

# CHAPTER V

## CONCLUSIONS AND SUGGESTION

### 5.1 Conclusions

Preferences for a simple layout of arguments indicate that simplicity is important for understanding and influencing. The importance of simplicity in explaining topics, knowing that the audience has varying backgrounds, rests on the need for universal comprehension. When speakers introduce new topics, how they explain them can affect how the audience receives the information. When it comes to public speakers and the need to persuade or change people's minds, understanding is important. Speakers can influence only when they have made their message understandable. Employing a simplified layout for arguments ensures that the fundamental concepts are accessible to everyone, regardless of their basic understanding or background. This not only facilitates effective knowledge sharing but also minimizes the risk of confusion and misinterpretation. By using a simple layout of arguments, the speakers increase the likelihood of creating an effective and universal learning experience for the diverse audience.

The use of opinions and facts in a talk is considered important for the speaker to build their personal branding and credibility as a qualified public speaker. The deliberate use of the two types of data can maximize the persuasive potential of opinions while anchoring them in the verifiable authenticity of facts.

Opinions, when thoughtfully articulated, have the ability to bring out the speakers' unique perspective and insights in their talks. The utilization of opinion not only humanizes the speakers, it also enables them to express their personal opinions that resonate with the feelings and ideals of the audience.

However, the efficacy of opinions depends on their compatibility with credible facts. The utilization of well-researched and accurate facts reinforces the speakers' authority and competence. Factual evidence strengthens opinions when it is used to support claims. It can also result in the lending of weight to the whole argument and lessen skepticism among the audience.

The incorporation of opinions and facts demonstrated the speakers' intelligence, which resulted in their increasing credibility as knowledgeable figures within their area of expertise. By neatly weaving the two types of data, public speakers are showing their proficiency at striking a balance between opinions as personal engagement and facts as reliable factual evidence. In conclusion, the use of both not only contributes to the speakers' personal branding by forging an identity marked by expertise and authenticity, but also extends to their credibility as the audience perceives them as informed and trustworthy presenters.

## **5.2 Suggestions**

Despite being the obvious source of argument and persuasion that can be identified and analyzed, it seems that there is not enough research conducted on that topic. Therefore, it presents a fine opportunity for future researchers to take on studies regarding arguments in public speaking. Since the data source of this study is limited only to the popular category of TED talks from YouTube, future researchers may explore other public speaking establishments such as TEDx, a subsidiary of TED, or Toastmasters, an international public speaking championship. Other than that, the study may also explore the public speaking of great leaders around the world who have a record of persuading their audience in a great way. The study can focus on how the leaders construct their arguments in a way that can influence a multitude of audiences. Other than the establishment and status, the study of argument in public speaking can also be conducted according to gender. That study could accumulate a comparison between men and women on how they arrange their arguments. In conclusion, the possibilities are quite endless, as argument is a part of human life.

In addition to that, the main framework used in this study still has plenty of things to explore. The chance is incredibly high for future researchers to investigate arguments used by public speakers in different settings based on Toulmin's (2003) layouts of arguments. Other than that, the good reasoning proposed by Hitchcock (2005) can also become the main framework of the research that mainly discusses the reasoning behind every piece of data proposed by a speaker. All in all, there is a good possibility that future research can be done in this area with contrasting data to produce different results and add valuable knowledge to the linguistic field, especially in the context of argument.

