

Communication strategies for public speaking: How business leaders in TED attract and guide their audience effectively

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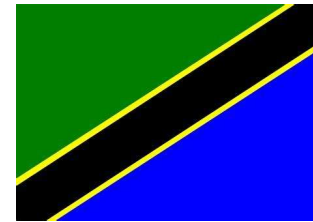
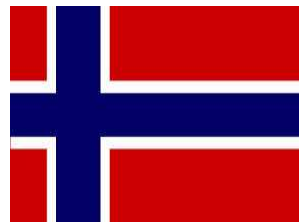
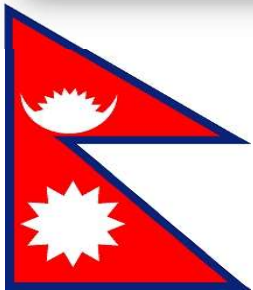
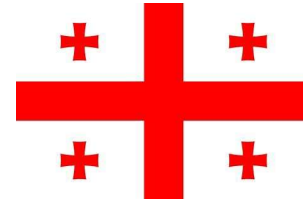


What about me?

- BA Economics at Keio Univ.
 - TESOL Georgetown Univ. USA
 - MA Macquarie Univ. Australia
 - PhD Birmingham Univ. UK
 - Visiting Scholar Oxford Univ. UK
- Many Englishes

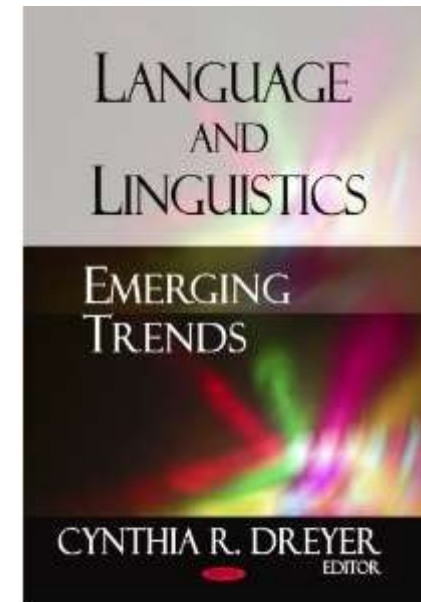
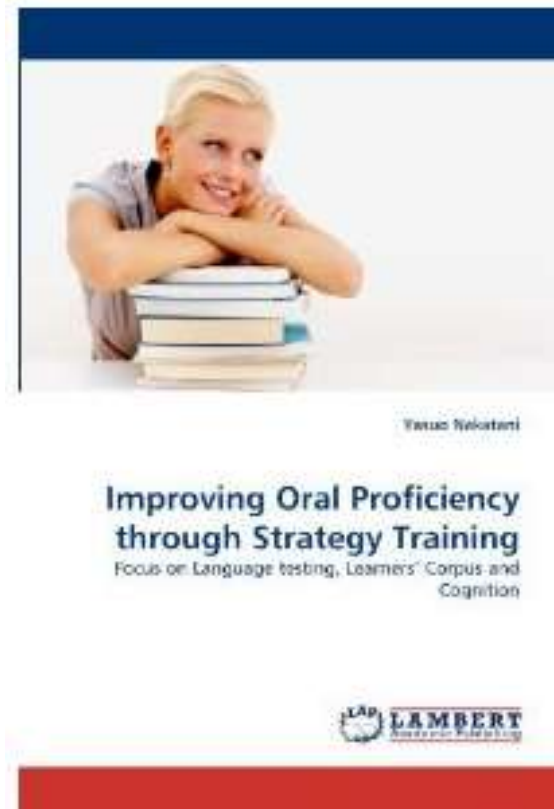


85 Research presentations



85 Research papers

24 Books



Global Leadership

- Case Studies of Business Leaders in Japan

Kinseido



Outline

1. Introduction
2. Ice-breaking: Your favorite speech
3. Good speakers & good speeches
4. Discussion:
Analyzing a speech
5. Corpus linguistics
6. Making a speech
7. Summary

Ice-breaking time

Group work 1

1. Introducing yourself to members
2. Your favorite speaker and why?

Let's discuss

What are the features of
Good speakers
and
Good speeches ?

Good Speakers

- Well-dressed
- Good postures
- Clear voice
- Well-prepared
- Good body language

Good Speeches

- Easy to understand
- Well-organized
- Interesting
- Memorable
- Informative

Listener-centred!

Current Problems

- Research in business presentation
Bhatia (2008), Clark(2008)
Few studies investigating discourse
- Developing comprehensive learning models

Theory 1

Public Speaking 1

Theory 1 Τέχνη Ῥητορική: Aristotle' 3

- Ethos : Credibility
- Pathos: Emotional

Appealing to audiences' emotions

1. Difficulties 2. Challenge 3. Victory

- Logos : Logical

Persuading by the use of reasoning

Public Speaking 2

Logic: Linguistic Approaches

Focus on discourse

1. Genre analysis

Business genre

2. Communication strategies

Negotiating with audience

Speech Can Change the World

Let's analyze the good speech!

“I have a dream”

Martin Luther King, Jr.

Analysis

- Pathos

Leader of Civil Right Movement

- Ethos

1. Difficulties 2. Challenge 3. Victory

- Logos I We Now

I have a dream that my four little children
will one day live in a nation where they will
not be judged by the color of their skin but
by the content of their character.

Listener Centred?

Listeners can follow and understand

- AIDMA

A: Attention

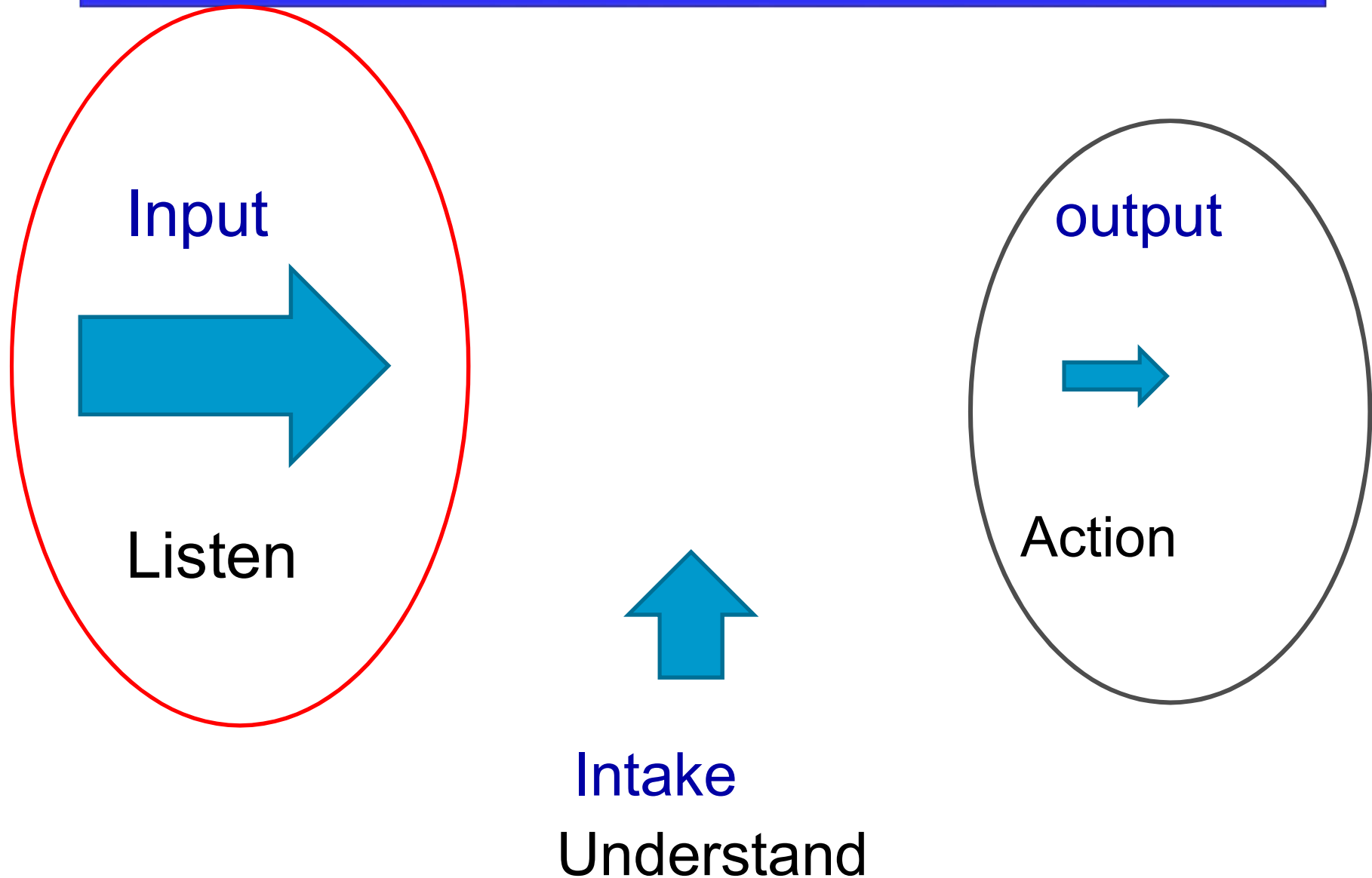
I : Interest

D: Desire

M: Memory

A: Action

Memory: Cognitive Linguistics



Make Audience Remember

How can people remember things ?

1. Frequency

Repetition:

e.g. 3 Keywords

2. Salience

New, Interesting, Surprising

Booster

absolutely, astonishing, amazing

Your speech !

- Choosing a Topic

New, interesting or surprising issue

- Ethos

1. Difficulties, 2. Challenge, 3. Victory

- Pair work

Asking questions

Why?

Write Introduction of Speech !

Making one-minute speech

- Writing the first sentence

New, interesting or surprising issue

Number, Story, History, Humor

- Introduction

3-4 sentences

Theory 2

Hypothesis

- Business Peoples' TED Speeches (BTED) can be an ideal goal for training
- BTED
 1. Business expressions
 2. Presentation characteristics
 3. Effective communication strategies
- How to attract and move audience?
- How to guide, persuade them and let them take actions?

Corpus Linguistics

Quantitative data and statistics

- **BTED Corpus**

Business Genre in TED: 99 leaders

e.g. Jeff Bezos, Bill Gates, Larry Page

231,712 words, 15,239 sentences

- **Reference Corpus**

FROWN (Freiburg- Brown Corpus)

Since 1990 1 mil. words, American English

e.g. Newspaper, books, letters



Analysis

1. *WordSmith 5.0*

Investigating representative words of BTED

Keyword Analysis

Log Likelihood test: Keyness

$p < 0.0001$: critical value = 15.13

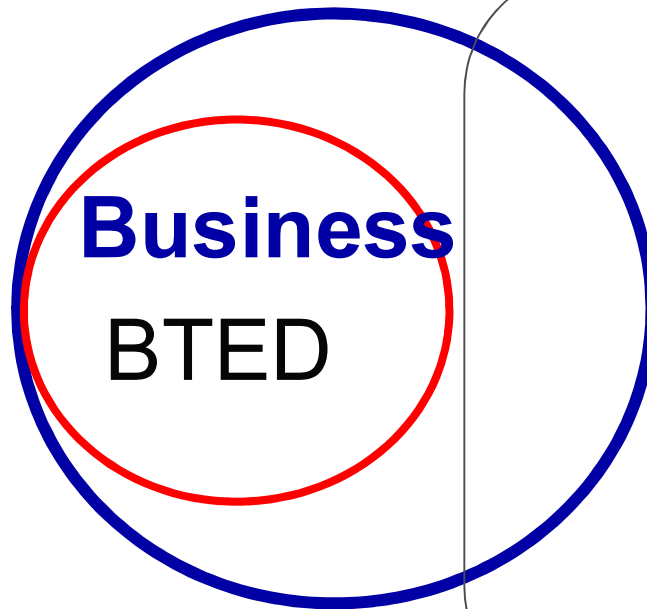
2. High-frequency word clusters

3. Inductive: *Date driven approach*

Image of Analysis

Speech Script

Written English



Business
BTED

FROWN

Guess What?

Let's talk with group members

What kinds of words are frequently used by business leaders and why?

Overview

N	Key word	Freq.	%	RC. Freq.	RC. %	Keyness
1	YOU	3372	1.5	3809	0.3	3868.9
2	WE	2957	1.3	2885	0.2	3844
3	THIS	2671	1.2	4081	0.3	2222.7
4	SO	1858	0.8	2055	0.2	2166.4
5	IT'S	1145	0.5	762	0.1	1931.5
6	THAT	4674	2	11641	0.9	1747.3
7	I	3200	1.4	6795	0.5	1639

Results Word Clusters

N	Cluster	Freq.	Length	Related		
1	YOU CAN SEE	87	3	YOU CAN SEE THAT (13),AND		
2	YOU WANT TO	55	3	IF YOU WANT TO (12),DO YOU		
3	YOU HAVE TO	52	3			
4	AND IF YOU	51	3	AND IF YOU THINK (5),AND IF		
5	TO TELL YOU	41	3	TO TELL YOU ABOUT (10),GO.		
6	AND YOU KNOW	41	3	AND YOU KNOW WHAT (6)		
7	THAT YOU CAN	40	3	SO THAT YOU CAN (7)		
8	AND YOU CAN	40				

Communication Strategies 1

You, We

Guiding and persuading audience

- Guiding audience

Visual support

As you can see (87), If you look (29)

Sending signals

I'm going / I want to tell you (41)

Let me tell you (17) , Let's (23)

We are doing (50)

Communication Strategies 2

Raising Awareness

you know what? (31) ,This is what (35)

This is what I found out. I discovered that there's a movement for a better way.

Communication Strategies 3

Persuasion

if you want to... (21)

we need to (77) , we have to (70), share (60)

Action

we can do (30), I want you to (13)

you can do (27) , you have to (52)

“ I want you to know that we can all make a difference by making different choices, by buying our food directly from local farmers,...”

(Birke Baehr)

Examples

- And you know what? Actually, I think they've got a point.
- And that's the final message that I want to share with all of you -- that you can do well online. But no longer is the message going to be coming from just the top down. If you want to succeed you've got to be okay to just lose control. Thank you. (Alexis Ohanian)

Logical Move 1

Move: The number of 3

Introduction, Body, Conclusion

Introduction

I → We Rapport building

- Credibility

Self-introduction, Purpose, Goal

Salience

- Thesis statements

3 keywords

Logical Move 2

Body: Comprehension & persuasion **We**

3 Paragraphs: 3 key words

Paragraph: 3 steps

- Topic sentence
- Supporting sentence
- Example

General



Specific

Conclusion **You** (Now)

Summary and implications

3 keywords to 1 concept

Results 2 Vocabularies

1. Business Genre Words

brand, business, company, financial, invest
market, money, product, profit

Implications:

2. Boosters

really (601), actually (463), absolutely (34),
incredibly (64), incredible (47), amazing (40)
completely (38)

Results 3

Pathos 3 elements $p < 0.0001$

1. Difficulties

problem(s) (308), waste (90), corruption (37),
crisis (41), hard (98), poverty (53), poor (88)

2. Challenge

try (103), challenge (38), experiment (34)

3. Victory and sustainability

solve (38), solution(s) (62), create (114)
innovation(s) (133), sustainable (43),
sustainability (14)

The number of 3

Three (230)

- And I think there are really **three things** we can take away...
- So these **three guys** all understand how...
- I'm going to tell you **three stories** on the way to...
- I'm going to take **three trends** that have taken...
- So those are just **three quick suggestions**...

Let's Write Body

3 Pathos elements

1. Difficulties

Topic sentence: General

Supporting sentences: Explanation

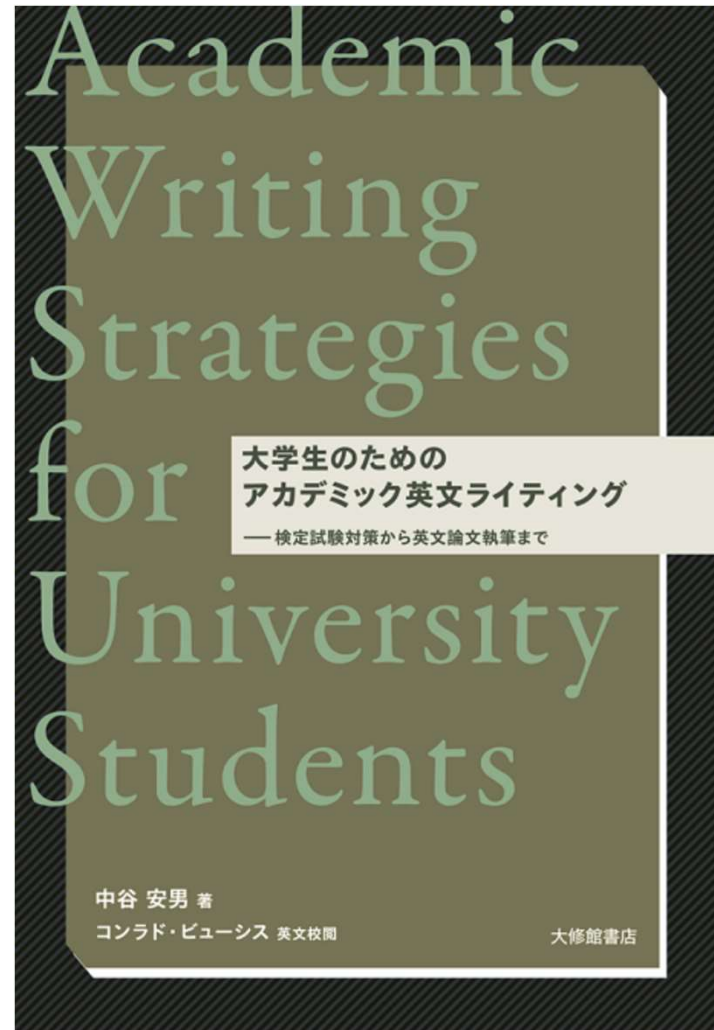
E.g.

2. Challenge

3. Victory and sustainability

Writing Conclusion

- Summary
- Implications
You



Conclusions

- Business genre words

Word list

- Boosters

Salience

- Pathos 3 elements

D C V

- Communication strategies

Guiding, Persuasion, Negotiation, Action

- The number of 3

Next?

- Hedge
- More Communication Strategies
e.g. Metadiscourse
Now, So
- FLOB (British English)

Japanese CEO

Few **I, We, You**

Cheers!