**Ted Talk Critic 1**

The ted talk I decided to critique was “The mind behind Tesla, SpaceX, SolarCity” by Elon Musk. The reason why I chose this, is because Elon Musk is very inspiring to me and I love what he does. For example, he has started over three different companies being PayPal, Tesla, and Space X. All these companies that he has started have been very successful in the past couple of decades. Although, in this Ted Talk Musk has some motivational points in his speech that are very inspiring. However, there are also some points where Musk does not do very well in his speech. Aspects I have monitored throughout the speech were: introduction, transitions, flow, visuals, stage presence, body language, voice, tone, pitch, volume, pronunciation, and conclusion.

To start off Elon had a very good introduction for trying to pull in the audience. What he started off with was by stating the benefits of machines running off electricity. By doing this he pulls in the attention of the audience of how natural gas is such a big problem in our society. The effect of this is persuasion to the audience that there should be a solution to solve this problem. That’s where he came in and convinced the audience of why Tesla and his other ideas are a source of a solution. Overall, this is how he pulls in the audience into the speech, so they are interested.

The next thing that Elon does well in the speech, is he shows a good source of diction. He does this by using scientific vocabulary throughout the speech. For example, he says words like plurality, and expendable. By doing this he portrays his intelligence to the audience to show his background knowledge. This overall is a big factor that makes his speech more persuasive and interesting.

Another, thing to talk about in his speech is his flow and pronunciation. This aspect of the speech is not the brightest part of it. The reason being is because Musk seems to struggle with his pronunciation by stuttering on almost every word in the speech. However, his diction did save the speech this was one of his biggest flaws because it didn’t help with his flow either. Flow and pronunciation show confidence and motivation from the speaker to the audience and it seems throughout the speech he did not portray confidence because of his stuttering.

Another aspect of Elon’s speech is that he decided to do an interview instead of standing up and speaking to his audience. How this affects his speech is it allows the audience to learn more about Musk through a series of questions through an interviewer rather than him standing and presenting. The reason Musk probably did this was because it would help save his issue of stuttering. Instead of being put on the spot, the interviewer allows him more time to comprehend the question and answer it. Although, this could be a reason why he stutters because rather than having a speech planned out, he is put on the spot so it could go both ways.

One other part of Musk's speech is his transitions on each topic of his Ted Talk. As stated above, he pulls in the audience by introducing the benefits of electricity and solar power. By doing this he pulls the audience into the speech, but his transitions focus on mainly how his electric car solves these problems. Mainly, however, each transition is mainly guided by the interviewer by every question he asks. Basically, the interviewer guided each transition into a new topic about musk.

Although his flow, diction, introduction, and transitions were covered there also are other things based on his presentation such as tone, body language, and volume. To start off, Elon’s tone seemed to be nervous because he stutters and couldn’t really get his ideas together. Not only that but the volume and pitch also seem to stay consistent throughout the speech at a normal monotone level. The reason being for this is because of body language. Elon’s body language is an upright posture that keeps eye contact with the interviewer. What this conveys to the audience is that Elon is having a one on one conversation with the interviewer. So, from the audiences' perceptive they have a 3rd person view of this conversation from the stage. Although it does seem he is talking to just the interviewer his main goal is to speak indirectly to the audience. What this means is that everything he is saying to the interviewer is what he wants the audience to hear; whereas the speaker is basically the audience asking questions to him. Therefore, the reason being that his tone was nervous and his volume stayed at a normal conversation level is because Elon is basically having a normal conversation through the interviewer.

The last thing to talk about is the conclusion of the interview and how it wraps up the presentation. Near the conclusion rather than talking about his companies and success the interviewer asks questions about how he got where he is today. This allows the audience to get background on him as a person and how he got where he is today. I found this to be a pretty good wrap up because it shows the audience what they can learn from Musk.

Overall Musk had some strengths and weaknesses for his speech. His strengths were his diction, introduction, transition, conclusion, and his volume. Although, the main weakness that killed the speech was his flow that also had an effect on his tone, volume, and energy of his speech. Mainly, the speech was more informative and guided through the interviewer so overall the interviewer was the necessary role in this speech.

**Speech link:** <https://www.ted.com/talks/elon_musk_the_mind_behind_tesla_spacex_solarcity#t-1240281>