning goals for a new course of English?

My future development based on the English language is to develop my writing skills for examples reports and essays. Based on this future development my learning goals for a new course of English will be:

1. Understand the structure of the sentences.
2. Writing, for example reports and essays, grammatically correct.

**Please note!**

I made a lot of assignments in Hogeschooltaal and I am still making assignments in Hogeschooltaal. Unfortunately, there is/was an ICT problem with my account. All assignments that I made and make are/will not save(d) in my progress. With this I want to say that I am in contact with Hogeschooltaal but for now it is not possible to see my progress. We – Lucienne and Simone – also discussed this problem.