

VInt Follow-up Activities

Text Type: TED talk

Week: 3

Title: Why we love repetition in music

Author/Speaker: Elizabeth Margulis

Follow-up Writing:

1. Use reported speech to outline how Margulis defines the mere-exposure effect. Remember to paraphrase (use your own words).
2. What kind of evidence does Margulis use to support her assertions? Examples? Anecdotes? Research or statistics? How convincing is it?

Follow-up Discussion Questions:

1. Have you noticed a lot of repetition in some of your favourite songs?
2. Do you think that music can be useful as a language learning tool? If so, do you think repetition is part of what makes it so?
3. Have you ever had the experience of a song “getting stuck in your head”? Does it happen with some songs more than others? What kind of songs? What do you do to “get it out” of your head?
4. Do you ever find that you are attracted to certain commercials on TV after seeing them repeatedly? Do you sometimes find that although you remember the commercial, you aren’t sure what product or service is being advertised?

Follow-up Activity:

In your group, try to come up with a short, rap-type song about studying English, language learning or virtual learning. Be as creative as you can, and try to use some repetition in your lyrics.