



## Motivational Language in Imran Khan's Speeches (A Discourse Analysis Using Motivational Language Theory)

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**Abstract.** Motivational language has become an essential component of public speaking, enabling speakers to inspire audiences, strengthen emotional engagement, and encourage positive behavioral change. This study investigates the use of motivational language in two speeches delivered by Imran Khan, namely *Never Give Up on Your Dreams* (TEDx Karachi, 2011) and *The Fight Is in the Mind, It's Not Physical... Whatever You Can Dream, You Can Achieve It* (Oxford Union). The research aims to identify the types of motivational language employed in the speeches and examine the meanings conveyed through each type based on Motivational Language Theory proposed by Jacqueline and Milton Mayfield. A qualitative descriptive approach was adopted, with speech transcripts serving as the primary data source. The collected data were analyzed through identification, classification, and interpretation according to the three dimensions of Motivational Language Theory: meaning-making language, direction-giving language, and empathetic language. The analysis identified 85 motivational language utterances, consisting of 36 meaning-making language utterances, 31 direction-giving language utterances, and 18 empathetic language utterances.

**Keywords:** *Discourse Analysis; Imran Khan; Motivational Language; Qualitative Descriptive Research; Speech.*

### 1. INTRODUCTION

Language is more than a means of exchanging information; it's how we build meaning together, shape how others see things, and influence the way we connect. (Halliday, 1978) describes language as a social semiotic system—it lets us not only share ideas but also create and reflect our reality. This means that when we speak, we're doing more than just passing along facts. We're trying to persuade, inspire, and move people.

Within linguistics, the study of language in practice is frequently conducted through discourse analysis, which examines how meaning is constructed in real communicative contexts (Yule, 1983). Discourse analysis allows researchers to move beyond individual words or sentences and focus on the function of language within context. Spoken forms such as speeches, where language is understood as a social practice embedded in its cultural and social environment (Fairclough, 1995). (Gee, 1999) points out that this approach doesn't just study language—it looks at how language, identity, and social practices intersect, giving us a clearer picture of how people achieve their goals through talk. Public speeches are a prime example. They're crafted to educate, persuade, and motivate audiences through combining words and stories with real purpose.

Motivational speeches have become a hot topic in academic circles. These speeches combine the power of persuasion with genuine emotion to spark positive changes in behavior. With personal stories, uplifting messages, and practical advice, speakers aim to reshape what

people think, feel, and do. That's why motivational speeches are such great material for exploring how language works to drive motivation.

With digital platforms like TED and TEDx exploding in popularity, motivational speeches now reach millions. Imran Khan stands out here—a former cricketer, philanthropist, and Prime Minister of Pakistan, his talks hammer home ideas like resilience, determination, leadership, and believing in yourself. Khan weaves his personal journey into persuasive language, challenging audiences to push through obstacles and chase meaningful goals. His speeches are packed with motivational strategies that deserve a closer look through the lens of Motivational Language Theory.

Scholars have studied motivational discourse from all sorts of angles. (Brito, 2024) used Motivational Language Theory to analyse management communication, showing that motivating language boosts employee drive and lowers turnover in public organizations. (Azlia, 2022) looked at TED Talks using Hyland's Interactional Meta discourse framework, focusing on ways language draws in audiences. (Arsyad, 2023) used Critical Discourse Analysis on a TEDx talk to dig into the ideological layers hidden in public speech. While these studies help us understand motivational language, they use different theories and focus on other contexts than this research.

Even with all this interest, few studies apply Motivational Language Theory to public motivational speeches—especially those given by Imran Khan. Most research stays in the world of organizations, leadership, or abstract ideology, instead of tackling how motivational language works in inspiring public talks. That's a gap. We need to take Motivational Language Theory out of the office and see what it reveals in speeches meant for everyone.

So, this study takes on two of Imran Khan's speeches: *Never Give Up on Your Dreams* (TEDx Karachi, 2011) and *The Fight Is in the Mind, It's Not Physical... Whatever You Can Dream, You Can Achieve It* (Oxford Union). The aims are to pinpoint what kinds of motivational language he uses, and what kinds of meanings he's conveying in each category. By applying Motivational Language Theory to these public talks, this research wants to show how skillful language can light a fire in audiences, build resilience, and share life's most meaningful values.

## 2. LITERATURE REVIEW

### Language

Language sets us apart from other animals—it's how we connect, share what we're thinking, express emotions, and build relationships. But to really understand how language works beneath the surface, we turn to linguistics. (Yule, 2020) calls linguistics a systematic investigation into language: how it began, how it's structured, what it means, and how it serves our communication. (Fromkin, Rodman, and Hyams, 2018) take it further, saying linguistics explores what people know about sounds, words, grammar, and meaning. It also looks at how we learn and use language in real life. Basically, linguistics helps us see the inner workings of language and why it matters so much to how we interact. Linguistics isn't just one thing—it splits into different fields like phonetics, phonology, morphology, syntax, semantics, pragmatics, sociolinguistics, psycholinguistics, and discourse analysis. Out of all these, discourse analysis is especially important here. It doesn't just stop with single words or sentences. Discourse analysis studies language in action: how people talk, how speeches unfold, how meaning gets built during real conversations. For this research, which looks at motivational language in speeches, discourse analysis makes sense. It lets us dig into how speakers use language to shape ideas, move their audience, and reach their goals.

### Discourse

Discourse sits at the heart of language studies, shaping how we make sense of what people say and do with language. It pushes us to look beyond isolated sentences and focus on language in action, woven into real-life situations with social and contextual meaning. Instead of just analyzing grammatical structures, discourse analysis digs into how people use language to reach goals, influence others, and negotiate meaning together. According to (Fairclough, 1995), discourse is a type of social practice where language not only mirrors reality but creates reality through making meanings, establishing relations and affecting how people perceive the world. In this case, language does not operate simply as an instrument of communication, but rather as a persuasive, influential and motivational tool. For instance, every single lexical choice made during a speech and every single rhetorical technique used in such speech are made specifically to affect the perception of the audience, its attitudes and beliefs.

But that's not only part of the picture. (Widdowson, 2007) approaches discourse as language in use—real communication set in a particular context. He emphasizes both the nuts and bolts of language and the mental work listeners do to make sense of a message. For Widdowson, meaning doesn't just spring from the speaker's words. Listeners actively construct meaning, drawing on their own knowledge and experiences as they interpret what's

being said. Combine these two perspectives and you see discourse as a lively exchange. Language, context, and interpretation constantly interact. Fairclough spotlights the social and ideological power of language; Widdowson zeroes in on context and mental processing. In the end, discourse isn't just about what gets said—it's about how, why, and under what circumstances language creates and carries meaning.

### **Motivational Language Theory**

One of the theories which is commonly used in analysing motivating communication is Motivational Language Theory (MLT). It was initially formulated by (Sullivan, 1988) and then developed by (Mayfield, 2017). The three major dimensions of good motivational language, as stated in MLT, are Meaning-making Language, Empathetic Language, and Direction-giving Language. The first one is aimed at creating meaningful interpretations of events through the use of narratives, metaphors, and symbols that would allow people to relate their actions and problems to higher values and purposes. The second dimension focuses on providing support and encouraging individuals to engage in an emotionally charged conversation by considering hardships of other people's lives and showing concern. Finally, Direction-giving Language helps to provide clear guidance on what to do in a particular situation and how to reach certain goals. These three dimensions demonstrate how language may motivate people, create emotional bonds and give directions. Therefore, MLT is an adequate framework for analysing motivational speeches.

### **Speech**

Speech sits at the core of human connection. It's how we trade ideas, tell stories, debate, or just make ourselves understood. When someone gets up to speak in front of others, they're not simply talking for the sake of talking. They've got a purpose—maybe to inform, convince, motivate, or just entertain for a moment. (Stewart, 2003) says it clearly: speech gives speakers the power to shape and deliver messages with their listeners in mind. Speaking isn't only about the words—it's about crafting your message, reading who's listening, and choosing words and methods that hit home. Of course, speech is much bigger than a script on a page. Delivery changes everything—the way you use tone, when you pause, your gestures, your facial expressions. Those details can shift how people hear your message. The best speakers read a room and adjust as they go, matching their approach to what the audience expects or needs. When you nail that, you don't just share facts; you grab attention, spark feelings, and often plant new ideas or prompt people to take action. So, speech is more than a simple exchange. It has the power to shape minds, influence how people see things, and sometimes, drive real action. Discourse analysis treats speeches as meaningful actions. Language becomes a tool,

carefully wielded to aim for social or personal goals. Motivational speeches show this especially well—every word is picked to lift, drive, and spark the crowd. This study takes a close look at how Imran Khan uses motivational language in his speeches. For Khan, speech carries more than just content—it's the vehicle for his core messages. That's exactly why it makes sense to use linguistic analysis here: every phrase, every pause for effect, every energetic push, all work together to create the impact this research wants to unpack.

### 3. RESEARCH METHOD

This study utilized a descriptive qualitative research design. Qualitative research is well-suited for exploring and interpreting meanings embedded within social and communicative phenomena (Creswell, 2014). This methodology allows for the examination of language in its natural context and facilitates the provision of comprehensive, detailed descriptions of the data without dependence on numerical analysis. Consequently, this approach is appropriate for analyzing the motivational language present in Imran Khan's speeches and for interpreting the meanings conveyed through his utterances according to Motivational Language Theory.

The data for this study were obtained from two motivational speeches delivered by Imran Khan: *Never Give Up on Your Dreams*, presented at TEDx Karachi in 2011, and *The Fight Is in the Mind, It's Not Physical: Whatever You Can Dream, You Can Achieve It*, delivered at the Oxford Union. The primary data consisted of utterances transcribed from the video recordings of both speeches. These utterances served as the main source of analysis to identify and examine the types of motivational language and the meanings conveyed in the speeches.

The data were collected through several systematic procedures. First, the researcher selected the two speeches as the research data based on their relevance to the objectives of the study. Next, the speeches were watched repeatedly to gain a comprehensive understanding of their content and context. The researcher then transcribed the speeches into written form to facilitate detailed analysis. After the transcription process, utterances containing motivational language were identified. Finally, the identified utterances were classified according to the categories of Motivational Language Theory to prepare them for further analysis.

The collected data were analyzed using a descriptive qualitative approach. The analysis began by categorizing the identified utterances into the three types of motivational language proposed in Motivational Language Theory. Each utterance was then analyzed to examine its communicative function within the context of the speech. Subsequently, the meanings

conveyed by the utterances were interpreted based on their linguistic and contextual features. Finally, conclusions were drawn from the findings to answer the research objectives and to provide an overall understanding of how motivational language was employed in Imran Khan's speeches.

#### 4. RESULT AND DISCUSSION

The analysis identified a total of 85 motivational language utterances across Imran Khan's two speeches, categorized into meaning-making language, empathetic language, and direction-giving language based on Motivational Language Theory (Mayfield, 2017). In *Never Give Up on Your Dreams* (TEDx Karachi, 2011), 48 motivational utterances were identified, consisting of 21 meaning-making language instances, 15 direction-giving language instances, and 12 empathetic language instances. The predominance of meaning-making language suggests that Khan frequently motivates his audience by linking personal challenges and failures to broader purposes, values, and self-development. Similarly, in *The Fight Is in the Mind, It's Not Physical: Whatever You Can Dream, You Can Achieve It* (Oxford Union), 37 motivational utterances were identified, including 15 meaning-making language instances, 13 direction-giving language instances, and 9 empathetic language instances. These findings indicate that Khan

##### Meaning-making Language

This first category is identified with **36 meaning making language utterances**, it enables audiences to understand the significance of their experiences, challenges, and aspirations by relating them to broader life purposes. Rather than merely encouraging listeners to pursue success, Imran Khan consistently emphasized that failure, perseverance, and personal struggles constitute essential components of self-development.

Representative examples are presented below.

##### *Datum 20*

**Quote:** Failure can be the best teacher -- provided you do not get demoralized by failure. If you get demoralized, you've lost. **If you can assess and analyse your mistakes, it is a stepping stone to moving higher.**

Source: TEDx Karachi Speech by Imran Khan

**Timestamp:** [00:08:04 - 00:08:44]

This statement illustrates *Meaning-making Language* because Imran Khan frames failure as a positive and meaningful experience. According to (Mayfield, 2017), Meaning-making Language helps individuals understand how their experiences, challenges, and

contributions are linked to personal growth, accomplishment, and broader life purposes. In this statement, Khan encourages the audience to view mistakes and failures as valuable experiences that promote learning and contribute to future success.

The primary meaning-making clause appears in the statement, “If you can assess and analyse your mistakes, it is a stepping stone to moving higher.” This clause emphasizes personal development and achievement by suggesting that failure and self-evaluation play an important role in helping individuals grow stronger and achieve greater success. The metaphor “stepping stone” symbolizes advancement and improvement, indicating that mistakes can become opportunities for growth when individuals are prepared to reflect on and learn from them. This demonstrates Meaning-making Language because Khan portrays failure as a constructive experience instead of an obstacle. He emphasizes that failure should not prevent individuals from pursuing their goals. Rather, he suggests that failure becomes the greatest teacher when people are willing to examine their mistakes and gain valuable lessons from them. Through this statement, Khan conveys that success results from perseverance, self-reflection, and ongoing personal development.

Moreover, this statement encourages the audience to become more resilient, thoughtful, and confident when facing challenges. Khan inspires listeners to maintain a positive outlook toward setbacks and to persist in pursuing their goals instead of surrendering after experiencing failure. Consequently, the audience is encouraged to regard challenges as meaningful experiences that support long-term personal growth and success.

### ***Datum 58***

Quote: The difference is not Talent, different difference is not education, it differences that **a leader dreams what others are scared to dream of.**

Source: Oxford Union Speech by Imran Khan

Timestamp: [00:06:55–00:07:15]

This statement represents Meaning-making Language since Imran Khan makes inspirational communication by linking leadership with vision, courage, and purposeful life. According to (Mayfield, 2017), Meaning-making Language allows people to realize how their goals, actions, and aspirations are related to values and achievements in personal life. In this statement, Khan motivates his audience to perceive the concept of leadership not as an achievement that depends on talent and education, but on the courage to have extraordinary goals and aspirations. The major meaning-making clause in this statement is “a leader dreams what others are scared to dream of”. This clause represents vision and greater purpose since Khan stresses the fact that real leaders are the individuals who have courage to imagine and

achieve those goals that are beyond regularity. Therefore, this statement represents Meaning-making Language because Khan provides the significance of dreams and their relation to leadership and achievements in personal life.

From the perspective of context, it is important to say that Imran Khan explains the idea that successful leadership does not depend on such qualities as intelligence, talent, and education, but on the ability of people to be brave enough to think beyond limits. With the help of such symbol as "Shaheen" or "Eagle", Khan describes the leaders as people who have great ambitions and courage to pursue those goals that seem impossible for others. This means that he encourages people not to let the fear or self-doubt to prevent them from pursuing their ambitions. At the same time, this statement provides the motivation for the audience to become more courageous, ambitious and visionary in pursuit of their goals. Since this is the case, people may become emotionally inspired by Khan's words and dream to make some significant achievements in their lives.

### **Empathetic Language**

The third category identified in this study is **Empathetic Language**, comprising **21 utterances**. This type of language helps strengthen interpersonal relationships and build trust between speakers and audiences. Empathetic language includes acknowledging achievements, encouraging individuals during difficulties, and showing genuine concern for others' well-being. As a result, individuals are more likely to feel valued, respected, and emotionally supported, which can increase motivation, confidence, and engagement. Representative examples are:

#### ***Datum 5***

Quote: Because whenever you have a big goal or you take the untrodden path, be prepared that you're going to have some bad times. You will face setbacks, there will be failures but the people who actually win in the end have this quality. They never give up, **You only lose when you give up**. And secondly, they have the ability to cope with the bad times.

Source: TEDx Karachi Speech by Imran Khan

Timestamp: [00:00:55–00:01:43]

This statement is classified into Empathetic Language because Imran Khan conveys emotional encouragement, reassurance, and support to individuals facing hardships and vulnerable situations. According to (Mayfield, 2017), Empathetic Language emphasizes care, understanding, and emotional support to strengthen relationships and inspire audiences on an emotional level. In this statement, Khan encourages the audience to remain hopeful and avoid giving up when confronted with challenges and failure. The central empathetic clause appears



in the statement, “You only lose when you give up.” This clause conveys encouragement during adversity by motivating individuals to stay resilient and continue striving despite setbacks and difficult circumstances. Rather than portraying failure as the end of the journey, Khan highlights that genuine failure occurs only when people abandon their efforts and aspirations. This reflects Empathetic Language because the statement offers emotional reassurance, inspiration, and support to individuals who may be experiencing discouragement or emotional vulnerability.

In its context, Imran Khan explains that setbacks and failures are inevitable aspects of pursuing dreams and ambitions. He encourages the audience to recognize the importance of maintaining emotional resilience and perseverance during challenging times. Through this statement, Khan emphasizes that individuals should cultivate emotional strength and develop the ability to cope with adversity instead of surrendering when faced with obstacles. Furthermore, this statement inspires the audience to remain optimistic, determined, and emotionally resilient when encountering difficulties. Khan encourages listeners to continue pursuing their aspirations despite setbacks and unfavorable circumstances. As a result, the audience may feel reassured, emotionally supported, and motivated to persist in achieving their goals rather than yielding to failure or discouragement.

#### ***Datum 77***

Quote: As long as you keep pursuing your dream, **every setback is a time to analyse where you went wrong**, analyse your mistakes correct them, pick yourself up start your struggle again.

Source: Oxford Union Speech by Imran Khan

Timestamp: [00:12:58–00:13:12]

Such a statement is an example of Empathetic Language as Khan uses empathy to encourage and provide support to people who face hardships and setbacks during the realization of their goals and dreams. As explained by (Mayfield, 2017), Empathetic Language refers to expressing appreciation, encouragement, and support in order to foster good interpersonal relationships and create trust among both speakers and listeners. In his statement, Khan motivates the audience to be persistent and stay positive even if faced with hardships and failures. One of the main empathetic clauses in the statement is “every setback is a time to analyse where you went wrong.” Such a clause illustrates encouragement in difficult circumstances as Khan accepts that setbacks and failures can be very painful experiences but motivates people to make mistakes as learning opportunities and not give up. Rather than

criticize failure, Khan shows his empathic attitude towards people and motivates them to make improvements through mistakes.

Regarding the context, Imran Khan states that people will have setbacks and obstacles on their way to realizing their dreams and goals, but such failures should not prevent them from going ahead. Khan wants his audience to know that failure is an integral part of success, and people need to get back to their feet if they face difficulties. Through this statement, Khan encourages his listeners to overcome setbacks with persistence, reflection, and emotional strength. Moreover, Khan motivates his listeners with his empathic attitude towards difficulties and mistakes. In particular, Khan encourages people to analyze their mistakes and mistakes of others, grow and move forward. Consequently, the listeners will be encouraged and will feel empathy from Khan when hearing his words.

### **Direction- Giving Language**

The analysis also identified **28 Direction-giving Language utterances**. This category provides explicit guidance regarding giving instructions, clarifying goals, providing feedback, and explaining procedures. Representative examples are:

#### ***Datum 45***

Quote: But the secret is, you never ever give up. You only lose when you give up. And the ability to handle the bad times -- know **you should develop a mechanism, for vulnerable times, not suddenly giving up on your mission.**

Source: TEDx Speech by Imran Khan

Timestamp: [00:13:24 - 00:14:03]

This statement represents **Direction-giving Language** because Imran Khan offers guidance and practical advice on how individuals should respond to challenges and vulnerable situations in life. According to (Mayfield, 2017), Direction-giving Language refers to communication that provides guidance, clarity, and direction to help individuals achieve their goals and fulfill their responsibilities. In this statement, Khan encourages the audience to remain persistent, build emotional resilience, and refrain from giving up during difficult times.

The central direction-giving clause appears in the statement, **“you should develop a mechanism, for vulnerable times, not suddenly giving up on your mission.”** This clause demonstrates guidance and goal clarification by advising the audience on the attitudes and actions they should adopt when encountering obstacles. Khan stresses the importance of preparing mentally and emotionally to face adversity rather than allowing fear or discouragement to determine one's response. This reflects Direction-giving Language because

the statement provides explicit guidance on how individuals should deal with setbacks while remaining committed to their goals.

In its context, Imran Khan explains that hardships and failures are inevitable aspects of pursuing dreams and ambitions. He emphasizes that achieving success requires perseverance, emotional resilience, and the ability to overcome vulnerable moments. Through this statement, Khan encourages individuals to remain committed to their mission by developing strategies that enable them to stay focused and resilient during challenging circumstances. Furthermore, this statement encourages the audience to become more disciplined, resilient, and mentally prepared when facing difficulties. Khan motivates listeners to continue striving toward their goals despite setbacks and emotional challenges. As a result, the audience may feel more confident, focused, and determined to overcome obstacles without abandoning their ambitions.

### ***Datum 37***

Quote: The positive mindset is, "We will win." The negative mindset is, "We should not lose." Any policies you make out of fear are destined for disaster. **"Whenever you make your own policies in life they should never be determined out of fear of anything."**

And the worst fear is the fear of losing.

Source: TEDx Karachi Speech by Imran Khan

Timestamp: [00:11:05 - 00:11:30]

The above statement can be attributed to Direction-giving language since Imran Khan gives guidelines and direction in which individuals need to take when making decisions in life. According to (Mayfield, 2017), Direction-giving Language is the language used to offer guidance and clarity in achieving goals and responsibilities. In this case, Imran Khan warns the audience against making decisions out of fear as this would lead to poor decisions and even failure.

The important direction-giving clause in the statement is, "Whenever you make your own policies in life, they should never be determined out of fear of anything." The clause in the statement helps in giving guidance and clarifying goals since the speaker gives instructions on the way individuals need to think when taking certain decisions in life. This means that individuals are supposed to focus on being confident and positive but not fearing and insecure in decision-making. This is in relation to Direction-giving Language since the statement offers direct guidance to the audience on how to make effective decisions in life. In this case, Khan makes his statement in the context of differentiating between a negative and a positive mindset. In his opinion, those individuals who make decisions by focusing on fear and avoidance of failure end up making poor decisions whereas confident and determined individuals end up

succeeding. Through the statement, he tries to inform the audience not to allow fear of controlling the way they take decisions, ambitions, and life goals.

Lastly, this statement motivates the audience by encouraging them to be confident, courageous, and optimistic when making decisions in life. The motivation from Imran Khan encourages the audience to make decisions out of determination and belief in success rather than fear of failure. This would enable the audience to be more confident and mentally prepared in taking life decisions.

## **Discussion**

This study looked at the utilization of Motivational Language Theory in two motivational speeches presented by Imran Khan. The results show that there were 85 motivational language utterances, out of which 36 were Meaning-Making Language, 28 were Direction-Giving Language, and 21 were Empathic Language utterances. These results prove that Imran Khan makes use of all three dimensions of Motivational Language Theory in order to motivate, direct, and emotionally connect with his audience. The contributions of each of these three types in the process of communicating motivation are distinct and different in terms of their roles. These results have been consistent with previous studies on motivational communication and also extend the scope of the use of Motivational Language Theory. According to Brito (2024), the use of Meaning-Making Language, Direction-Giving Language, and Empathic Language positively motivated employees and led to organizational performance in workplace communication. This research study provides similar results, only in a different setting of public motivational speeches.

The results are also congruent with Azlia (2022) who stressed the significance of audience involvement in motivational speeches through discursive interactional features. Although Azlia utilized Interactional Metadiscourse Theory by Hyland, the current research relies on Motivational Language Theory in illustrating how motivation is achieved through meaning-making, guidance, and empathy. In the same way, while Arsyad (2023) investigated motivational messages in TEDx Talks using Critical Discourse Analysis, the current research solely examines the various types of motivational language used in the speeches and the meanings communicated through each one of them. Generally, the current research has made contributions to existing literature by broadening the application of Motivational Language Theory to public motivational speeches. The results show that Meaning-Making Language, Direction-Giving Language, and Empathetic Language operate hand-in-hand as complementary communication strategies used by speakers to motivate their audiences through meaning-making, guidance, and encouragement respectively.

## 5. CONCLUSION AND SUGGESTION

This study examined the use of motivational language in two speeches by Imran Khan using Motivational Language Theory proposed by (Mayfield, 2017). The findings showed that all three types of motivational language were present: Meaning-making Language, Direction-giving Language, and Empathetic Language. A total of 85 utterances were identified, including 36 Meaning-making Language, 28 Direction-giving Language, and 21 Empathetic Language utterances. The results indicate that Meaning-making Language was used most frequently, showing that Imran Khan mainly motivates his audience by helping them view challenges and failures as opportunities for personal growth. In addition, Direction-giving Language provides guidance for achieving goals, while Empathetic Language offers emotional support and encouragement. Overall, the findings suggest that motivational communication combines meaning, guidance, and emotional support to inspire audiences. This study also expands the application of Motivational Language Theory in the analysis of public motivational speeches.

However, this study is limited to two speeches by one public figure, so the findings cannot be generalized to all motivational speeches. Future research is recommended to examine speeches by different public figures or apply other discourse analysis frameworks to gain broader insights into motivational communication.

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