STRUCTURE AND MEANING DEVELOPMENT OF "WHY" TED TALKS

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INTRODUCTION

TEDxTalks have emerged as one of the most **powerful and influential public speaking platforms** that spread ideas and influence millions of viewers across the globe.

The way speakers share idea **has never been random**. There will always be a pattern that can be unpacked and learned.

So, understanding **the structures** of some selected TEDxTalks and **how the meaning is developed** become interesting to study.

LITERATURE REVIEW

Hasan's (1985) theory of **Generic Structure Potential (GSP),** emphasizing that a text will always have a structure that contains obligatory and optional stages in it.

Mann & Thompson's (1987) **Rhetorical Structure Theory (RST),** which underlines that the relationships of parts in a text influence meanings and the objective to achieve.

Martin's (1994) concept of **Macrogenre**, which emphasizes that meaning can be expanded through **embedding and complexing** of genres.

Martin & Rose's (2008) theory on **Genre Relations,** which explores how genres are patterned across different contexts of situation and culture.

METHOD

It is **a qualitative case study** employing Hasan's (1985) theory of GSP, Mann & Thompson's (1987) RST, Martin's (1994) macrogenre, and Martin & Rose's (2008) genre relations.

The data are **five most popular TEDxTalks with "Why Titles"** downloaded from YouTube.

Data analysis is focused on **three main things,** namely (1) **how the stages are structured** in the talks, (2) the placement patterns of '**nucleus and satellites**', and (3) **how meaning potentials are developed** in each stage of the talk.

FINDINGS AND DISCUSSION (1)

The talks are structured **into three obligatory stages** that include hook, contention, and closure with **one optional stage** called advice that appears in only two talks.

This is in line with Hasan's theory of GSP: in a text**, there are always obligatory parts** that have to be present and a part that can be omitted which is optional.

The main objective of "why" talks is to give reasons, **making the stage of contention the nucleus** or the most important part where the main message of the talk is located.

Story family genres, explanation, and directive genres are **embedded strategically to develop ideas** in different stages of the talks.

FINDINGS AND DISCUSSION (2)
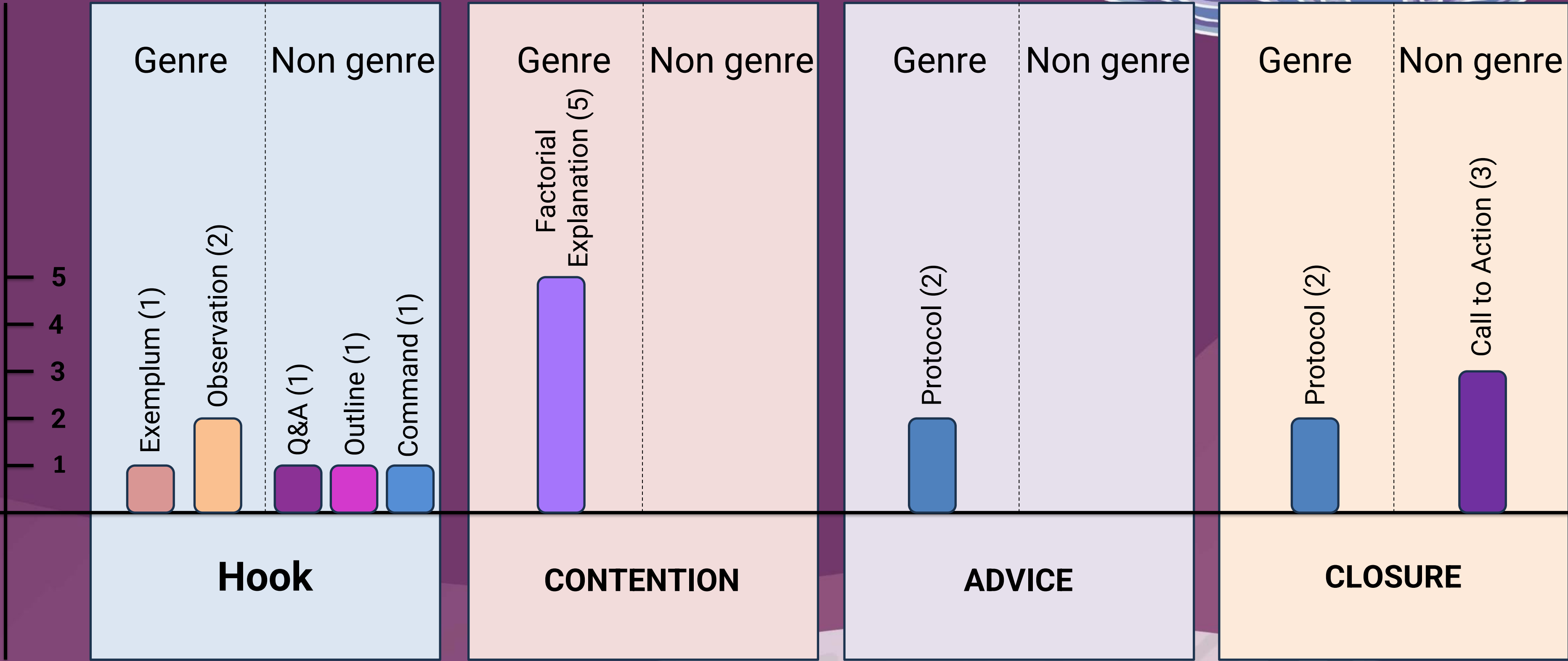
CONCLUSION(S)

Every talk will always have a purpose to achieve. To do that, TEDx speakers with "why topic" have evidently structured the stages of their talks by prioritazing building arguments as their main agenda, becoming the obligatory stage.

Expanding meaning potentials through embedding certain genres can help TEDx speakers orchestrating how meanings are conveyed. Structuring the stages and expanding meaning potentials are give unique patterns to their efforts in achieving the purpose of talk.
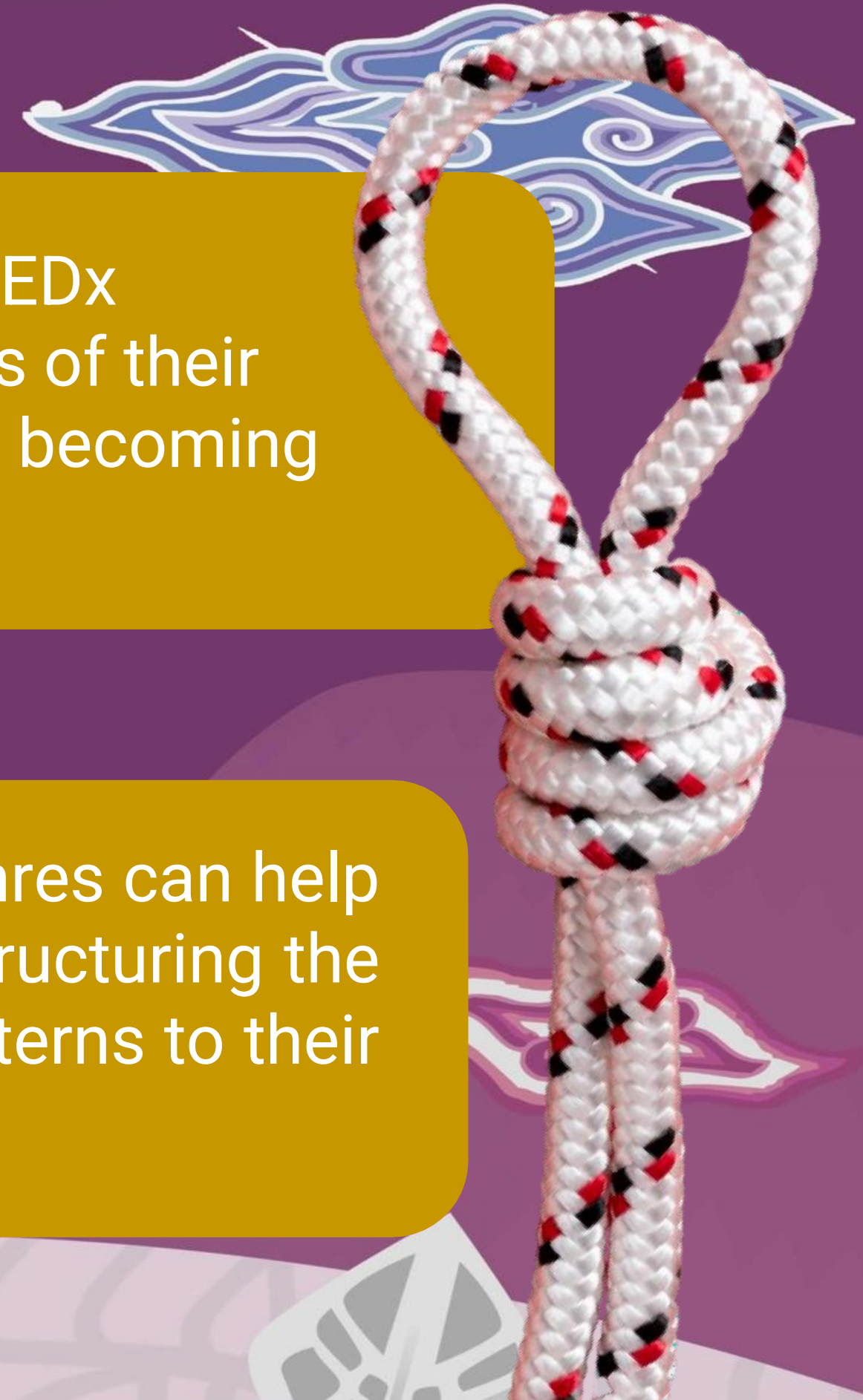
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