CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter draws conclusion from the findings of this study. The conclusions of the study are built up based on the data analysis, which was discussed in Chapter 4 of this study. In addition, suggestions for further studies are also offered as the closing part of this chapter.

5.1 Conclusions

Based on the result of the study, this study provides insight into the types of family story genre employed by the selected motivational speakers along with the functions served by the story in the speeches. In particular, the study seeks to find types of family story genre and function of the story. As discussed in Chapter 4, it is found that out of a total of 41 stories, the results for discussing the types of family story genres most used by the nine speakers in their speeches were the observation types takes up to 39% with 16 stories. The audience can more easily absorb the meaning when the story conveyed using observations. Motivational speakers might emphasize a particular point by adding comments, emotions, or judgments to a story in order to avoid potential misunderstandings. Moreover, this study also determines the functions of the story used in the speakers' speech. Most of the speakers use stories in their speeches with the aim of supporting their claim for a point or idea from the topic of their speech, which has 24 stories takes up to 58,6%. It occurred because motivational speakers try to convey a particular point to their audiences in their talks. As a result, rather than being employed for merely entertainment, stories are used to support their arguments.

These findings came to the conclusion that different contexts produced different purpose from the motivational speakers. The observation story pattern that the motivators employ may also change according to different events. As well as the functions, it depends on the purpose of the story. To avoid misinterpretation while making an idea clearer, comments and emotions could be employed to support a certain point in a story.

5.2 Suggestions

Based on the conclusions presented earlier, there are several suggestions related to the findings, particularly recommendations for further study in this area. Despite the frequent use of storytelling in motivational speakers' talks, it is evident that only a limited number of researchers have directed their focus toward this topic. This presents a significant opportunity

for future research to conduct an in-depth investigation into the use of embedded storytelling within speeches, particularly those delivered by motivational speakers.

Given the current limitations of the study, particularly due to the limited data collection that only included motivational speakers from three English-speaking countries, future research could focus on the use of storytelling strategies by well-known speakers from other international motivational speakers, such as Asian motivators. Future studies may additionally make easier to compare the various types of story used and the varied story functions that each motivational speaker portrays.

The main framework used in this study is additionally not widely known among researchers. Future study on motivational speakers' use of stories in various contexts is likely to focus on the story genres Martin and Rose (2008) proposed. Future research might choose speakers from different fields, which might result in conclusions that differ from those of the current study. In conclusion, further study has the possibility to look into this field using another topic, producing particular findings and providing useful information for the possible development of linguistics.