

CHAPTER I

INTRODUCTION

This chapter consists of information about the background of the study, the statement of the problem, the aims of the study, the significance of the study, the clarification of terms, and the organization of the paper.

1.1 Background

Public speaking is a common practice in a lot of contexts in society. For example, a presentation in class, whether the teacher teaches students or the students deliver their oral assignments, involves public speaking. Other than that, events for celebrations, festivals, political campaigns, and even funerals often call for this act of speaking in public. Those are some situations where public speaking is needed to share our ideas and thoughts with others. The purpose depends on the occasion, but regardless, it is still an important skill a person needs.

Public speaking skills are very useful if one hones them properly. Understanding what it is can be the first step to mastering it. According to Leon (2023), public speaking is an organized, face-to-face, prepared, intentional (purposeful) attempt to inform, entertain, or persuade a group of people (usually five or more) through words, live delivery, and sometimes visual or audio aids. In the majority of cases, the speaker appears to be the focus of attention for a specific amount of time when they do the talk. There is still the possibility of back-and-forth interaction with the audience, such as question-and-answer sessions, but the speaker is commonly in charge of the whole interaction. That statement is in line with what Carnegie & Esenwein (2007) think about public speaking. They believe that public speaking is the public utterance, the public issuance, of the man himself; therefore, the first thing both in time and importance is that the man should be, think, and feel things that are worthy of being given forth. The person who acts as a speaker needs to believe in the importance of what they want to deliver. In other words, the speaker has to believe that the message of the speech is worth conveying and worth knowing. They have to believe that the information they are about to give the audience is important to them. There is a good possibility that if the speaker communicates the material well, they will do well. However, if they communicate best (meaning that they look, sound, and act like someone worth listening to and following), they will flourish (Macinnis, 2016).

The capacity to convey ideas is as essential as the capacity to have ideas. The act of public speaking is inherently about being seen, not hiding (Nowak, 2004). A good public speaker has to consider several factors in order for the speech to have the desired effect on the audience. There are seven elements of public speaking: 1) the speaker; 2) the message; 3) the audience or receiver; 4) the channel; 5) feedback; 6) noise; and the last is 7) the venue or situation (Amadebai, 2022). Among the seven elements, the speaker is the most pivotal point of the speech, as it can be the main factor in how the outcome of the speech will be. As the source of the message, without the speakers, there is no public speaking to deliver. Speakers need to determine the content of what they want to say, the structure in which they organize the message, and the style in which they present their speech. It all depends on where the speakers are giving the speech, the occasion, and the audience.

Every speaker, no matter the place or the purpose, wants their talks to carry a certain weight and become influential for the audience. They want their audience to gain something after they have finished the talks. Confucius, the philosopher and public speaking scholar, thought a good speech should impact individual lives, regardless of whether they were in the audience (Lee, 2020). He believes that someone of power could influence the world with words and actions. Public speaking is the one skill a person needs in order to persuade someone. With public speaking, speakers can leave their audience with a new belief, attitude, or action to ponder even after the talk is over. It is worth noting that persuasion does not involve intimidation, manipulation, or force to make someone share the belief. The art of persuasion in public speaking is closely related to the ability of the speakers to influence the thoughts and behaviors of their audience (Jachowicz & Jackson, 2022). In order for persuasion to take place, the audience must voluntarily decide to accept what the speaker is sharing.

There are many benefits to learn and understand about public speaking. According to Indeed (2023), people can build their confidence by learning public speaking. They can learn to overcome any challenges they face when giving a speech in front of their audience, which can make them feel empowered. Another benefit of public speaking is that it strengthens critical thinking skills. Creating and conveying a talk called for analysis and consideration. Writing speeches typically involves thinking about the topic and also curating the speech to suit the audience. To make it a successful speech, critical thinking skills can be used to determine how good the audience is at receiving the speech, which can help the speaker.

Argument is an important part of persuading someone to influence their way of thinking. A good argument demonstrates the relevance and significance of the topic for your audience (Mapes, n.d.). It shows the reason why the information is important and why the audience should believe it. In the context of argument in talks, it is the speakers' task to prove the legitimacy and validity of the claim with one or more bases of evidence—either appeal to the fact, story, or their own opinion as the base—and demonstrate throughout their talks why that information should matter to the audience. In order to do that, speakers need to carefully craft their argument so that the series of grounds they provide can soundly support their claims.

That principle is what public speakers need to keep in mind in order to deliver a good talk. A talk can consist of one or more arguments. In order to have a well-structured talk that can easily be delivered and received by the audience, the speaker also needs to keep in mind how one argument relates to the other. A carefully constructed argument, keeping in mind each element and its function, can change the mind of the audience and their way of thinking. To do that, a speaker can first outline how they map out their arguments so that they can create a good and influential talk for the audience.

All speech types require proof to demonstrate the reliability of their claims. When speakers present their talk, they are being advocates, and they are also selecting information that is relevant to the audience, so arguments are necessary to, at a bare minimum, build in details about the topic's importance (Mapes, 2019). Public speakers need to make an argument in order to convince someone to agree with a certain point of view. They need to give evidence and use that evidence to make an argument about why your point of view is correct. Miller (2017) states that one can understand arguments as being both a product and a process. To view an argument as a product is to understand that an argument is something that is made and has structure.

A British philosopher, Stephen Toulmin, created "the layout of arguments" which models how arguments are constructed. In his book "The Uses of Argument", Toulmin (2003) proposed three patterns for how speakers can lay out their arguments. Essentially, it consists of a claim, data, and warrant to construct an argument. How the three elements are used is up to the public speaker to utilize them as effectively as possible to deliver their message.

The layout of arguments and their elements can be observed in every public speaking with the purpose of persuading or influencing the audience. Talks with that purpose usually present several arguments as a way to convince the audience that the information, belief, or

action proposed by the speakers are valid. In this study, the public speaking acts that were observed and analyzed were those of the popular TED speakers when they presented their TED talk on the TED official channel on YouTube.

Moreover, an argument can be good if the reasoning behind it can soundly support the claim. Utilizing data to support a claim can make the argument better equipped to persuade the audience to see things from the point of view of the person stating it. With that being said, data is a vital part of making the argument believable or not. Utilizing it properly can be a powerful tool to make a persuasive argument and support to a convincing claim. Hitchcock (2005) proposed eight good reasoning as to how someone can support a claim. Basically, these reasonings are evidence one can use to support the data. To make it align with this study, the eight reasonings were then categorized into three different groups to identify the types of data the speakers used in their TED talk.

There are several studies that have been conducted on the topic of models of arguments and public speaking. To start, a study was made to explore the structures of argumentative essays written by Indonesian EFL students from one of the universities in Jakarta, Indonesia (Sundari & Febriyanti, 2021). This study investigated the difficulty and constraints that were experienced by the students during the essay. By using a layout of Toulmin's model of arguments to analyze the essays, the study showed that the argumentative essays of the students covered the main elements of arguments. The study also showed that, though the students presented an acceptable thesis with a well-organized essay, some information appeared to be unrelated and the data to support the claim were insufficiently chosen. Generally, lack of knowledge, vocabulary, and practice cause the constraints. Specifically, based on the report of the students, giving arguments, finding support, and working on counterarguments became their sources of difficulty and constraints. This study is beneficial to the current study as it presents how Toulmin's layout of arguments is used as a tool to analyze arguments in another context and form.

Another study was published in 2008 regarding the use of Toulmin's argument pattern in the evaluation of argumentation in school science (Simon, 2008). In this study, it was found that Toulmin-based materials are advantageous in helping teachers conceptualize arguments and model them for students. This study also found that a framework developed from Toulmin's argument pattern can also be used to evaluate student outcomes when using argumentation software.

Focusing on TED and public speaking, there is also a study that used TED talks as a means of developing public speaking skills. Last year, this study was published to discuss issues related to the analysis of TED talk speeches in English (Sidelnik et al., 2022). This study analyzed the TED talk at the level of the text on a pragmalinguistic aspect according to the implicit influential strategy. Therefore, due to the pragmalinguistic experiment, the students can evaluate the typical behavior of the TED speaker and prepare them to create their own TED conferences for educational purposes. Consequently, the experiment can develop students' skills in handling influential speech tips.

As stated in the explanation above, studies regarding argument using Toulmin's model of argument and public speaking have frequently been studied by many researchers. However, unlike the other previous studies above, this study attempts to analyze the way five TED speakers on TED's official YouTube channel constructed their arguments in their talks. In contrast with the previous studies, this study aims to identify the layout of arguments and the type of data that is dominantly used. Therefore, it is important to conduct this study as it attempts to fill the gap by giving new insights on the study of argument, especially in the act of public speaking, as well as making a contribution to the study in the linguistics field. This study implements Toulmin's (2003) layout of arguments to analyze the talk and Hitchcock's (2005) good reasoning to identify the types of data.

1.2 Statements of Problem

To navigate the study and make it more specific, this study is directed to answer the following research questions:

1. How do five popular TED Speakers construct their arguments in their talks?
2. What types of 'data' are dominantly used in the arguments?

1.3 Aims of the Study

There are two aims that drive this study. The first, this study aims to explore the layout of arguments used by five popular TED Speakers to recognize how they construct their arguments by applying the layout of arguments proposed by Toulmin (2003) in his book titled "The Uses of Arguments". The second, this study also aims to identify the types of data, as in the ground that support claims, that is dominantly preferred in the arguments of the TED speakers.

1.4 Significance of The Study

This study is expected to contribute in a theoretical and practical way. **Theoretically**, this study is planned to contribute to the use of language in the context of public speaking and argumentation. This study attempts to act as a valuable contribution to the study of arguments and the construction of it, particularly in relation to the verbal form of arguments in a talk video. In the same context, the current study may also serve as a reliable reference data source for future researchers to conduct new study or even evaluate the validity of other relevant findings. **Practically**, this study is expected to give information that can increase the performance of the people with interest to influence other people such as educator, politician, activist, etc. This study envisioned to help the reader to understand what is argument especially in oral context and how to construct it into describable parts. The result of this study is intended to assist the reader to construct their own arguments in their talks by defining the basic component of argument and how to construct it into a well-structured arguments that is not only good, but also persuasive, provocative, and appealing to the audience.

1.5 Clarification of Terms

To ensure that the meaning of some terms in this study matches with what is intended and to avoid the possibility of misunderstanding because of it, there are several key terms that need to be clarified in this study:

- a) **Argument** is a series of statements in support of a claim, assertion, or proposition (Mapes, n.d).
- b) **Argumentation** is the process of strengthening claims through critical-analysis thinking based on evidence and logical reasoning (Wu, 2017, as cited in Hasnunidah *et. al*, 2020)
- c) **The layout of arguments** is a tool for analyzing and constructing arguments that is generally consist of claim, data, and warrant (Toulmin, 2003).

- d) **Persuasion** is convincing others to change their point of view, agree to a commitment, purchase a product or service, or take a course of action (Doyle, 2020).
- e) **Public speaking** is a process, an act, and an art of making a speech before an audience with goals to change emotions, action, attitudes, and to leave the listeners moved by the words and touched by the meaning (Nikitana, 2011).
- f) **TED talk** is a recorded public-speaking presentation that was originally given at the main TED (technology, entertainment, and design) annual event or one of its many satellite events around the world (Hanna & Wigmore, 2022).
- g) **TED Speaker** is an engaging, charismatic speakers whose talks expose new ideas that are supported by concrete evidence and are relevant to a broad, international audience (Hanna & Wigmore, 2022).
- h) **Data** is the evidence or specific information that supports a claim (Toulmin, 2003).
- i) **Claim** is is the main idea or statement in an attempt for the speaker to persuade the audience (Toulmin, 2003).
- j) **Warrant** links data and other grounds to a claim, legitimizing the claim by showing the grounds to be relevant and it can be based on logos, ethos or pathos, or values that are assumed to be shared with the listener (Toulmin, 2003). In many arguments, warrants are often implicit and hence unstated.

1.6 Organization of The paper

This study was be written into five chapters. The five chapters that make up this study are as follows:

a) **Introduction**

The first chapter is the introduction. This section will introduce the background of the topic under investigation to build a prior knowledge of the subject and level the understanding of how the study will be conducted. It provides an overview of the

study that will be describe more thoroughly in the sections follow. This chapter consist of the background of the study, statement of the problem, aims of the study, significance of the study, clarification of terms, and organization of the paper.

b) Literature Review

The second chapter is literature review. This section will discuss the theoretical framework and literature review of related topic as the foundation of the study. This chapter will also examine similar study that has been conducted in the past to identify gaps in loterature which this study will attempt to fill.

c) Research Methodology

The third chapter is research methodology. This section will provide details on how this study was conducted. It features description of the research design, the characteristic and criteria of the collected data along with the procedure, and the methods of how the data will be analyzed.

d) Findings and Discussions

The fourth chapter is findings and discussion. This section will describe the data that was gathered and the outcomes of any statistical procedures that were performed. Those data and statistical findings will then included as a summary in the discussion part. It will describe how those results relate to the topic under investigation.

e) Conclusions and Suggestions

The last chapter is conclusions and suggestions. It provide the conclusion that have been drawn from the conducting of this study and also some suggestion that might be useful for further studies.