

THE LAYOUT OF ARGUMENTS OF POPULAR TED SPEAKERS

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1. POINTS OF DEPARTURE

A carefully constructed argument can help a speaker to change the mind of the audience and their way of thinking, potentially change the quality of their life.

Many influential speakers, including those talking in TED Talks, carefully build their arguments to achieve this.

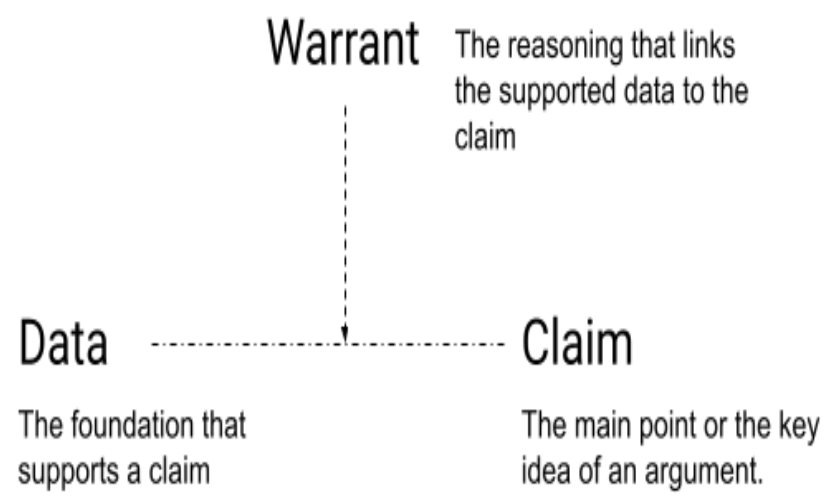
This study was then conducted to investigate how **TED Speakers constructed their arguments** and explore **the types of data** they used in substantiating the claims.



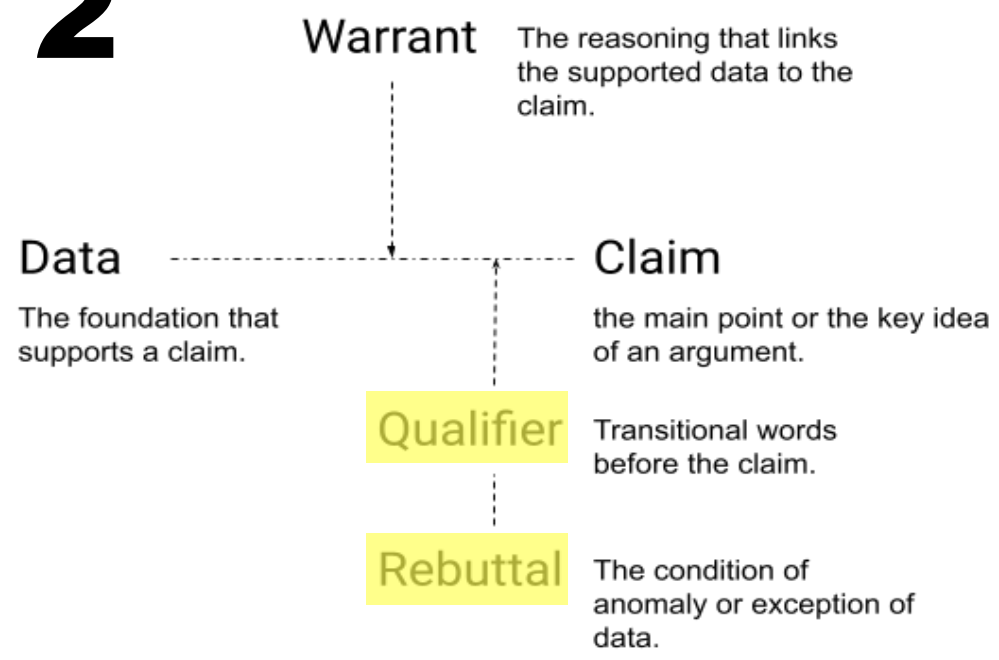
2. LITERATURE REVIEW

Toulmin's Layouts of Arguments

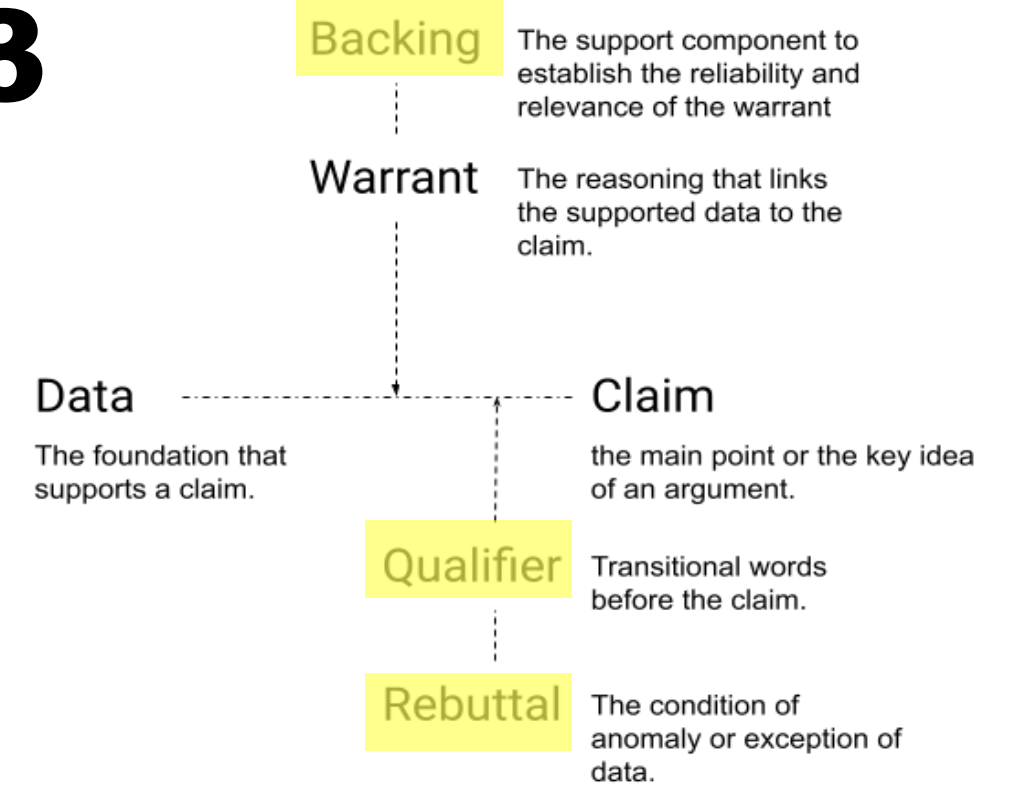
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TO ILLUSTRATE:

Davi was born in Bandung (D). Someone who was born in Bandung will most likely be able to speak Sundanese (W). *Sundanese is mainly spoken on the west side of Java Island, which is called Tatar Sunda, and that includes Bandung (B). Unless he grew up outside of Bandung and speaks a language other than Sundanese (R), chances are (Q),* **Davi can speak Sundanese (C).**

Hitchcock's (2005) Types of Data

FACT

Direct observation, written records of direct observation, authoritative reference source.



STORY

Memory, personal testimony



OPINION

Expert opinion, previous reasoning or argument, general remarks



3. RESEARCH METHODOLOGY

Research Design: A qualitative case study (See Creswell, 2013; Hassan, 2022)

Data Collection: (1) The data were talks delivered by five popular TED speakers; (2) The talks were purposively sampled with two important considerations (containing arguments and have high numbers of viewers).

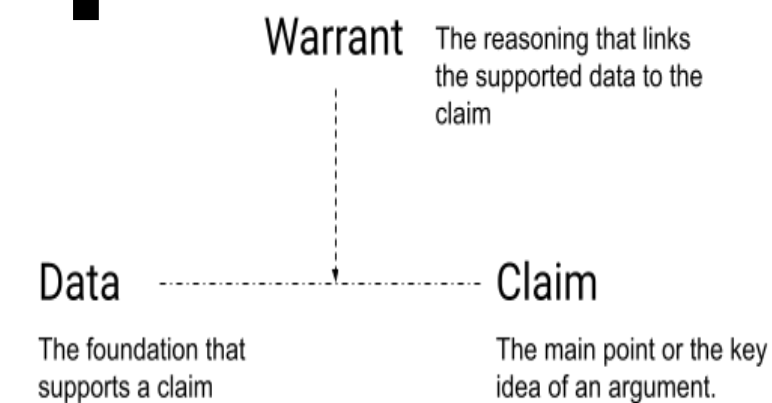
Data Analysis: After the speeches were transcribed, blocks of arguments were identified for further analysis: (1) Identifying **patterns of argumentation** using Toulmin's (2003) layouts of arguments; (2) Identifying **the types of 'data'** used to support the claims according to Hitchcock's (2005) categories; (3) Mapping **the patterns and the distributions** of the layouts and the types of data across different speakers; and (4) Interpreting **the findings** and drawing **some conclusions**.



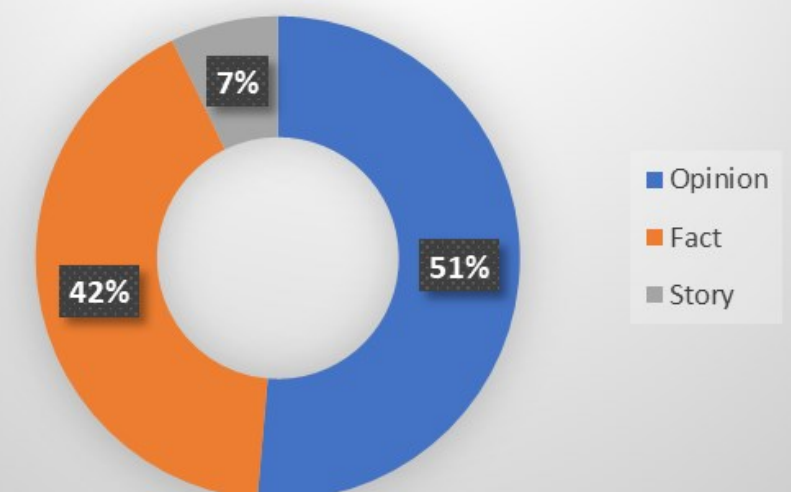
4. FINDINGS & DISCUSSION

Among the three argument layouts investigated, the structure comprising **claim, data, and warrant emerged as the most prevalent.**

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.

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Types of Data Used To Support Claims



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.





5. CONCLUSIONS

Preferences on simple layout of argument indicate that **simplicity is important for understanding and influence**. Speakers can influence only when they have made their talk understandable.

The use of opinions and facts in a talk is considered important for the speakers to **build their personal branding and credibility** as a qualified public speaker.

6. REFERENCES

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THANK YOU!

