

A Comparative Analysis of Asian and African Motivational Speakers: Using Neuro-Linguistic Programming

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Abstract

This study examines the diverse nature of motivational speeches to determine the ways that can assist people by challenging their ideas and convictions. The study examines the efficacy in this kind of speech and the power it has to impact people. The study focuses on the way that people's responses can be both cognitive as well as emotional for the ones who inspire. Utilizing the Neuro-Linguistic Programming (NLP) in order to impart an understanding of a particular model that focuses on particular ways to talk that facilitate the circulation of information during interaction and in public speaking. The study also provides an analysis of motivational speeches across diverse continents. The study is concentrated on NLP techniques. This research employs a mixed-methods approach, which blends qualitative analysis to find NLP patterns with qualitative techniques to examine the effect of motivation of speeches. The research employs corpus tool which is a Lancs Box that helps to identify NLP patterns that incorporate the notions in comparative structure, mind reading, lost performatives, universal quantifiers, modal operators cause & effect and presupposition. The study's result shows the reality that African motivational speakers employ NLP patterns more frequently compared to Asian speakers and are more likely to use them often than speakers from different continents. The research that follows will enrich the research by studying the relation between speaker and speech performance in order to obtain a deeper understanding of the way that NLP methods affect viewers' perceptions.

Keywords: Motivational discourse, Neuro Linguistic Programing, cross cultural speakers

Introduction

The act of delivering your message live to an audience is known as public speech. There are many methods of public speaking that have been utilized over the years to impress and inspire the audience. In the present, everyone participates in public speaking either as a speaker or as a spectator. Some examples of public speaking in the present are debates, speeches in schools or at work, TED talks, stand-up humor, religious lectures along with lectures in public. There is no doubt that the audience's reactions to the speaker is usually drawn by the way in which they are spoken and also their emotional tone and choice of words and phrases. This can be utilized for communication and has a variety of ways to influence those in the audience. The language used in public communicating can communicate a variety of political, social or even the cultural significance of phrases (Khalil et al., 2007). It is possible to find numerous situations where words can be influenced by the motives of politicians or individuals. Discourse analysis is an excellent method of determining the motivations behind these terms. Discourse is among the language used to communicate (Cook, 2001)

Similar to Connor (2001) NLP is an innovative field of study that is designed to achieve high-end and efficient interpersonal communication. NLP is the research and practice of together convincing language in order to increase interactions between people, social influence and the management of change, as well as the formulation of goals and the results of the objectives they fulfil (Tosey, 2009). Control of individuals' mental health, including the state of their emotional thoughts, their way of thinking, concentrate, think, and focus and even their thinking concentration are enhanced through efficient communication. NLP is thus focused in studying human behaviors in addition to the manners we communicate (Hejase et al., 2015).

The basic ideas behind NLP originated with Richard Bandler, who has an academic background in Mathematics as well as John Grinder, who has earned a PhD in the area of linguistics during

the 1970s, to develop basic models that could facilitate communication. NLP is a technique that requires an enlightened way of thinking and a greater understanding of the mind, as well as the process of thinking that guides the actions. It also allows agility and competence to be developed (GBUREK, 2009). NLP is a brand-new way to rise communication between individuals and groups. NLP improves self-awareness and offers new insight into the interaction between the body and mind.

Research Objectives

- i. To find out Neuro-Linguistic patterns inherent in cross-cultural motivational discourse to convey meaning and achieve various functions?
- ii. To examine how Neuro-Linguistic Patterns are used in the speeches of motivational speakers to influence the audience

Research Questions

- i. How do Neuro-Linguistic patterns inherent in cross-cultural motivational discourse to convey meaning and achieve various functions?
- ii. How do cross-cultural motivational speakers contain Neuro-Linguistic patterns in their speeches to effectively influence and engage their audience?

Literature Review

Motivational speeches are recognized for their persuasive intent, aiming to engage audiences and convey the speaker's attitude toward the topic while involving listeners. Extensive research has examined persuasive language through frameworks such as appraisal theory, evaluation theory, and metadiscourse theory. Hyland's model of stance and engagement, particularly prominent in the study of persuasive language, distinguishes writer-oriented stance markers like hedges and boosters from reader-oriented engagement markers like reader pronouns and directives. These rhetorical devices are contextually and socially bound, primarily applied in written texts but also explored in spoken discourse across various domains.

Arshad and Hassan (2022) studied the ways gender-specific identities are ingrained within the mind of people using the outline of a word by word. They also analyzed whether the ideas like concepts, words or the ideas used in conversations reveal the gender identity or if our minds are at risk. The research was conducted on transcripts from three famous speaking experts from Pakistan (Muniba Mazari Julie Khan as well as Qasim Ali Shah) that were conversing in a context of conversation. The study examines whether word lexical have gender-specific thinking process that create an outline of graphs that has a specific gender basis, in addition to the lexical and an ideology basis to determine a specific socio-cultural persona. The research is built on Register Analysis (Halliday & Hasan, 1989) and the gendered performance (Butler, 2011).

A different way of looking at the issue is to look at Lee Chang (2023) studied ways to encourage Australian people who are motivational and with particular emphasis focused on the impact of language in influencing participation and motivation. The aim of the study was to benefit understand the effectiveness of rhetorical tactics to encourage Australian citizens to be more active and to encourage personal development. The research was carried out through the study of speeches from notable Australian celebrities, such as Nick Vujicic or Turia Pitt. This research was designed in order to discover ways of communicating effectively with Australian audience members. Through a method of qualitative research that involved in-depth discussions with various Australian motivational speakers. The study gave an understanding of the particular words used in motivational speeches within the Australian setting. The results of this study across different continents reveal the intricate connection between motivational speech and as

social factors. They also highlight the numerous ways motivational speakers communicate across the globe.

The concept of beliefs and beliefs that impact behavior are a long-standing area of research that dates back to the beginning of the 20th century. Watson (1925) presented an idea that belief systems and personal attitudes are a key factor in our choices and behavior. This idea has been the basis of many research studies that examine the brain of the person, their emotions and their behavior when confronted with various stimuli (Cherry, 2019). Psychologists believe that attitudes of individuals are always changing as well as receptive to change in response to different new ideas and circumstances such as thoughts or discussions such as discussion on motivation.

One of the topics which are being addressed in the larger discussion is the notion of metaphor. This topic is widely discussed by experts in cognition and discourse. Metaphor is a language instrument that is where the terms or phrases are employed metaphorically to refer to another concept which allows the exchange of literal and metaphorical concepts (Bonilla, 2018). Research on motivation has demonstrated that the mindsets and opinions of people shift as they progress. Schools are encouraged to stress the importance of motivation in both the classroom as well as in homes (Dweck, 2002). A key aspect to promote positive behaviour is to foster the mindset that centers on perseverance and positive thinking. As per Shakespeare, "There is nothing that is good or evil, but being aware of it makes it so."

Jones and Co. (2023) started research of methods to get African motivational agents. The study was focused on studying the role of linguistics to the development of motivational languages. The research examined the various strategies employed by linguists during their attempts of African speakers to engage and entertain their audiences. In particular, the focus was on the importance of different strategies of linguistics. This research effort to discover the complex strategies utilized by motivational speakers in the specific areas of their regions of Africa. African continent. With a method which was purely quantitative, this study discovered fifty highly skilled and experienced motivational speakers from different regions across Africa which included Johannesburg, Nairobi, and Lagos. The methodology used to collect data involved the use of an organized questionnaire for all the speakers so that they could gain insights into their habits of speech as well as the techniques they utilize.

How people view positive thoughts affects their decisions-making recommendations and the way they react to suggestions. However, the fear of doubt may cause anxieties and hold back your personal growth as people may try to justify their emotions through justifying their behavior (Chwartz, 2007). The groundbreaking research study "The Magic of Thinking Big," Chwartz recommends three methods to alter your mindset and attitude towards an idealized pursuit. Develop a mental attitude that is focused on getting there rather than failing (Always affirm your positive self-concepts) adopt a positive attitude. The principles stress the power of the mind that influences the attitude and behavior of the individual.

Research Methodology

Research Approach

In this research methodology the research approach that is adopted is of a mixed-methods approach. In order to study motivational speaker`s discourse, this mixed-methods approach allows the researchers to not only enumerate the features of speeches through numerical analysis but also to discover the subjective experiences and motivations of both speakers and audiences.

Population of the Data

In order to do the discourse analysis, the population comprises 6 motivational speeches that are delivered by famous motivational speakers from Asia and Africa.

Research Instrument

The researcher utilized the corpus tool named LancsBox. Key Word in Context (KWIC) functionality is employed for data analysis. This permitted a detailed inspection of linguistic NLP patterns and rhetorical strategies within the motivational speeches that contributes to a complete understanding of motivational discourse across continents.

Data Collection

The sample for this study comprises 6 highly viewed and esteemed motivational speeches delivered by different speakers from Asia and Africa:

Asian Motivational Speakers:

- i. Jack Ma (Year of Speech: 2020, Views: 14 Million)
- ii. Qasim Ali Shah (Year of Speech: 2019, Views: 3.5 Million)
- iii. Muniba Mazari (Year of Speech: 2019, Views: 27 Million)

African Motivational Speakers:

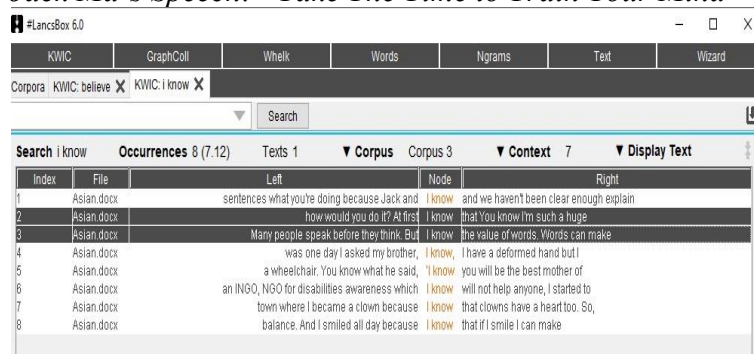
- i. Vusi Thembekwayo (Year of Speech: 2021, Views: 204k)
- ii. Ubong King (Year of Speech: 2021, Views: 216k)
- iii. Chimamanda Ngozi Adichie (Year of Speech: 2009, Views: 12 Million)

Data Analysis

Asian Motivational Speakers

Image 1

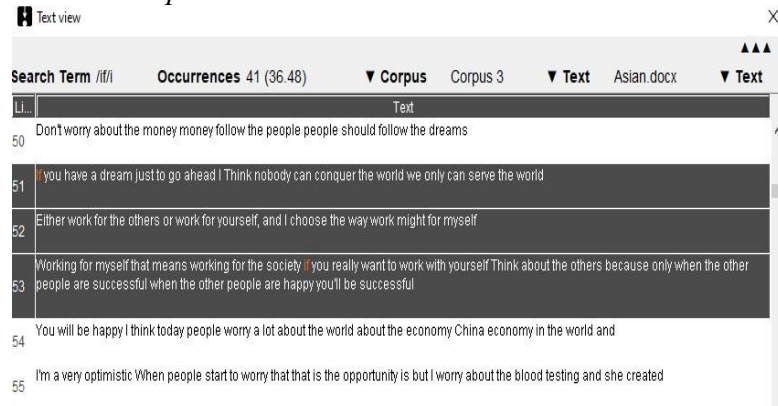
Jack Ma’s Speech: “Take The Time to Train Your Mind”



It is identified that Mind Reading NLP patterns are found 08 times in Asian motivational speaker`s discourses. Through the study it is noted that the phrase "I know you know" is a very effective way for a speaker to influence the audience to make their mind believe that they already know about it. It is an example of a mind reading NLP pattern. This is one of the methods found in the motivational speeches to compel the listeners to believe on things the speaker wants them to believe and get motivated by listening the experiences of life of the speakers or the person the speaker is talking about. When the mind reading technique is employed, it really refreshes the brains of their listeners, causing them to become more receptive to all of their motivating strategies and to start believing that at the end they will leave with some positivity in life. “We’re at an incredible time in terms of new technology and the ability to apply technology.” here the speaker is motivating his listeners by telling them about the advantages of technology and also that they have the abilities to apply these technologies in their own life, and we are living in the time of technology.

Image 2

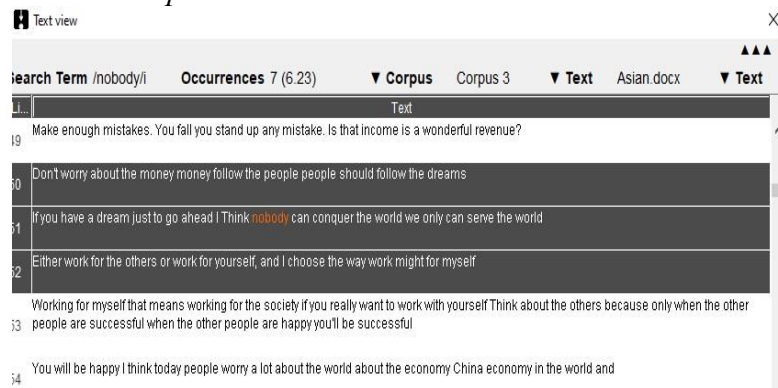
Jack Ma's Speech: "Take The Time to Train You're Mind"



In the speeches of Asian motivational speaker Cause & Effect NLP pattern is found 41 times in the motivational speech. Jack Ma's (2020) life advice for the young's is very inspiring. In the statement "If you really want to work with yourself Think about the others because only when the other people are successful when the other people are happy you'll be successful" it is observed that the speaker is giving a very simple reasoning of success, Also, it is noticed that he uses the phrase 'think about people' as cause and becoming a successful person as an effect to what they do, According to Jack Ma's (2020) if you really want to work with yourself think about others, if you make other people happy you'll become successful. Through the speech it is discovered that he is trying to motivate his young people that never think about big things always starts with lowest, because only small steps can teach you way to big dreams, when you go to small company, you learn the passion you learn the dreams you learn how to do a lot of things at one time so before 30 years old it's not which company you go-it's which boss you follow.

Image 3

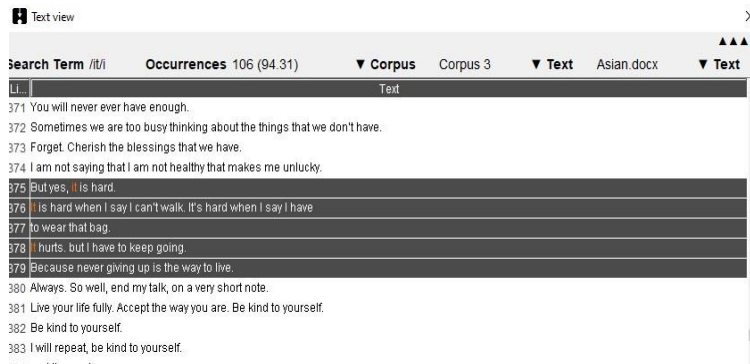
Jack Ma's Speech: "Take The Time to Train Your Mind"



In the speech of Asian motivational speaker Universal quantifier are found 7 times. It is observed while study that Jack Ma is motivating his listeners by trying to tell them that "Money is nothing money is something which comes in your way by itself but people should not stop following their dreams." The word 'people' here use as general it is used for the audience he is addressing, his purpose of using universal quantifiers is to get his audience's attention to get influence by his motivational speech.

Image 4

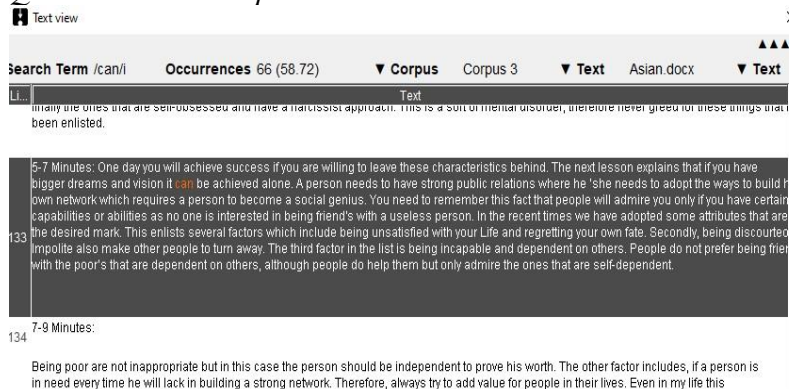
Muniba Mazari's Speech: "We Are All Imperfectly Perfect"



While the analyzing NLP patterns in the speech of Asian motivational speaker, Lost Performative are used 106 times. In her speech, it is noticed that Muniba Mazari (2019) used the storytelling NLP technique. This technique helps to inspire the audience by sharing her own experiences, both good and unpleasant. Her entire speech is inspirational as she discusses how difficult it is for persons with disabilities to coexist with average people. It is tough for motivational speakers to utilize terms like "it is hard, it hurts, that makes me unlucky" to get their audiences to consider their own difficult times, especially when they are hurt or when it is difficult for them to think about things not going as planned. It is found that the speaker is using motivational statement that "Never giving up is the way to live" to emphasize the importance of being prepared for anything that may come their way and the importance of never losing hope or considering giving up on things they care about.

Image 5

Qasim Ali Shah's Speech: "How to Become a Valuable Person"

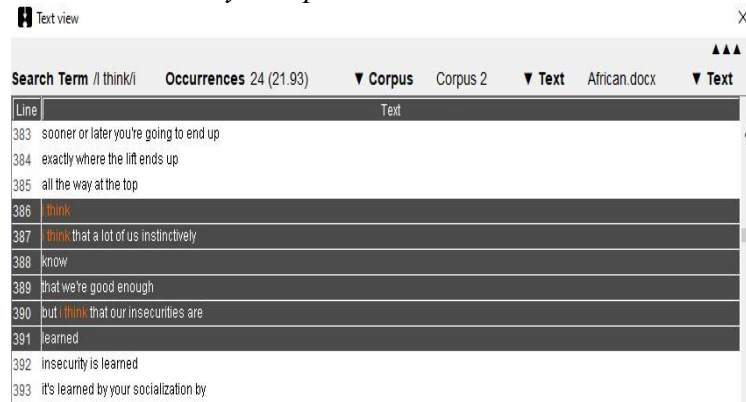


Through study it was noticed that Asian motivational speaker use Modal Operator NLP pattern 66 times in their motivational speeches. In Pakistan, Qasim Ali Shah is one of the most well-known motivational speakers. He uses examples from the Asian cultural perspective to engage his audience in his speech and help them better understand the things he wants to urge them to learn. When choosing between Character and Money when choosing a vocation, he advises, "You can always choose Character because it is an ethereal thing, but you will ultimately reap the rewards." The speaker uses "if" to get his listeners to consider their alternatives for success and "can" to reassure them that they have a chance to succeed on their own and establish themselves as valued members of society. The utilization of these NLP patterns enhances the appeal and excitement of motivational speakers' speeches.

African Motivational Speakers

Image 6

Vusi Thembekwayo's Speech: "Do You Feel Like You are not Good Enough"

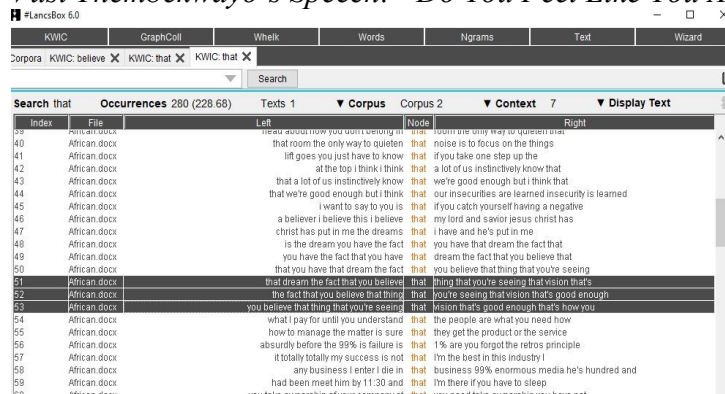


Line	Text
383	sooner or later you're going to end up
384	exactly where the lift ends up
385	all the way at the top
386	think
387	think that a lot of us instinctively
388	know
389	that we're good enough
390	but think that our insecurities are
391	learned
392	insecurity is learned
393	it's learned by your socialization by

In this African motivational speaker's speech, 24 Mind Reading NLP patterns are identified. These patterns help to understand about the listener's internal experience through the art of speaking, a speaker can build rapport and establish credibility. Utilizing a direct and concise NLP model, it is noted that Vusi (2021) attempts to capture his audience's interest in what has happened in his life during his struggles and feelings of inadequacy. It is observed that by using the phrase "I think" he is trying to read people's mind that he thinks everyone sitting there are confident about their capabilities but they are afraid of social insecurities. He is convincing his audience that he understands their struggles with insecurity and the reason they don't believe they are good enough for the things they want to do in their lives. Three instances of the key phrase "I Think" in a single sentence demonstrate how skillfully motivational speaker understands the situations in which he employs NLP patterns as part of his persuasive strategies to compel and involve his audience in his motivational conversations and making sure audience get motivated and stop thinking about social insecurities.

Image 7

Vusi Thembekwayo's Speech: "Do You Feel Like You Are Not Good Enough"



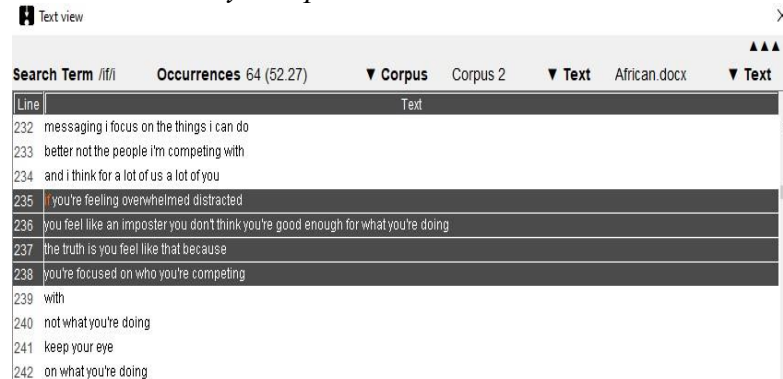
Index	File	Text
39	African.docx	...about how you want ending at
40	African.docx	that room the only way to quieten
41	African.docx	lift goes you just have to know
42	African.docx	at the top I think I think
43	African.docx	that a lot of us instinctively know
44	African.docx	that we're good enough but I think
45	African.docx	that we're good enough but I think
46	African.docx	I want to say to you is
47	African.docx	a believer I believe this I believe
48	African.docx	christ has put in me the dreams
49	African.docx	is the dream you have the fact
50	African.docx	you have the fact that you have
51	African.docx	that you have that dream the fact
52	African.docx	that dream that fact and you believe
53	African.docx	the fact that you believe that thing
54	African.docx	you believe that thing that you're seeing
55	African.docx	what I pay for until you understand
56	African.docx	how to manage the matter is sure
57	African.docx	absolutely before the 99% is failure is
58	African.docx	it totally totally my success is not
59	African.docx	any business I enter I die in
60	African.docx	had been meet him by 11:30 and
61	African.docx	you take membership of your members of

Through the analysis of NLP patterns evident in the speech of African motivational speaker Lost Per-formatives are used 280 times. It is noticed that the technique by motivational speaker to not use the performers of the action is for letting their audience think individually about their goals. "That dream, that thing, that vision" are the words used by the speaker where he uses lost per formative NLP pattern and missed about which dream? Which thing or which vision? But the main motive is to let people think about their dreams and visions of life. It is also observed that the speaker is motivating his audience with the words "I wanted to come into your space today to just say you're good enough you're competent". It is the attempt to persuade the audience by

boosting their confidence and wanting them to achieve whatever the dream they have, the thing they want to gain, and the vision they have about their successful future. Through the study it is evident that Vusi (2021) used Lost per formative NLP pattern. These Patterns helps to motivate his listener to have faith on themselves and start thinking and working on the dreams and visions of life, they want to conquer one day.

Image 8

Vusi Thembekwayo`s Speech: *“Do You Feel Like You Are Not Good Enough”*

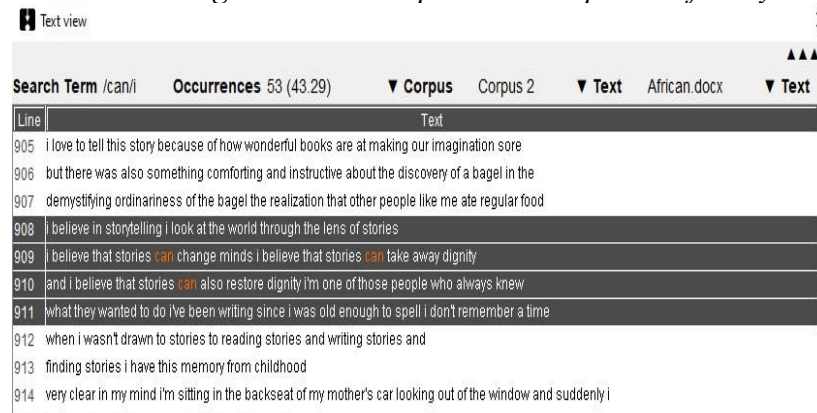


Search Term	Occurrences	Corpus	Text
/ff/i	64 (52.27)	Corpus 2	African.docx
Line	Text		
232	messaging i focus on the things i can do		
233	better not the people i'm competing with		
234	and i think for a lot of us a lot of you		
235	you're feeling overwhelmed distracted		
236	you feel like an imposter you don't think you're good enough for what you're doing		
237	the truth is you feel like that because		
238	you're focused on who you're competing		
239	with		
240	not what you're doing		
241	keep your eye		
242	on what you're doing		

Cause and Effect NLP pattern found 64 times in African Motivational Speaker discourse. Cause and effect patterns are employed to appeal to the intellect or reasoning of people as Aristotle called this strategy “Logos” (Nazim & Yousaf, 2022). According to Vusi (2021) the explanation is that knowing you are competing with strong individuals makes you feel intimidated and unworthy. The cause of this anxiety is other competitors, and the result is their lack of confidence and their attention being solely focused on other competitors' strengths. While studying it is observed that he encourages his audience by telling them that, like him, if they only worry about other people's capabilities and skills, they won't be able to accomplish their goals, instead they should concentrate on their own abilities and strengths. By beginning with a specific statement he has generalized the idea making it fit for everyone. This is how he has convinced the conscious mind of the audience. Instead, they should concentrate on their own abilities and strengths.

Image 9

Chimamanda Ngozi Adichie`s Speech: *“The power of Story Telling”*



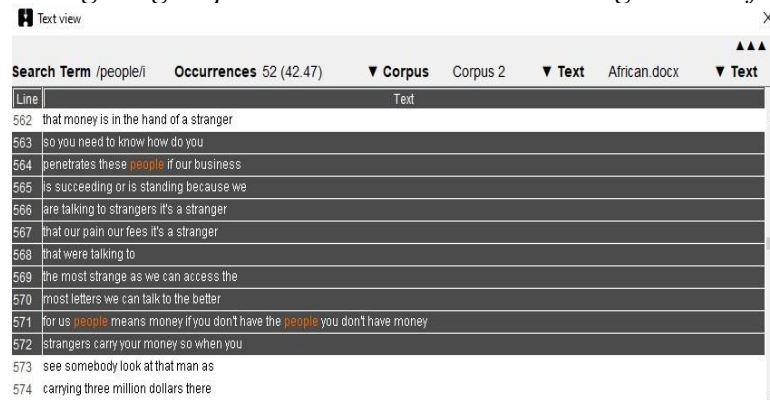
Search Term	Occurrences	Corpus	Text
/can/i	53 (43.29)	Corpus 2	African.docx
Line	Text		
905	i love to tell this story because of how wonderful books are at making our imagination sore		
906	but there was also something comforting and instructive about the discovery of a bagel in the		
907	demystifying ordinariness of the bagel the realization that other people like me ate regular food		
908	i believe in storytelling i look at the world through the lens of stories		
909	i believe that stories can change minds i believe that stories can take away dignity		
910	and i believe that stories can also restore dignity i'm one of those people who always knew		
911	what they wanted to do i've been writing since i was old enough to spell i don't remember a time		
912	when i wasn't drawn to stories to reading stories and writing stories and		
913	finding stories i have this memory from childhood		
914	very clear in my mind i'm sitting in the backseat of my mother's car looking out of the window and suddenly i		

Through study it is evident that African motivational speakers use Modal Operator NLP pattern 53 times in their motivational speeches. Story telling is basically itself a NLP pattern which is the most common, almost every motivational speaker uses this NLP pattern to pursue his

audience. Even though it can frequently have discovered that two to three NLP patterns are used in a single sentence. Sharing personal life experiences or life experiences of influential personalities is one of the main techniques of speakers to involve their listeners into their conversation. Modal operators are used to show necessity or possibility of something. Ngozi (2009) also uses it 3 times in single row as she wants to show his audience about the possibility of something as she says “stories can change mind” “stories can take away dignity” “stories can restore dignity” these phrases are motivational in this perspective as the speaker believes that the technique of storytelling can change minds it can change your mind from positive to negative and negative to positive what actually is the speaker is motivating his audience by making them believe that we can truly hear each other's stories and she believes that we can create a world where everyone truly feels that they matter but the reason it's difficult to do is because we have long had a world in which we did not hear each other's stories and where everyone did not feel that they truly mattered and so to truly hear one another. By showing his audience the power of storytelling or sharing each other's problems or happiness one can have a peaceful life, the speakers using Can multiple times to show his audience the possibility of sharing each other's problems can give them peace of mind.

Image 10

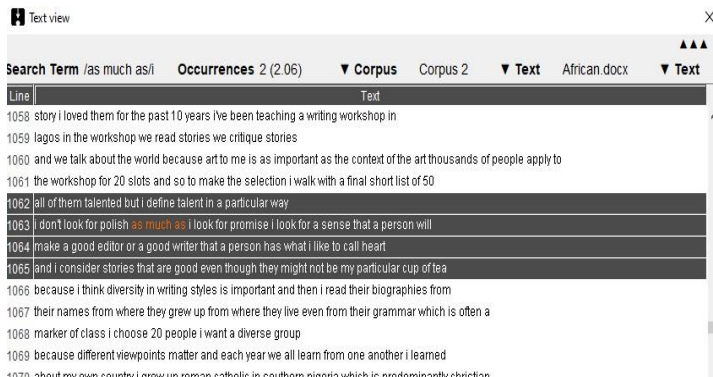
Ubong King`s Speech: “These Laws Will Change Your Life”



Through the study of NLP patterns found in the speeches of African motivational speakers, it is observed that Universal Quantifiers NLP patterns are utilized 52 times. The results above show that “People” is the most frequently used pattern by African Motivational Speakers which is done deliberately so that audience may agree to the message as it provides as social proof as argued by Cialdini (2001) that marketers tell the customers about their largest-selling product to stimulate them to buy that product. Therefore, by the repetitive use of “people” speaker might be trying to agree his audience with his message and the message is about learning some laws which can change their life.

Image 11

Chimamanda Ngozi Adichie`s Speech: “The Power of Storytelling”

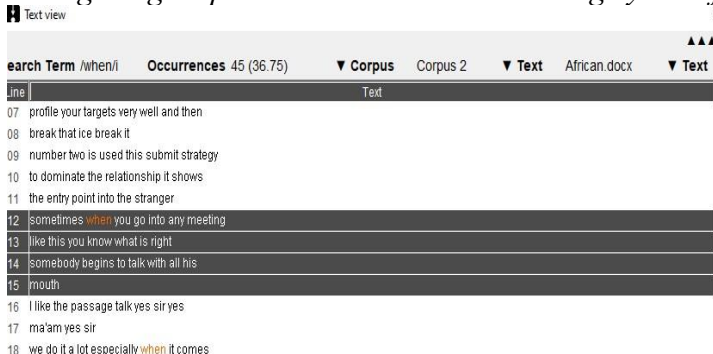


Search Term	/as much as/	Occurrences	2 (2.06)	▼ Corpus	Corpus 2	▼ Text	African.docx	▼ Text
Line								
1058	story i loved them for the past 10 years i've been teaching a writing workshop in							
1059	lagos in the workshop we read stories we critique stories							
1060	and we talk about the world because art to me is as important as the context of the art thousands of people apply to							
1061	the workshop for 20 slots and so to make the selection i walk with a final short list of 50							
1062	all of them talented but i define talent in a particular way							
1063	don't look for polish as much as i look for promise i look for a sense that a person will							
1064	make a good editor or a good writer that a person has what i like to call heart							
1065	and i consider stories that are good even though they might not be my particular cup of tea							
1066	because i think diversity in writing styles is important and then i read their biographies from							
1067	their names from where they grew up from where they live even from their grammar which is often a							
1068	marker of class i choose 20 people i want a diverse group							
1069	because different viewpoints matter and each year we all learn from one another i learned							
1070	about my own country i grew up seeing catholic in southern states which is predominantly catholic							

In the speech of African motivational speaker Comparative Structure NLP pattern utilize 2 times. In the phrase “As much As” the word “as” is refers to a comparison between polish and promise. Also, it is observed that there is a motivation in the phrase “I don't look for polish as much as I look for promise” One of the methods motivational speakers employ to persuade their audience is using comparative structure to tell them future ideas or planning to tell them about the importance of one thing as comparative to other. It is noticed that the speaker is telling her audience that she always considers sense of promise that a person should be capable to be a good editor or a good writer. According to her reading, this has always been the case. She compares the books where she only found white people depicted as heroes—no black people had any heroic representation. She is encouraging her audience to create a habit of reading literature throughout her speech.

Image 12

Ubong King`s Speech: “These laws will change your life”



Search Term	/when/	Occurrences	45 (36.75)	▼ Corpus	Corpus 2	▼ Text	African.docx	▼ Text
Line								
07	profile your targets very well and then							
08	break that ice break it							
09	number two is used this submit strategy							
10	to dominate the relationship it shows							
11	the entry point into the stranger							
12	sometimes when you go into any meeting							
13	like this you know what is right							
14	somebody begins to talk with all his							
15	mouth							
16	i like the passage talk yes sir yes							
17	ma'am yes sir							
18	we do it a lot especially when it comes							

Through the study of NLP patterns found in the speeches of African motivational speaker, it is observed that Presupposition NLP pattern utilized 45 times. The Statement in the speech “When you go into any meeting like this you know what is right” depicts Presupposition that has been observed in the speech by the speaker as he tries to grab the attention of his listener by using presupposing technique which means making it sure that the listener knows exactly about what is right for them and how they can make strong relationships with strangers when it requires. It is noted that the speakers main motive is to motivate his audience by telling them that there are few laws of life by following those law they can be successful in life one of them is “Use the submit strategy to dominate the relationship it shows the entry point into the stranger” in the phrase the speaker tries to motivate his audience by teaching them that for making relationships stronger with stranger the listener needs to make a strategy of dominating in any conversation, for getting opportunities of job you need to be like yes sir yes ma’am never think about fighting back but always be logical in any situation.

Comparative Analysis of NLP in Cross Cultural Motivational Discourse

The study utilized LancsBox 6.0 Corpus Software for study of the outcome. By combining its KWIC (Key terms in Context) bar function it will assist in the identification of key words used in the context. The data was analyzed by LancsBox to assist in being capable of determining the frequency these words are mentioned. The terms were then identified by using by the features of the search bar. The frequency identified for these keywords was then presented. The data was then presented in tables. The technique was designed in order to benefit researchers study Neuro-Linguistic Programming (NLP) patterns which are seen in motivational speakers across the globe. This table provides information on the findings that permit the most comprehensive examination and research of NLP patterns across different geographical regions.

Table 1

No	NLP Patterns	African Speakers	Asian Speakers
1	Mind Reading	24	34
2	Lost Per- formative	280	106
3	Cause & Effect	64	41
4	Universal Quantifiers	52	07
5	Presupposition	45	12
6	Modal Operator	53	66
7	Comparative Structure	2	1
	Total	520	267

Note: The above table presents the comparative analysis of all the NLP patterns used in this study.

General Discussion on Analysis

The work focused on the study of the NLP patterns employed in motivational speeches delivered by individuals who hail from diverse continents, such as Africa and Asia. The main focus of study is to identify and studying the different methods used by people to provoke the audience. The chapter explores how motivational speakers utilize Modal Operators to communicate possibilities for growth and evolution through stories that include self-belief, self-knowledge, and self-esteem. They're also ready face new challenges. The chapter also examines the general-purpose use in Universal Quantifier patterns, which enhance ideas and help reach the ears of those who listen. They focused on the universal aspect of their messages. They encourage viewers to think about their own experiences.

In addition, this research looks at applications of Comparative Structure patterns, where speech makers use the use of comparisons to emphasize the key concepts and in order to engage the viewers. Examples of speeches delivered illustrate how speech makers use comparative structure to instill confidence in themselves and self-confidence, and also confidence in the audience.

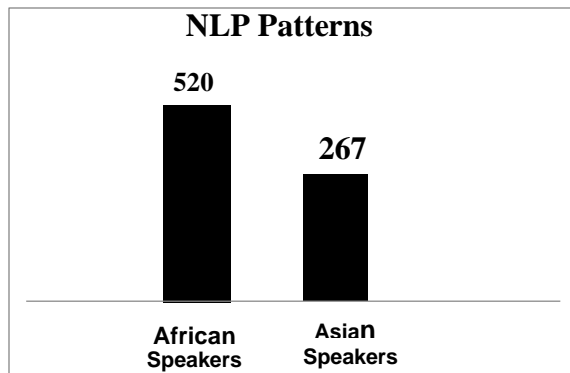
The study particularly focused on presupposition strategies that are implicitly based on presuppositions and are beneficial for viewers to understand. Speakers employ presupposition

techniques to create relationships with their audience and also assist their viewers by delivering a motivating and vital information.

Findings

The major findings of the current qualitative result show that there are many strategies used by these motivational speakers to motivate and influence their audiences to get impact according to their own personal situation. The analysis shows that both two continent’s motivational speakers use NLP pattern according to the requirements and choice of their respective audience. These motivational speakers are widely known for their persuasive skills; they are highly adept at grabbing the attention of their audiences and inspiring people to pursue their goals in life.

Comparative Graphical Representation of NLP Patterns



According to the above chart, African motivational speakers used NLP patterns in their speech 520 times which are more often than motivational speakers from other. However, Asian motivational speakers employed NLP patterns 267 times in their speeches. African motivational speakers are more interested in using NLP patterns in their speeches than Asian presenters, who exhibited the least interest, as seen by the utilization of NLP patterns.

The outcome demonstrates how frequently each speaker used NLP patterns. Mind Reading NLP pattern used more frequently by African Motivational speakers. The study explores African Motivational speakers use Mind Reading NLP pattern to create an association with the audience, this kind of NLP technique make easy way for the motivational speakers to read their audience mind and then they try to motivate them according the wish of the audience.

Another frequent pattern is “cause” in order to generate an “effect”. It is used more frequently by African Motivational speakers to have logical appeal to the audience so that they may stop doubting their selves. By the frequent use of “if”, he develops syllogistic argument in order to appeal human “reasoning” (Jamil & Tala’a, 2018). Then the universal quantifier is more frequently used by the Asian Motivational Speakers. It also provides a “social proof” to the audience that it’s not limited to any specific individual but is equally important to all human beings of the world (Petty & Cacioppo, 1986). It also makes the message more persuasive in diverse or cross-cultural context.

Conclusion

This study used positive discourse analysis to analyze all motivational speakers` speeches to deal with the role of positive thinking and attitude in changing the mindset of people. The approach is a combination between positive discourse and cognitive analysis; therefore, it is called cognitive positive discourse analysis. The bright, cheery, lively, pleasant, and brighter parts of life are highlighted by motivational speakers to their audiences in order to assist them escape their

pessimism. They encourage those who listen to overcome the challenges in their lives. By employing uplifting, motivating, and meaningful language, they improve their listeners' life by understanding their psychological needs. A motivational speaker's delivery style is crucial while encouraging people. A motivational speaker, like an artist, adapts his style, vocabulary, and tools to suit his audience and their requirements. In the present study motivational speakers frequently employed various NLP patterns in their presentations to inspire their listeners, all motivational speakers have abilities of delivering powerful speeches by using seven NLP patterns in their discourses. All these techniques are used by motivational speakers to motivate the audience to change their attitudes positively. The compare-and-contrast approach was utilized to determine how these motivational speakers are similar or differ from other continent`s speakers.

Recommendations

The present study conducted on the discourses of speakers from five continents to examine what NLP patterns motivational speakers employ in their discourses and how they use them to inspire their audience. However, the study offers a methodological foundation for future research that may include more motivational speeches and speakers to compare and contrast their speeches from the perspective of NLP techniques and their effects on the audience.

- i. Future researches can explore more NLP pattern with the help of Mind Control Language Patterns by Dantalion Jones.
- ii. Future studies might examine the other NLP theories and models to determine how they apply to educational practices.
- iii. Future researchers can highlight several strategies that help improve motivational speaker`s language capacities, like anchoring, reframing, and visualizing, storytelling, gas lightning patterns, embedded commands and many more NLP patterns.

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