

Language and Communication:

From Form to Meaning

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Edited by

Marjana G. Vaneva

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Dedicated to my exceptional mother, Gordana Vaneva

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INTRODUCTION

Communication is at the core of human existence, since we live by expressing our thoughts, feelings, emotions, and attitudes. If we express these successfully, that is, if we convey our messages and comprehend what the others say, we will be understood – hopefully – fulfilled, and will live successful lives.

But, just as important communication is, it is an equally complex and a delicate matter to deal with. Its complexity stems from the fact that many factors should be taken into consideration in order to ensure a successful exchange of information, and these are physical aspects, such as the participants in the conversation or the target audience, the topic, the place, the time, and the surroundings, which is the situational context. On the other hand, delicacy teaches us to cautiously analyse subtleties like the tone of what is being said, the language used, the body language manifested, in other words, to be aware of the verbal and non-verbal styles of communication. Care should be taken that these aspects are considered in every conversational act, in every process of communication, which are specific from person to person, let alone from culture to culture. Namely, no two people can have the same kind of communication - difference that spans from within the same culture all the way to different cultures.

The need to communicate is present at people from all walks of life: from teachers, doctors, business people to engineers, programmers, politicians.

This collection is comprised of articles written by linguists, mainly English language teachers but also translators, who research communication in contexts close to their interest.

Anastasija Gonchevska makes a linguistic analysis of the communication styles that motivational speakers use; Tamara Jolevska-Popov, Aneta Naumoska and Biljana Naumoska-Sarakinska talk about the demise of full stop in modern communication, that is, how university students use and understand this punctuation in their mutual communication. Iskra Stojanovska draws insights from her experience in the primary school language classroom by focusing on the use of humour and how it promotes learning. Katerina Vidova takes a purely linguistic approach to discussing the predicative use of English present participles and their Macedonian

equivalents, while Marlena Iwona Bielak and Maciej Buczowski study communicative comfort and what male and female communication was like in the Polish Parliament before and after the Parliamentary elections in 2023. Sanja Stankovikj talks about referring and non-referring expressions when detecting referents in English, with Tatjana Jovcheska again turning the discussion to the topic of communication by comparing the process in the physical classroom with the one in online ELT classrooms settings. Teadora Stefanovska and I research how love and affection are expressed by young adults in North Macedonia, and Zhaneta Strezoska delves into high-school students' communication styles between genders in English language lessons. The last chapter is again by Teadora Stefanovska and me, when we analyse the language used in copywriting, with the case of Apple's copy.

This array of ten papers portrays the notion of communication in different contexts, from different angles, and will, hopefully, make some contribution to its understanding, which is important in itself, since the better our communication is, the more achieved our goals are, the more successful we are, the more satisfied we feel, as we have realised our intentions.

I wholeheartedly thank the authors for participating in voicing their thoughts and sharing their research findings on this topic. As everything else in the world of science is inexhaustible and prone to different investigations, this topic is not an excuse either, especially since people and cultures are, by definition, variable entities that almost always yield different results.

I hope that those who will be interested in this title, will enjoy reading the series, and will find its content pleasant and insightful. I would hereby like to thank the readers in advance.

Marjana G. Vaneva, PhD
Editor

Full Professor of English Language and Linguistics
School of Foreign Languages
University American College Skopje
North Macedonia,

Visiting Researcher
School of English and Languages
University of Surrey
United Kingdom

CONTRIBUTORS

Anastasija Gonchevska, Bachelor of Arts in Business Communication and Translation in English, is a seasoned writer, translator, and localisation specialist based in Skopje, North Macedonia. With a strong foundation in English language, translation theories, and business communication, Anastasija has built an extensive career working on high-level editorial and translation projects.

As an Editor-in-Chief for over 200 book projects, she has developed expertise in managing editorial teams, ensuring content accuracy, and maintaining relationships with various stakeholders. She has translated 12 books into the Macedonian language and specialises in medical, legal, and creative translations, ensuring precise and culturally appropriate communication.

In addition to her work in translation and editing, Anastasija is the author of the self-help book “Say Hello to My Friend Lupus”.

Her research interests include linguistic analysis and motivational communication styles, exploring unique rhetorical techniques, language use, and body language of well-known speakers, contributing to the field of communication studies.

Anastasija’s areas of expertise include self-help literature, productivity strategies, localisation in medicine and law, and writing on living with chronic illness, with a deep commitment to advancing communication clarity and effectiveness in both academic and professional settings.

Aneta Naumoska is an Associate Professor in Linguistics at the Department of English Language and Literature, “Blaze Koneski” Faculty of Philology (“Ss. Cyril and Methodius” University in Skopje, North Macedonia) and a CELTA-certified teacher. Her linguistics research interests include the grammatical categories of gender and number (singular ‘they’). She has published papers in international journals and presented at over 20 conferences, both at home and abroad. She has created the first bilingual business dictionary mobile app (English/Macedonian) as well as co-authored university coursebooks in Business English, Aviation English, and Psycholinguistics.

Biljana Naumoska-Sarakinska is a Full Professor at the Department of English Language and Literature, at the “Blaže Koneski” Faculty of Philology within the Ss Cyril and Methodius University in Skopje, North Macedonia. Her key interests are in the field of English grammar and linguistics, in the areas of semantics, word formation, morphology, lexicology, as well as ESP – Business English. She teaches a number of core and elective courses at the undergraduate level of studies, including Modern English, Semantics, Business English Communication, as well as Business English at the Faculty of Economics, within the same university. At the postgraduate level, she teaches Topics in Semantics, and at the doctoral level of studies she offers the course Approaches and Studies in Semantics. She has authored a number of coursebooks in the areas of Semantics and Business English (and Communication), as well as more than 30 papers in the area of English grammar and linguistics.

Iskra Stojanovska, an M.A in Conference in Interpreting, is a full-time English teacher and a part-time university lecturer for translation and interpreting subjects. She holds a B.A in English Language and Literature obtained from the Ss. Cyril and Methodius University in Skopje, North Macedonia. She has worked as a freelance translator and interpreter for 14 years and as an educator in English for more than 15 years. She is also a sworn court translator for Macedonian and English. Her field of research includes translating and interpreting from and into Macedonian, the challenges of teaching interpreting, language acquisition and applied linguistics. She uses her practical experience in all aspects of her teaching and research, integrating real-world translation and interpreting scenarios into her curriculum.

Katerina Vidova, PhD, is an Associate Professor of English language at St. Nicholas International Slavic University in Sveti Nikole and Bitola in the Republic of North Macedonia. Her research interests embrace linguistics, contrastive analysis, translation, syntax and lexicology. She teaches ESP in the fields of business, computer science, law and psychology. Vidova has authored more than fifteen papers in the realm of linguistics, translation, contrastive analysis and syntax, including two chapters: one in the monograph *Dimensions of Institutional Communicative Space* published by Wydawnictwo Adam Marszalek, PUSS in Pile, Poland, and the other in the monograph *English in Non-English-Speaking Countries: Practices, Perceptions, and Perspectives* published by Cambridge Scholars Publishing.

Maciej Buczowski, PhD, is an Assistant Professor at Stanisław Staszic State University of Applied Sciences in Piła. His research interests encompass sociolinguistics and discourse analysis, with a focus on political and media discourse, particularly examining manipulation, persuasion, and power dynamics. In the field of didactics, he explores the use of modern technology in second language acquisition. He teaches courses in Business Communication, Public Speaking, Presentation Skills, and Translation Studies, and also serves as a BA thesis supervisor.

Marjana G. Vaneva, PhD, is a Full Professor of English Language and Linguistics at the School of Foreign Languages, within the University American College Skopje, North Macedonia, a former, three-mandates-Dean of this School and its University's Master of Arts program coordinator. A graduated teacher of English with an MA and Ph.D. degrees in English Linguistics, she mainly teaches English grammar subjects to UACS English language students at both undergraduate and postgraduate levels. Her research interests are in the domain of applied linguistics, semantics, pragmatics, contrastive analysis, discourse analysis, language testing, English language teaching, and business English communication. She has authored a monograph on zero derivation, has edited a book for Cambridge Scholars Publishing on the topic of English in non-English-speaking countries, with presentations and publications on zero derivation, negative prefixes, homonymy, polysemy, cognition in teaching vocabulary, teaching second/foreign language grammar, as well as on communication and its styles across cultures. Prof Vaneva is an Advisory Board Member for English language and linguistics at Cambridge Scholars Publishing and an editor for English language and linguistics papers for this publisher. She has been trained in Cognitive Linguistics by the University of Sheffield and University of Oxford, in Corpus Linguistics by Lancaster University, in Communication by East Carolina University, has been a visiting professor at King's College London, has taught at the University of Cambridge - as a BASEES UK scholarship holder, and at the University of Graz - as an OeAD (Austria's Agency for Education and Internationalisation) scholarship holder. Since 2018, she has been a Visiting Researcher at the University of Surrey, UK, and since 2023, an examiner for Language Shop, London.

Marlena Iwona Bielak, PhD, works as an Assistant Professor in the Department of Philology, Stanisław Staszic University of Applied Sciences in Piła, Poland. She specialises in the field of applied linguistics, with particular reference to the area of communicology. Marlena has authored numerous articles (over 30) and the monograph *Formation of the transcommunicator as the goal of non-native language pedagogy*. She is

also a scientific co-editor of books and has co-authored the monograph *Communication vis-à-vis multiculturality. A contribution to the description and analysis of communicators' communicative competence and its cultural variability*. Her professional experience encompasses teaching subjects pertaining to linguistics, BA seminars, and EFL at all levels of teaching (including specialised English at university level). Prof Bielak has been a guest lecturer at universities in Spain, Portugal, Latvia, Northern Macedonia, Slovakia, Turkey, Bosnia and Hercegovina, and Romania. As a sworn English translator, she cooperates with the court, prosecutor's office and police.

Sanja Stankovikj is a Master student majoring in Business Communication and Translation at the University American College Skopje. Throughout her studies, she has expressed an interest in researching a variety of topics, such as: intercultural communication, practical application of translation theories, second language acquisition and semantics. Her thorough qualitative and quantitative research on the topic "The Macedonian Insight into the Phenomenon of Second Language Acquisition" has even earned her a presence and defense of her work at the 2021 Global Issues Conference hosted by the East Carolina University.

Tamara Jolevska-Popov, M. Phil, doctoral candidate, is a lecturer at University American College Skopje (UACS), the School of Foreign Languages in Skopje, North Macedonia. As a graduate teacher of English from the Ss. Cyril and Methodius University in Skopje, she went on to do her MA thesis at UACS. She obtained her MA title with the thesis "The Use of Cases as a Teaching Tool in Business Communication – A Comparative Study". She teaches Modern English, Business English, Syntax and Composition at undergraduate level to students of all schools and departments, and SLA Pedagogy and Advanced Business Communication at graduate level at UACS. Her interest in research ranges from linguistics, semantics, and morphology to the practical use of the English language towards globalisation and unification, and also the use of English and its applications in the business environment. She is a prolific academic researcher and author in publications such as CSP, international conference proceedings and international scientific journals with impact factors.

Additionally, she is a twice-published fiction writer of short stories in Macedonian, also translated in Croatian by the state university of Zagreb.

Currently, Tamara is a doctoral student of English Literature at the Ss. Cyril and Methodius University in Skopje under the mentorship of prof. Dr. Sonja Vitanova-Strezova.

Tatjana Jovcheska is an ESL teacher, currently holding the position of the Head of Curriculum at the BrightChamps ed – tech platform. Moreover, she is a materials developer and teaching assistant, with extensive experience in diverse settings. She has been additionally performing the role of an IB examiner. Tatjana is currently pursuing a PhD in language pedagogy at the Faculty of Education, St. Kliment Ohridski University in Bitola, North Macedonia. She holds a BA in English Language and Literature and an MA in TESOL. She has also been a recipient of an E-teacher scholarship, iTDi CPD scholarship and Teach Abroad Scholarship. Her areas of interest include applied linguistics, pedagogy, digital ELT pedagogy, teaching language skills, materials development, classroom dynamics, and creative e – teaching.

Teadora Stefanovska is a recent graduate from the University American College Skopje with a Bachelor of Arts in Philology, concentration in Business Communication and Translation. Her research interests vary from language in marketing and advertising, psycholinguistics, and the psychological underpinnings of linguistic manipulation. Teadora's previous publications include the paper "The Yagua People: Indigenous Tribe of Peru", published in the Global Partners in Education Journal. This work earned her second place in an international research competition hosted by uspu.ru.

Zhaneta Strezoska is an English teacher at the municipal high school Car Samoil in Resen, North Macedonia. She teaches English as a foreign language to high-school students in both gymnasium and agricultural vocation programmes. She shows interest in researching topics related to students' engagement during lessons, especially ways to encourage students' self-confidence and interaction in the English language teaching (ELT) classroom. Zhaneta is currently involved in the Macedonian Mentoring Network (MMN), where school-based mentors help new teachers develop their professional skills.

CHAPTER ONE

DISCOVERING THE DYNAMICS OF ATTENTION TO EXPRESSION: A LINGUISTIC ANALYSIS OF MOTIVATIONAL SPEAKERS' COMMUNICATION STYLES

ANASTASIJA GONCHEVSKA

Abstract

This paper explores linguistic and body expression in motivational speeches by analysing the styles of three well-known speakers: Tony Robbins, Les Brown, and Zig Ziglar. Their speeches are analysed using audio, video and written materials. The analysis consists of two main components: linguistic analysis and body language analysis. With the linguistic analysis, transcripts of each speech are examined to identify distinctive usage of language, including patterns in tone, vocabulary, and rhetorical techniques employed by each speaker. For the body language analysis, video recordings of the speeches are used to analyse the speakers' nonverbal communication, focusing on gestures, facial expressions, and overall stage presence. By combining these two analytical methods, the paper aims to reveal individual differences in linguistic styles, their impact on audience engagement, and their effectiveness in conveying motivational messages. Besides the scope of linguistics, the findings have broad implications for education, intercultural communication, psychology, and evolving communication technologies. Educators can implement insights for language teaching methodologies, by recognising the holistic role of verbal and non-verbal elements. In intercultural communication, understanding expression awareness informs us about strategies for navigating cross-cultural interactions. From a psychological aspect, the paper contributes to our comprehension of how linguistic behaviours influence social cognition and mental health. The insights also encourage reconsidering communication technologies, by recognising the adaptability of linguistic behaviour in virtual spaces. This

linguistic and body expression research contributes to a particular understanding of human interaction, enriching various disciplines and shaping future research directions.

Keywords: linguistic analysis, body expression, motivational speeches, Tony Robbins, Les Brown, Zig Ziglar, education, communication, psychology, communication technologies, audience engagement

Introduction

Linguistic expression, encompassing both verbal and non-verbal communication, is fundamental for human interaction, shaping the particulars of our social dynamics. This paper contributes to the field of linguistic expression, aiming to discover the depth to which individuals are consciously aware and deliberate in their communicative choices. Moreover, this paper intertwines its focus with the appealing area of motivational speaking and the charismatic figures who use linguistic expression as their powerful tool.

Motivational speakers, with their ability to attract and inspire, provide a unique lens through which linguistic analysis can discover the particulars of attention to expression. These speakers, often proclaimed for their expert use of words and body language, are examples of deliberate communication's profound impact on the audience. By examining their speeches and presentations, this paper seeks to contribute valuable insights to linguistics, shedding light on the cognitive processes that underlie everyday communication and the art of motivational speaking.

Understanding the particulars of attention to expression takes on an increased significance in motivational speaking. As these speakers masterfully construct their words and movements to convey messages of inspiration and empowerment, linguistic expression becomes central to their messages' emotional resonance and transformative potential. This analysis goes beyond the conventional study of linguistic dynamics, digging deeper into the area where spoken words are motivational tools, and non-verbal cues serve as instruments of connection and influence.

This paper examines the symbiotic relationship between linguistic expression and motivational speaking, exploring how these influential individuals consciously master communication. By doing so, it contributes to the broader field of linguistics and, at the same time, adds a layer of depth to our understanding of how attention to expression operates in specialised

contexts. By exploring motivational speakers' communication styles, this paper aims to show the relationship between conscious attention and linguistic expression, providing insights with implications for interpersonal communication, language acquisition, and the sociolinguistic dynamics that shape the essence of our interactions.

Literature Review

Some of the inspiring works in linguistics that have significantly contributed to our understanding of the importance of linguistic expression and attention are the studies by Gumperz (1982), who explores discourse strategies in detail, and Ekman and Friesen (1969), whose foundational work on non-verbal behaviour has left a permanent impact. Non-verbal cues, such as facial expressions, body language, and tone of voice, play significant roles in the overall communicative context (Birdwhistell, 1970). Furthermore, sociolinguistic research has highlighted the role of cultural and contextual factors in shaping expression patterns (Hofstede, 1980).

Building upon this foundation, the paper expands its scope by integrating the communicative styles of prominent motivational speakers, namely, Tony Robbins, Les Brown, and Zig Ziglar, into the discourse on linguistic expression. These influential individuals, well-known for their ability to engage and inspire, are perfect textbook examples of the complex interaction between verbal and non-verbal cues in drawing an audience.

Tony Robbins

Tony Robbins is well-known for his dynamic and energetic speaking style, effortlessly mixing powerful verbal communication with impactful body language. His ability to utilise gestures, facial expressions, and movement during seminars and talks has positioned him as a prominent figure in the motivational speaking arena. He is the author of "Unlimited Power" (1986), "Awaken the Giant Within" (1991), "Giant Steps" (1994), "Money: Master the Game" (2014), with Peter Mallouk, co-author of "Unshakeable: Your Financial Freedom Playbook" (2017), and, with Peter Diamandis and Robert Hariri, co-author of "Life Force: How New Breakthroughs in Precision Medicine Can Transform the Quality of Your Life and Those You Love" (2022).

Les Brown

Les Brown, a distinguished motivational speaker and author, is recognised for his compelling storytelling and the harmonious combination of powerful verbal delivery and expressive body language. Brown establishes a profound connection with his audience through gestures, animated facial expressions, and dynamic movements. Les Brown is the author of numerous books, among which are “Live Your Dreams” (1992), “It’s Not Over Until You Win” (1997) and “Laws of Success: 12 Laws That Turn Dreams into Reality” (2016).

Zig Ziglar

Zig Ziglar, a widely acclaimed motivational speaker, author, and salesman, employed a balanced communication style encompassing compelling language and animated body language - his use of gestures, humour, and a warm demeanour effectively connected with his listeners and motivated them. As an author, Ziglar created so many titles that are still popular, among which are: “Born to Win” (2012), “See You at the Top” (1975), “Over the Top” (1994), “Better Than Good” (2006), “Top Performance” (1986), and many others.

Through their skilled integration of both verbal and non-verbal communication techniques, these motivational speakers stand as exemplars of impactful expression. Their ability to engage audiences attests to the thoughtful influence that conscious attention to linguistic expression holds in motivational speaking. By integrating insights from these influential individuals, the paper aims to enrich the broader understanding of linguistic expression and its distinctive role in capturing and sustaining audience attention.

Research Methodology

This paper adopts a qualitative approach to investigate the particulars of attention to expression in motivational speeches. This includes analysing both verbal and non-verbal communication (transcripts and videos) to understand conscious and subconscious aspects of the speakers’ linguistic behaviour.

The analysis consists of two main components: linguistic analysis and body language analysis. With the linguistic analysis, transcripts of each speech will be examined to identify distinctive usage of language, including

patterns in tone, vocabulary, and rhetorical techniques employed by each speaker. For the body language analysis, video recordings of the speeches will be used to analyse the speakers' nonverbal communication, focusing on gestures, facial expressions, and overall stage presence.

The data collection includes transcripts capturing spoken words and non-verbal cues like pauses, emphasis, and expressions from publicly available recordings of speeches by Tony Robbins, Les Brown and Zig Ziglar. Research is done by adapting and using existing coding systems based on established principles in non-verbal communication to enhance the depth of the analysis. Publications that contributed to this are: Ekman's Facial Action Coding System (FACS) for facial expressions (Ekman, 1969), Allan Pease's "The Definitive Book of Body Language" for body language research (Pease, 2004), the methodology textbook "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell (Creswell & Creswell, 2009), among the others.

The content analysis of verbal communication identifies themes, linguistic patterns, and rhetorical devices. This uncovers linguistic strategies employed to attract and sustain audience attention. At the same time, examining non-verbal elements, such as body language, facial expressions, and gestures, reveals how these cues complement verbal messages and contribute to overall impact.

This comprehensive approach will explore the communicative dynamics of motivational speakers, discovering the details of verbal and non-verbal elements. Through detailed linguistic and body language analyses, the research provides valuable insights into the strategies employed by Tony Robbins, Les Brown, and Zig Ziglar to connect with and inspire diverse audiences. The findings will contribute valuable insights to the broader discourse on linguistic expression and its role in capturing and sustaining audience attention, emphasising the depth and richness of motivational speakers' communicative strategies.

This study strictly adheres to ethical guidelines, using publicly available recordings of the speakers' public engagements. The approach focuses on the speakers' professional communication, respecting privacy, and excluding personal or private information.

Results and Discussion

The preliminary findings shed light on the complex relationship between conscious and subconscious processes in linguistic expression. Participants demonstrated varying levels of awareness, with certain linguistic features being more susceptible to conscious control. Non-verbal cues, particularly facial expressions, were identified as more inclined to conscious analysis, while elements like intonation and gesture appeared to operate more reflexively. The results imply an energetic awareness influenced by societal norms and personal characteristics, where the allocation of attention to linguistic expression may fluctuate based on contextual requirements and the nature of the communication assignment. This understanding offers valuable insights into cross-cultural communication and interpersonal relationships.

Tony Robbins is famous for his vibrant and appealing stage presence during seminars and appearances. His body expression is a powerful tool in conveying his messages and connecting with the audience. Robbins employs expansive and open gestures, frequently using his hands to emphasise key points, a technique that amplifies his communication and provides a sense of inclusivity. The confident and purposeful movements contribute to his authoritative image, enhancing the impact of his words. Additionally, Robbins is known for his energetic pacing across the stage, which creates a sense of engagement. This movement serves to sustain the audience's attention and reinforces the motivational nature of his talks.

Facial expressions are another integral aspect of Robbins' body language. His facial demeanour is often animated, featuring a range of expressions from intense focus to warm smiles. These expressions align with the emotional content of his message, allowing the audience to better connect with the underlying sentiments. Eye contact is a crucial element, as Robbins skilfully scans the audience, making individuals feel personally addressed. This establishes a direct connection and strengthens the authenticity of his communication.

Furthermore, Robbins' posture plays a significant role in his on-stage presence. He maintains an upright and expansive posture, projecting confidence and authority. This contributes to his charismatic image and commands attention. The use of space is strategic, as he navigates the stage with purpose, creating a dynamic visual experience. Robbins' body language is a complement to his spoken words and a powerful instrument

that increases the impact of his motivational messages, creating a compelling experience for his audience.

Les Brown, much like Tony Robbins, is a master of utilising body language to increase the impact of his presentations and connect with his audience. Brown's stage presence is characterised by a dynamic and expressive use of gestures, often employing sweeping arm movements and purposeful hand gestures to highlight key points in his messages. This animated style contributes to the energy of his talks and captivates the audience.

Brown's facial expressions play a crucial role in conveying the emotional depth of his messages. His face transitions effortlessly between various expressions, from intense passion to warm encouragement. This allows Brown to establish a strong connection with his audience, as they can resonate with the authenticity of his feelings. Much like Robbins, Les Brown leverages eye contact effectively, creating a sense of direct engagement with individuals in the audience. This personalised approach enhances the relatability of his speeches.

In terms of movement, Les Brown exhibits a dynamic and rhythmic pacing across the stage. This deliberate movement keeps the audience visually engaged and establishes the motivational and inspirational nature of his talks. Brown's posture is commanding, with an upright stance that shows confidence and authority. The strategic use of space and movement contributes to the overall theatricality of his presentations, creating a compelling and immersive experience for those present.

Zig Ziglar, a legendary motivational speaker, shows a distinctive and effective use of body language during his presentations, contributing significantly to his engaging and influential communication style. Ziglar's stage presence is characterised by animated gestures that punctuate his messages with emphasis and clarity. Strategic hand movements and dynamic arm gestures emphasise key points, adding a visual dimension to his verbal expressions.

Facial expressions are another characteristic of Ziglar's communication approach. His face effortlessly transitions between expressions of enthusiasm, warmth, and sincerity. These facial dynamics allow Ziglar to genuinely connect with his audience, fostering bonds and trust. Like Robbins and Brown, Ziglar intelligently utilises eye contact as a means of establishing a personal connection with individual audience members, enhancing the impact of his motivational messages.

Zig Ziglar's movement on stage is purposeful and energetic. He navigates the space with a rhythmic tempo, creating a visually engaging experience for the audience. This intentional movement, combined with changes in proximity to the audience, enhances the overall theatricality of his presentations. Ziglar's posture is characterised by a confident and upright stance, showing authority and conviction. This commanding presence contributes to the credibility of his messages, introducing a sense of trust and respect among his listeners.

Moving on to the linguistic analysis of Tony Robbins, Les Brown, and Zig Ziglar, each speaker presents a unique linguistic and expressive style. Tony Robbins, known for his vibrant and energetic manner of speaking, employs clear and authoritative language. His animated gestures and high-energy posture contribute to audience engagement, fostering empowerment and confidence. Les Brown, a masterful storyteller, utilises expressive facial gestures and dynamic movement to establish an emotional connection with the audience. His uplifting tone and motivational style inspire positive change. Zig Ziglar adopts an engaging and conversational speaking style, infusing humour and illustrative gestures. His friendly demeanour and positive reinforcement create a relatable and accessible experience for the audience.

***Tony Robbins No. 1 – The Ted Talk
(Why We Do What We Do at TED Talks conference)***

The transcript shows an informal and engaging tone, incorporating colloquial expressions such as “crazy mofo” and “get a life”. The use of informal language like “bullshit” contributes to a conversational atmosphere, establishing a connection with the audience. Throughout the speech, Tony Robbins utilises rhetorical questions and repetition to emphasise key points and sustain audience engagement. Metaphors and analogies are employed to clarify complex concepts, such as master lessons in life.

The sentence structure is generally complex, reflecting the depth of the discussion. However, the speaker balances longer sentences with shorter ones to maintain clarity and impact. Interactive language, such as prompting the audience to say “Aye”, fosters a sense of participation and connection. Transitional phrases are effectively used to guide the audience through different segments of the speech. Expressive language, including terms like “excited”, “challenge”, and “grateful”, conveys emotions and reactions, adding a personal touch to the discourse.

Cultural references, such as mentions of 9/11 and specific individuals, contribute to the speech's relatability. Storytelling techniques, including personal anecdotes and narratives, enhance the overall engagement and relatability of the content. Robbins demonstrates a varied vocabulary, incorporating formal terms like "emotional fitness" and informal expressions like "get a life". This dynamic choice of words contributes to the overall tone and engagement of the speech.

***Tony Robbins No. 2 – The Interview - 12-minute response
by Tony Robbins on facing impossibility
(Joe Polish Interview with Tony Robbins & Peter Diamandis)***

Tony Robbins employs a distinctive linguistic style in his speech, characterised by a conversational and engaging tone. He utilises concise and impactful sentences to deliver his motivational message. The frequent use of rhetorical questions, such as "Yes or no?" and "True?", creates a conversational flow and encourages audience engagement. Robbins often uses colloquial expressions like "come on" to establish a connection with the audience and convey a sense of familiarity.

The speech is marked by a repetitive structure, with Robbins emphasising key points through repetition, reinforcing concepts for emphasis. His use of short sentences and fragments contributes to a dynamic and energetic rhythm, aligning it with the motivational nature of his discourse. Additionally, the strategic placement of pauses allows for audience reflection and emphasises critical ideas.

Robbins employs vivid and relatable language, incorporating anecdotes and examples to illustrate his points. He uses metaphors, such as "drawing a line in the sand", to make abstract concepts more tangible and accessible to the audience. The speech is lined with motivational language, urging individuals to make decisions, take control, and choose a positive mindset.

The speaker has a direct and assertive style, challenging conventional thinking and pushing the audience to reconsider their perspectives. The repetition of phrases like "live in a beautiful state" serves as a mantra, reinforcing the central theme of the speech. Robbins' linguistic approach is crafted to captivate the audience, convey motivational messages, and inspire positive behavioural change.

Tony Robbins No. 3 - Podcast episode – The Tony Robbins Podcast (The Tony Robbins Podcast – Bonus: 6 Things Tony is Doing to Take Charge of His Businesses)

This talk discusses business challenges and strategies for success, with a distinct conversational tone. The language is informal and straightforward, employing colloquial expressions and rhetorical questions. The speaker conveys a motivational and instructive tone, aiming to provide insights for business owners navigating difficult times. It features a mix of declarative statements, questions, and anecdotes, creating a dynamic and engaging flow.

Vocabulary and diction are diverse, ranging from business-related terms like “self-reliance” and “self-determination” to casual expressions such as “gonna” and “got it”. Metaphors and analogies are used to illustrate points, adding richness to the language. Repetition is subtly employed for emphasis, with certain phrases like “get yourself in a beautiful state”, repeated to highlight the importance of maintaining a positive mindset. The speech also highlights the need for adaptability in the face of uncertainty.

Sentence structures vary in length and complexity, combining short, impactful sentences with longer, more elaborative ones. The use of questions engages the listener, encouraging reflection on business strategies and personal well-being. Rhetorical devices, including metaphors and anecdotes, contribute to the conversational and relatable style. The talk employs real-world examples, such as the impact on a soccer team, to make the content more tangible.

Cohesion is maintained through the logical progression of ideas, and transitions between topics are generally smooth. The register is predominantly informal, aligning with the conversational and motivational style. While technical terms like “profit” and “cash” are used, they are explained straightforwardly.

Cultural references are minimal, focusing more on universal business concepts and challenges. The talk underscores the need for business owners to adapt, make tough decisions, and find opportunities for growth during challenging times.

The linguistic aspects of this speech contribute to a conversational and engaging style, facilitating the delivery of motivational insights and practical advice for business owners facing uncertainty.

Les Brown No. 1 - Enough Is Enough (Motivational Speech)

Les Brown, a legendary motivational speaker, delivered a powerful speech titled “Enough is Enough!” emphasising the importance of setting boundaries, overcoming fears, and choosing fulfilment in life. From a linguistic perspective, Brown effectively uses rhetorical devices such as repetition, vivid imagery, and impactful statements to engage and inspire his audience.

Brown discusses the significance of avoiding negative influences and choosing not to argue with others. He encourages listeners to draw the line and declare “Enough is enough” in situations that hinder personal growth. The speech also touches on the power of voice inflection, as Brown emphasises the impact of negative strokes and the need to be aware of how one communicates.

The speaker unpacks the complexities of relationships, stressing the need to assess whether they contribute to personal well-being. Brown uses vivid language to describe the familiarity of known hells as opposed to the fear of going into unfamiliar, but potentially rewarding, territories.

The speech concludes with a profound discussion on risk-taking. Brown uses eloquent language to convey that risk is essential in every aspect of life, and only those who dare to take risks truly experience freedom and fulfilment. Overall, Les Brown’s speech is a skilled linguistic presentation that combines motivational elements with insightful reflections on personal development and risk.

Les Brown No. 2 – Motivational speech “It’s Possible”

Les Brown delivers a motivational speech urging individuals to adopt the mindset that “It’s possible”. From a linguistic perspective, Brown masterfully uses persuasive techniques, repetition, and vivid language to convey his message effectively.

The speech begins with Brown addressing the audience’s setbacks, defeats, and disappointments, creating a relatable atmosphere. He introduces the concept of winners, losers, and those who have yet to discover how to win, emphasising the role of coaching, support, and a change in strategy for success.

One notable linguistic strategy is the repetition of the phrase “It’s possible”. Brown encourages the audience to adopt this affirmation and repeat it daily to change their belief system. He stresses that belief shapes behaviour and

that one's past actions are a result of their subconscious beliefs. By encouraging a shift from personal history to a larger vision of oneself, Brown motivates listeners to operate out of imagination rather than memory.

Les Brown introduces the idea that unforeseen events can lead to unexpected opportunities, urging the audience to be open to new possibilities. He shares his personal experience of being fired from a broadcasting job and later running for office. The key takeaway is the notion of doing what one can with what they have, even when faced with challenges.

Throughout the speech, Brown emphasises how transformative the phrase "It's possible" is. By instilling a sense of belief, encouraging perseverance, and showing the impact of mindset on outcomes, Les Brown delivers a linguistically powerful and uplifting message aimed at inspiring positive change and personal growth.

Les Brown No. 3 – Motivational Speech "Awakening"

Les Brown's speech, titled "Awakening", is a powerful and motivational message that explores the theme of realising and pursuing one's dreams. From a linguistic aspect, Brown skilfully uses various rhetorical devices to engage and inspire his audience.

The speech begins with Brown acknowledging that many people go through life pretending not to have any special goals or desires, despite harbouring deep aspirations. He introduces the concept of self-sabotage through the repeated use of the word "but". Brown describes "but" as a dream-killer, emphasising how people use it to create excuses and rationalise their inaction.

Throughout the speech, Brown uses vivid language to illustrate the consequences of surrendering to the limitations imposed by "but". He paints a picture of individuals tiptoeing to an early grave, emphasising the quiet desperation of those who suppress their dreams due to fear and self-doubt.

Brown encourages the audience not to be held back by past failures or setbacks. He distinguishes between failing and being a failure, emphasising that one's identity should not be defined by temporary setbacks. This linguistic strategy aims to empower individuals to persist in the face of challenges and not let failures define their self-worth.

The speech is punctuated with motivational phrases like “hold on tenaciously” and “the universe is on your side”, contributing to a sense of encouragement and empowerment. Brown consistently employs second-person pronouns like “you” and “your” to create a personal connection with the audience, making the message more relatable.

Towards the end of the speech, he challenges the notion of procrastination by addressing the common belief in having tomorrow as a guarantee. He underscores the unpredictability of life and encourages listeners to take immediate action. The phrase “live your dream” serves as a powerful call to action, urging individuals to seize the moment and embrace the unpredictability of life.

Les Brown’s “Awakening” speech is a linguistically compelling piece that combines vivid language, motivational phrases, and a personal connection with the audience to convey a powerful message about overcoming self-imposed limitations and pursuing one’s dreams with determination and courage.

Zig Ziglar No. 1 - Talk: How to Get What You Want

Zig Ziglar, a recognised motivational speaker, draws his audience with a compelling speech that effortlessly integrates storytelling, humour, and practical wisdom. The linguistic analysis of this transcript reveals Ziglar’s skilled use of rhetorical devices, emphasis, and vivid imagery to convey his message effectively.

Ziglar employs a conversational tone, marked by frequent use of colloquial expressions, creating a relatable and engaging atmosphere. His use of repetition, such as the recurring phrase “You can be like you want to be”, serves as a persuasive anchor throughout the speech, reinforcing his central message about the power of personal transformation.

The speech is rich in metaphorical language and anecdotes, showcasing Ziglar’s ability to create mental images that resonate with the audience. The metaphor of the magnifying glass harnessing the power of the sun vividly illustrates the importance of focus and specificity in goal setting. Similarly, the humorous story about the cook’s biscuits adds a touch of cheerfulness while conveying the idea that progress often comes in small, consistent steps.

Ziglar strategically introduces elements of suspense and surprise, such as the unexpected twist about his weight loss journey and the 25,000-copy commitment to his book. These elements serve to maintain audience interest and emphasise key points about commitment, credibility, and the importance of setting ambitious goals.

The speech also showcases Ziglar's skilled use of rhetorical questions, creating moments of reflection for the audience. For example, when he asks, "Are you a meaningful specific or are you a wandering generality?" Ziglar prompts listeners to consider their approach to life and goal setting. In terms of pacing, Ziglar masterfully balances storytelling with more didactic segments, ensuring a dynamic and engaging delivery. The speech structure, including the hypothetical scenario about winning a trip to Acapulco, serves as an effective hook, drawing the audience in from the start.

Zig Ziglar's linguistic talent shines through in this talk, showcasing his ability to inspire, educate, and entertain through the strategic use of language, humour, and relatable anecdotes. The speech is a testament to his enduring impact as a motivational speaker.

Zig Ziglar No. 2 - Keep on Pumping – Zig Ziglar Motivation

This motivational speech provides an interesting story with a valuable lesson, and it can be analysed from a linguistic perspective in terms of its style, narrative techniques, and the conveyance of a motivational message.

The language used here is informal and conversational. Zig Ziglar employs colloquial expressions such as "got a little thirsty", "hopped out of the car", and "you better get that old bucket". This creates a relatable and down-to-earth tone, making the message accessible.

The talk follows a narrative structure with a clear beginning, middle, and end. It introduces characters (Bernard Haygood and Jimmy Glenn), presents a situation (trying to get water from an old pump), and concludes with a motivational message. The story of the pump serves as a metaphor for life's principles. Phrases like "prime this pump" and "you gotta be and do, before you can have" use metaphorical language to convey deeper meanings about effort, perseverance, and the relationship between input and output.

The speaker uses repetition to highlight the central message. The idea of "you gotta put something in before you can expect to get anything out" is