

STRUCTURE AND MEANING DEVELOPMENT OF “WHY” TEDx TALKS

A Research Paper

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana
Sastra pada Fakultas Pendidikan Bahasa dan Sastra

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PAGE OF APPROVAL

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TABLE OF CONTENTS

PAGE OF APPROVAL	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
ABSTRACT	vi
CHAPTER I INTRODUCTION	1
CHAPTER II METHOD	3
2.1 Research Design	3
2.2 Data Collection	3
2.3 Data Analysis	4
CHAPTER III	5
3.1 Findings	6
3.2 Discussions	11
CHAPTER IV	16
REFERENCES	17

LIST OF FIGURES

Figure 1 The stages of the talks	6
Figure 2 The first pattern of relation found in the stages	7
Figure 3 The second pattern of relation found in the stages	8
Figure 4 An illustration of the genres and non-genre texts embedded in the stages	8
Figure 5 Visual representation of the stages	12

LIST OF TABLES

Table 1 Information of the talks selected	3
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Structure and Meaning Development of “Why” TEDx Talks

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ABSTRACT

In recent years, TEDx Talks have emerged as one of the most powerful and influential public speaking platforms. Every talk presented always has its specific goal to achieve. To achieve the goal effectively, every speaker will carefully organize and develop their ideas through some strategic uses of patterns. To portray this, this qualitative case study aims to examine how five most popular “why” TEDx Talks are staged and how each stage is further developed to help achieve the talks’ specific goals. This study theoretically draws on Hasan’s (1985) Generic Structure Potential, Martin’s (1994) Macrogenre, Martin & Rose’s (2008) Genre Relations, and Mann & Thompson’s (1987) Rhetorical Structure. The five most popular “why” TEDx Talks were transcribed then analyzed to reveal three main things, namely (1) the stages of the talks, (2) the ‘nucleus and satellites’ placement patterns, and (3) the presence of embedded genre in idea development of each stage of the talks. The findings suggest that all talks contain three obligatory stages that include hook, contention, and closure, with one optional stage called advice. Contention becomes the most important stage or the nucleus, where the main message of the talk is located. Story genres, exposition, and explanation are embedded strategically to develop ideas in different stages of the talks. This study contributes to our understanding of the way popular “why” TEDx Talks are strategically structured and developed to achieve their goals. Analysis of embedded genre uses can enhance public speaking pedagogy and improve the effectiveness of persuasive communication.

Keywords: genre, idea development, public speaking, stages, TEDx Talks

Struktur dan Pengembangan Makna “Why” TEDx Talks

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ABSTRAK

Dalam beberapa tahun terakhir, TEDx Talks telah muncul sebagai salah satu platform public speaking yang paling efektif dan berpengaruh. Setiap talk yang disajikan selalu memiliki tujuan spesifik yang ingin dicapai. Untuk mencapai tujuan secara efektif, setiap pembicara akan mengatur dan mengembangkan ide-ide mereka dengan cermat melalui beberapa penggunaan pola strategis. Untuk menggambarkan hal ini, studi kasus kualitatif ini bertujuan untuk meneliti bagaimana lima TEDx Talks "why" yang paling populer disajikan dan bagaimana setiap tahap dikembangkan lebih lanjut untuk membantu mencapai tujuan spesifik dari talk tersebut. Studi ini secara teoritis mengacu pada teori Generic Structure Potential Hasan (1985), teori Macrogenre Martin (1994), teori Genre Relations Martin & Rose (2008), dan Rhetorical Structure Theory oleh Mann & Thompson (1987). Lima TEDx Talks "why" yang paling populer ditranskripsi kemudian dianalisis untuk mengungkapkan tiga hal utama, yaitu (1) tahap-tahap yang membentuk talk, (2) pola penempatan 'inti dan satelit', dan (3) keberadaan embedded genre dalam pengembangan ide dari setiap tahap talk. Temuan menunjukkan bahwa semua talk memiliki tiga tahap yang wajib hadir meliputi hook, contention, dan closure dan satu tahap opsional yang disebut advice. Contention menjadi tahap paling penting atau inti, di mana pesan utama talk berada. Genre cerita, eksposisi, dan explanasi diintegrasikan secara strategis untuk mengembangkan ide-ide pada tahap-tahap berbeda di semua talk. Studi ini berkontribusi pada pemahaman kita tentang cara TEDx Talks "why" yang populer secara strategis disusun dan dikembangkan untuk mencapai tujuan mereka. Analisis penggunaan embedded genre dapat meningkatkan pedagogi public speaking dan meningkatkan efektivitas komunikasi persuasif.

Kata kunci: genre, pengembangan ide, public speaking, tahap, TEDx Tal

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