THE LAYOUT OF ARGUMENTS OF POPULAR TED SPEAKERS

A Research Paper

Submitted in partial fulfillment of the requirements

for *Sarjana Sastra* Degree of English Language and Literature Study Program

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STATEMENT OF AUTHORIZATION

I acknowledge that this paper, *The Layout of Arguments of Popular TED Speakers*, is the end result of all of my work. I am very aware that I have cited a number of statements and thoughts from many sources. Any citations are properly identified and stated.

Bandung. August 2023

Shafira Nur Azizah

PREFACE

I submit this study entitled *The Layout of Arguments of Popular TED Speakers* as partial fulfillment of the requirements for Sarjana Sastra Degree. I expect that this study will contribute to the future linguistics research, particularly in the layout of arguments used in public speaking. The author admits that this study could have been improved in a number of ways. As a result, any constructive criticisms or recommendations will be greatly appreciated.

Shafira Nur Azizah

ABSTRACT

The ability to construct persuasive arguments by utilizing effective layouts is pivotal for public speakers in achieving their speaking goals, particularly in influencing the audience. This study investigates the argument construction patterns employed in popular TED talks and identifies the types of data utilized to substantiate the claims. Through an analysis of argumentative series extracted from five widely-watched TED Talks, the study employs Toulmin's (2003) argument layouts and Hitchcock's (2005) good reasoning as framework for examination. Among the three argument layouts investigated, the structure comprising claim, data, and warrant emerged as the only layout used by all speakers. In terms of data types utilized to support claims, opinions (51.35%) ranked highest, followed by facts (41.45%), with stories (7.2%) being the least favored form of data. The prevalent use of the claim, data, and warrant structure reveals speakers' preference for a simpler construction, likely driven by the need to present multiple arguments within their talks. Moreover, the pervasive utilization of opinions and facts as supportive evidence signifies an endeavor to project personal voice and to establish authoritative expertise within specific fields of study. This study provides valuable insights into the patterns of argument construction and the application of different data types in popular TED talks. The findings contribute to our understanding of effective persuasive strategies employed by renowned public speakers, offering implications for communication practices in various domains.

Keywords: argument layout, claim, data, TED talks, warrant

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