Storytelling Strategies of Motivational Speakers
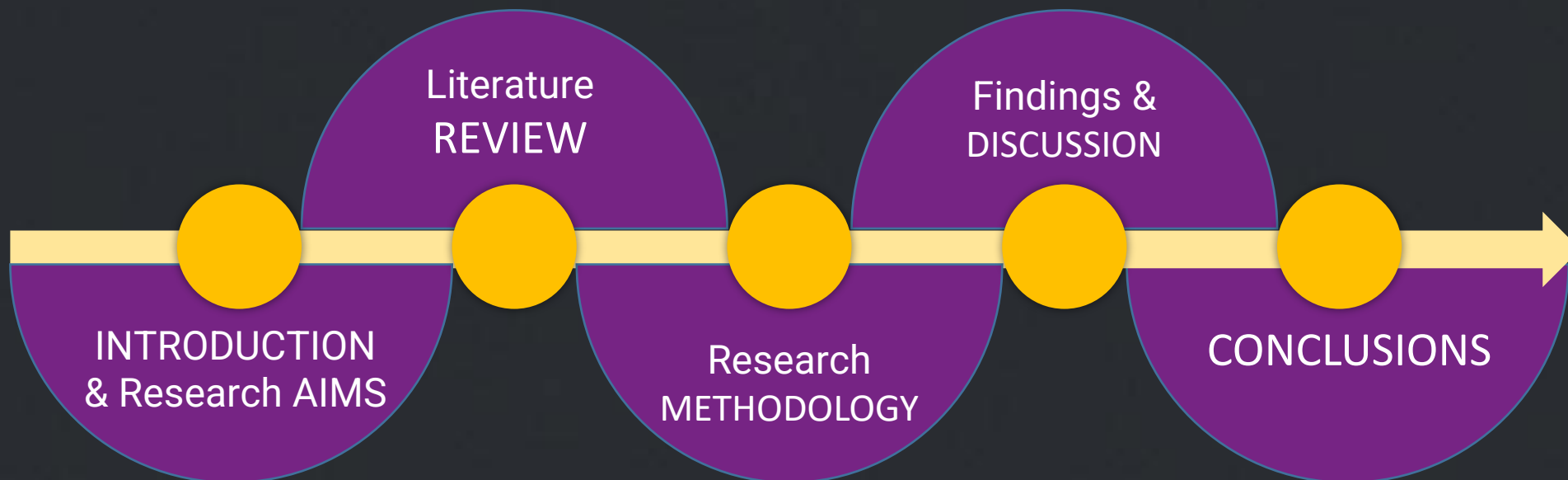
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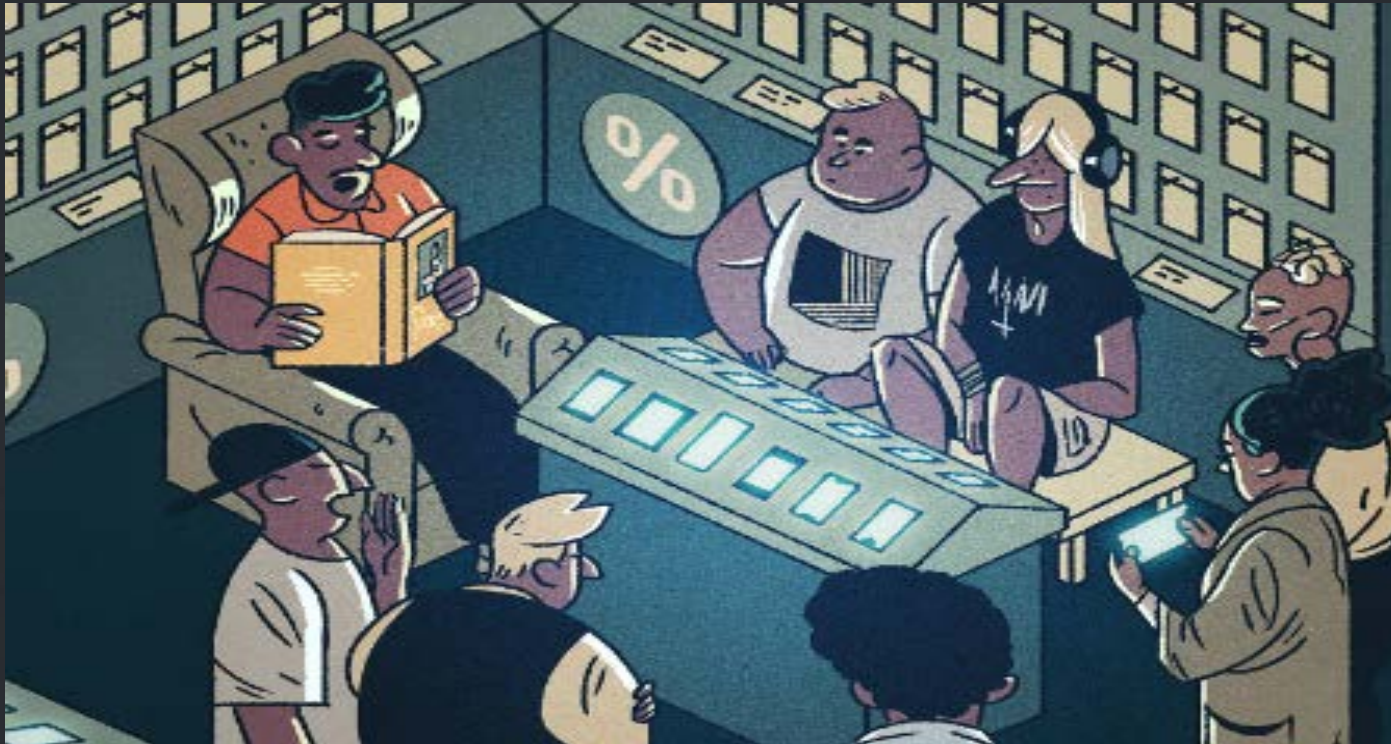
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OUTLINE

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INTRODUCTION

"Stories are one of the most **powerful persuasion** mechanisms."

~ story mentor ~

The study aims to investigate **the types of stories** used by motivational speakers in their talks and **the functions** that the stories serve in the talks.

LITERATURE REVIEW

Theoretical Framework:

❖Family of story genre (Martin & Rose, 2008)

❖Function of story (Martin & Rose, 2008) and (Salmaso, 2017)

Related Previous Studies:

1. Kupers & Statler (2012) demonstrated how various embodied **story strategies** were applied for **a workshop event**.

2. Kryknitska (2020) suggested that **motivational speech** pursues the main goals: **to inspire, encourage, and motivate**.

3. Shewarni (2020) discovered that **telling successful stories has the power to influence people's attitudes and beliefs**, which affects how they act and behave.

4. Rani & Manzor (2022) believe that **a story** inspires people to **overcome challenges in life**, **improves their confidence**, and **makes them feel valued** and **supported**.

METHOD

Research Design:

➢ This study applies a qualitative approach in the form of a case study.

Data Collection:

➢ The study uses purposive sampling.

➢ The stories are taken from 9 motivational speakers, those are Les Brown, Lizzie Velasquez, Brian Tracy, Nick Vujicic, Turia Pitt, Warren Macdonald, Jamie McDonald, Ben Saunders, and Dave Cornthwaite.

Data Analysis:

➢ (1) **Classifying the types of story genres** based on the categorization proposed by Martin & Rose (2008),

➢ (2) **Identifying the functions of the stories** used by examining the contexts of speaking, particularly what precedes and comes after the stories

➢ (3) **Mapping the patterns and the distributions** of the types of the stories and the functions they serve in the sppeches,

➢ (4) **Interpreting what has been found** and **drawing** some **conclusions**.

FINDINGS AND DISCUSSION

- **All types of stories** were used in the speeches, with **observation** as the dominant variation (39%)
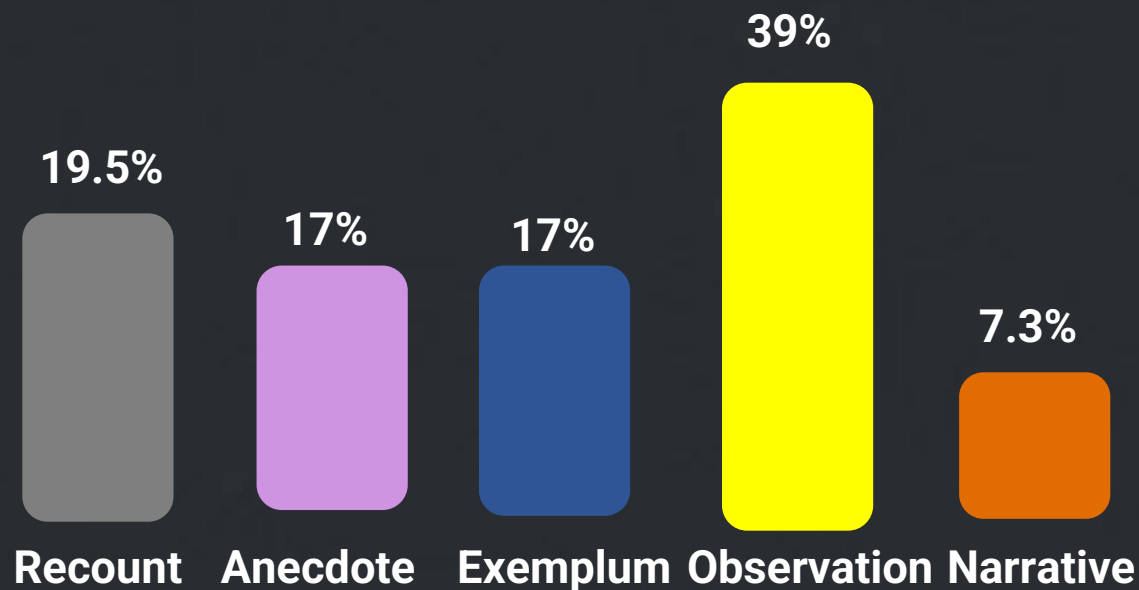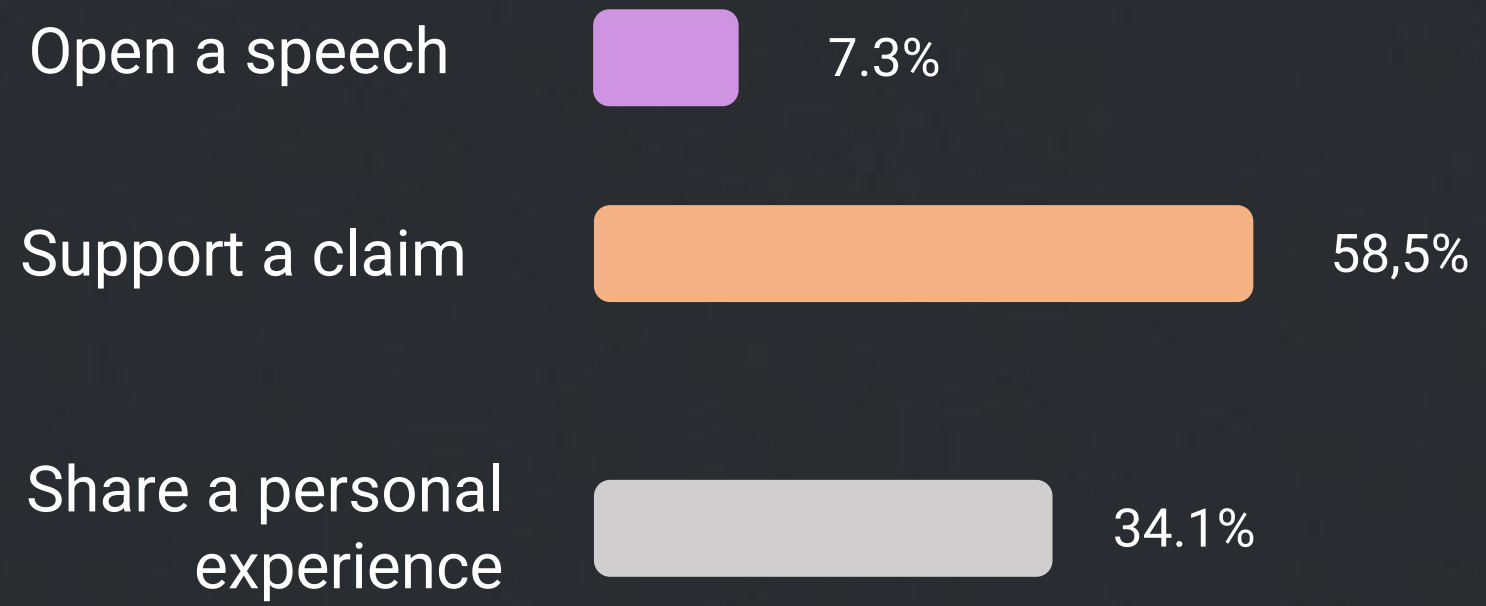
CONCLUSIONS

Certain story patterns seem to be favored for **certain purposes of a speech**.

Comments and emotions employed to a story function as **a support on a certain point in a story** to make an idea clearer as well as to avoid misinterpretation.

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THANK YOU!