

Rhetorical Strategies in Thai TEDx Talks

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The objective of this study is to examine types and functions of rhetorical strategies in Thai TEDx Talks*. In Thailand, TEDx Talks have been organized by 8 local communities: Kasetsart University, Chulalongkorn University, Khon Kaen University, Chiang Mai University, Thammasat University, Bangkok, Mahidol University, and Silpakorn University. These Thai TEDx Talks are also shared on YouTube. The data of this study, therefore, was selected from the top-five most viewed talks of each community on YouTube, and a total of 40 talks presented by 40 speakers from diverse backgrounds were analysed. The analytical frameworks are adapted from Angkapanichkit (2014)'s rhetorical strategies in Thai public discourse and Lucas (2015)'s structure of a public speech. The findings reveal 5 rhetorical strategies: structural repetition, lexical repetition, the use of rhymes, the use of songs or poetry, and the use of mottos or quotations. Among these 5 strategies, structural repetition was the most frequently used strategy in Thai TEDx Talks. Moreover, in certain talks, two strategies such as structural repetition and rhymes were used in the same statement. In addition, it has been found that although the talks were mostly delivered in the Thai language, some speakers used English and a dialect in their talks as well. Each speaker selected the rhetorical strategies based on their careers, speaking skills, styles and preferences, including the backgrounds of the audiences. These strategies were employed by the speakers to reinforce their ideas and to make their speech attractive, memorable, inspiring, and powerful.

Key words: *public speaking, rhetorical strategies, Thai TEDx Talks*

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1. Introduction

TED Talks are a recent form of public speaking which have gained huge popularity. The talks have been organized by TED, a non-profit organization, since 1984 with their mission to spread ideas in the form of an 18-minute short talk. TED believe in the power of ideas to change attitudes, lives, and ultimately, the world.

The speakers of TED Talks are from diverse backgrounds, such as scientists, designers, and business persons. They present their ideas as an expert in the field. The talks are in the form of both a live chat and a recorded one, which is also shared on YouTube.

Besides TED Talks, there are currently TEDx events which are organized by local communities around the world with the same mission of sharing ideas with the local communities. Although these events are organized independently from TED, they need to conform to the original format and guidelines of TED. Nowadays, more than 300 TEDx events are organized every year in many countries around the world, including Thailand.

Thai TEDx talks are mainly held in universities. The invited speakers are from various walks of life and are a famous expert in their field. Similar to TED Talks, the Thai TEDx speakers have a time limit and they need to employ several rhetorical strategies to convince the audiences.

From reviewing related literature, many researchers in the field of Thai linguistics or communication were interested in analysing other types of public speaking such as press conferences of celebrities (Phingchim & Jaratjarungkiat, 2018), political speeches (Lapnimitchai, 2010), and direct sell programs on television (Aparoj, 2006). All had the same objectives which are to investigate patterns and persuasive strategies employed by different groups of speakers in different genres.

For the previous studies on TED Talks, most of them analysed TED Talks delivered in English. The majority of them examined the structure of TED Talks (Chang & Huang, 2015; Jiang, 2017; Ratanakul, 2017; Khajornphaiboon & Vungthong, 2019); some compared TED Talks with the other genres, i.e., a lecture (Caliendo & Compagnone; 2014); Tsai, 2015), and others investigated both the structure and the rhetorical strategies employed in TED Talks (Carette, 2018; Kraisiwattana; 2020).

To the best of our knowledge, little attention has been paid to rhetorical strategies in TEDx Talks which are organized in Thailand and delivered in the Thai language. Due to the difference between the English language and the Thai language, it is very interesting to investigate whether linguistic differences would yield any different results. Therefore, this study aims to explore types and functions of rhetorical strategies in Thai TEDx Talks based on Angkapanichkit (2014)'s rhetorical strategies in Thai public discourse and Lucas (2015)'s

structure of a public speech. It is expected that the results of the study would fill in the knowledge gap in the field of public speaking and rhetoric.

2. Objectives

To examine types and functions of rhetorical strategies in Thai TED Talks

3. Literature Review

This section begins with the analytical frameworks of the study: Lucas's (2015) structure of a public speech and Angkapanichkit's (2014) rhetorical strategies in Thai public discourse. Then brief information about TED Talks and TEDx events are presented. The section ends with previous studies.

3.1 Structure of a public speech

Public speaking is the process of transferring information from a speaker to an audience. A public speech comprises of three main parts: an introduction, a body, and a conclusion. Lucas (2015) explicated the purpose of each part together with the rhetorical devices or strategies the speaker can use to achieve each purpose.

An introduction is the beginning part of a speech. The major purposes of the section are to capture the audiences' attention, to reveal the topic, and to establish the speaker's credibility. To capture the audience's attention, the speaker uses a variety of devices such as a story, a question, an illustration, a quotation, a visual aid, demonstration, humour or a narrative. To reveal the topic, the speaker provides the audiences with background information related to the topic of the speech. Lastly, to establish the speaker's credibility, the speaker presents himself/herself as a qualified person or expert of the topic or field.

The body of a public speech, which is the major and normally the longest part, can be divided into two main parts: main points and supporting materials. Main points are considered the most important ideas developed in the body of a speech to support the central idea of a speech. For the supporting materials, the speaker employs three devices: examples, statistics, and testimonies or quotations.

The conclusion of a public speech is the final part of a speech whose purposes are to signal the ending to the audiences and to reinforce the central idea of the speech. These purposes can be accomplished by using explicit words or directly informing the audience that the speech is about to finish, summarizing the speech, ending with a quotation, making a dramatic statement and reiterating the introduction.

3.2 Rhetorical strategies

There are many types of public speech, but the four common types of public speaking based on the purpose of the speaking: informative, persuasive, demonstrative, and ceremonial. Among these four types, persuasive speech is considered the power-move of public speaking (Ghaidah, 2018). Therefore, this section presents rhetoric or the art of persuasive speech.

Aristotle defined rhetoric as the art of seeing the available means of persuasion. He proposed three persuasive appeals: ethos, logos and pathos. Ethos is how the speaker convinces audiences of his/her credibility; logos is the use of logic and reason; and pathos is how to persuade audiences by appealing to their emotions. To develop each appeal, the speaker can select various rhetorical devices. Ethos can be developed by choosing language that is appropriate for the audience and topic, including the selection of appropriate word choice and correct grammar. For logos, the speaker makes use of such rhetorical devices as analogies, examples, and citations of research or statistics to make their ideas reliable. For pathos, the speakers may employ meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings to persuade the audiences (Langston, 2017). Moreover, the speaker may use figurative speech such as such as metaphor, simile, personification, parallelism, hyperbole, and metonymy as rhetorical devices (Perelman & Thomas, 2019).

Angkapanichkit (2014) mentioned rhetorical strategies in Thai public discourse. According to her, rhetorical strategies are the art of conveying meaning through phonetic and semantic properties of a word. These strategies were one of outstanding characteristics of the Thai language. She proposed 4 common types found in Thai public discourse: the use of rhymes and rhythms, lexical repetition, the use of motto or quotations, and the use of poetry.

To conclude, Lucas (2015)'s structure of a public speech and Angkapanichkit (2014)'s rhetorical strategies in Thai public discourse were adopted to be the analytical frameworks to analyse Thai TEDx Talks.

3.3 TED talks and TEDx events

TED Talks have been organized by TED, a non-profit organization, since 1984. The mission of TED is to spread ideas, to inform, and to educate audiences around the world via a short but powerful talk, which lasts approximately 18 minutes or less, with the ultimate goal to change attitudes, lives, and the world. TED talks cover a wide array of topics such as science, technology, business, and design. The talks are organized both online and live from their flagship TED conferences, and TEDx events which are organized around the world throughout the year. They are presented in more than 100 languages (<https://www.ted.com/about/our-organization>).



TEDx events are organized by local communities, organizations and individuals with the same mission of TED, which is to discover new ideas and to share them with the local communities. The events are in the form of both live talks and recorded ones, which are also shared via YouTube. These events are organized independently under a free license granted by TED, so they need to conform to the original format and guidelines of TED. Currently, more than 300 TEDx events are organized every year (<https://www.ted.com/tedx/events>).

One country that TEDx events are organized in is Thailand. Thai TEDx talks are mainly held in universities. The invited speakers are from various walks of life and are a famous expert in their field. To conform to the original TED talk, the Thai TEDx events are in the form of both a live talk and the recorded ones, which are later shared on YouTube. The audiences, however, have to pay to participate in the live talks. It can be concluded that TED Talks and TEDx events can reach and influence a large number of people worldwide.

Due to the ultimate goal of TED to change attitudes, lives, and the world, the speakers need to employ several rhetorical strategies to convince the audiences. According to Anderson (2016), the Head of TED Talk, there were five methods that make TED Talks great public speaking: audience connection, narration, explanation, persuasion, and revelation. He added that although each speaker talked about different topic, they had the same aim which is to successfully share their ideas to the audiences. With the limitation of time and the audiences' diverse background, the speakers need to present their ideas as clearly as possible in approximately 18 minutes or less to make sure that their talks were attractive and convincing. Therefore, many linguistic devices such as discourse markers come into play.

Since TEDx talks have to follow the same format of TED Talks, the present study, consequently, aims to investigate whether the language difference has any effect on the types and functions of rhetorical strategies the Thai speakers use in comparison with those employed by the talks presented in English.

3.4 Previous studies

TED Talks are of great interest among many scholars in the fields of linguistics and applied linguistics. The previous studies are categorized into three groups: those that examined the structure of TED Talks, those that compared TED Talks with a lecture, and those that investigated both the structure and the rhetorical strategies employed in TED Talks delivered in English.

Four previous studies investigated the structure of TED Talks through move analysis (Chang & Huang, 2015; Jiang, 2017; Ratanakul, 2017; Khajornphaiboon & Vungthong, 2019). The details are as follows:



Chang and Huang (2015), who analysed 58 TED speeches with high viewership, found 7 moves: Listener Orientation, Topic Introduction, Speaker Presentation, Topic Development, Closure, Concluding Messages and Acknowledgements/gratitude.

Jiang's study (2017), investigated 157 TED speeches selected from four of soft disciplines (political science and education) and the other four from the hard disciplines (biological science and electrical engineering). Among ten moves that have been found, they were categorized into the compulsory and the optional ones. The compulsory moves were; Idea Announcement, Elaboration, and Termination. The optional moves were Listener Orientation, Speaker Presentation, Idea Orientation, Contextualization, Result Reporting, and Implication.

Ratanakul (2017) employed a problem-solution structure to examine 50 TED speeches covering 7 issues: success and happiness in life and in work, communication, science, psychology, education, self and identity, and living in society. The results revealed four major moves: Problem Move, Response Move, Evaluation Move, and Situation Move.

Khajornphaiboon and Vungthong (2019) investigated the introduction section of the top twenty most viewed TED talks from the most viewed category of the topic "life". The analysis of 29 introductions revealed two moves: Topic Introduction and Purpose/main Idea Identification.

There were two studies comparing TED Talks with a lecture (Caliendo & Compagnone; 2014; Tsai, 2015). The details are as follows:

Caliendo and Compagnone (2014) conducted a corpus-based analysis on the usage of epistemic lexical verbs (ELVs) such as see, show, know, and think in university lectures and TED talks. They collected data from TED Talks and the Michigan Corpus of Academic Spoken English (MICASE). The findings showed differences in the use of pronouns with these ELVS. TED speakers used "the exclusive we", which refers only to the speaker, excluding the audiences, with these verbs such as "we think...", "we see...", and "we know..." in order to present themselves as an expert who discovered new knowledge. This way, it can also enhance the credibility of the speakers.

Tsai (2015) compared TED Talks with a university lecture in terms of prosodic voice characteristics. He asked the informants to identify whether a 5-minute audio sample they heard was a lecture or a TED talk. He found that there was less silence and a more consistent flow of delivery in TED Talks. Moreover, the TED speakers spoke with a deeper voice.

The last two studies both moves and rhetorical strategies of TED Talks delivered in English (Carette, 2018; Kraisriwattana; 2020). The details are as follows:

Carette (2018) investigated discourse strategies in the introduction and the conclusion of 40 TED speeches. The results revealed that the most frequently used strategies in the introduction

were an anecdote, a question, a startling statement and humour, respectively. In the conclusion, discourse markers, call to action, hope for a better future and summary were most frequently employed.

Kraisriwattana (2020) investigated the rhetorical move structure and supporting materials used by the TED Talks speakers. She analysed the 25 most viewed TED Talks based on the adaptation of Chang and Huang (2015)'s framework and those proposed in the public speaking handbooks. The results revealed 9 rhetorical moves and their respective steps. Certain essential moves found in each speech sections were the Topic Introduction move, which was used at the introduction, the Topic Development move, which was found at the body section, and the Acknowledgements move, which was found at the conclusion. For the body section, however, TED speakers also used some supporting materials such as examples, testimonies, and explanations to facilitate the audience's understanding or capture their attention.

It can be clearly seen that none of these studies investigated TEDx events which are organized in Thailand and delivered in the Thai language. Consequently, this present study aims to examine types and functions of rhetorical strategies employed in Thai TEDx Talks.

4. Methodology

The data of this study was selected only from TEDx Talks which were organized by 8 Thai organizations and shared on YouTube: Kasetsart University (KU), Chulalongkorn University (CU), Khon Kaen University (KKU), Chiang Mai University (CMU), Thammasat University (TU), Bangkok (BKK), Mahidol University (MU), and Silpakorn University (SU). These Thai TEDx Talks are also shared on YouTube. The top-five most viewed talks of each organization on YouTube were selected to be analysed which accounts for 40 talks presented by 40 speakers from diverse backgrounds. It should be noted that the researchers collected data in January 2021. The Thai TEDx Talks, therefore, were those presented in January 2021 and those previously presented.

For the analytical frameworks, two frameworks, Angkapanichkit (2014)'s rhetorical strategies in public discourse and Lucas (2015)'s structure of a public speech, were adapted to investigate the rhetorical strategies in these 40 Thai TEDx Talks.

The data analysis procedures began with the analysis of the contents of each talk based on the two frameworks to reveal patterns and functions of rhetorical strategies. After that, the findings were discussed based on Thai socio-cultural contexts.

Example 3

“การคิดเหมือนกัน ทำเหมือนกัน นั่นคือการก้าวไปสู่ความล่มสลาย ความแตกต่างคือความมั่นคง
ความแตกต่างคือความยั่งยืน ความแตกต่างคือความสวยงามครับ”

“Thinking in the same way [and] doing in the same way are the beginning of the end.
Difference is stability. Difference is sustainability. Difference is beauty.”

(CMU1)

Example 4

“ฉันทำได้ ฉันเก่งได้ ฉันดีได้”

“I’m able to do everything. I’m able to improve. I’m able to be a good person.” (CU 2)

In examples 1, 2 and 4, structural repetition occurs at the beginning of a clause where as in example 3, there is structural repetition both at the beginning of a clause and at the end of a phrase. In example 1, the structure “don’t believe because it is + a noun” occurs four times. This structural repetition was used to make the audiences consider things carefully before believing in something. In example 2, the structure “I was so depressed that I + an auxiliary verb + not + V1 or V2” also occurs four times. This example emphasizes how depressed the speaker was. In example 3, the structure “a gerund + in the same way” occurs twice, and the structure “difference is + a noun” occurs three times. These two structures were used to highlight the significance of being different. Finally, the structure “I’m able to + a verb” occurs three times in example 4. The speaker used this repetition to build a moral support for him/herself and to inspire the audiences at the same time.

These examples show that the speakers employed the structural repetition to emphasize their message. In addition, structural repetition, normally, was used with tone of voice and rhythm to create a powerful statement.

5.2 Lexical repetition

Lexical repetition refers to the repetition of a word in the same utterance twice or more as in example 5. While structural repetition usually occurs at the beginning or at the end of a clause in an utterance, lexical repetition can occur at any position in an utterance.

Example 5

“รับกับการเปลี่ยนแปลงตรงนี้เนี่ยมันไม่ง่าย แต่เราก็ค่อย ๆ เปิดใจและเราก็ค่อย ๆ รับความจริงว่าป่วยไปแล้วทำอะไรไม่ได้แล้ว แต่สิ่งที่เราทำได้คือการเปลี่ยนตัวเองได้ว่าเราจะรับมือกับเหตุการณ์นั้นยังไง ก็เลยค่อย ๆ คิด มันเหมือนสติมันกลับมาค่ะ แล้วค่อย ๆ คิด เลยกลับไปคุยกับเจ้านาย”

“Accepting the change was not easy for me, but I gradually became open-minded. I gradually accepted that if I got sick [from not accepting the change] and couldn’t do anything; that would be useless. The only thing I could do was to adjust myself to the situation. I gradually started thinking how to face with the change. Then I felt that I could see things clearly. I gradually figured out the problem. Finally, I decided to talk to my boss [about the situation] again.”
(MU 2)

Example 5 indicates that the word “gradually” occurs at 4 different positions in the utterance. The speaker used this word four times to show that it took some time for him to overcome the disappointment and problem.

5.3 The use of rhymes

Rhymes mean a word in one sentence that has the same vowel sound as another word or words in the sentences that follow as in examples 6-8.

Example 6

“เราแค่หาวิธีคิดให้ชีวิต รอด ตอนที่เขาไปกอดคนอื่นแล้วเท่านั้นเอง”

“The only thing I could do was to find the way to survive when he had already left and hugged the other.”
(BKK 2)

Example 7

“ปัญหาคนอื่นใช้หัว ปัญหาตัวใช้ใจ ปัญหาคนอื่นตอบง่าย แล้วก็ตายในเรื่องของตัวเอง”

“I used my head to help solve other’s problem. I used my heart to solve mine. I could easily find the solution for other’s problem, but I got stuck to find the solution for mine.”
(BKK2)

Example 8

“ความพยายามอยู่ที่ไหน รักที่อยากได้อาจจะไม่ได้อยู่ที่นั่น”

“Where there is a will, there might be no love that we wish for there.” (BKK2)

In example 6, there are two rhymes. The word “คิด” (transliteration: *kid*; translation: find) rhymes with second syllable of the word “ชีวิต” (transliteration: *cheewit*; translation: life), and the word “รอด” (transliteration: *rod*; translation: survive) rhymes with the word “กอด” (transliteration: *kod*; translation: hug). In example 7, two rhymes have been found. The word “หัว” (transliteration: *hua*; translation: head) rhymes with the word “ตัว” (transliteration: *tua*; translation: mine [problem]), and the word “ง่าย” (transliteration: *ngai*; translation: easy) rhymes with the word กับ “ตาย” (transliteration: *tai*; translation: die). In example 8, three words rhyme with one another. The word “ไหน” (transliteration: *nai*; translation: where) rhymes with the word “ได้” (transliteration: *dai*; translation: want) and the word “ไม่” (transliteration: *mai*; translation: not). The speaker used these rhymes to describe her broken heart feeling. She used them to explicate that it is very easy for her to help others find the solution for their relationship problems, but she could not solve her own problem no matter how hard she tried.

It can be seen that rhymes are usually used in a short utterance so that the utterance sounds beautiful like a poem and memorable.

5.4 The use of songs or poetry

Certain speakers of Thai TED Talks include songs or poetry in their speech to support their ideas and make the speech attractive and memorable as in examples 9 and 10.

Example 9

“ครูบาอาจารย์ ที่ท่านประทานความรู้มาให้

“Teachers who give me knowledge

อบรมจิตใจ ให้รู้ผิดชอบชั่วดี

Teach me right from wrong

ก่อนจะนอนสวดมนต์อ่อนนวยทนต์ทุกที

Before I go to bed, I always chant and pray for all teachers

ขอกุศลบุญบารมีสั่งเสริมครูนี้ให้ร่มเย็น...”

May virtues and merits bring them happiness...”

(CU2)

Example 10

“กลางคืนคู่กับกลางวัน ส่วนตัวดิฉันนั้นจะเป็นคู่ใคร...”

“Days and nights are a couple, and who is my couple?...”

ไปเป็นเขยไสน้อยยังลีปล่อง ไปเป็นเขยนักร้อง

Where are you? You have gone to be a son-in-law of a singer.

ไปเป็นเขยนักร้อง อย่าลืมน้องนั้นน้องนักรำนั้นละหน้ำน้องนางเอ๊ย

You have gone to be a son-in-law of a singer. Don't forget me who is a dancer.

ละน้าน้องนาง ดิฉันขอลาไปแล้วเอ๊ย...”

I must leave now...”

(KKU 4)

In example 9, the speaker is a teacher whose objective of the talk is to share his failure in the past and his success as a famous teacher at present. He began the talk with the song “*Prakhun Thi Sam*” (The 3rd Gratitude), which is a famous Thai song about the gratitude of a teacher, and Thai students usually sing this song on “*Wai Kru’s Day*”, the day on which students present a bowl of flowers, candles, and incenses to the teachers to show respect and gratitude. The speaker used this song to refer to his own mother who is the speaker’s first teacher and gives moral support to overcome the failure.

In example 10, the speaker talked about her ex-boyfriend who has left her. The talk was delivered at Khon Kaen University (KKU) which is located in the northeast of Thailand, and most of the audiences are local *Isan* people, so the speaker read the poetry with a rhythm to make it sound like a local *Isan* song to attract the local audiences. The poetry itself also contains an *Isan* dialect such as the phrase “ไสน้อ” (transliteration: *sainor*; translation: where). It should be noted that the word “*Isan*” refers to the northeast region of Thailand, including its language and culture.

5.5 The use of mottos or quotations

The last strategy is the use of mottos and quotations. The speakers sometimes ended their talk with a famous saying to leave a certain issue for the audiences to ponder as in example 11.

Example 11

“ขอจบวันนี้ด้วยคำขวัญอันนี้ค่ะ ‘Tomorrow is too late to appreciate design.’”

“I would like to end my talk with this [saying] ‘Tomorrow is too late to appreciate design’”.

(SU 4)

In example 11, the speaker referred to the English saying at the end of her talk in order to emphasize the importance of a design. A good design can positively affect the city, society, and the quality of life.

Interestingly, certain speakers used two strategies in the same statement. In examples 12 and 13 below, structural repetition and words with opposite meanings are used whereas structural repetition and rhymes are used in examples 14 and 15.

Example 12

“ต้องบอกเลยว่าอย่าลืมจริง ๆ ที่จะต้องตัดขาดโลกภายนอก
แล้วก็เชื่อมต่อกับโลกภายในของเราบ้าง”

“I must emphasize that don't forget to disconnect from the outside world, and reconnect with our inner world.”
(CU5)

Example 13

“ทุกข์ของเรามันใหญ่มาก หรือว่าโลกที่เราอยู่มันแคบไป”

“Our sufferings are too large, or our world we live in is too narrow.” (CU5)

Example 14

“ดูแลเขาแทบตาย สุดท้ายเขาเลือกคนอื่น ซื่อสัตย์ต่อเขาแทบตาย สุดท้ายเขานอกใจ”

“Although I took very good care of him, he finally chose the other person. Although I was so faithful to him, he finally cheated on me.”
(BKK 2)

Example 15

“แฟนหญิงก็อยากได้ แฟนชายก็อยากมี”

“I would like to have a girlfriend, and I also would like to have a boyfriend.”
(BKK 2)

In example 12, the speaker used structure “a verb + a preposition + a noun” twice together with two pairs of words with opposite meanings, “disconnect” and “reconnect” and “outside world” and “inner world”. In example 13, the same speaker used the structure “our + a noun + verb to be + too + adj.” twice with the words with opposite meanings “large” and “narrow”. These two strategies were employed to highlight the importance of an inner peace.

In example 14, the speaker used the structure “although + I + a verb, he + finally + a verb” twice together with the word “ตาย” (transliteration: tai; translation: die) which rhymes with the

word “ท้าย” (transliteration: thai; translation: finally). This speaker used these two strategies to describe her failure in the relationship that no matter how good she was her ex-boyfriend still left her. In example 15, the same speaker used the structure “I would like to have + a noun” twice with the word “ได้” (transliteration: dai; translation: want) which rhymes with the word “ชาย” (transliteration: chai; translation: man) in order to emphasize her feeling that she needed someone who can be a woman or a man.

6. Discussion and Conclusion

TED Talks, which are one type of persuasive talk, are currently hugely popular. Due to the fact that TED Talks are also shared on YouTube after a live talk, they have an influence on a large number of people. With an 18-minute limitation, the speakers have to employ various strategies to create an effective talk.

In the present study, a total of 40 TEDx Talks, organized by 8 local communities in Thailand were analysed. The 40 Thai speakers are from different walks of life such as a professional speaker, and an acting coach teacher. The analysis reveals 5 rhetorical strategies: structural repetition, lexical repetition, the use of rhymes, the use of songs or poetry, and the use of mottos or quotations. Four strategies, namely, lexical repetition, the use of rhymes, the use of songs or poetry and the use of mottos or quotations, are also found in Angkapanichkit (2014) and Lucas (2015). Angkapanichkit (2014) mentioned four types of rhetorical strategies in Thai public discourse: the use of rhymes, lexical repetition, the use of mottos, and the use of poetry. Lucas (2015), on the other hand, noted that testimonies or quotations were supporting materials that speakers used in the body section of public speaking.

Concerning the frequency of rhetorical strategies, among 5 strategies the most frequently used one is structural repetition. The speaker background, styles, preferences, and the audience background are the main factors in selecting different rhetorical strategies. For example, some speakers preferred using rhymes and words with opposite meanings to other strategies. Nevertheless, it has been found that certain speakers did not employ any of these rhetorical strategies.

In terms of functions, these rhetorical strategies help the speakers reinforce the meanings of their messages, highlight their feelings, and attract the audiences. At the same time, these strategies can also inspire the audiences and convince them. Therefore, it can be said that all rhetorical strategies can create a memorable, inspiring, powerful speech. The results run parallel with Lucas (2015), Carrette (2018), and Kraisriwattana (2020). Lucas (2015) stated that testimonies or quotations were used to capture the audience’s attention in the introduction of the speech, to support the main points in the body, and to reinforce the central idea of the speech in the conclusion. Carrette (2018) found that TED speakers used calling to action as one



strategy to end their speech. Kraisriwattana (2020), who investigated the rhetorical move structure and supporting materials used by the TED Talks speakers, revealed that quotations were used to facilitate the audience's understanding or capture their attention.

Another interesting characteristic of Thai TEDx Talks is code-mixing and code switching. Although the talks were mainly presented in a central Thai, English and an *Isan* dialect were also found. Certain speakers used English for a technical term. Other used both Thai and English in the same utterance to emphasize the meanings of their talks. Code switching, however, was found less than code-mixing. Only the speakers, who master both Thai and English languages, employed code-switching. The *Isan* dialect, however, was found in the talks that were organized in the northeast of Thailand or the *Isan* region. The speakers used it to present about local culture and to attract the local audiences.

It can be concluded that the speakers of Thai TEDx events employ all of Aristotle's three persuasive appeals: ethos, logos, and pathos to create attractive, inspiring, and powerful talks. The three appeals are used in the sense that first, the speakers select the language choice that suits the topic of the talk and the audiences for the speakers' credibility (ethos). Second, the speakers also use rhetorical devices such as analogies, examples, and citations or statistics to make their statements reliable (logos). Last, the speakers employ meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings to persuade the audiences and make them feel what the speakers want them to feel (pathos).

The findings of this study can fill in knowledge gaps in various fields, namely linguistics, public speaking, especially rhetoric. Although TEDx Talks are organized independently by a local community, the talks need to follow the format and guidelines of TED. However, due to the difference between the two cultures, it has been found that the Thai TEDx speakers use some types of rhetorical strategies which are different from those employed in the TED Talks which are delivered in English.

Since this study investigated only Thai TEDx, the rhetorical strategies employed by speakers from other cultures might yield different results. Hence, TEDx events which are organized by other local communities across the world should be further investigated to gain a deeper insight into the field of rhetoric.

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