CHAPTER 1

INTRODUCTION

This chapter presents the introduction to the study, which covers the background, the statements of problem, the aims of the study, the significance of the study, the clarification of terms, and the organizations of the paper.

1.1 Background

Stories existed long before humans learned how to read or write. Before humans developed a written language, humans communicated through telling stories. By doing these, humans were able to share their knowledge, history, and even survival advice. According to Biesenbach (2018), fairy tales, fables, short stories, bedtime stories, and folk tales have all been around throughout human history and have lived side by side with humans as they have grown. Stories in our everyday lives become a part of who we are; we act on them, we believe in them, and we take every opportunity to share them with others. Whenever someone in daily life sees or hears an interesting event, they often continue it to others while retelling it in their own words (Dudukovic, Marsh, & Tversky, 2004). Therefore, stories keep lingering and intertwining with humans lives as it gives sense of experience like no other way could.

Not only stories intertwine with human lives, they are also wired to human brain. The human brain creates facts and ideas about something through stories. Human brains are wired to remember stories better than data, statistics, and numbers. Though we might not be aware of it, stories have the power to engage, motivate, and influence those who listen. Without even realizing it, when we listen to a story, we gain new perspectives and a deeper understanding of everything around us. In addition, people tend to understand information better when it is delivered as a story. Consequently, most of us will remember a thing way better when it is explained to us through a story. Such information framed in a story instantly become wired to our brains since they are constantly around us. Due to the fact that stories can broaden our knowledge by exploring how others see and understand the world differently. As stories are driven by emotions, just like reality, they can influence our belief systems by allowing us to determine what is right for ourselves rather than being told of what is right (Cron, 2016). This is similar to the way experience influences us. As it provides a feeling of experience that has never been experienced before, story has continued to coexist and remained connected with human life up to this time.

Humans find stories fascinating, and they frequently understand stories easier than facts (Lundqvist et al, 2013). This is because the message in the story is more memorable and powerful when it is conveyed through the use of stories that appeal to the memory, imagination, and emotional parts of the brain. In addition, stories do not only help people share information with others, but they also help people build a connection with them. In order to communicate effectively in front of an audience, people additionally need to develop credibility, authenticity, and belief.

Knowing the advantages of stories, humans use stories in a wide range of contexts, including public speaking. Stories are often embedded in public speaking. Nowadays, it has become apparent that public speaking is a well-known action that often takes place in a variety of situations. As stated by Slagell (2009), public speaking is a form of communication in which a speaker typically communicates with the audience through speech. It covers a broad range of communication situations, including events like storytelling, motivational speeches, or other forms of communication. We can communicate with others, influence their actions, and inspire change through public speaking. Harper (2004) claims that public speaking can be a frequent and significant activity in the workplace or in everyday life. It would be highly challenging to succeed in the workplace or daily life without the ability to communicate well. Thus, public speaking is one of the most essential forms of communication.

Opening up an idea to the public, sharing it with others, and influencing others are all possible through public speaking (Lucas, 2009). These days, people use public speaking to spread their ideas and influence others. Since public speaking is an everyday skill frequently used in many situations, motivating others and conveying a message are the most common use of public speaking. As public speaking naturally involves storytelling, one of the best ways that motivational speakers inspire others is by using stories. Stories have the power to enchant those who hear them. Furthermore, people learn how to judge and understand reality from stories. It provides us with experiences that affect the way we think, behave, find meaning in our actions, and communicate with others. Motivational speakers often use stories in their speeches because of these advantages and how well they serve the speakers' objective. Additionally, as Gallo (2014) states in his book, motivational speeches delivered by motivational speakers aim to share knowledge, draw attention to certain issues, offer solutions, and inspire listeners to act positively. Many individuals today are looking for inspiration and motivation; they are people who seek out their own consciousness. Hence, motivational speeches are becoming more valuable. People are motivated by their desire for success, wealth, health, leadership, and deep (Kryknitska, 2020). In order to amuse the audience, encourage them, and boost their spirits, a

motivator needs to engage in a story throughout the speech. Motivational public speakers often use stories, anecdotes, illustrations, and real-life experiences in their speeches. These types of public speaking frequently aim to strengthen the audience's sense of self-determination to stoke their desire, fuel their commitment, and inspire them to take action. Therefore, understanding the numerous strategies that speakers might use to motivate listeners to attain specific goals through storytelling is important.

The use of story in motivational speech, particularly by motivational speakers has been discussed in a number of studies. Some earlier studies examined the strategies for narrative practices in organizational life-worlds (Kupers, Mantere, & Statler, 2012). Some other studies, on the other hand, explored the significant role of positive attitudes in the famous American speakers' motivational speeches (Sherwani, 2020). Some other research also explored the motivational speakers' main motivation for motivating people as well as their communication style or strategy (Lilapati, 2018). With regard to Martin and Rose's (2008) family of story genres, several studies have discovered interesting findings in different contexts. For instance, one study from O'gli (2022) which discussed the story genre in a short story revealed that the broad determination of the term, and gave an explanation of the evolution of the genre. Also, Osawa (2022), who aims to figure out how genres vary among textbooks, investigates into the story genre in a few of the English textbooks which have been implemented in lower secondary schools in Japan. Moreover, Harris and Barnes (2006) discovered that the storytelling skills are relevant to the practice of leadership. They then offer a series of ideas and recommendations for the effective use of stories. Salmaso (2017) examined the advantages of outlining the generic structures of the five genres that include the broader narrative family within Systemic Functional Linguistics (SFL). This study adopts a taxonomy developed for Spanish story genres, comparing the generic structure of the "anecdote" with other story genres.

According to the data presented above, it seems apparent that story plays a significant role in public speaking, especially when it comes to motivating the audience. As story remains popular today, and occasionally people prefer to listen to stories instead of being told since they have a greater impact on them. Within such influences from stories on human life, people, such as a motivational speaker, start to employ stories in their speeches; motivating others by telling a relevant story to the topic or message they want to convey. However, when determined through the narrative genre family theory framework by Martin and Rose (2008), the types of stories used by each motivational speaker remain a gap in this field of study, which is still not addressed by many researches. Furthermore, there is not enough of data regarding the functions used in the stories for further study. By discovering more about the variety of story genres and

the function of a story, this study aims to give a better understanding of the story genres embedded in the speeches of motivational speakers. By using theoretical framework of family story genres by Martin and Rose (2008) and function of story by Harris and Barnes (2006) as well as Salmaso (2017), this study aims to analyze the strategies and functions of story employed by well-known motivational speakers from three English-speaking countries.

1.2 Statements of Problems

This study is intended to answer the following research questions:

1. What stories are used by nine motivational speakers in their talks?
2. What functions do the stories serve in the talks?

1.3 Aims of The Study

The study aims at investigating types of stories used by the motivational speakers in their talks and the functions that the stories serve in the talks.

1.4 Significance of the Study

The study is expected to give contributions, both to theoretical developments and practical purposes. The findings resulted from this study are hoped to enrich the theoretical perspectives related to the studies of language use, particularly those of public speaking and storytelling. In terms of practical benefits, what has been found in this study is expected to shed some lights on the practices of public speaking and storytelling.

1.5 Clarification of Terms

To avoid potential miscommunication and misunderstanding, several important keywords are clarified as follows:

1. **A story** is a transformed experience that is described in enough detail and emotion for those listening to feel as though they have actually been there (Simmons, 2007);
2. **Public speaking** is the communication strategy where a speaker communicates information with an audience largely through speech, as it is used in everyday life (Slagell, 2009);
3. **A motivational speaker** is a language personality who employs the influence of language to motivate and encourage the audience (Kryknitska, 2020);

4. **Family of story genre** is a group of genres consisting of recount, anecdote, exemplum, observation, and narrative, as proposed by Martin and Rose (2008);

5. **A recount** is a story based on the narrator's personal experience and presented in chronological order with barely any disruption (Martin & Rose, 2008).

6. **An anecdote** is a story employed to express an emotional response. Anecdotes are stories that begin with a sequence of remarkable events and then conclude with the protagonists' or narrators' reactions to the events (Martin & Rose, 2008).

7. **An exemplum** is a story of incidents intended to share a moral judgment, though in a way to be interpreted rather than to be reacted (Martin & Rose, 2008).

8. **An observation** is a story that expresses a person's response to things or events, followed by a personal comment from the narrator (Martin & Rose, 2008).

9. **A narrative** is a story of how the narrators or protagonists resolving a complication that happened in their lives, that involves a disrupting event but then resolved by the narrators or protagonists (Labov & Waletsky 1967; Martin & Rose, 2008).

1.6 Organization of The Paper

There are a total of 5 chapters in this study, which are organized chronologically as follows:

I. **Introduction**

This chapter provides the introduction of the study, in which the background of the study, statements of problem, aims of the study, significance of the study, clarification of terms, and organization of the paper.

II. **Literature Review**

This chapter covers an in-depth discussion of the subject matter based on ideas relevant to the study as well as an overview of previous studies that will serve as a basis for the study.

III. **Research Methodology**

The data from the study will be presented in this chapter through the research design, data collection, and data analysis to comprehend the methodologies and procedures of this research.

IV. **Findings and Discussions**

This chapter provides all the findings and discusses them in relation to the research questions that have been formulated before.

V. **Conclusions and Suggestions**

This chapter summarizes all the study's findings while offering several suggestions for further studies.