ภาษาภาพพจน์ในสุนทรพจน์โน้มน้าวใจขององค์ปาฐกทางรายการ TECHNOLOGY,
ENTERTAINMENT AND DESIGN (TED) TALKS
FIGURE OF SPEECH USED IN PERSUASIVE SPEECHES BY SPEAKERS OF
TECHNOLOGY, ENTERTAINMENT AND DESIGN (TED) TALKS

NANTANAT NANTA-AREE

Burapha University

2021

ภาษาภาพพจน์ในสุนทรพจน์โน้มน้าวใจขององค์ปาฐกทางรายการ TECHNOLOGY,
ENTERTAINMENT AND DESIGN (TED) TALKS

นันทนัช นันทอารี

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร
คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา
2564
ลิขสิทธิ์เป็นของมหาวิทยาลัยบูรพา

FIGURE OF SPEECH USED IN PERSUASIVE SPEECHES BY SPEAKERS OF
TECHNOLOGY, ENTERTAINMENT AND DESIGN (TED) TALKS

NANTANAT NANTA-AREE

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR MASTER OF ARTS
IN ENGLISH FOR COMMUNICATION
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
BURAPHA UNIVERSITY
2021

The Thesis of Nantanat Nanta-aree has been approved by the examining committee to be partial fulfillment of the requirements for the Master of Arts in English for Communication of Burapha University

Advisory Committee

.... Principal advisor
(Dr. Nattapat Pattana)

Examining Committee

.... Principal examiner
(Assistant Professor Dr. Khomduen Phothisuwan)

.... Member
(Dr. Nattapat Pattana)

.... Member
(Dr. Sutraphorn Tantiniranat)

This Thesis has been approved by the Faculty of Humanities and Social Sciences to be partial fulfillment of the requirements for the Master of Arts in English for Communication of Burapha University

.... Dean of the Faculty of
Humanities and Social
Sciences
(Dr. Suchada Rattanawanitpun)
....

NANTANAT NANTA-AREE :

FIGURE OF SPEECH USED IN PERSUASIVE SPEECHES BY SPEAKERS OF T ECHNOLOGY, ENTERTAINMENT AND DESIGN (TED) TALKS. ADVISORY COMMITTEE: NATTAPAT PATTANA, 2021.

This study was conducted to serve two objectives: to explore the types and frequency of figure of speech in the speeches by the TED Prize winning speakers and to examine the types and frequency of figure of speech found in different moves of the speeches by TED Prize winning speakers. Leigh's classification of figure of speech (1994) was used as the analysis framework. In dividing the text moves, Biber's framework of move analysis (2007) was relied upon. The data which were derived from purposive sampling included 23 TED prize winning speeches during 2005-2017. The analysis of figure of speech showed that from all 23 speeches the schemes (92.69%) outnumbered the tropes (7.31%). The three schemes found mostly were anaphora (x= 194, 27.71%), repetition (x = 155, 22.14%), and parallelism (x = 145, 20.71%), and the three tropes found mostly were rhetorical question (x= 21, 36.84%), allusion (x= 10, 17.54%), and hyperbole and oxymoron equally (x = 5, 8.77%). Regarding the types of figure of speech in the moves (introduction, body, and conclusion), it was found that both tropes and schemes were mostly found in the body (tropes = 68.42%, schemes = 71.32%). In the introduction, tropes were found 15.79% and schemes were found 11.62%, and in the conclusion, tropes and schemes were found 15.79% equally. It can be concluded that figure of speech is a tool used in persuasive speeches by the TED Prize winning speakers and speakers and it is a useful rhetorical device popular among public speakers for them to convince their audiences.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

Page

LIST OF TABLES

Page

LIST OF FIGURES

Page

CHAPTER I

INTRODUCTION

Statements and significant of the problems

Figure of speech or figurative language is a rhetorical device that uses words for expressing the meaning in the different pattern of literal interpretation (Mahmood, Obaid Shakir, 2014). From this definition, a lot of people may think that the use of figure of speech is limited to only literary works. However, according to Sudasono (2016) figure of speech is used to provide the statement in the part of speech that would be more influential, stimulating and attractive for the audience, so it can also be used in other modes of communication with wider range of purposes. This can be clearer seen from the statement of Perrine (1963) which suggests four reasons for the use of figure of speech: 1) to create imagination, 2) to add interesting message or word, 3) to expand emotion and 4) to convey the attitude along with information, and to increase understanding of information in a short time. Therefore, the use of figure of speech or figurative language, although overlapping with literary purpose, is not limited to just a small area of use.

As figure of speech is a rhetorical device, it is necessary to briefly mention the importance of rhetoric. According to Corbett (1990), rhetoric has been believed to be firstly examined in ancient time by a great Greek thinker and philosopher, Aristotle, who defined rhetoric as "the faculty of observing in any given case the available means of persuasion". Some people claim that rhetoric is a special ability one possesses by nature while others say that it is a field of knowledge containing theory and practice. Based on the latter claim, some people believe that the use of figurative language can be learned and practiced; so that, they can make use of this artistic skill of discourse (Larson, 2004). As a result, rhetoric has been studied and applied into the examination of people's speech. Whatever aspects people think of it, rhetoric is used by message senders to their receivers for the purpose of persuasion.

Because of its persuasion purpose, figurative language is often studied and found in persuasive texts which are short messages speakers or writers use to persuade the audience to accept their thoughts KonukBeyreli (2018). From here,

figure of speech is seen a tool the message senders use for convincing the receivers, the readers of the written text and the listeners of the speech. According to Jowett and O'Donnell (2012), when the intent of the senders is to convince the receivers, plain informative language may possibly not work. To achieve this purpose of communication, the writers and the speakers require some techniques and devices and they must be able to use them effectively. As a result, rhetorical skill which includes figurative language or figure of speech is called upon especially in public speaking.

In public speaking, it is necessary for the speakers to change the attitudes, beliefs, values, behaviors, realize or the action of the listeners or the audience in some way (Morreale, Spitzberg Barge, 2007). However, not every persuasive message is successful in convincing or in selling the speakers' ideas to the listeners. Skillful speakers can attack the mood of the listeners which increases the possibility for the listeners to change their mind. Ideally, Wood (2006) mentioned that when the listeners agree upon what the speakers say, it means that the persuasion is successful and when the message receivers' attitudes, beliefs, and values are changed, their behaviors tend to change too. This is one of the reasons why linguists and scholars in mass media field have tried hard to examine the strategies used by the successful speakers or persuaders.

Normally, a speech is divided into four sections or moves: introduction, body of text, conclusion, and concluding of statement (Nordquist, 2019). This pattern of move can be found in the several genres for example article in newspapers, research articles, lectures, and conference presentations (Chang and Huang, 2015), but the move structure of the oral communication is different from that of written language (Aghagolzadeh Khanjani, 2011). Biber (2007) divided structure of the oral communication into six move types including listener orientation, topic introduction, speaker presentation, topic development, closure, and concluding messages. Understanding these move types and their usage can help the message senders to create their speech more systematically which facilitates the persuasion to be more effective. Also, knowing this subject helps the message receivers or the listeners to understand the themes of the ideas in each part of the speech that the speakers want to convey to the audience. Therefore, the figure of speech and move are helpful for both speakers and listeners.

At present, there are many platforms allowing people to give their speeches. One of the most popular platforms is TED or Technology, Entertainment, Design (TED) conference. It is a nonprofit body that supports and shares passion of all ideas from everyone in every race, ethnicity and culture. In addition, TED has become one of the best meetings of the year and one of the most powerful platforms in the public area for a conference and convincing. It is highly successful disseminator of videos, both on its own website and on YouTube. Because of its popularity, each episode is transcribed into more than 100 languages and presented in English subtitle for the audience to read at the same time while watching the talks. Also, to serve the audience's different interests, the TED website has divided the talks according to the topics of interest including technology, entertainment, design, business, science, global issue, economic, and etc.; so that, the audience can select to listen to the speeches or talks regarding the topic in which they are interested arbitrarily.

For this research, to reveal the wider use of figures of speech, the focus is not limited to one single topic or theme, but it covers the talks of all themes which won the winner of TED Prize which can guarantee the influence and the quality of the speeches in transforming listeners' mind. All the topics of the best TED Prizes delivers the power of change through under the persuasive text for changing the people in the world (*TED talks*, 2018). Consequently, there are a few studies of figure of speech in the persuasive speech. The findings of this research will display the use of figures of speech and the popularity of each this language function in different themes of talks and in each move of speech.

Objectives

1. To explore the type and frequency of figures of speech used in the speeches by the TED Prize winning speakers.
2. To examine the type and frequency of figures of speech found in different move of the speeches by the TED Prize winning speakers.

Research questions

1. What types of figure of speech are used by the TED Prize winners?
2. What is the frequency of figure of speech used in the TED Prize winning speeches?
3. When separated by move, how is figure of speech used in each oral presentation in the speeches winning the TED Prize?

Contribution to knowledges

The importance of the device of figurative language and move analysis in the public communication especially in the TED talks will be beneficial for several people as follows.

1. For general people, understanding the use of figures of speech in different moves of oral presentation enables them to communicate more effectively by better selecting the most appropriate figures of speech for using in their own speeches when they have to give speech in their lives.

2. For students and researchers in language field, they can make use of the findings of this research as a reference in their studies or in their own research works. In addition, after learning the findings of this study, they may be able to initiate other topics for their own research. Apart from making use of the findings of this study, they may use this study as a guideline or example for developing their own works which eventually help provide information for language studies.

Delimitation of the study

1. In term of figure of speech, the data for this research are videos of TED talks that posted on www.ted.com. The selected videos are under the TED Prize and used the Leigh's taxonomy of figure of speech devices (1994) are used as the data analysis framework.
2. In term of a pattern of movement of spoken language, this research focused on two steps. First step is the basic purpose-based by Mirador (2000). Another step is the pattern of move analysis in the public speeches. Biber, Connor, and Upton (2007) taxonomy is corpus based on the move in this research.

Definition of terms

1. Figure of speech

According to Perrine (1963), figurative language is the language that cannot be taken the literally meanings only. Merriam Webster (2019) defined that figure of speech is the devices to use convey the meaning or identify one thing with another that has direct meaning or connotation of the things. In this research the figure of speech is divided into two terms; tropes and schemes.

2. Move

Move is the analysis of pattern of text in sentences. It can be seen that movement of words in the sentence is related to the investigation of structure from communication (Upton and Cohen, 2009). In this study, the focus is on the move structure and step of spoken language in TED Talks. Move involved the three steps; the introduction, the body, and the conclusion (Biber, 2007).

3. Persuasive text

According to Kenneth (1971) persuasion is a communication process in which the communicator seeks to provoke a response; thus, persuasive text is the text which is a part of persuasion that concerns the function of the words or phrases in spoken and written language.

4.Technology, Entertainment and Design (TED) talks

Technology, Entertainment and Design talks or TED talks is the platform for speaker to share in the ideas on ted website. This research used the TED Prize in the sample. TED Prize is an award of TED talks for the winner of speaker who shares the great topics or inspiring ideas for changing the world. This research used TED Prize winner between 2005-2017. They are twenty-three TED Prizes from the different speaker and topics.

CHAPTER 2
LITERATURE REVIEW

This chapter describes in detail of all elements related to this study including persuasive text, figure of speech, move in oral presentation, TED talk, concepts for developing the analysis framework, and the previous related research.

1. Persuasive text

Persuasive text is described in varying meanings by several researchers. First of all, persuasive text is a kind of verbal communication whose purpose is to convince the audience and the readers (DeVito, 2005). Hutton (2011) also suggested that persuasive texts usually begin with words or sentences that remind the audience to agree. To persuade the message receivers, the persuasive text is presented in different forms depending on the channels of communication, either speaking or writing. Similarly, Esposito (2017) agreed that verbal communication uses a message to communicate to the audience by using writing or spoken language. The above mentioned can be concluded that persuasive text can be presented in both writing and speaking.

Nevertheless, persuasive text can be found and used in different forms in many aspects of communication such as letters, advertisements, campaigns, essays, articles, speeches, reports etc. A previous spoken study used the persuasive techniques for conveying the detail to the people, a religious oratory (Jamil, 2015). Hence, Macagno (2008) added that the use of persuasion is completed when the audience understands or accepts the action. Consequently, when people produce persuasive texts, they must have a purpose. All processes have performed logically in order to achieve the purpose.

In terms of speaking in public, communication is involved in the part of sharing communicative ideas and feelings by using symbols, words, changes in tone of voice and gesture (McBurney & Wrage,1965). Likewise, Sprague & Stuart (1996) suggested that the speakers influence the audience in terms of persuading the attitudes and inspiring the action.

Public speakers use some techniques to persuade an audience. Morreale (2007) supported that the persuasive speech is intended to convince the audience to change the attitudes, beliefs, and behaviors. In addition, Wood (2006) commented that persuasion is the most powerful because it can motivate and build relationships among people. Moreover, Silverman (2000) mention that the persuasion is one part of communication. And the persuasion elements have five parts; source, message, medium, public and effect. All elements can be help the speaker that improve the speech and inform the audience of the target. Therefore, persuasive speech is a systematic process of with at least two people. It can be said that it is the process of discussing the word among the people (Peter, 2012).

As for the above mentioned, persuasive text is a message of communication that is used to convince the listener and reader to accept or agree with the author about an issue. Persuasive text provides perspective on the topic the speaker or writer who wants to convey and convince the people. According to McCabe (2012), he found that the persuasive aimed to build awareness of the receiver through the message. Therefore, for persuasion, speakers have to use the element of persuasion, certain devices or functions that message senders expressed to provoke and help the audience believe the persuasion. It is known as "the figure of speech".

2. Figure of Speech

2.1 Definition and use of figure of speech

Figure of speech is known by other names including figurative language or rhetorical devices. According to Fadaee (2011), figure of speech is an essential device to convince the image for persuading the audience. This is shown in parts of literature, speech, and communication between people. The figure of speech is one of elements that is used to communicate with other people. Several aspects of figure of speech depend on a person's point and in different forms of communication. In addition, figure of speech can be applied in various situations depending on the audience group, location, topic and other factors (Dancygier and Sweetser, 2014). Initiation of the figure of speech is found in literary devices. The aim of literary devices is to use the specific elements and techniques in writing to convey the meaning by text. Additionally, the reader can recognize the purposes of the sender.

Literary devices are related to the understanding of the sender and receiver (Alimi, 2012).

The origins in the use of speech are found in literature and poetry to simplify a complex message. Perrine (1982) mentioned that figure of speech has to build the imaginary in the literary work. Later, the figure of speech is added to the emotional information to convey the attitudes for sharing the information. Nowadays, figure of speech is used in several aspects, for example; writing language; headlines in newspapers (Monsefi, 2017) or advertisements on the magazines (McQuarrie and Mick, 1996), spoken language; the political speech. As can be seen, the previous concept of figure of speech is the method that allows words to convey deviated meanings and to attract people's attention by arousing the audience's emotions from the meaning of the words and their usage patterns.

Many scholars similarly reviewed the types of figure of speech in the similar point. According to Glucksberg (2001) and Cuddon (2013), they suggested that figures of speech do not convey the same meaning as shown in their literal description, otherwise known as trope. In addition, there is, another aspect of figure of speech is a scheme (pattern of word order) which may or may not follow grammatical rules. As for Leigh (1994), he mentioned that figure of speech is separated into two types: tropes and schemes.

2.2 Types of figure of speech

Based on the previous studies of figure of speech, many scholars divided the types of figure of speech. for example, Leigh (1994), McQuarrie and Mick (1996) and Ling (2006). Moreover, McQuarrie and Phillips (2008) interestingly suggested the meaning of figure of speech as methods to express literal words, thus the figures of speech into two types: tropes and schemes.

Leigh (1994), in his research, he classified the categorization of figurative language in two subgroups: tropes and schemes. Tropes cover the play of the meaning. It can be said that they are present the connotation of the words or sentences in other aspects. The element of tropes is separated into twenty-one tropes. There are antanaclasis, paronomasia, syllepsis, other types of pun, such as allusion, personification, simile, irony, metaphor, oxymoron, paradox, parody, anthimeria, metonymy, periphrasis, imagery, onomatopoeia, euphemisms, hyperbole, litotes, and

rhetorical questions. All details and meanings in each subgroup are presented in the Table 1.

As mentioned of Leigh (1994), Schemes are the devices of figurative language which involve the grammatical play and changing the pattern of sentences or the word orders. The element of schemes is separated into twenty schemes namely: anastrophe, antithesis, apposition, climax, parallelism, asyndeton, ellipsis, parentheses, polysyndeton, alliteration, anadiplosis, anaphora, antimetabole, assonance, epanalepsis, epistrophe, polyptoton, repetitions, end rhymes, and internal rhymes. The definition of each element is described in the Table 2 as below.

2.2.1 Tropes

The meaning of Trope is presented by other scholars. Quintilian (1953) cited in Robson and Stockwell (2005), the Roman rhetorical theorist defined the meaning about tropes as *"the artificial alteration of a word or phrase from its proper meaning to another"*. As has been noted in the Burton (2011) cited in Kostrhunová (2011) said that Tropes are the deviation of the meaning. There are five sub-groups: Referencing to one thing as another, Wordplay and Puns, Substitution, Overstatement or Understatement, and Semantic Inversions.

Potkay (2007) mentioned that Tropes are the words that refer to the deviation from the general meaning of a speaker or a writer. Furthermore, Tropes are literally a turn-away from the norms of persuasive speech. They have also used the comparison of words to convey the meaning of the word.

As stated by Leigh (1994), figures of speech are divided into tropes and schemes. Tropes cover the play with meanings. Leigh's basic classification is also loose in some parts. Additionally, Ling (2006) improved Leigh's speech framework to provide more comprehensive content. Hence, this research has been compiled and presented, basing Leigh (1994) and Ling's (2006) frameworks to research them. In this research, tropes are divided into twenty-one subgroups. For Ling, X. (2006) adding more of Leigh's (1994) in terms of the four groups of puns: antanaclasis, paronomasia, syllepsis and other types of pun. Descriptions of trope categories are described in the table below.

Table 1 The information of the tropes by Leigh (1994) and Ling (2006)

| | Tropes | |
Types	Definition	Example
1. Antanaclasis	The use of a word twice or more time in a sentence but in the different meaning; it is consisted of the homonymy and polysemy (Ling, 2006).	*Mild way makes it a mild smoke*.
2. Paronomasia	The use of words with a similar sound or pronunciation but different meaning. (Ling, 2006).	*Make your every hello a real good-buy*.
3. Sylleptic	Sylleptic uses the diversity senses in the sentence but it presents in two or more the meaning in the sentence (Ling, 2006).	*Money does not grow on trees but it blossoms at our branch*.
4. Other type of pun	A wordplay which may or may not be found in daily conversation but affect emotion or the listeners (Suriyawongpaisal, 2013).	*Look deep into your ryes*.
5. Allusion	A kind of referential in the text or the speech; it is an indirect reference as described in the details.	*You don't need a man to save you because you aren't Cinderella*.
6.Personification	The way in which inanimate objects show the feeling like human or near the human characteristics (Raihan and Nezami, 2012).	*The sky is crying*. And *The thunder boomed angrily; the moon smiled down on the earth*.

7. Simile	The comparison of one thing with another thing of a different kind with the help of the words "like" or "as"(Chugh, 2012)	*A roller ball almost as hard as a diamond*. Or *Life is like a box of chocolates. You never know what you're gonna get.* (Dancygier & Sweetser, 2014).
8. Irony	The use of words to signify their opposite meaning	*We are running out of water and the government wants to build the swimming center.*
9. Metaphor	The comparison of two different things *through* their connotative meanings (Hicks, 1998).	*The starry canvas of the night.* Or *Love is a fruit in season at all times and in research of every hand.*
10. Oxymoron	As Flayih, R. (2009) said the appearance of the two opposite words, phrase or ideas in the same sentence.	*Cold fire, Bight smoke,* and *Sick health.*
11. Paradox	The combination of contradictory features or qualities which appears in a situation, person, or thing	*I must be cruel to be kind.*
12. Parody	D' Errico and Poggi (2016) suggested parody that the reproduction of a story to create humorously exaggerated imitation.	"*If you do not go the college, I won't keep you as my son*" and "*if I could go to college, I would not keep you as my father* (Qianyu & Xiangyu,2007)

13. Anthimeria	Anthimeria referred to the replacement of part of speech e.g., using the noun instead the verb.	*The thunder would not <u>peace</u> at my bidding,* (Quinn, 2010).
14. Metonymy	The selection of a part of something to represent the thing or the subject as a whole (Mulholland, 1994).	*Hollywood* Or *White House.* (Dancygier & Sweetser,2014).
15. Periphrasis	The use words or phrases for describing specific names and objects (Lehtsaiu, Liiv Mutt, 1973).	*One's better half.* And *knight of the brush.*
16. Imagery	The use of words to make the listeners imagine or to appeals to the senses of human.	*The sense of sight is appealed to the most* or *Don't try to sell the steak; sell the sizzle* (Larson, 2004).
17.Onomatopoeia	The use of words that imitate the sounds in nature.	*<u>Mmmmm</u>…it's look so good!*
18. Euphemisms	Leech (1981) cited in Sanaty (2010) claimed that the use of soft words to avoid saying things impolitely or directly.	*How did you do in the exam? Oh, not too bad.*
19. Hyperbole	the use of words with exaggerated meaning (Spitzbardt, 1963) cited in McCarthy and Carter (2004).	*"I've told you a million times not to exaggerate"* Or *"The one of this plate can feed a million people".*
20. Litotes	The affirmative sentence the speaker uses in the negative sentence to create a communication for the listener. (Wouden, 1995).	*Heat waves are not rare in the summer.*

21.Rhetorical questions	The question sentence the speaker uses to call the audience's attention on a topic or to make the audience realize the situation. (Trenholm, 2001).	*"How can we be expected to abandon out cars in favor of a public transport system in such disrepair?* or *"Have you begun to ask yourself where you want to be 10 years from now?"*

2.2.2 Schemes

Many scholars suggest the meanings of schemes. McQuarrie & Mick (1996) recommended that schemes are often presented in poetry or phrases, referring to words or patterns in the spoken or written language. They are also involved the rhyme, alliteration, repetition of the word, and phrases. As stated by Leigh (1994), the mentioned schemes consist of grammar or structure in the sentence. Moreover, a scheme does not change the meaning of a sentence (Cockcroft and Cockcroft, 2005). According to Burton (2011) cited in Kostrhunová (2011) schemes are the devices that form the arrangement words. One of the definitions of schemes, according to Mehlenbacher (2017) suggested that schemes are the features of the syntactic structure, morphological structure, and phonological arrangement. Then, schemes are often presented in poetry or phrases. In Leigh's framework, the schemes are divided into 20 subgroups. The table below describes the categories in the schemes.

Table 2 The information of the schemes by Leigh (1994) and Ling (2006)

Schemes		
Types	Definition	Example
1. Anastrophe	Anastrophe is the reversion of words in the sentences.	*In the face of pain there are no hero*. (There are no hero in the face of pain) (Orwell, 2021).
2. Antithesis	Antithesis is used the parallelism of words that are opposite or strongly contrast with each other (Nizami, 2012).	*Many are called, but a few are chosen* or *patience is bitter, but it has a sweet fruit*.
3. Apposition	The way that two statements were put together but the second statement supports the previous one (Heringa, 2011).	This example is *the other car, the one going to New York, came to a rest* (Posse, 1994).
4. Climax	The arrangement of the words, phrases or the sentence in the order of the priority or intensification.	*Lasts more, much more* (Katrandjiev, Velinov, and Radova,2016).
5. Parallelism	The use of statements with similar structure to present in term of ideas.	*This wealthy car collector owns two pastel Cadillacs, three gold Rolls Royces, and four assorted Mercedes* (Harris, 2002).
6. Asyndeton	Asyndeton is the omission of conjunctions at the places where they should be.	*I came. I saw. I conquered.* Besides *barbecue it, boil it, broil it, bake it…*

7. Ellipsis	Ellipsis indicated the omission of words or phrases in the sentence with the help of "…"	*Peter worked a lot yesterday, and tomorrow he will too* or *Mary love red wine, and Susan does too* (Murguia, 2004).
8. Parentheses	Parentheses belong to the use of explanatory words or phrases in "( )"	*To grateful twilight (for the night comes not there* (Knudsen, 2017).
9. Polysyndeton	Quinn (2010) claims the way that several coordinating conjunctions are used in succession	*We loved and laughed and loved and left*.
10. Alliteration	Alliteration is the repetition of initial consonant sounds in two or more nearby words.	*Faithful friend from flattering foe* (Raihan and Nezami, 2012) and *Performance. Prestige. Passion* for Innovation (Mirabela, 2008).
11. Anadiplosis	Anadiplosis is the use of the word at the end of the first clause at the beginning of the following clause in the two connected clauses (RAJI and AJADI, 2013).	*, …this unfrequented place to find some ease. Ease to the body some, none to the mind…*
12. Anaphora	Anaphora is the repetition of a word or phrase at the beginning of successive sentences, phrases, or clauses.	*To think on death it is misery, to think on life it is a vanity*. (Harris, 2002).

13. Antimetabole	It is the repetition of a phrase in reverse order.	*I don't see why I should trust you anymore than you trust me.*
14. Assonance	Assonance involves the repetition of the repetition of the sound of a vowel or diphthong in near stressed syllables (Kao and Jurafsky, 2012).	*A great day's painting* (Issa, 2017).
15. Epanalepsis	The repetition of the same word at the beginning and the end of the sentence (Corbett, 1991) cited in (Cui and Zhao, 2016).	*The perfect olive oil for the perfect recipe* (DlabaČová, 2012).
16. Epistrophe	Epistrophe is the repetition of a word at the end of successive clauses or sentences.	*The machines do not sell because the engineering is inferior and the quality of material is inferior* (Harris, 2002).
17. Polyptoton	Polyptoton involved the appearance of words with the similar root (Tzec and Siegel, 2015).	*By indirections find directions out.*
18. Repetitions	Repetitions can be call in the repetition (Quinn, 2010). The occurrence of the same words with same meanings in no specific place in a clause or a sentence.	*I hate and I love. Why I do so, perhaps you ask. I know not but I feel it and I am in torment.*

| 19. End rhymes | End rhymes is the occurrence of the words that sound the same at the end of lines (often in poem) | *Flash, dash, Classic splash* (Xu, 2008). |
| 20. Internal rhymes | Internal rhymes is the repetition of sounds of two or more words within a line. | *New York City gritty committee pity the fool that Act shitty in the midst of the clam the witty.* (Hirhee, 2010). |

In summary, Figure of Speech, is a device that is separated into Tropes and Schemes, both of which are important devices for enhancing the patterns of speech. Figure of Speech is used mostly for persuasion. Nevertheless, the Move used by a speaker is as equally essential as the Figure of Speech.

3. Move

The previous research of Yamwomg (2015), he suggested that moves are the communication purpose that the writers or the speakers use to persuade their audiences. Move exposed in the form of the proceeding of characterized in the purpose, for example, in academic writings, in research articles, in communicative stages, and in public speaking. Move is basically a pattern that many scholars use to communicate by Swales (1990), Hoey (1983), Mirador (2000), and Biber, Connor, Reppen, Byrd, and Helt (2007).

The origins of Move are presented by Swales (1990). He suggested that move analysis is the method of a functional unit that shows the coherence communication in both written language and spoken language (Liu and Hu, 2018). This model was developed by focusing on the meaning and concept in terms of movement and steps for purposes.

Mirador (2000) claimed that the key purpose of shared communication is basically purpose based. Normally, the oral presentation is shown in three steps of

move: the introduction (move1), the body (move 2), and the conclusion (move 3). For the public communication, the three moves are found in the speech, but there can be flexibility in the step of exchange information. According to Mirador (2000) on the step of moves; he divided moves into three parts and gave the proportion in each pattern:

First, move one has direct references to the following: the subject, quotation, reference to the audience, background statement of subject and purpose, intriguing statement or rhetorical question, reference to the occasion, and exemplification;

Next move two, the step of speech bodies, have a refutative pattern, problem-solution pattern, causal pattern, rank order pattern, comparison and contrast pattern, and chronological order;

Lastly, move three is the conclusion stage which has eight steps. They are restatement of main points, appealing for future action, intriguing and using memorable statement, echoing, summary of the main points, speakers' volition, rhetorical question, and combination of patterns. Hoey (1983) found the pattern of Move in TED talk that he presented in the three steps; opening, information, and conclusion.

The opening stage or introduction is the first step for speakers to persuade an audience through an interesting topic. Speech introduction always grabs the audience's attention to achieve audience's engagement of the topic. Swales and Feak (1994) argued that good introduction section can persuade the audience's interest. As mentioned by Chang and Huang (2015), speakers who use this would like to connect and greet the audience.

Next, the body stage focuses on the point of topic. A speaker always uses this part for narrowing down all details to express the facts of the content. The body consists of the content, the arguments, the evidence, the statistics supporting the topic.

The closing stage is the final section of the speech. This part is as an essential as the beginning because conclusions are always presented in the last section of the speech as a summary point of a topic by deduction, and evaluation (Darabad, 2016). Hence, every step of move plays an important role in the speech. Move is used to classify the text in terms of communication. According to Hyland (2004), his framework suggested that a part of move is important for persuading of the speech.

Nevertheless, Biber, Connor, Reppen, Byrd, and Helt (2007) applied the previous study of move in spoken language and they have categorized the framework in spoken language. Six moves that are presented in Table 3.

Table 3 The framework of move based on Biber et al. (2007)

Move		Step
1 Opening	1.1 Listener orientation	1.1.1 Great audience
		1.1.2 Engage in meta- level discussion
	1.2 Topic introduction	1.2.1 Set the scene
		1.2.2 Announce topic
		1.2.3 Outline structure
	1.3 Speaker presentation	1.3.1 Introduce oneself
		1.3.2 Establish authority
		1.3.3 Show stance/position
2 Body	2.1 Topic development	2.1.1 Present an argument
		2.1.2 Offer an explanation
		2.1.3 Describe a process/ series of events
3 Closing	3.1 Closure	
	3.2 Concluding messages	3.2.1 Call for action
		3.2.2 Make generalization/offer speculation
		3.2.3 Acknowledgements/ gratitude

The previous research was presented in the move in TED talks by using Biber et al. (2007). The result of this research presented each move that found in the most view and popular topic on TED website. It supported the speaker of public communication that used each move (introduction, body, and conclusion) for presenting their speeches.

For the above mentioned, the framework of Biber et al. (2007) is adapted in this research for analyzing the move in TED talk. TED talk is a popular platform in that public speaking and sharing of ideas are involved. Therefore, it is the platform in which many scholars are interested in.

4. Technology Entertainment and Design (TED) talks

Technology Entertainment and Design talks (TED talks) is one platform of spoken language that uses English for communication to several audiences. Its popularized acronym is TED talks, which is a non-profit platform conference. The non-profit organization provides good service for the society but not for the revenue (Schais, Davis, & Schlais, 2011). Furthermore, this is a model for effective and informative public speaking platform. It was founded in 1984 by Richard Saul Wurman and Harry Marks. TED talks focus to spread all of the ideas of the state to the people. In its early-stage, the scope of topics emphasized on technology, entertainment, and design. However, it has grown in number over the years, thus, there are added subcategories suitable for other audiences, for instance, TED Global, TED Prize, TEDx events, and so on. Nowadays, many ideas and exhibitions are currently shared under the slogan, "*Ideas worth spreading"* on the TED platform.

In the part of speakers, they must speak within a time limit. The length of each talk usually covers all the topic details but is powerful enough to persuade the audience. The length of each speech usually takes no more than 20 minutes. Since this rule is related to the time of average human attention (Bryant, 2005). The length of attention is suitable time for the brain to focus and receive the information. If the length for listening is longer, the brain cannot retain memory and it begins to experience fatigue (Byrne, 1988).

All of the reason TED became an influential state for sharing ideas and it is found to be the most popular conference and event website (Alexa, 2018). Apart from this, TED talk also expands in various platforms such as TED Prize, TED global, and TEDx. All of them have similar concepts that encourage and give a meaningful idea to the audience. The main steps in preparing for TED are clear concepts and stories. Speakers would like to share the stories as if they were having a conversation with an audience (Samayoa, 2017). Furthermore, TED also promotes the excellent speeches of the speakers who share useful, creative and unique ideas. This award is called the "TED Prize" as an award for the winning speaker. Each of the topics describes varying ideas, for instance, global problems, education, or the medical. This award has occurred for over 12 years (*TED talks*, 2018). This organization has been giving reward to leaders since 2005 until the present.

5. Related research studies

In part of related research studies are divided into two groups: move research and figure of speech. Previous of move focus on the move in spoken language. As for move, it is a pattern for separating each part: introduction, content and conclusion. In addition, the figure of speech is collected in several communication parts: writing and speaking. Moreover, in this research point on the figure of speech on speaking so the previous research separated in the spoken and framework of this research.

1. Studies on the move

Wang, C. (2016) studied a comparative genre analysis of schematic structure in public speeches of native and non-native English speakers. The public speeches were used into the specific purpose. He confirmed that the structure of the speech can be flexible. Both of the participants in this research, used different persuasion in the Move structures. However, the three moves in the public speech, introduction, body, and conclusion are similar to the modes of everyday communication. Besides, Wang (2016) supported that the introduction of public speech is an important factor to convince the audiences because the introduction will predict the succeeding parts of the speech.

The next research focuses on the Move analysis of TED talk. The corpus participant is selected in fifty- eight and designated in the same ways of English oral presentation. Each topic is considered the most viewed and popular on the TED website. Biber (2007) framework is used in this research. It is divided into six points; listener orientation, topic introduction, speaker presentation, topic development, closure, concluding messages. The result is presented that the speaker used move analysis for presenting the characteristic. And, all of Biber's framework is presented in this research.

Another research involving is move analysis in the public speech in the platform of TED talk is Ratanakul (2017) which investigated a study of problem-solution discourse in the move analysis in which used TED talk in the data. This study was conducted to categorize the type of move structures presented in fifty TED talks. The findings revealed three parts; the opening, the body, and the closing. It shows

Hoey's framework for problem-solution discourse. There were four moves; situation moves, problem moves, response moves, and evaluation moves. The data of movement analysis was presented in three stages; problem moves, response moves and supporting moves.

2.Study of Figure of speech

First of all, the research of figure of speech was presented in terms of public speeches of U.S. Presidents. Fengjie, L., Jia, R., and Yingying, Z. (2016) applied the Neo-Aristotle rhetoric theories to explore the rhetorical devices in four of Obama's speeches. There are with a more perfect union, three suggestions to graduates, the audacity of hope, and our responsibility. Researchers pointed out the phonological rhetoric, lexical rhetoric, and syntactical rhetoric. The consequence of this research was found in the seven rhetoric devices. There were alliteration, simile, metaphor, metonymy, synecdoche, antithesis, and parallelism.

According to the research between Iran's president and U.S. president by Rezaei and Nourali (2016), they suggested the using of figure of speech between two males on public stage. Iranian president, Mr. Rouhani and U.S. president was Mr. Obama's speech data were separated and divided in ten persuasives by Moore (2003), there were simile and metaphor, mixed metaphor or similar, extended metaphor, allusion, list of three, repetition, parallelism puzzled or redundant questions, alliteration and wordplay. The results were revealed in two points: first, both presidents used in the similar techniques of persuasion; however, the Iranian president used methods of persuasion more than the other. Consequently, the speech of two presidents were based on persuasive techniques for public communication.

McCabe (2012) researched the rhetorical strategies used by the political leaders, the U.S. president and the Australian Prime Minister. It focused on climate change. This topic applied rhetorical strategies to convince and build the audience's trust with the audiences. The speech of the U.S. president was collected from the Whitehouse in 2012 and the Australian Prime Minister's speech was gathered from the Press Office in the same years. The findings indicated that both President and Prime Minister used tropes and schemes in terms of persuading the audience. Tropes were used by all of them such as metaphors, rhetorical questions, and metonymy. Both the president and Prime Minister used tropes more than direct language.

In addition, Puspita (2014) studied figures of speech in movies. The purpose of this research was to investigate the figure of speech through a case study of *Les Miserables* movie. This research was a qualitative method and analyzed the data from the spoken language. This research was used Perrine's classification for analyzing. Results of this study presented the eleven elements of figure of speech used in this movie; simile, metaphor, personification, apostrophe, metonymy, synecdoche, symbol, paradox, hyperbole, irony, and litotes. In addition, the majority of figure of speech was personification and symbols.

Last but not the least, this research involved the figure of speech in television commercial advertisements. The television advertisement has lots of participants, Enschot and Mulken (2010), who investigated the occurrence of schemes and tropes in a dissimilar way in previous studies. The framework for figure of speech were adapted from Leight (1994), Phillips & McQuarrie (2002) Van Enschot (2006) and Van Mulken (2003). The sampling from this study was analyzed for 199 advertisements; 100 British and 99 Dutch. They were selected from random sampling. All advertisements were published from 2006 to 2009. The findings presented in the quantitative research type of experiments. The results showed the use of tropes more than schemes in the advertisement. Likewise, the figure of speech in tropes and schemes had power, both in spoken and written advertisements.

In term of the theories of Leigh (1994), is the most popular for the figure of speech. This framework is the most extensive type of figure of speech. This research presented in three researches involving the Leigh (1994).

The first previous research investigates the rhetorical features of wordplay in Euronews headlines by Monsefi, R. (2017). In this research, the rhetorical features in 100 English headlines were studied. The sample was collected from Euronews website. Leigh's theories showed in the taxonomy of figure of speech; tropes and schemes. Tropes had got two sub-categories. They were puns and associations. The findings of these studies found ninety-seven per cent of wordplay in the headlines. There are presented in the tropes more than schemes, for example; metonymy, personification, metaphor, hyperbole. On the other hand, the majority of schemes were rarely used in this study such as repetition, climax, antithesis, etc.

Yliräisänen, I. (2009) examined the figure of speech of heading in twelve magazines. All data in this study were 250 items; 180 headlines and 70 subheadings of the Empire magazine. This research was used by Leigh's (1994) to classify of figure of speech to analyze the data of word play using tropes and schemes. Tropes were played about the meanings of the sentences; in contrast, schemes were played about the structure in the sentences. The classification of tropes was divided in puns and associations. Puns had three sub-classes and association was four subclasses. The schemes were separated as the tropes; repetition and rhyming. The taxonomy of repetition involved three subgroups and the rhyming involved two subgroups. The result of this study found all of the levels that were divided by Leigh. The majority of the result showed tropes more than schemes on Empire magazines. The reason why schemes were not in magazines, was because the aim of headlines and subheadings would be presented in the content rather than the grammar. For this reason, schemes were hardly found.

Next, Amaireh (2013) examined in the rhetorical analysis of the political speech of the Queen of Jordan. The researcher collected the data of the English speech from 2001 to 2010. This research had used both qualitative and quantitative methods. The figurative language of the queen was presented more in metaphor and metonymy. It was tropes in the Leigh's framework (1994). In addition, figurative language is not only about techniques to convince people to believe the speech. It supported the reliability of speeches.

It can be seen that the TED platform is receiving more attention from researchers. It is one of the reasons why this study discusses TED. In addition, the previous researches were presented in the components of the move involved the spoken in several aspects.

All of the previous researches supported the details of move. It can be confirmed and supported that public speech is separated into each move; introduction, body, and conclusion. Hence, the taxonomy of move in this study followed the Biber (2007). All of the components of figurative language involve the spoken or written language. The taxonomy of figure of speech is divided into two points; tropes and schemes. This study would follow the taxonomy of a figure of speech by Leigh (1994). This framework is used in the main theory to find the ways where the figure

of speech is used in persuasive speech. In the previous research, it was the research that focused on move and figure of speech in public communication. Furthermore, there might be a few types of research that study them. Consequently, this research selects Leigh (1994) and Biber (2007) for finding the results of the move and figure of speech used in public speaking.

CHAPTER 3
METHODOLOGY

To conduct the purpose of objectives and followed the research questions, the methodology is presented in the quantitative method. This study pointed out in term of move (introduction, body, and conclusion) and figure of speech that TED Prize speaker used. This chapter presents the research methodology in which includes corpus, instrument, data collection, and data analysis.

Research Methodology

1. Corpus

The criteria of the corpus followed to the objective of this research. A whole data is extracted from TED talk that presented in the TED Prize winners. All information of this prize is considered during 2005 to 2017. Therefore, all TED Prize video presented in the 23 videos of winners. The list of the content is presented in the table 4 as below.

Table 4 List of topics from TED Prize in TED talks

No	Years	Topic of TED	Presenters'name	Length	Category
1	2017	No one should die because they live too far from a doctor	Raj Panjabi	20.23	Collaboration
2	2016	Help discover ancient ruins before it's too late	Sarah Parcak	21.03	Adventure
3	2016	Hunting for Peru's lost civilizations with satellites	Sarah Parcak	7.00	Adventure
4	2015	Everyone around you has a story the world needs to hear	Dave Isay	21.31	History
5	2014	My wish: To launch a new era of openness in business	Charmian Gooch	16.11	Business
6	2013	Build a school in cloud	Sugata Mitra	22.25	Technology
	2011	Use art to turn the world inside out	JR	24.09	Activism

No	Years	Topic of TED	Presenters'name	Length	Category
8	2010	Teach every child about food	Jamie Oliver	21.53	Business
9	2009	Join the SETI search	Jill Tarter	21.23	Exploration
10	2009	Protect our oceans	Sylvia Earle	18.16	Activism
11	2009	The EI Sistema music revolution	Jośe Antonio Abreu	16.58	Art
12	2008	Find the next Einstein in Africa	Neil Turok	24.50	Education
13	2008	The charter for compassion	Karen Armstrong	21.28	Collaboration
14	2008	Once upon a school	Dave Eggers	25.35	Activism
15	2007	Rebuilding rwanda	Bill Clinton	24.07	Business
16	2007	Let my photographs bear witness	James Nachtwey	21.56	Activism
17	2007	Build the encyclopedia of life	E.O. Wilson	22.35	Biodiversity
18	2006	Help me stop pandemics	Larry Briliant	25.50	Collaboration
19	2006	A global day of film	Jehane Noujaim	25.38	Culture
20	2006	A call for open-source architecture	Cameron Sinclair	23.34	Activism
21	2005	Three actions for Africa	Bono	27.52	Activism
22	2005	Manufactured landscapes and green education	Edward Burtynsky	34.25	Art
23	2005	Three unusual medial inventions	Robert Fischell	26.49	Business

According to Table 4, it is the list of topics that received from TED Prize between 2005 to 2017. All the data in this list analyzed in the framework of move classify by Biber (2007) and type of figure of speech by Leigh's theory (1994).

2. Data collection

2.1 Data for the study

The data in this study consist of figure of speech on the TED Prize released from 2005 to 2017. All of them are available on TED website. All data of twenty-three topics are collected in whole details from TED Prize winners. Afterward, the data was divided in the move and the type of figure of speech.

2.2 Procedure

The process of sample is the purposive sampling from TED Prize winners. The researcher divided twenty-three TED Prize into each move (introduction, body, and conclusion). A theory of move proposed by Biber (2007) was used as a framework for analyzing. The words or sentences were found during the process were marked. Afterwards, each episode in TED Prize was realized again by Leigh's taxonomy (1994) for discovery figure of speech in term of twenty-one tropes and twenty schemes. The words of figure of speech were marked again. The process of move and figure of speech used the content analysis and encoding to classify sentences in the correct for finding the results (Hsieh & Shannon, 2005). The process of content analysis was familiarizing the data, generating initial codes, searching for each group, reviewing the group, defining the topic, and record. The results were presented in the frequency and percentage of tropes and schemes in part of introduction, body, and conclusion. Moreover, the data are filled in the Table that explanation in term of type of tropes and schemes.

3. Data Analysis

After collecting the data, the raw data of each episode of twenty-three TED Prizes were reviewed by the research both of move and figure of speech. Furthermore, the raw data was rechecked again by the expert in the field of figure of speech. To accomplish the objectives and prove the research questions, the data was analyzed in this step;

First, the data of TED Prize was examined for which type of the move (introduction, body, and conclusion) by Biber (2007) framework.

Then, the data of each move was analyzed again in the type of figure of speech; twenty-one tropes and twenty schemes. The finding of this part is presented in the frequency of occurrence and percentage of tropes and schemes.

Finally, the result is presented in two parts; 1) the percentage of summary of using tropes and schemes and the highest frequency of each type of figure of speech, 2) the frequency of occurrence of figure of speech in move (introduction, body, and conclusion) in each TED Prize winners. For finding the result of frequency and percentage of figure of speech and move is counted in this formula;

Percentage formula;

$$P = \frac{\bar{x}}{n} \text{ x } 100$$

Where   P = Percentage

$\bar{x}$ = Frequency

n = Number of samples

In addition, the topic (Table 4) used the checklist of the figure of speech (Table 5) as below.

The Table 5 is the checklist in type of figure of speech that found in each move (introduction, body, and conclusion). It counted and ranked in the frequency of occurrence.

Table 5 the checklist of the figure of speech from TED Prize speaker.

Tropes / Schemes	Move analysis			Total	Rank
	Introduction	Body	Conclusion		
Total of frequency					
Total of percentage					

CHAPTER 4
RESULTS

This chapter presented in the finding of this research of the figure of speech used in the persuasive text by speakers of Technology, Entertainment, and Design (TED) Talks. The framework of this research is presented in two parts; Biber (2007) for move and Leigh's taxonomy (1994) for discovery figure of speech. The finding is followed the research questions as below;

1. What types of figure of speech are used by the TED Prize winners?
2. What is the frequency of figure of speech used in the TED Prize winning speeches?
3. When separated by move, how is figure of speech used in each oral presentation in the speeches winning the TED Prize?

Results

For interpretation of the research questions, the data of each results presentation is presented in the form of quantitative data and reported in the narrative text below the tables and the figures for describing each issue. Therefore, the results analyzed in the by using into three parts;

Part I: The percentage of the type of figure of speech used by the speaker in TED Prizes.

Part II: The frequency of occurrence of using in figure of speech in speeches of TED Prize winners.

Part III: The percentage of figure of speech used in move (introduction, body, and conclusion)

Part I: The percentage of the type of figure of speech used by the speaker in TED Prizes.

To find the total using of the figure of speech in TED Prize speech, the total use of the figure of speech is expressed as a percentage of each device; tropes and schemes as figure 1.
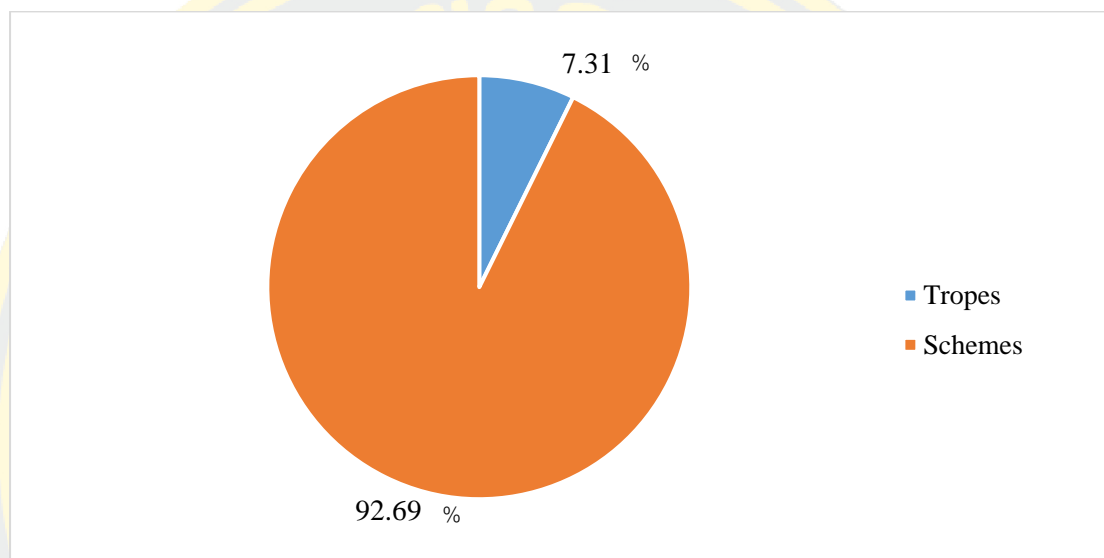
Figure 1 the overall of type of figure of speech presented in TED Prize winners

For figure 1 compares the using of type of figure of speech in TED Prize; tropes and schemes. The overall of schemes found 92.69% and tropes 7.31%. In summary, the using figure of speech in TED Prize winners used a device of schemes more than tropes.

Part II: The frequency of occurrence of using in figure of speech in speeches of TED Prize winners.

To identify the first research questions in terms of move, the frequency of occurrence in the twenty-three topics from TED Prize winner as presented in the bar chart as below;
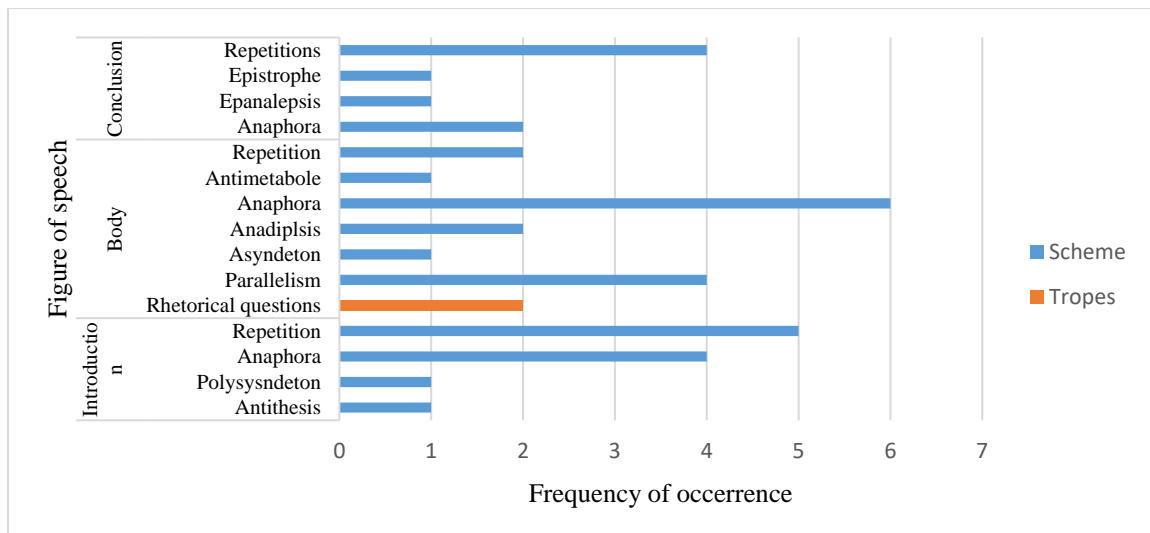
Figure 2 the frequency of occurrence of figure of speech from No one should die because they live too far from a doctor by Raj Panjabi

According to figure 2, it indicates the frequency of occurrence that appeared in "No one should die because they live too far from a doctor by Raj Panjabi". Schemes, the highest frequency of occurrence in introduction is repetition (5 times), anaphora (4 times), and polysyndeton and antithesis (1 time) respectively. On the contrary, the other schemes are not presented in the introduction. Body, the highest frequency of occurrence is anaphora (6 times), parallelism (4 times), repetition and anadiplosis (2 times), antimetabole and asyndeton (1 time). In contrast, the frequency of occurrence of other schemes are not found. The highest frequency of conclusion is repetitions (4 times), anaphora (2 times), epistrophe (1 times) and epanalepsis (1 times), whereas the other schemes are not found.

As shown above, the trope in term of rhetorical questions (2 times) found as the highest frequency of occurrence in the body. In contrast, trope is not found in the introduction and conclusion of the topic 1. To inform the sample of results in the category anaphora is selected and exposed in the examples 1 and 2.

Example 1 Anaphora in the introduction

So, *if you got sick in the* city where those few doctors remain, you might stand a chance.

But *if you got sick in the* remote, rural rainforest communities, …

Example 2 Anaphora in the body

I remember the fear in their eyes. And *I remember* staying up at night…

As can be seen, the above examples represent the repetition in the initial sentence. It indicates in the anaphora. Anaphora is a device for repeating in the same word, phrase, or sentence in the initial. Both examples are presented similarly to the anaphora rule.
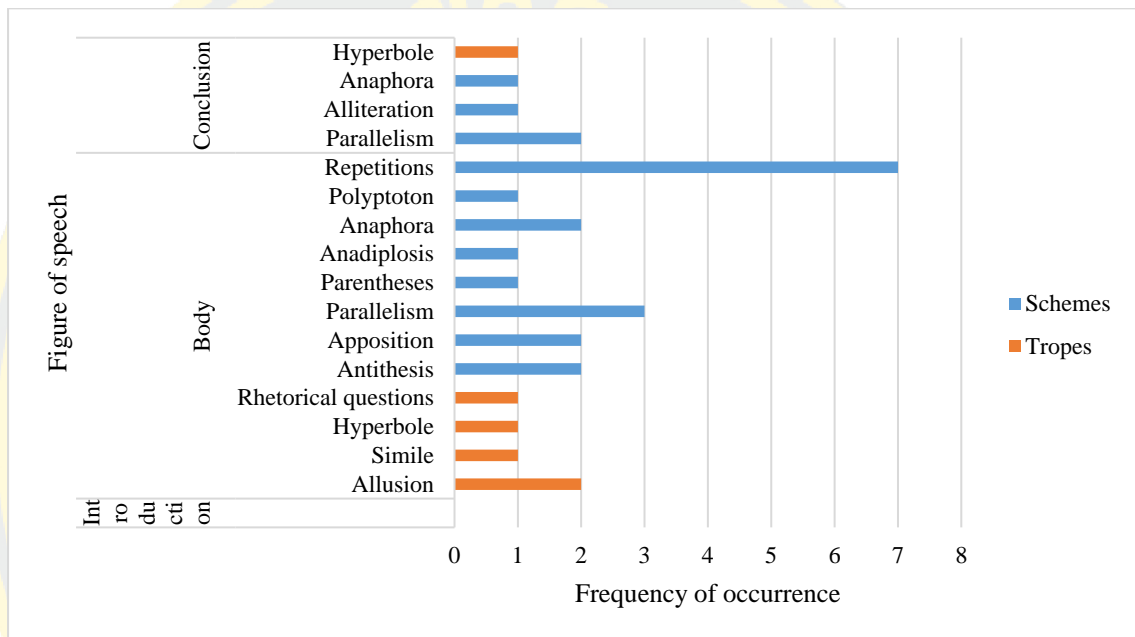
Figure 3 the frequency of occurrence of figure of speech from Help discover ancient ruins before it's too late by Sarah Parcak

As shown above, the frequency of occurrence in "Help discover ancient ruins before it's too late" the total result is shown in each frequency. First of the schemes, the introduction is not found in this function. For body, the highest frequency of occurrence is repetition (7 times), parallelism (3 times), anaphora (2 times), apposition (2 times) and antithesis (2 times), and polyptoton anadiplosis (1 time) and parallelism (1 time), respectively. On the contrary, the other schemes are not presented in this part. For conclusion, the highest of frequency is parallelism (2 times), and alliteration (1 time) and anaphora (1 time). Besides, the different schemes are not found in this part. According the tropes, the introduction is not found in this topic. The highest frequency of occurrence in body is allusion (2 times) and simile (1 time), hyperbole (1 time), and rhetorical question (1 time). In contrast, the different tropes are not found in the body. Besides, conclusion found the frequency of

occurrence in the hyperbole (1 time). On the other hand, the twenty tropes are not found. To present the sample of finding the repetition is chosen in the example 3 and allusion in the example 4

Example 3 repetition in the body

Omer by brother, I will always love you.

Omer by brother, I will always love you.

From example 3, similar sentence is repeated in the conversation to remind a meaning to the receiver.

Example 4 allusion in the body

NASA has a Space Archaeology program.

As above mention, the allusion refers to the specific name that people know before. The sender used the allusion for mention in the aeronautics and space research organization.
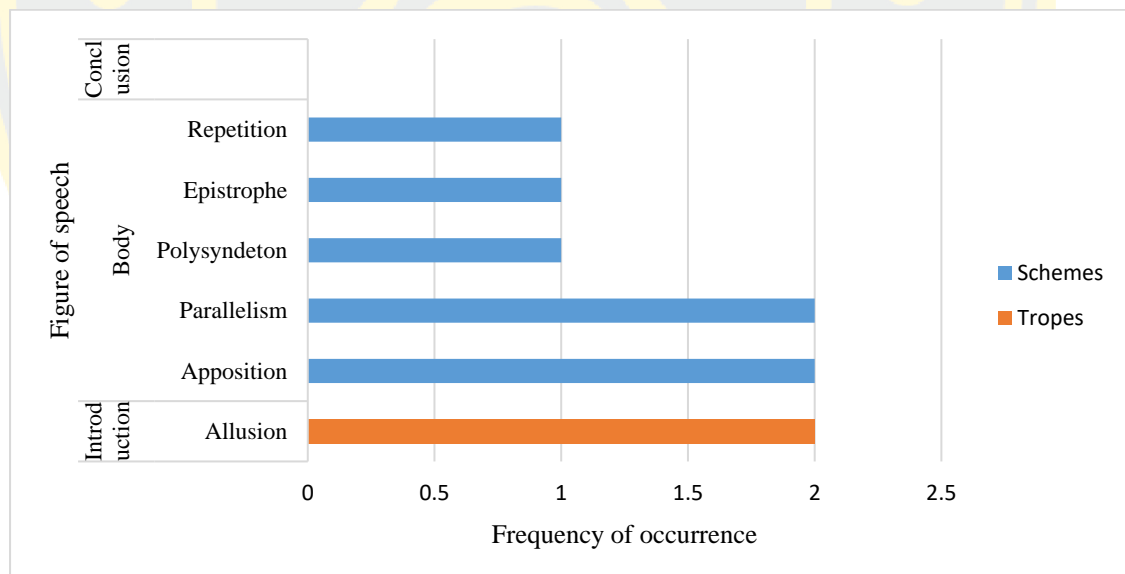
Figure 4 the frequency of occurrence of figure of speech from Hunting for Peru's lost civilizations with satellites by Sarah Parcak

In accordance with figure 4, it reveals in the frequency of occurrence from the topic by Sarah Parcak. In the schemes, introduction and conclusion is no found in this topic. Nevertheless, the highest frequency of occurrence of body is parallelism and apposition (2 times), and repetition (1 time), epistrophe (1 time), polysyndeton

(1 time) respectively. On the other hand, the fifteen schemes are not found in the body. Focus on trope, it is presented only move of introduction; allusion (2 times). Hence, the body and the conclusion does not present in this topic. According to the sample in this topic, they are presented in the highest frequency of body move; parallelism (2 times) and apposition (2 times). On the contrary, the other tropes are not presented in the body.

Example 5 Parallelism in the body

You can see *individual structures*, *individual buildings.*

According to the example 5, it is presented in the repetition in the similar structure.
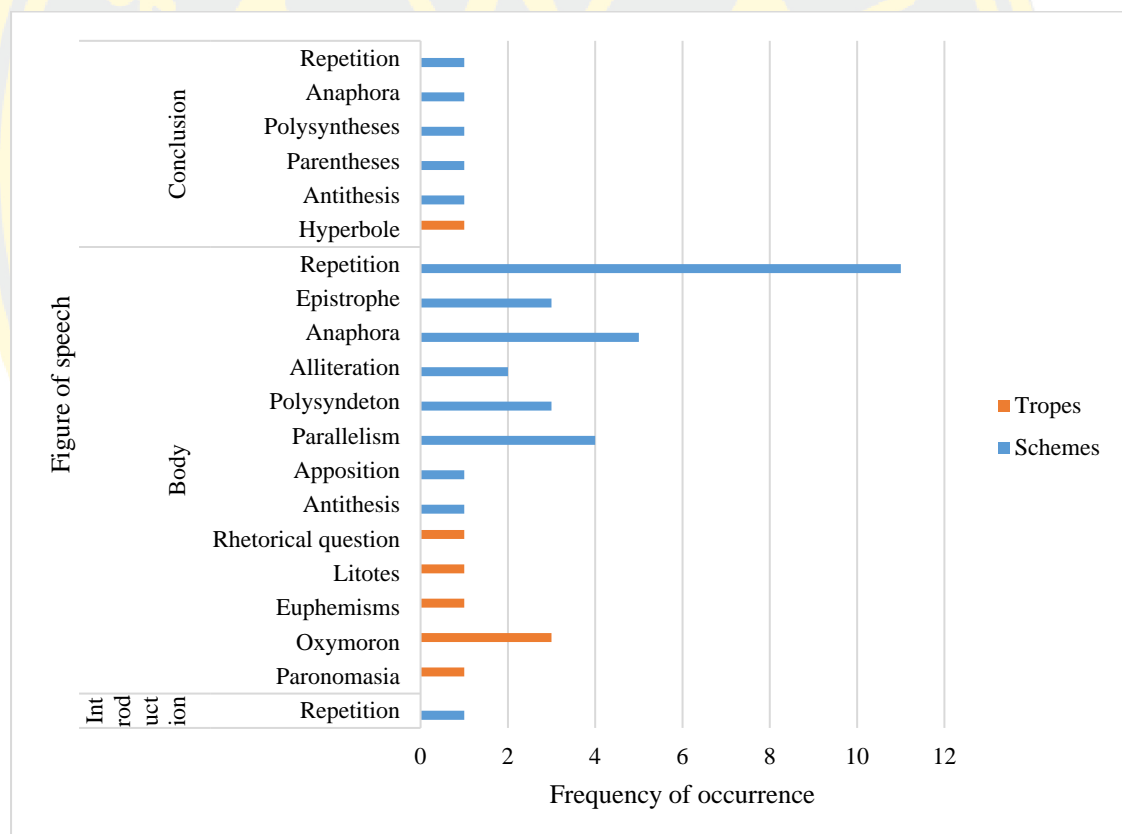
Figure 5 the frequency of occurrence of figure of speech from Everyone around you has a story the world needs to hear by Dave Isay

From figure 5 presented in the frequency of occurrence of Dave Isay topic's. In terms of schemes, the introduction move is repetition (1 time). On the contrary, the other schemes are not presented in the introduction. Body, the three highest frequency of occurrence is repetition (11 times), anaphora (5 times), parallelism (4 times) and the other schemes are not found. The conclusion is presented in the equal frequency of occurrence that is parentheses, polysyntheses, anaphora repetition and antithesis (1 time). The fifteen schemes are not used in this part. In terms of tropes, the introduction is not found the frequency of occurrence in this topic. And the body, the highest of frequency of occurrence is oxymoron (2 times) and rhetorical question (1 time), litotes (1 time), euphemisms (1 time), and paronomasia (1 time). On the other hand, the rest of schemes are not found in this persuasion topic. The conclusion is only presented in the hyperbole (1 time). Hence, the rest of schemes are not presented in the conclusion. To reveal the sample in this topic, it is presented in the repetition part in the example 6 and 7.

Example 6 repetition in the body

…if we could give *many, many, many* people the chance to be listened to in this way.

Example 7 repetition in the conclusion

And *maybe*, just *maybe*, it will help us recognize that simple truth

Both of the sample of repetition is used the same word in the several time. The aim of using is persuaded the audience attention.
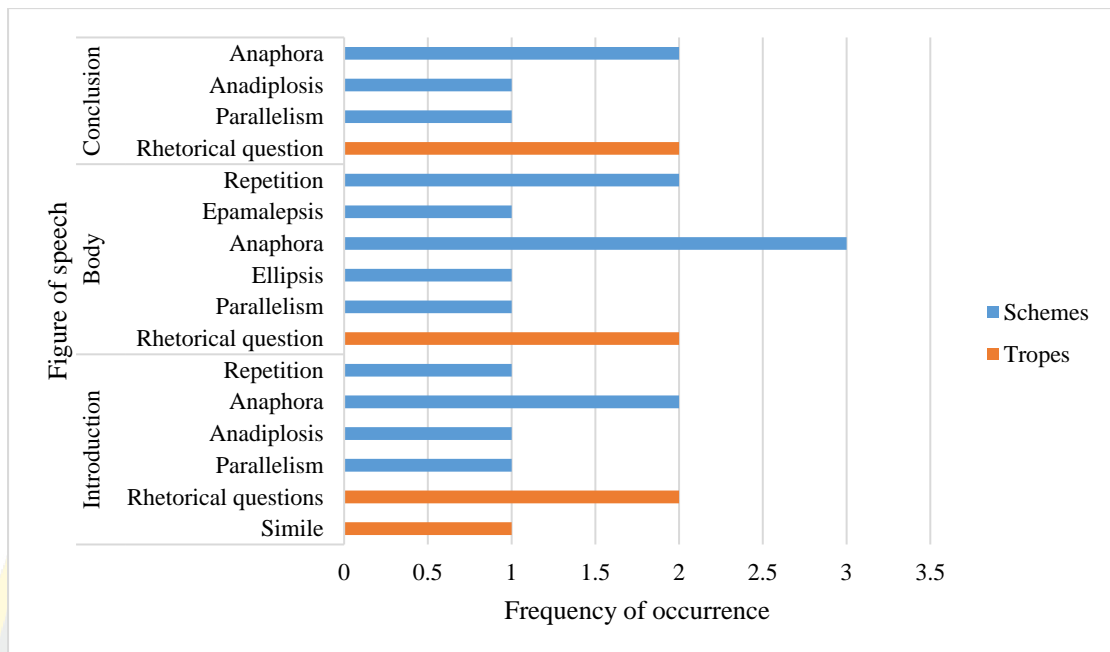
Figure 6 the frequency of occurrence of figure of speech from My wish: To launch a new era of openness in business by Charmian Gooch

According to figure 6 in the topic of My wish: To launch a new era of openness in business by Charmian Gooch is expressed in the overall of the frequency of occurrence. It is used the tropes more than the schemes. Schemes, the highest frequency of occurrence in introduction is anaphora (2 times), Furthermore, the three-equivalent frequency of occurrence are repetition, anadiplosis, and parallelism (1 time). The other schemes are not found in this topic. The highest of frequency in body is anaphora (3 times), repetitions (2 times), and epanalepsis, ellipsis, and parallelism (1 time). The sixteen schemes are not found in this move. The highest of frequency in conclusion is anaphora (2 times), anadiplosis and parallelism (1 time). Nevertheless, the rest of schemes are not found in the conclusion. Move in to the tropes, the frequency of occurrence introduction is rhetorical questions (2 times), and simile (1 time). The other of tropes are not found. The frequency of occurrence in body and conclusion are presented in a rhetorical question (2 times). Hence, the rest of tropes in the body and conclusion are not found in the topic. For declaring in the example of this topic, it is revealed the rhetorical question of introduction and body move of tropes and anaphora of schemes.

Example 8 of rhetorical questions in introduction

So, why am I here talking to all of you?

Example 9 of rhetorical questions in body

So how are we going to do this?

Both of them use the rhetorical question for raising the question to remind the audience in the topic.

Example 10 of anaphora in body

But why does the Earth go around the sun?

But why is blood red?

But why do I have to go to school?

But why do I have to respect the 00.03 teachers and authority?

Above sentences presented in the repetition in initial of the sentence. The speaker uses this style for persuadsion the recievers.
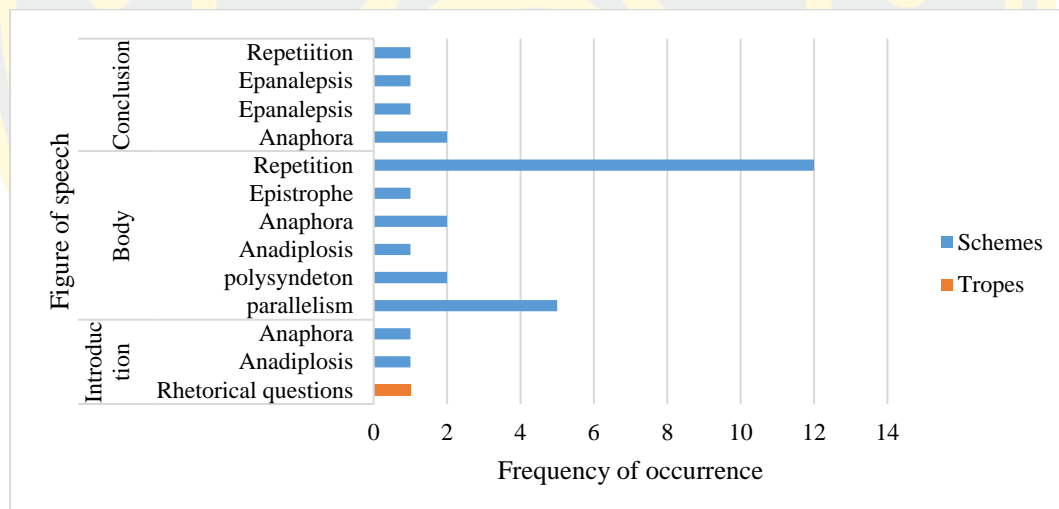
Figure **7** the frequency of occurrence of figure of speech from Build a school in cloud by Sugata Mitra

As for figure 7, the frequency of occurrence in "from Build a school in cloud by Sugata Mitra is used the schemes more than tropes. Focus on the schemes, the highest frequency of introduction is presented in similar frequency anaphora and anadiplosis (1 time). Body, the highest frequency of occurrence is repetition (12 times), parallelism (5 times), anaphora and polysyndeton (2 times). The lesser occurrence used in the figure of speech is epistrophe and anadiplosis (1 time). The

others of figure of speech are not found in the body. Lasting, the highest frequency of occurrence in terms of conclusion is anaphora (2 times). There was the lesser occurrence is repetition (1 time), epanalepsis (1 time), and epanalepsis (1 time). Hence, the rest of schemes are not found in this topic. In the part of tropes, there is presented only in the introduction, rhetorical question (1 time). Thus, the other tropes are not found. The body and the conclusion are not presented any representative of figure of speech in this topic.

Example 11 of repetition in the conclusion

Thank you. Thank you very much. Thank you. Thank you. Thank you very much.

Speaker repeats the grateful word many times that refers to the appreciation and sincere for talking and sharing the topic.
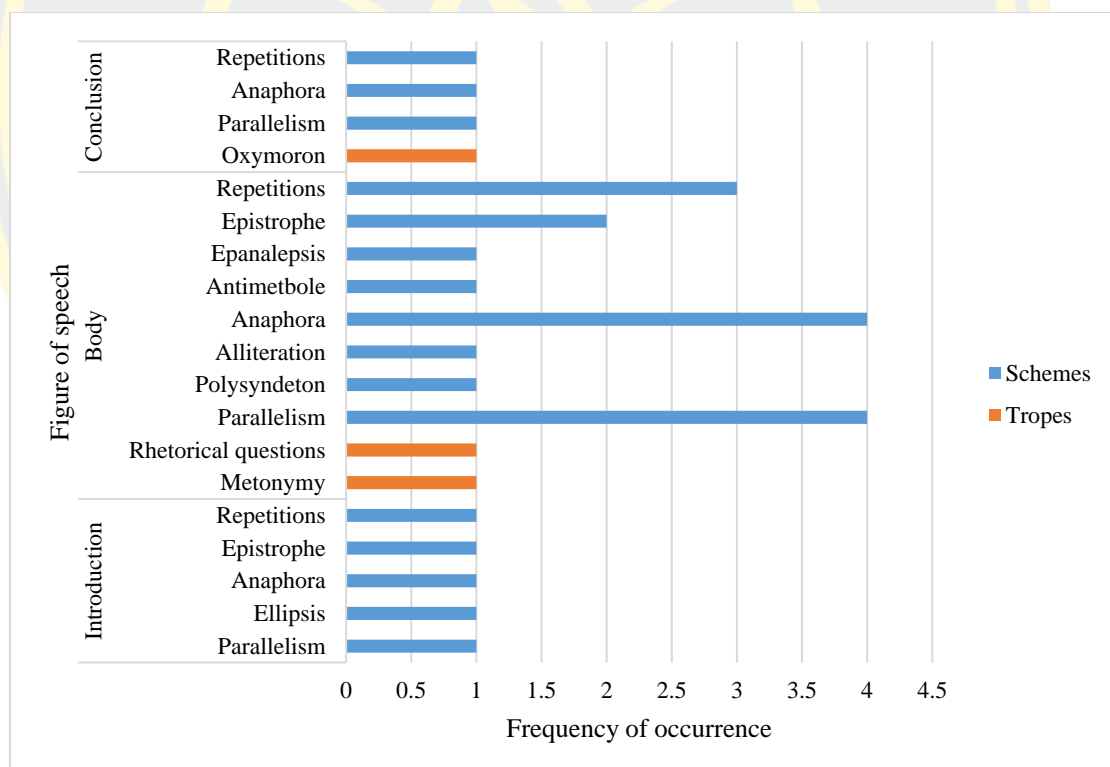
Figure 8 the frequency of occurrence of figure of speech from Use art to turn the world inside out by JR

According to figure 8, it is shown the frequency of occurrence that appeared occurrence from Use art to turn the world inside out by JR. Part of schemes, the introduction is presented in the equivalent frequency of occurrence that parallelism

(1 time), ellipsis, anaphora (1 time), epistrophe (1 time), and repetitions (1 time). Besides, the highest frequency of occurrence is parallelism (4 times), anaphora (4 times), and epistrophe (2 times). The lower frequency of occurrence is polysyndeton (1 time), alliteration (1 time), antimetabole (1 time), epanalepsis (1 time). And the rest of thirteen in the schemes are not found in this topic. Moreover, the highest frequency of occurrence in conclusion is presented at the same occurrence repetition, anaphora, and parallelism (1 time). Point on the tropes, the introduction is not found any tropes. Furthermore, the body are presented in the equal frequency, that is rhetorical question and metonymy (1 time). So, the other tropes are not found in this topic. The conclusion, the oxymoron (1 time) is the only trope that presented in this part.

Example 12 of anaphora in the body

We're in Ramallah right now. *We're* pasting portraits.

Example 13 of parallelism in the body

I was doing graffiti writing my name everywhere, using the city as a canvas.

I was going in the tunnels of Paris, on the rooftops with my friends.

Using anaphora is repetition in the initial sentence. And, using the parallelism is presented in the similar structure for sharing the idea. Hence, the sender message uses this figure to convince the receiver of the message point.
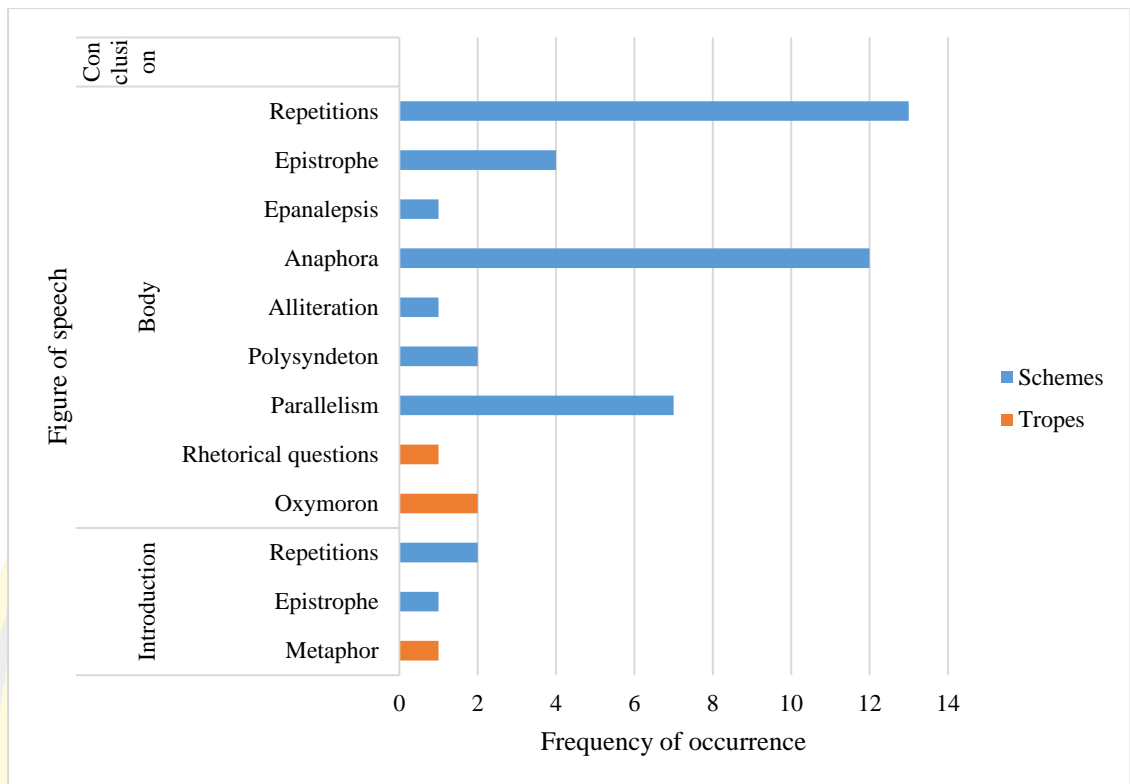
Figure 9 the frequency of occurrence of figure of speech from Teach every child about food by Jamie Oliver

According to figure 9, it shows in the frequency of occurrence in topic of Jamie Oliver. First the schemes, the highest frequency of occurrence in introduction is repetition (2 times), and epistrophe (1 time). The rest of schemes are not presented in the topic. Body is presented in some of schemes. The three highest frequency of occurrence is repetition (13 times), anaphora (12 times), and parallelism (7 times). Besides, the lowest frequency of occurrence is epanalepsis (1 time) and alliteration (1 time). The conclusion is not used the schemes. Point on the tropes, the introduction is presented in only the metaphor (1 time). The other tropes are not found. The body, the highest frequency of occurrence is oxymoron (2 times) and rhetorical question (1 time), and the rest of tropes are not presented. Moreover, the conclusion is not presented in the figure of speech. Totally, the figure of speech is presented in the tropes. To reveal the example of epistrophe, it is focused on the repetition at the end of sentence as presented in the example below.

Example 14 of epistrophe in body

I know they were *close*, but not that *close*.
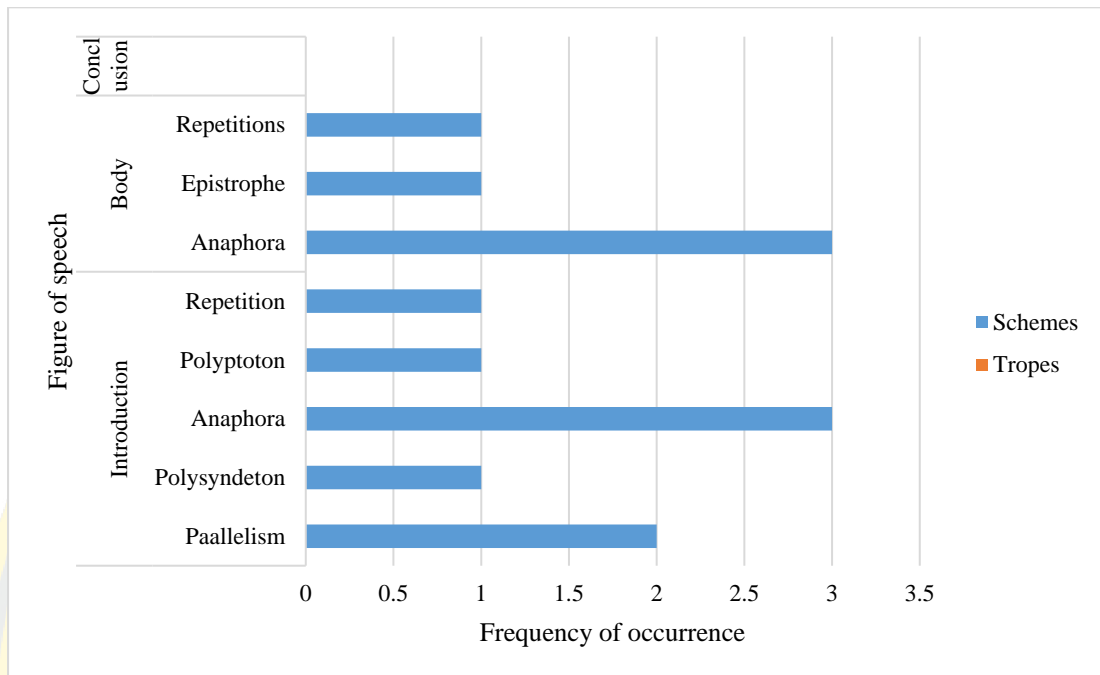
Figure 10 the frequency of occurrence of occurrence from Join the SETI search by Jill Tarter

From figure 10, the topic of Join the SETI search by Jill Tarter is presented only the frequency of occurrence of schemes. Introduction, the highest frequency of occurrence is anaphora (3 times), parallelism (2 times). The repetition (1 time), polyptoton (1 time), polysyndeton (1 time). Nevertheless, in the part of schemes, the highest frequency in the introduction and body is anaphora (3 times). The conclusion does not present both of frequency.

Example 15 of anaphora in introduction

Perspective is a very powerful thing. *Perspectives* can change.

Perspectives can be altered.

Example 16 of anaphora in body

We'd like to use the pattern recognition capability of the human eye to find faint, complex signals that our current algorithms miss.

We'd like to inspire and engage the next generation.

We'd like to take the materials that we have built for education, …

We'd like to tell our story better, …
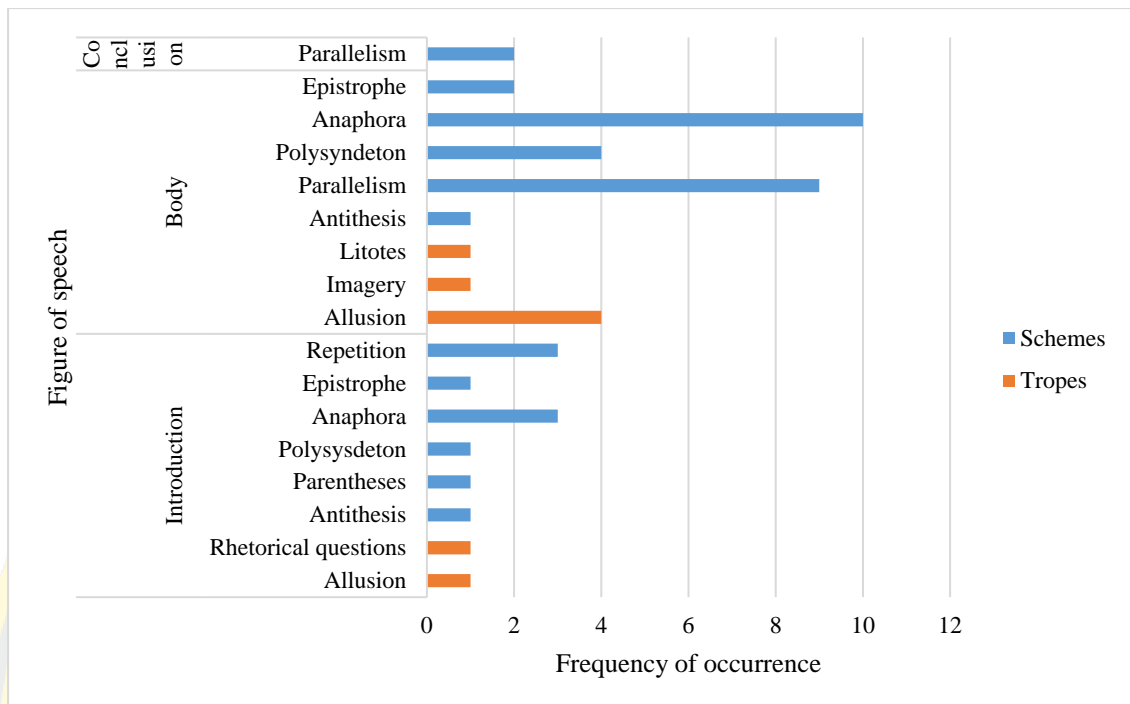
Figure 11 the frequency of occurrence of figure of speech from Protect our oceans by Sylvia Earle

According to figure 11, it is exposed the frequency of occurrence in the TED Prize the topic of Protect our oceans by Sylvia Earle. Focus on the scheme, the equality highest frequency of occurrence in the introduction is anaphora (3 times) and repetition (3 times). The least frequency of occurrence is epistrophe (1 time), polysyndeton (1 time), parentheses (1 time) and antithesis (1 time). Besides, the highest frequency of occurrence in the body is anaphora (10 times), parallelism (9 times), polysyndeton (4 times), parallelism (2 times), epistrophe (2 times), and antithesis (1 time). And, the rest of schemes are not found in the body. In additional, in the conclusion is presented only the parallelism (2 times), so the nineteen of schemes are not presented. Focus on the tropes, they are show only the allusion (1 time) and rhetorical questions (1 time). In the body move, the three highest frequency of occurrence is allusion (4 times), litotes (1 time), and imagery (1 time). There are not presented others of tropes in the body move. Lastly, the conclusion is not presented in the frequency of tropes. To expose the example of anaphora, they are found in example below.

Example 17 of anaphora in the introduction

And I hope Jill Tarter's wish to engage Earthlings includes dolphins and whales and other sea creatures in this quest to find intelligent life elsewhere in the universe.

And I hope, Jill, that someday we will find evidence that there is intelligent life among humans on this planet.

Example 18 of anaphora in the body

We can go explore the other side of the Hawaiian Islands.

We can go actually and swim around on Google Earth and visit with humpback whales
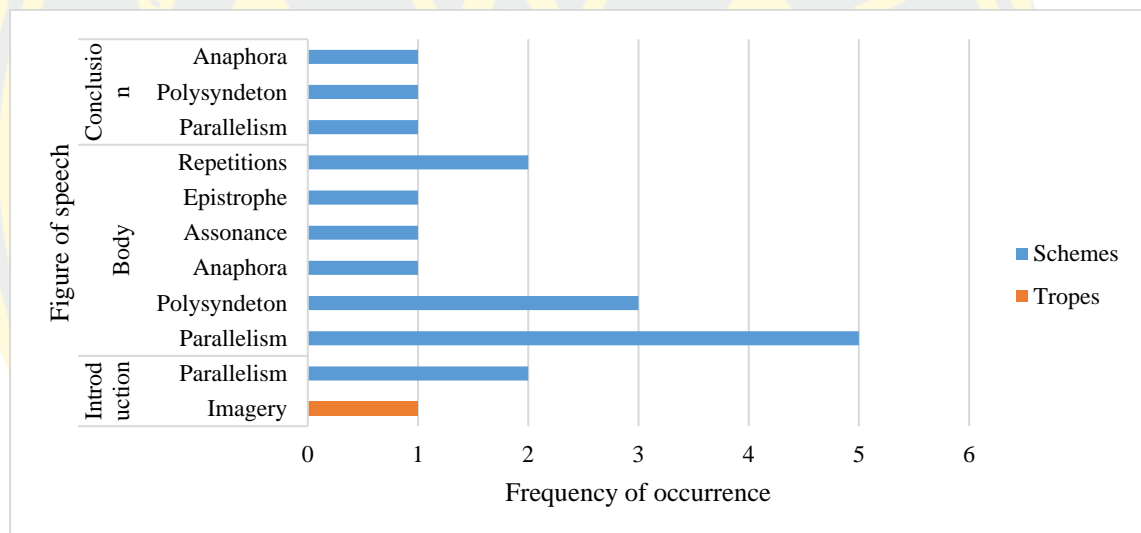
Figure 12 the frequency of occurrence of figure of speech from The EI Sistema music revolution by Jośe Antonio Abreu

Accordance with figure 12, it is shown the frequency of occurrence that appeared in "The EI Sistema music revolution by Jośe Antonio Abreu". Schemes, the one of the frequencies of occurrence in introduction is parallelism (2 times). Hence, the rest of schemes are not found. In body, the three highest frequency is parallelism (5 times), repetition (2 times), polysyndeton (3 times). They are a few schemes are presented that is epistrophe (1 time), assonance (1 time), anaphora (1 time). On the contrary, the other schemes are not presented in the body. Conclusion, the frequency of occurrence is used in the equivalent frequency; anaphora (1 time), parallelism (1 time), and polysyndeton (1 time). Move in to the part of trope, the only

trope in introduction is imagery (1 time). Hence, the twenty of tropes are not found. Nevertheless, tropes are not found in the body and conclusion in this topic.

Example 19 of imagery in introduction

From the very first rehearsal, I saw the *bright* future ahead**.**

The above sample used the imagery figure of speech. The imagery helps the receiver understand the purpose of the audience.
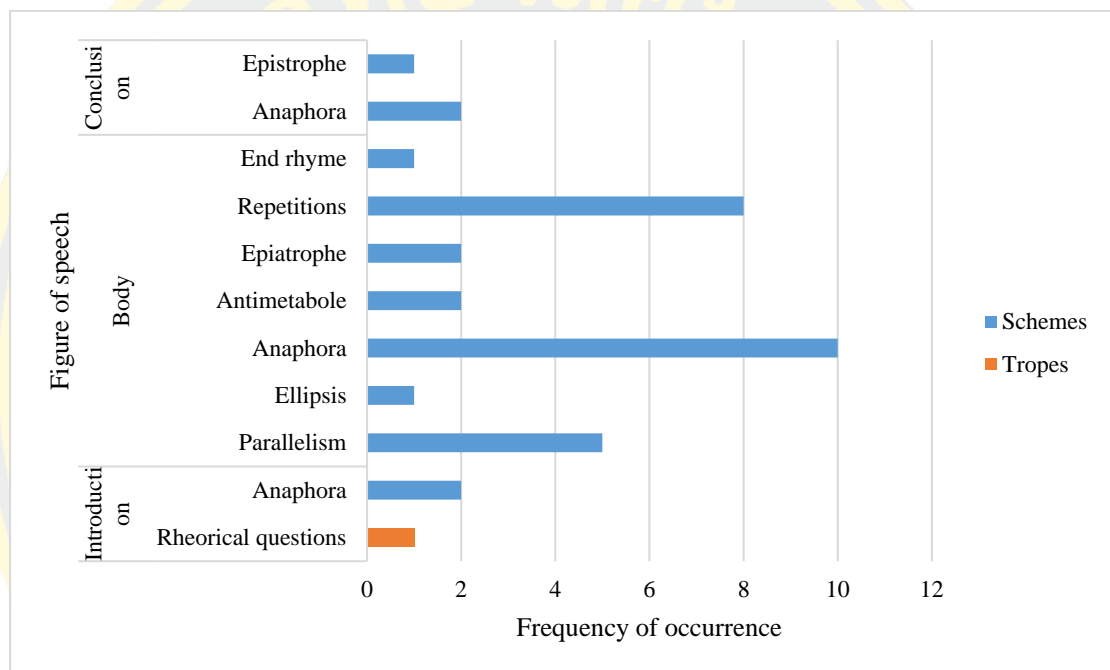
Figure 13 the frequency of occurrence of figure of speech from Find the next Einstein in Africa by Neil Turok

According to figure 13 it is shown the frequency of occurrence that appeared occurrence from Find the next Einstein in Africa by Neil Turok. The figure of speech; schemes are only presented in anaphora (2 times). And the rest of schemes are not found. Body move, the three highest frequency of occurrence is anaphora (10 times), repetitions (8 times), parallelism (5 times). The fewer of schemes is epistrophe (2 times), antimetabole (2 times), end rhyme (1 time), and ellipsis (1 time). The other schemes are not presented in the topic. Conclusion move, the highest frequency of occurrence is anaphora (2 times), epistrophe (1 time). Hence, eighteen of schemes are not found in this topic. Tropes are presented only the move of introduction that the

rhetorical question (1 time). Consequently, other tropes are not found in each move; introduction, body and conclusion.

Example 20 of anaphora in the introduction

We had an amazing childhood.

We didn't have any money, but we were outdoors most of the time.

We had fantastic friends and we saw the wonders of the world

Example 21 of anaphora in the body

And I went to Cambridge. *And* there, I fell for theoretical physics.

Example 22 of anaphora in the conclusion

And here are the ones we've selected. *And* each of these centers has a strong.

The using anaphora is the most popular that found in the topic in every part. The anaphora is found in the initial sentence as the sample above.
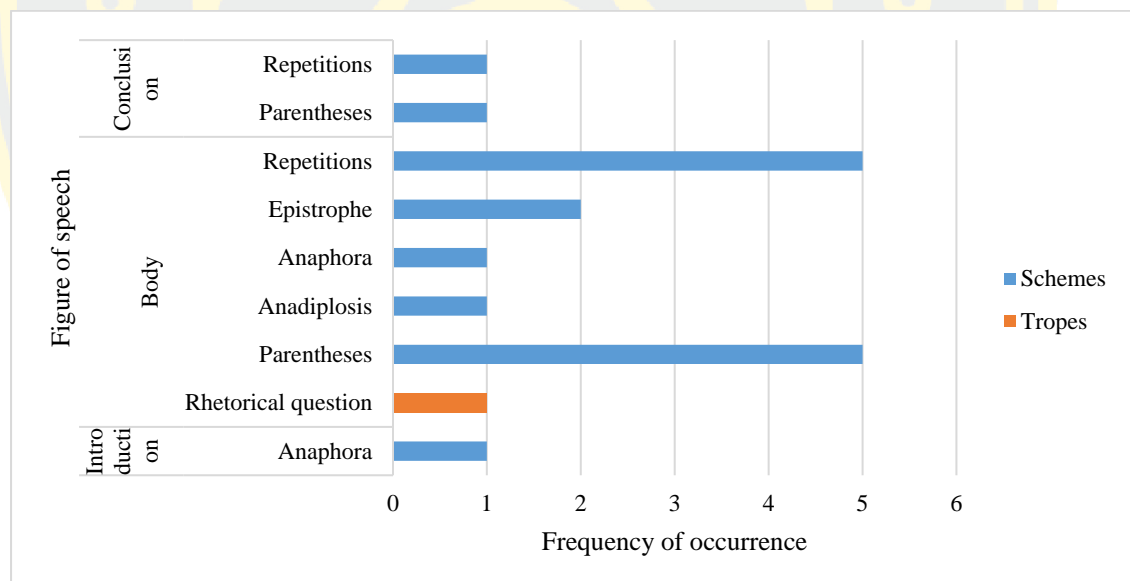
Figure 14 the frequency of occurrence of figure of speech from the charter for compassion by Karen Armstrong

Form figure 14, the number of frequencies tropes and schemes is presented in this topic. First of all, introduction of schemes is anaphora (1 time). It is found only schemes in the introduction. The body, the three highest frequency of occurrence is parentheses (5 times), repetition (5 times), and epistrophe (2 times). Others schemes are not found in the body. The conclusion is presented in the two types of schemes;

repetition (1 time), parentheses (1 time) and the rest of schemes are not found. In terms of trope is not found in the introduction and conclusion. The body is only found in the rhetorical question (1 time) and the rest of tropes are not found. To reveal some of illustration is found in this topic as below.

Example 23 of parentheses in the body

The word "belief" itself originally meant *to love, to prize, to hold dear.*

Example 24 of parentheses in the conclusion

I'd like to see it in *every college, every church, every mosque, every synagogue* in the world

The above sample is used in the similar structure for presenting and repeating the word. In the sentence; for instance*, to love to prize to hold*, and *every college, every church, every mosque, every synagogue.* They used the same pattern of sharing and telling the topic.
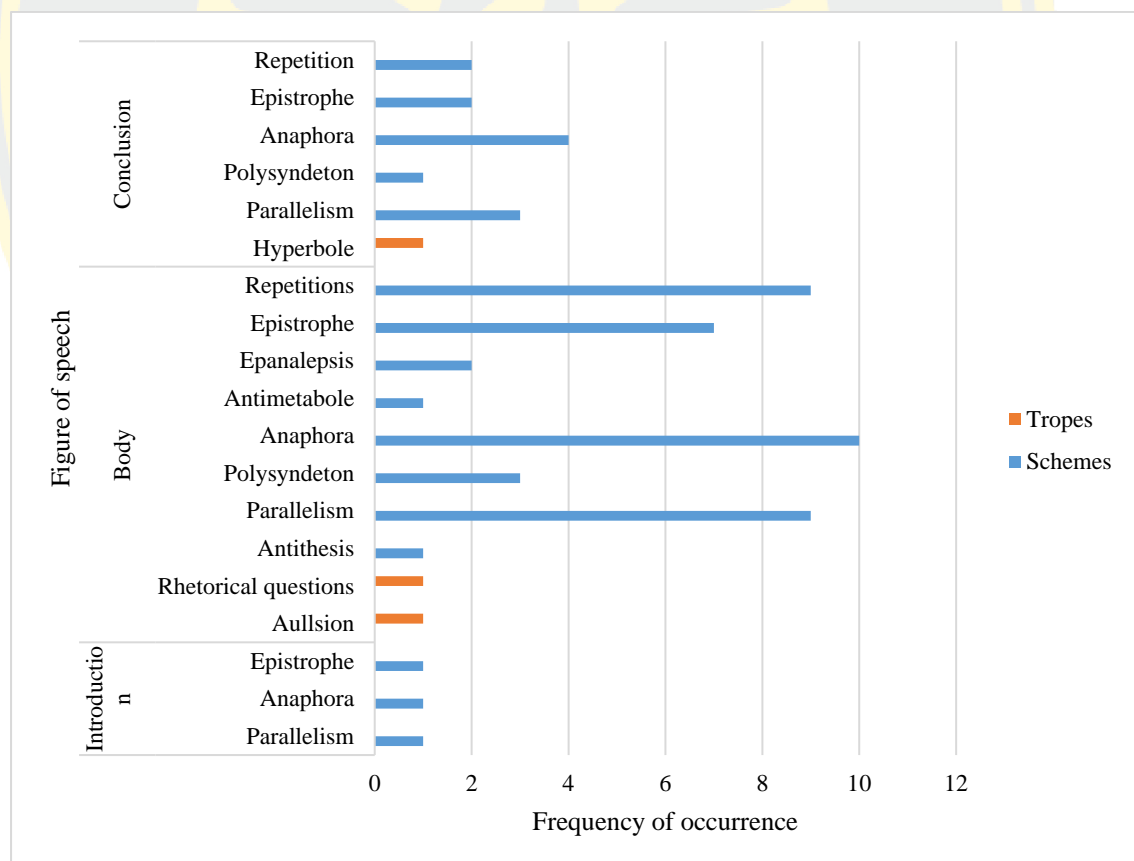
Figure 15 the frequency of occurrence of figure of speech from Once upon a school by Dave Eggers

According with figure 15, in the topic of Once upon a school by Dave Eggers, Schemes in the introduction are presented in the three types; parallelism (1 time), anaphora (1 time), and epistrophe (1 time). Move of the body, the three highest frequency of occurrence is anaphora (10 times), parallelism (9 times), and repetition (9 times). The least three frequency of occurrence is antimetabole (1 time), antithesis (1 time), and epanalepsis (2 times). However, the twelve of schemes are not found in this. The conclusion, the highest of frequency of occurrence is anaphora (4 times), parallelism (3 times), repetition (2 times), epistrophe (2 times), polysyndeton (1 time). In part of tropes, introduction is not found any type of tropes in this topic. The body is found the rhetorical questions (1 time) and allusion (1 time). And other types of tropes are not found. In addition, the highest frequency in conclusion is hyperbole (1 time) and the rest of tropes are not found. In summary, this topic is presented the schemes more that tropes.

Example 25 of hyperbole in the conclusion

There are a *million ways.*

The hyperbole is used the extra word for describing the meaning of the topic as similar to this sentence that used the word for comparing the way to resolve the solution.
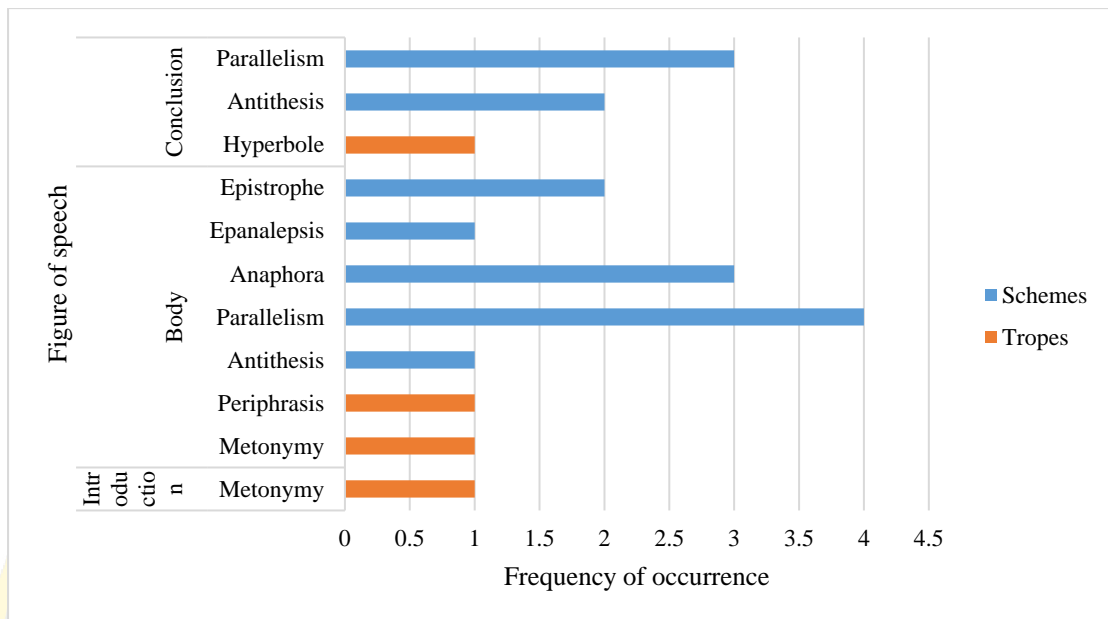
Figure 16 the frequency of occurrence of figure of speech from Rebuilding Rwanda by Bill Clinton

According to figure 16, it is shown the frequency of occurrence that appeared in "Rebuilding Rwanda by Bill Clinton". Focus on the schemes, the introduction is not found in this part. The body, the highest frequency of occurrence of frequency are parallelism (4 times), anaphora (3 times), epistrophe (2 times), epanalepsis (1 time), antithesis (1 time). The other schemes are not found in this topic. And the conclusion, two frequencies of occurrence of schemes are found in this topic; parallelism (3 time), and antithesis (2 time), so the rest of schemes are not presented in this topic. Focus on the tropes, the introduction is found only one of tropes that is metonymy (1 time) and the rest of tropes are not presented. Body move is found the two types of tropes; periphrasis (1 time), and metonymy (1 time). Other tropes are not found in the topic. Besides, the conclusion is found in the hyperbole (1 time) and other tropes are not found in this topic. To illustration the details of parallelism that refer to the similar structure in the sentence as presented in the example 26 and 27. They duplicate the similar structure.

Example 26 of parallelism in the body

None in India. *None in* China.

Example 27 of parallelism in the conclusion

My belief is that this will help us to build a more integrated world *with more partners and fewer terrorists, with more productive citizens and fewer haters, …*
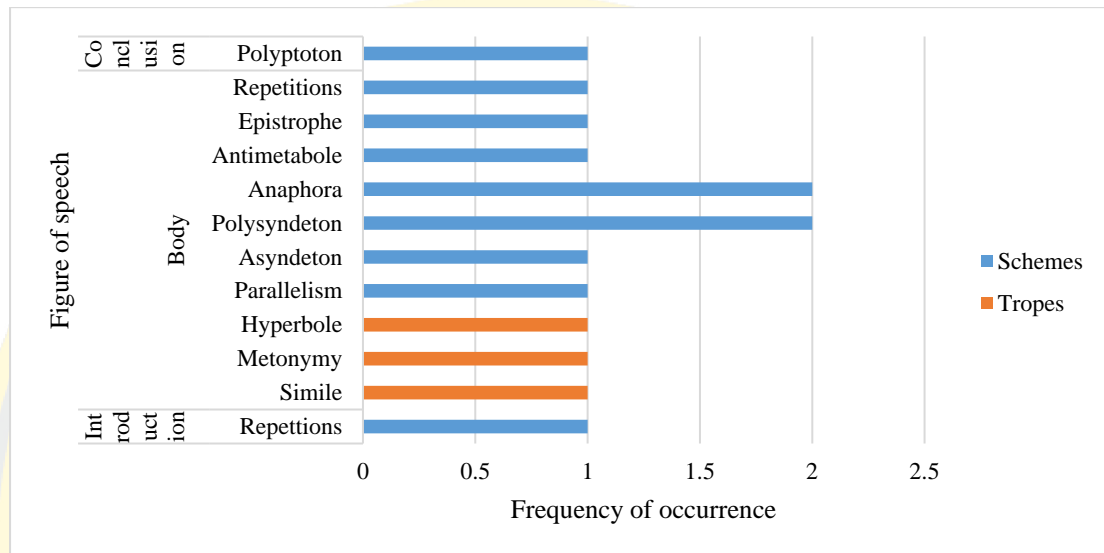
Figure 17 the frequency of occurrence of figure of speech from Let my photographs bear witness by James Nachtwey

This figure is presented in the topic of Let my photographs bear witness by James Nachtwey. In term of schemes, introduction is used only the repetition (1 time). The rest of schemes are not found in the topic. Body, the two highest of schemes are anaphora (2 times), and polysyndeton (2 times). And the other schemes are found in the equal frequency; repetition (1 time), epistrophe (1 time), antimetabole (1 time), asyndeton (1 time), and parallelism (1 time). However, the thirteen schemes are not found. The conclusion is found only polyptoton (1 time). In term of tropes, introduction and conclusion are not found in this topic. Body is found the three of parts of tropes. They are hyperbole (1 time), metonymy (1 time), and simile (1 time).

Example 28 of polysyndeton in the body

An aluminum factory in Czechoslovakia was filled with carcinogenic smoke *and* dust, *and* four out of five workers came down with cancer.

Example 29 of polyptoton in the conclusion

…the ability and the willingness to identify with others, the refusal to *accept the unacceptable.*

The above mention is presented in the polyptoton. It used the opposite word in the same sentence as found in the example 28 and 29.
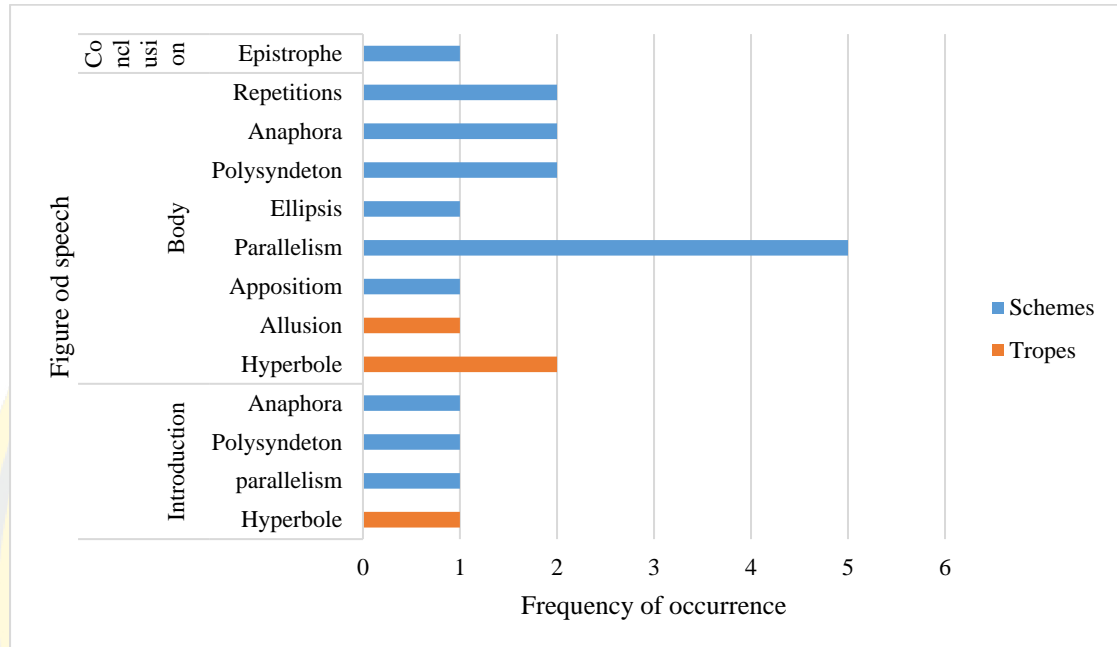
Figure 18 the frequency of occurrence of figure of speech from Build the encyclopedia of life by E.O. Wilson

According to figure 18 presented the frequency of occurrence in "Build the encyclopedia of life" the total result is shown in each frequency. Schemes, the introduction is found in three equal frequencies; anaphora (1 time), polysyndeton (1 time), parallelism (1 time). In addition, the rest of schemes are not found in the topic. Body move, the highest frequency is parallelism (5 times), polysyndeton (2 times), anaphora (2 times), repetition (2 times), epistrophe (1 time), ellipsis (1 time), and apposition (1 time) respectively. And, the fourteen schemes are not found in this topic. The conclusion is presented only the epistrophe (1 time).

In term of tropes, the introduction is only presented in the hyperbole (1 time). The body is found two tropes; hyperbole (2 times), and allusion (1 time). And the rest of tropes are not found in this topic. In addition, the conclusion is not found any tropes in this part. To reveal some sample of hyperbole in this topic. It is found in the introduction.

Example 30 of hyperbole in the introduction

Each has persisted for thousands to *millions of years.*

The sender communicated the word in the millions of years for prediction the timing of life. Normally, they are nothing that can live for a long period.
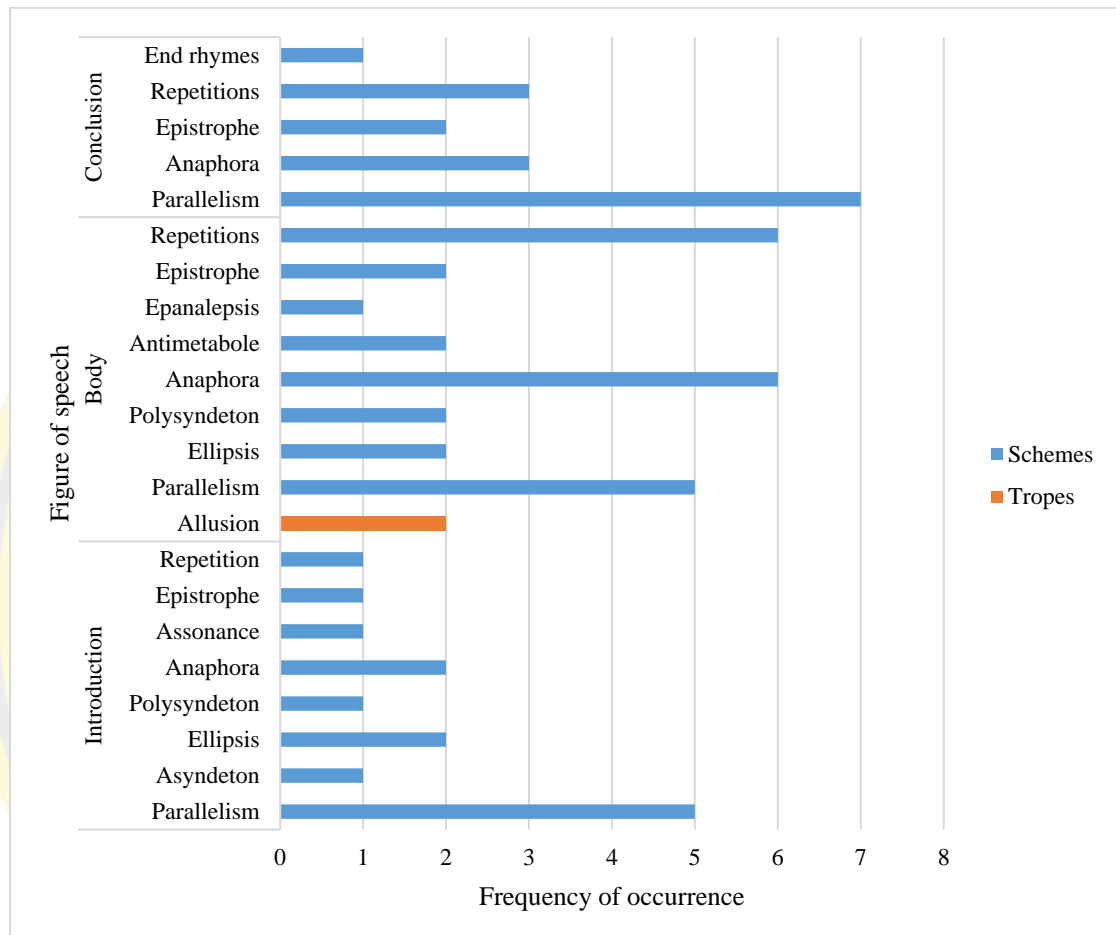
Figure 19 the frequency of occurrence of figure of speech from Help me stop pandemics by Larry Briliant

In accordance with figure 19, it reveals in the frequency of occurrence from the topic by Larry Briliant. Schemes, the highest frequency of occurrence in introduction is parallelism (5 times), anaphora (2 times), and ellipsis (2 times), repetition (1 time), epistrophe (1 time), assonance (1 time), ellipsis (1 time). The rest of schemes are not found. The body, three highest frequency of occurrence is anaphora (6 times), repetition (6 times), and parallelism (5 times), respectively. The twelve schemes are not found. Conclusion is presented only schemes. The three highest frequency of occurrence is parallelism (7 times), anaphora (3 times), and repetition (3 times), epistrophe (2 times), and end rhyme (1 time), respectively. The

other schemes are not found in this topic. Point on the tropes, introduction and conclusion are not found in this topic. In contrast, the body is found the allusion (2 times).

Example 31 of allusion in the body

In 1967, the *WHO* embarked on what was an outrageous program to eradicate a disease.

The allusion refers to the represented name that people know in the meaning. In this sentence, WHO is the organization that the audience understands in the meaning.
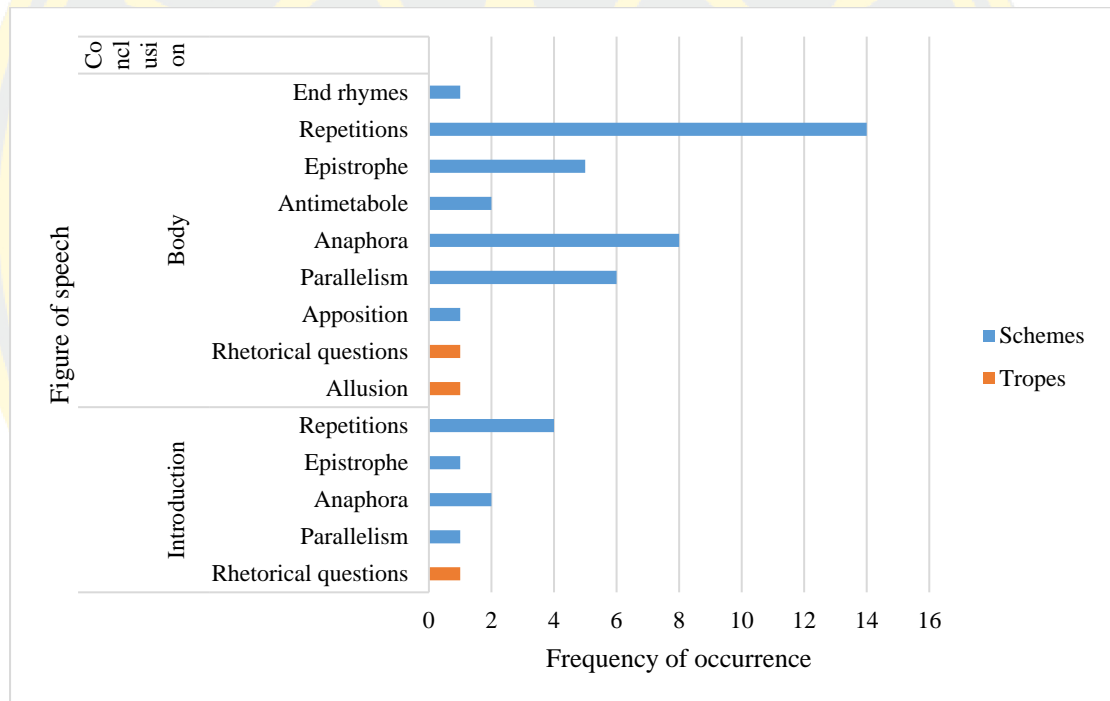
Figure 20 the frequency of occurrence of figure of speech from A global day of film by Jehane Noujaim

This chart is presented in the topic of a global day of film by Jehane Noujaim. The part of schemes in the introduction are presented in four highest frequencies. They are repetitions (4 times), anaphora (2 times), epistrophe (1 time), and parallelism (1 time). The rest of schemes are not found in this topic. The highest of frequency in body move is repetition (14 times), anaphora (8 times), parallelism (6 times), epistrophe (5 times), antimetabole (2 times), end rhymes (1 times) and apposition (1 time). The fourteen schemes are not found in this topic. In addition, the

conclusion is not found the schemes. In terms of tropes, the frequency of occurrence of introduction is found in the rhetorical question (1 time). Other tropes are not found. The body, the two frequencies of occurrence are rhetorical question (1 time) and allusion (1 time) and the rest of tropes are not found. Nevertheless, the conclusion is not found any tropes. To present some of example allusion and ellipsis in the example 32 and 33.

Example 32 of anaphora in the body

I asked them these are all Fluologists and specialists in influenza and *I asked them* the questions you'd like to ask them.

This sentence presented in the initial sentence; *I asked them*. So, this sentence involved the anaphora.

Example 33 of ellipsis in the body

But you can't always *do that.*

The ellipsis omitted the word in the sentence. Additionally, the sender and receiver still know the meaning of the omitted word. In this sample, the audience knows the meaning of do that in the topic because it refers to the previous sentence.
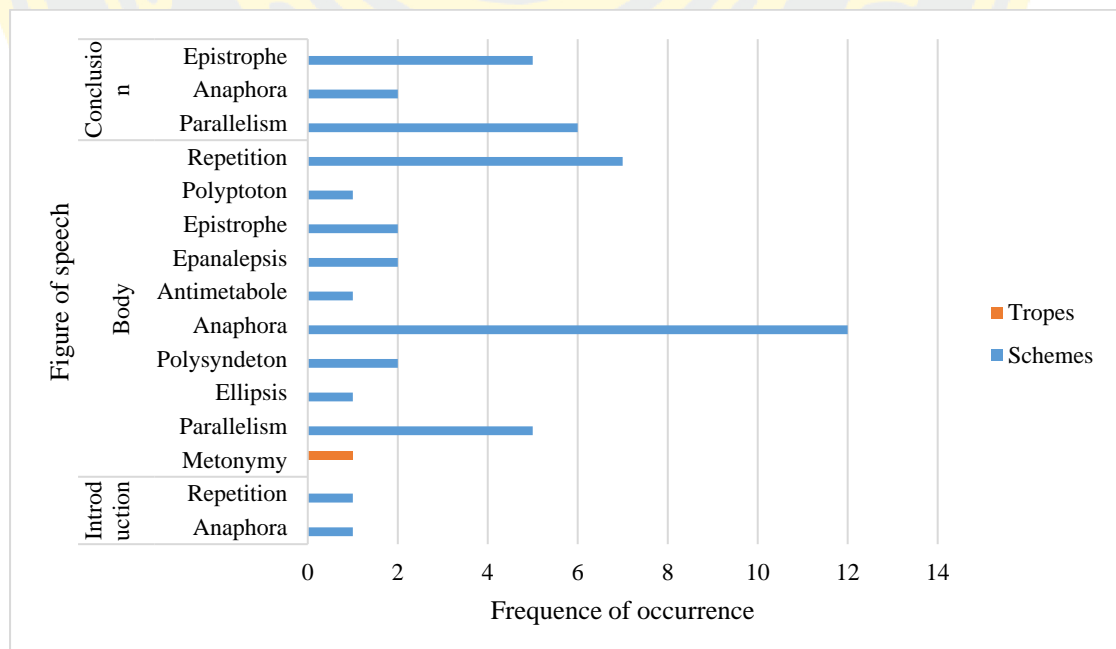
Figure 21 the frequency of occurrence of figure of speech from A call for open-source architecture by Cameron Sinclair

According to figure 21, it shows in the frequency of occurrence in topic of Cameron Sinclair. This overall of the topic is shown the schemes more than tropes. In terms of schemes, the introduction is found the equal frequency of occurrence are repetition (1 time) and anaphora (1 time). And the rest of schemes are not found. The body move, the highest frequency of occurrence is anaphora (12 times), repetition (7 times), parallelism (5 times), epistrophe (2 times), epanalepsis (2 times), polysyndeton (2 times), polyptoton (1 time), antimetabole (1 time), and ellipsis (1 time). In conclusion, the highest frequency of occurrence is parallelism (6 times), epistrophe (5 times), and anaphora (2 times). On the contrary, the rest of schemes are not presented in this topic. In terms of tropes, it is not presented in the introduction and conclusion, however the body is found the only metonymy (1 time). The rest of tropes are not found in this topic at all.

Example 34 of anaphora in the body

And because of the Internet, *and because of* connections to blogs and so forth.

The anaphora is repeated in the initial sentence. The sample is repeat in the *word and because.*
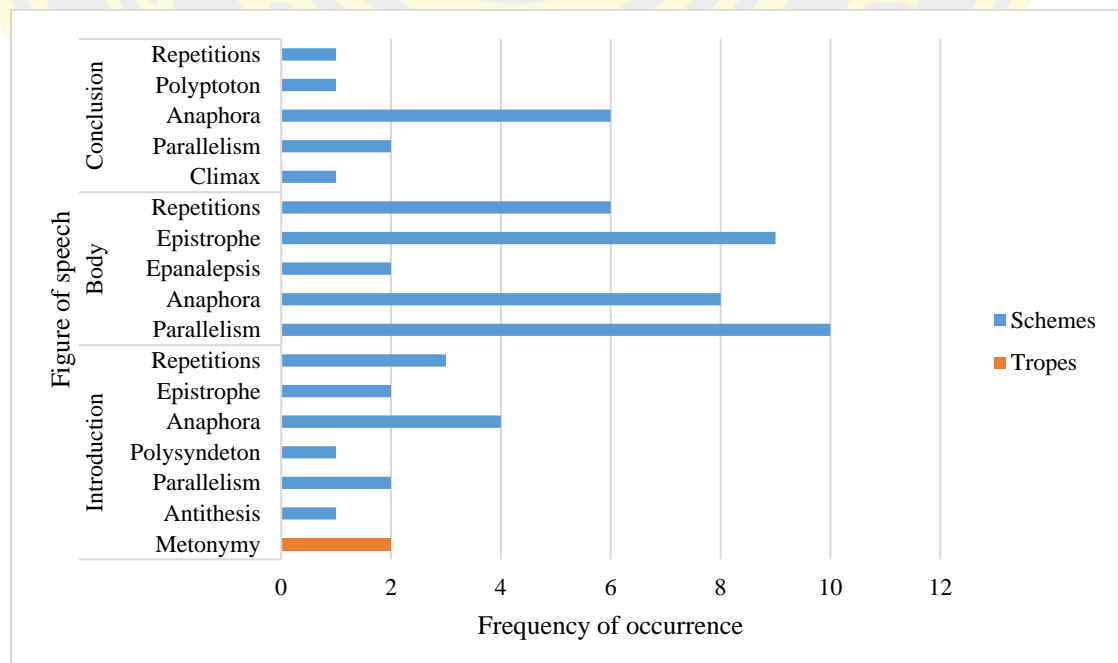
Figure 22 the frequency of occurrence of figure of speech from Three actions for Africa by Bono

Accordance with figure 22, it is shown the frequency of occurrence that appeared occurrence from Three actions for Africa by Bono". Schemes are presented in the three moves. The highest frequency of occurrence is anaphora (4 times), repetition (3 times), and epistrophe (2 times), parallelism (2 times), polysyndeton (1 time), and antithesis (1 time). The other schemes are not found. Body, the three highest frequency of occurrence are parallelism (10 times), epistrophe (9 times), and anaphora (8 times). The fifteen schemes are not found in this topic. in conclusion, the highest frequency of occurrence is anaphora (6 times), parallelism (2 times), repetition (1 time), polyptoton (1 time), Climax (1 time). In part of tropes is presented only in the introduction; metonymy (2 times). Hence, the rest of tropes are not found.

Example 35 of epistrophe in the body

Some *say we can't afford to*. I *say we can't afford not to.*

The epistrophe is repeated in the similar part of ending as the example 35.

Example 36 of antithesis in the introduction

At this very moment, you are viewing *my upper half. My lower half* is appearing at a different.

The sender is used for contrasting word to convey to the audience; my upper half and my lower half.
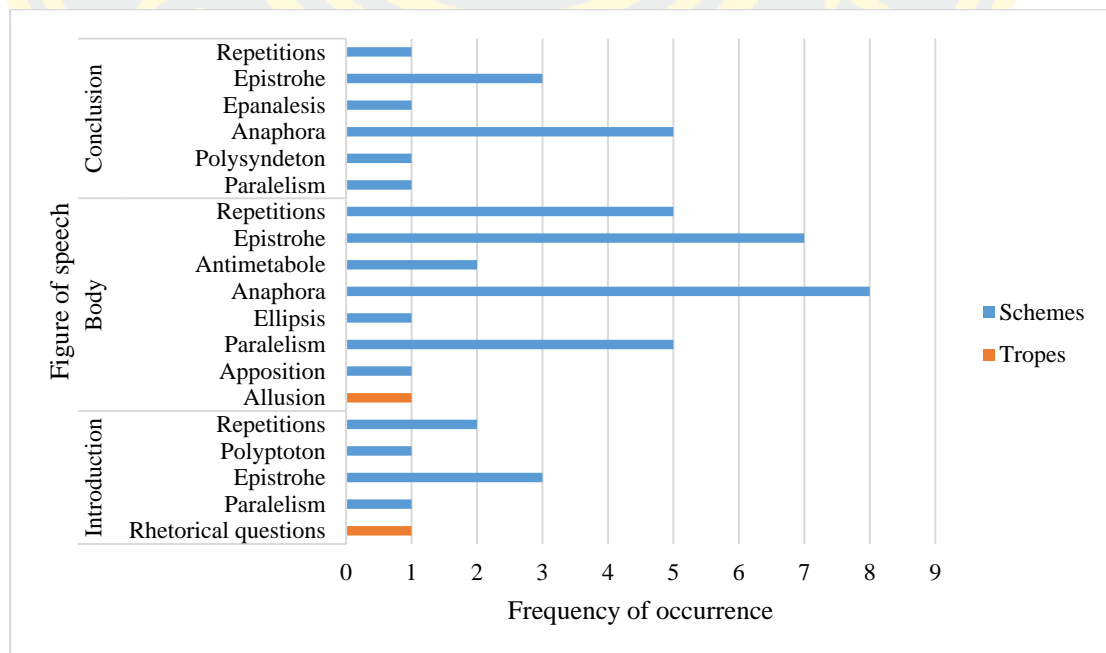
Figure 23 the frequency of occurrence of figure of speech from Manufactured landscapes and green education by Edward Burtynsky

Form the figure 23, this topic is presented from Manufactured landscapes and green education by Edward Burtynsky. The schemes are presented in the introduction, body and conclusion. First of all, the highest frequency of occurrence in introduction is epistrophe (3 times), repetitions (2 times), polyptoton (1 time), and parallelism (1 time). The sixteen schemes are not found in the introduction. The three highest of frequency of occurrence are anaphora (8 times), epistrophe (7 times), repetition and parallelism (5 times). The three least of frequency and occurrence are antimetabole (2 times), ellipsis (1 time), and apposition (1 time). And, the rest of schemes are not found in the body. Conclusion, the highest frequency of occurrence is anaphora (5 times), epistrophe (3 times), repetitions (1 time), epanalepsis (1 time), polysyndeton (1 time), and parallelism (1 time), receptively. And the rest of schemes are not found. Move in the tropes are only presented in the introduction and body. The introduction is presented only the rhetorical question (1 time). The body is found the allusion (1 time). In additional, other tropes are not found in this topic.

Example 37 of epistrophe in the introduction

Well, I turned *him down.* And it was a funny kind of sick feeling, but I turned *him down.*

The above sample is repeated in the ending of the sentence so it is an epistrophe.

Example 38 of antimetabole in body

This is a five-level bridge in *Shanghai. Shanghai* was a very intriguing city.

This example used the same word in the ending of sentence and the beginning in the next sentence. It involved the antimetabole description.
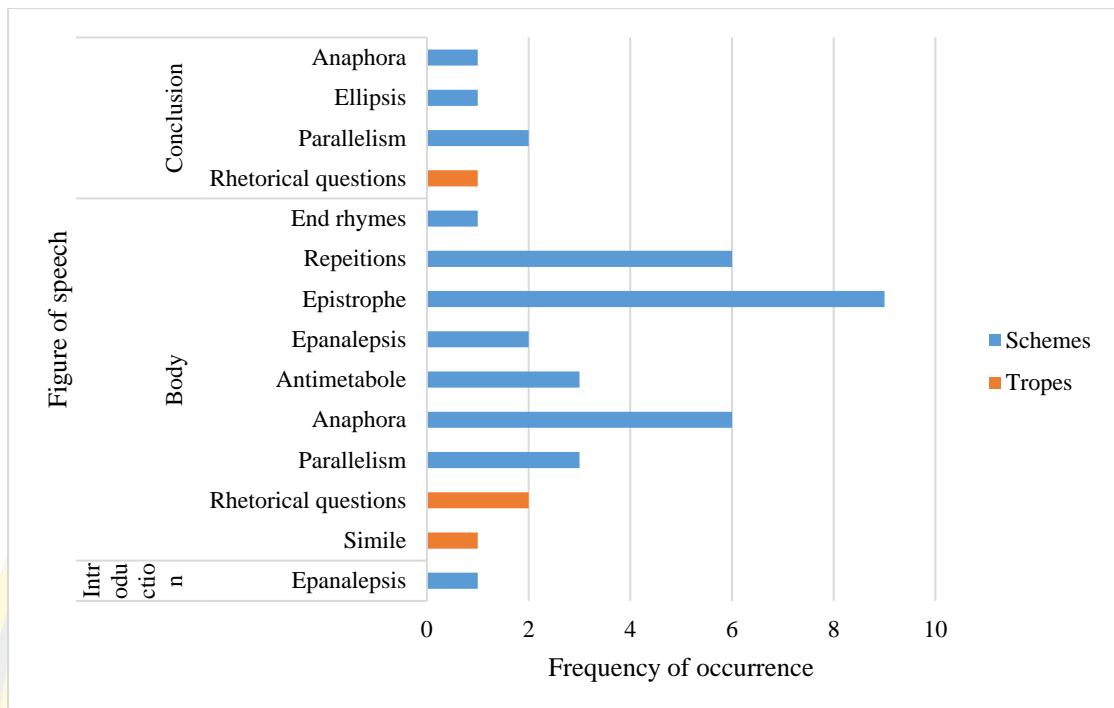
Figure 24 the frequency of occurrence of figure of speech from Three unusual medial inventions by Robert Fischell

Accordant with the lasting figure 24, it is presented in the topic of by Robert Fischell. In terms of figure of speech, the frequency of occurrence in introduction is epanalepsis (1 time). On the contrary, the other schemes are not found. The three highest frequency of occurrence is epistrophe (9 times), repetition (6 times), anaphora (6 times). On the other hand, the least frequency of occurrence is end rhemes (1 time). The other schemes are not found in the body. The conclusion is presented in the three schemes; parallelism (2 times), ellipsis (1 time) and anaphora (1 time), respectively. Focus on tropes, the introduction is not found in this topic. The body is found the two frequencies of occurrence; rhetorical question (2 times), and simile (1 time). Besides, the rest of tropes are not found. The conclusion is only found the rhetorical question (1 time) in the topic.

Example 39 of epanalepsis in the introduction

We've called *the ambulance. The ambulance* is on the way.

Epanalepsis involved the using similar words in the end of sentence and the initial sentence as the above sample. It is repeated the word ambulance.

Example 40 of ellipsis in the conclusion

 Then there's a simpler *one* and, oh yes, I understand that.

 Ellipsis involved the omission of some word that the receiver knows. In the above sentence, it omits the word or not use the direct word to communicate as example 40.

 All in all, each result of TED Prize speaker is presented in the frequency of occurrence of the figure of speech and example. This part insists on the use of the figure of speech in every move. In the subsequent part, this table is presented in the comparisons of the figure of speech in the persuasive text by TED Prize speakers. The findings in the previous part are demonstrated each figure of speech and example. Nevertheless, this detail in the part III is important to mention in the part of move represented the summaries the highest frequency of the tropes and schemes in each move.

Part III: The percentage of figure of speech used in move (introduction, body, and conclusion)

 As the table 6 to table 11 is shown in the summary of each type of figure of speech that used in TED Prize winners. Table 6 to table 8 is presented in term of using tropes and table 9 to table 11 is presented in term of using schemes.

Table 6 Summary of tropes that presented in the introduction by TED Prizes winners

Tropes	Move 1 Introduction	Percentage	Rank
1 Allusion	1	1.08	2
2. Metaphor	1	1.08	2
3. Metonymy	1	1.08	2
4. Imagery	1	1.08	2
5. Rhetorical questions	5	5.36	1
Total of frequency	9	9.68	-

Table 6 points on the overall of the frequency of occurrence and percentage in the introduction of tropes. The figure of speech is found in allusion, metaphor, metonymy, imagery, and rhetorical question. The highest percentage of tropes in introduction is 9.68% rhetorical questions. Nevertheless, another figure of speech is presented in the similar percentage e.g., 1.08% allusion, 1.08% metaphor, 1.08% metonymy, and 1.08% imagery.

To find each move, the next table presents in the tropes that used in frequency of occurrence and percentage in body move.

Table 7 Summary of tropes that presented in the body by TED Prize winners

Tropes	Move 2 Body	Percentage	Rank
1. Paronomasia	1	0.18	6
2. Allusion	9	1.62	2
3. Personification	1	0.18	6
4. Simile	3	0.54	4
5. Oxymoron	5	0.90	3
6. Metonymy	3	0.54	4
7. Periphrasis	1	0.18	6
8. Imagery	1	0.18	6
9. Euphemisms	1	0.18	6
10. Hyperbole	2	0.36	5
11. Litotes	2	0.36	5
12. Rhetorical questions	10	1.89	1
Total of frequency	39	7.04	-

According to table 7, the overall of tropes is found in the twelve tropes; paronomasia, allusion, personification, simile, oxymoron, metonymy, periphrasis, imagery, euphemisms, hyperbole, litotes, and rhetorical questions. And the three highest frequency of occurrence and percentage of body in term of tropes is 1.89% rhetorical question, 1.63% allusion, and 0.90% oxymoron. In additional, the less frequency of occurrence and percentage is 0.18% personification, 0.18% periphrasis, 0.18% imagery, and 0.18% euphemisms.

To be more detail, the next step of tropes finds the highest frequency of occurrence and percentage of next move, conclusion.

Table 8 Summary of tropes that presented in the conclusion by TED Prize winners

Tropes	Move 3	Percentage	Rank
	Conclusion		
1. Hyperbole	3	2.26	2
2 Rhetorical questions	6	4.51	1
Total of frequency	9	6.77	-

In summary, the conclusion of tropes is count and reported in the two types i.e., hyperbole and rhetorical question. The two highest of percentage is 4.51% rhetorical question, and 2.26% hyperbole.

As above mentioned, the highest using of figure of speech in the part of tropes is rhetorical question.

Point on the schemes, the high percentage of each move; introduction, body, and conclusion in schemes are presented in table 9, 10 and 11 as followed;

Table 9 Summary of schemes that presented in the introduction by TED Prize winners

Schemes	Move 1	Percentage	Rank
	Introduction		
1. Antithesis	3	3.23	6
2. Parallelism	16	17.20	3
3. Asyndeton	1	1.08	8
4. Ellipsis	3	3.23	6
5. Parentheses	1	1.08	8
6.Polysyndeton	5	5.37	5
7. Anadiplosis	2	2.15	7
8. Anaphora	24	25.81	1
9. Assonance	1	1.08	8
10. Epanalepsis	1	1.08	8

Schemes	Move 1	Percentage	Rank
	Introduction		
11. Epistrophe	7	7.53	4
12. Polyptoton	2	2.15	7
13. Repetitions	18	19.35	2
Total of frequency	84	90.32	-

As presented in table 9, the summary of schemes in the part of introduction is presented in thirteen of twenty. The three highest frequency of occurrence is 25.81 % anaphora, 19.35% repetition, and 17.20% parallelism. The less frequency of occurrence and percentage is 1.08% asyndeton, 1.08% parentheses, 1.08% assonance, and 1.08% epanalepsis.

According to above table, it confirms that the anaphora is mostly figure of speech in the schemes. To investigate next move, the advance table presents in the schemes of body in term of the frequency of occurrence and percentage.

Table 10 Summary of schemes that presented in the body by TED Prize winners

Schemes	Move 2	Percentage	Rank
	Body		
1. Antithesis	11	1.99	8
2. Apposition	8	1.44	9
3. Parallelism	97	17.51	3
4. Asyndeton	2	0.36	15
5. Ellipsis	7	1.27	10
6. Parentheses	6	1.08	11
7.Polysyndeton	27	4.87	5
8. Alliteration	4	0.72	13
9. Anadiplosis	5	0.90	12
10. Anaphora	127	22.93	1
11. Antimetabole	16	2.89	6
12. Assonance	1	0.18	17
13. Epanalepsis	13	2.35	7

Schemes	Move 2	Percentage	Rank
	Body		
14. Epistrophe	63	11.37	4
15. Polyptoton	2	0.36	15
16. Repetitions	123	22.20	2
17. End rhymes	3	0.54	14
Total of frequency	515	92.96	-

On the whole, the total frequency of occurrence of body in table 10 is found in the seventeen of twenty schemes. In addition, the three highest frequency of occurrence and percentage is 22.93% anaphora, 22.20% repetition, and 17.51% parallelism. Moreover, the highest of percentage of the body is presented in similar as the introduction.

Table 11 Summary of schemes that presented in the conclusion by TED Prize winners

Schemes	Move 3	Percentage	Rank
	Conclusion		
1. Antithesis	3	2.26	6
2. Climax	1	0.75	8
3. Parallelism	32	24.06	2
4. Ellipsis	1	0.75	8
5. Parentheses	2	1.50	7
6.Polysyndeton	4	3.00	5
7. Alliteration	1	0.75	8
8. Anadiplosis	1	0.75	8
9. Anaphora	43	32.33	1
10. Epanalepsis	3	2.26	6
11. Epistrophe	16	12.03	3
12. Polyptoton	2	1.50	7
13. Repetitions	14	10.54	4
14. End rhymes	1	0.75	8
Total of frequency	124	93.23	-

As above table 11, it exposed the total frequency of occurrence and percentage of schemes. The three highest frequency of occurrence is 32.33% anaphora, 24.06% parallelism, and 12.03% epistrophe. Additionally, the most of using in schemes is anaphora. Result is similar as each move; introduction, and body.

In summary, the figure of speech is found in every move; introduction, body, and conclusion. The highest using of tropes and schemes are rhetorical question and anaphora, respectively.

In chapter four, this chapter exposed the finding of this study. This research was conducted into two parts for answering the research questions. First of all, in part one is found the overall move that related to the figure of speech in this study. The second part is important for revealing the fundamental answers to research questions. First research question: What types of figures of speech are used by the speakers winning the TED Prize? Second research question: How is a figure of speech used in each oral presentation move of the speeches of the TED Prize winners? is depended on this section. Hence, the finding presents in response to the research questions in term of the frequency of occurrence and percentage in each TED Prize.

CHAPTER 5
DISCUSSION AND CONCLUSION

This research aimed to investigate the using of the figure of speech in other aspects of spoken language. In addition, this study revealed to explore the trend of move presented in the figurative devices. The data of this research included twenty-three story of TED Prize speakers. Leigh's theory (1994) on figure of speech and Biber's theory (2007) on the move analysis was presented as a framework for this analysis.

This chapter presented in the finding, discussion and conclusion the finding in part of the frequency and percentage of occurrence of each figurative language; 21 tropes and 20 schemes used by speaker of TED Prizes in each move. In addition, this chapter discusses the finding of the data analysis.

Discussion

All in all, the discussion represented the two parts of the topic in this study: First, the topic compared the type of figure of speech; tropes and schemes. Second, this research focused on the figure of speech presented in each move; introduction, body, and conclusion. To summarize, speakers of public speeches may some strategies or techniques to persuade audiences from a political or public stage.

From the findings of this study, in terms of use of figure of speech proposed by Leigh (1994), both schemes and tropes were found in a great number in the studied speeches. This can confirm the purpose of persuasive speaking as stated by Rezaei, S and Nourali, N. (2016) that persuasive speech giving to public relied on the power of communication which persuasive techniques were always used. The ultimate goal of persuasion by the speaker of public communication is to convince, to share the details, and to change the beliefs and the attitudes of the audience. For this reason, the speakers in this study, TED Prize winner, used a great number of figures of speech as a popular technique to influence and to convince their audience. It could be said that successful speakers used the techniques to attract the attention of the audiences. This is agreeing with the statement given by Fengjie, Jia, and Yingying (2016) about

political speech that "*the figure of speech is the art of speaking in the powerful but hidden way to influence, impress and persuade the audience*." Consequently, the speaker of public stage also uses the figure of speech as an important technique for speaking. From this point, the results of this study confirm the power of figure of speech and support that when a public speaking is taken place and the purpose of the speech is to convince the audience to agree with the speaker, persuasive technique is always called upon.

When comparing the categories of figure of speech found in the studied speeches winning TED Prize, schemes were found 92.64% and tropes were found 7.36%. It clearly showed that schemes were more popularly used in persuasive speeches of this stage. This may be interpreted that the speakers preferred playing with structure of sentences to meaning in presenting their ideas. And, from the finding of this study, the schemes outnumbered tropes because, in public speech, time is a factor which affects the audience's perception; therefore, if too much interpretation is required, persuasive effect of the speech may not work. McQuarrie and David (1996) suggested that both of the figure of speech devices, tropes and schemes, were the features for formal deviation of audience attention. When tropes refer to unusual arrangement of ordinary word order and schemes refer to deviation of word meaning, tropes may produce stronger persuasive effect in the oral public speech.

The following was some explanation of how the three mostly found schemes were used. First, anaphora from topic no.6 (Build a school in cloud) found *"They must be identical to each other. They must know three things. They must have good handwriting"* and from no. 20 (A call for open-source architecture) found *"because the data is handwritten* otherwise *Projects we've done. Projects we've been a part of, support"* In the examples, the initial structure above is repeated in the sentence. The speaker often uses this function to draw the attention of the listener and give the sign to the audience to know the important part. As similar the previous research of Regmi, L.R, (2015) claimed that anaphora is one figure of speech in which consisted of repeated words at the beginning to emphasis the sentence.

Next, repetition from topic no.1 (No one should die because they live too far from a doctor) is *"It's a lesson he shared with me again* and *again*". And, from topic no.19 (A global day of film) is "*There was a time many, many years ago*". The

speaker repeated the similar words such as again and many to emphasize the meaning of details. According to McQuarrie and Mick (1996), they mentioned that repetition combines multiple in some element for expression without changing the meaning of the sentence. Likewise, it is consisted in this research.

Last but not the least, parallelism from topic no. 17 (Build the Encyclopedia of Life) found *"I had a butterfly period, a snake period, a bird period, a fish period, a cave period and finally and definitively, an ant period"*. This type uses a similar structure to describe the purpose of this sentence. It used the same or consistent grammatical pattern convey meaning. Moreover, the parallelism presented in the flow of the words within the sentence, Chaysin (2011) supported that sentence arrangement techniques. It is required to serve the audience in recognizing important messages in which sent by the speaker.

For the use of tropes, as the purpose of using the tropes used the word in the unusual or unexpected way in the sentence, some tropes were presented in this research. Normally, the point of each element of tropes contains in the irregular word in the sentence. In some element of tropes is suitable for the speaker using in the public communication because it is reinforced the sentence for attracted the audience attention such as allusion, rhetorical question or hyperbole. From the analysis, there were thirteen types of tropes found in the speeches winning TED Prize.

The three most popular types of tropes found in the TED Prize winning speeches were rhetorical questions, allusion, hyperbole, and oxymoron. Firstly, the sentence of rhetorical question from topic no.1 (No one should die because they live too far from a doctor) is *Why shouldn't they have the same access to learn as I do?* and a sentence from topic no.4 (Everyone around you has a story the world needs to hear) which is *it's hard and it takes courage, but that's why we're alive, right?* In these sentences, the speaker used rhetorical question as techniques to persuade the audience. The raised question is a method to convince the audience. Hence, this device can be used at every moment to get the attention of listeners. As the previous study, Chaysin (2011) suggested that the rhetorical questions were the most found techniques because this technique arouses the curiosity of the audience. Therefore, it is commonly used for using speaking.

The examples of allusion use were "*The Book That Was Never Checked Out: Titanic*" from topic no.14 (Once upon a school) and "*It was very hard to get into the international companies because I had to get permission from companies like Nike and Adidas*" from topic no.22 (Manufactured landscapes and green education) found. Allusion is an indirect reference for describing the information or the meaning; for instance, *Titanic* is a drama movie and Nike and Adidas are sportswear brands. The audience also knows the meaning of the specific words in the sentences. Abrams (1971 cited in Lee, 2012) presented in brief the definition of allusion that it is *"a brief reference, explicit or indirect, to a person, place or event, or to another literary work or passage.".* For this quote, allusion is the device of considering the background knowledge of the receiver. In this study, speaker used the allusion for referring the things, including the name or the place. Therefore, it consisted in the similar part of the previous study.

An example of hyperbole was "*We could potentially record tens of thousands or hundreds of thousands or maybe even more.*" from topic no.4 (Everyone around you has a story the world needs to hear) and *"Then beyond to the countless millions of organisms in the invisible living world enveloped and living within humanity."* from topic no.17 (Build the Encyclopedia of Life). In the later sentence, exaggerated words *tens of thousands, hundreds of thousands*, and *millions of organisms* were used as for referring to the details in this sentence. It used the extra word for giving more information. According to Stern (2000) mentioned the hyperbole is the figure of speech the speaker says exceed the limit. It is used in a feature of normal conversation. The purpose of speakers would be to use the word of numerous for describing the things that cannot be innumerable, so speakers may use these types to create the imagination of the audience.

For oxymoron, two examples of this type of trope were "*This all this bad news, is preventable. That's the good news*" from topic no.8 (Teach every child about food), or *"You never want to go back to black and white."* from topic no.17 (Everyone around you has a story the world needs to hear). Two opposite-meaning or contrasting words, bad news, good news or black and white, were used in this sentence. The speaker used this technique for describing the meaning of the topic. Flayih (2009) suggested oxymoron is one figure of speech in which used the opposite

word for expression the conversation. Consequently, the two contrasting words, as in the example, were used by the speaker to summarize the meaning of the topic.

When the speeches were divided into moves according to Biber's theory (2007) on the move analysis, it was found that figure of speech was found in move 2 or the body the most. This may be because the speakers emphasize on the information, facts, and evidence rather than just grabbing the audience's attention. This is disagreeing with Chang and Huang (2015) which stated that the introduction is the opening of the main topic of speech, intended to grab the reader's attention. The body includes the main part for presenting the core, evidence and fact to support. The conclusion summarizes for the receivers to recall the main points and remind the point of topic.

When going deep down into the types of figure of speech: tropes and schemes, it was found that schemes outnumbered tropes. Because a scheme does not change the meaning but the structure, it might be an informal way the speakers can use to communicate with the audience. In addition, the speakers in TED talks attract their audiences by sharing their ideas and experience not directly selling products and the speakers of TED Prize are controlled in several aspects for sharing details such as the length of time, scope of topics, and the aim of audience. Therefore, schemes are suitable devices for the speaker of TED Prize to use it for persuading the audience rather than tropes which required greater brain power and imagination and suitable in other forms of persuasion like advertisements.

On the contrary, in term of figure of speech found in moves, the findings of this study disagreed with O'Hair, Rubenstein & Stewart (2007) stating that the move which was used for attracting the audience's attention was move 1 or the introduction because, in persuasive text, the good introduction part helps the speaker to achieve a successful speech. According to Li, X. and Li, F (2021), it was also stated that the introduction presented in the signal for the beginning and it should be the part that led the audience to the fact in the body and conclusion. From these words, figure of speech should be found in move 1 or the introduction rather than in the body, but in this study, figure of speech was found the most in move 2 or the body of the speech, not in the introduction. As a consequence, it may be claimed that the speakers of TED talks used figure of speech to persuade the audience to agree with the facts and the

ideas they presented in the body rather than just attracting the attention of the audience or the signaling the audience the beginning of their speeches.

Conclusion

This section reveals the results of this research based on the objectives and research questions.

Firstly, both two types of figures of speech based on Leigh's category of figure of speech were found in the 23 studied speeches winning TED Prize.

The ratio was 92.64% schemes and 7.36% tropes. Of the twenty types of schemes, there were eighteen types of schemes found including 27.71% anaphora, 22.14% repetition 20.71% parallelism, 11.43% epistrophe, 5.14% polysyndeton, 2.42% antithesis, 2.42% epanalepsis, 2.29% antimetabole, 1.57% ellipsis, 1.28% parentheses, 1.14% apposition, 1.14% anadiplosis, 0.86% polyptoton, 0.71% alliteration, 0.54% end rhymes, 0.42% asyndeton, 0.29% assonance, and 0.14% climax. The two types of schemes not being found in the studied speeches were anastrophe and internal rhymes.

Of the twenty-one types of tropes, thirteen types were found including 36.84% rhetorical question, 17.54% allusion, 8.77% hyperbole, 8.77% oxymoron, 7.02% metonymy, 5.26% simile, 3.51% litotes, 3.51% imagery, 1.75% paronomasia, 1.75% personification, 1.75% metaphor, 1.75% periphrasis, and 1.75% euphemisms respectively; while, eight types were not found including antanaclasis, syllepsis, other type of pun, irony, paradox, parody, anthimeria, and onomatopoeia.

This can be concluded that the speakers of speeches winning TED Prize preferred using schemes to tropes. It is possibly because that for public communication the speaker uses words with ordinary meaning but with extraordinary arrangement of order to produce rhetorical effect on the audience.

Secondly, when examination the use of figure of speech in different moves, it was found that the most in move 2 (Body) 71.03% followed by move 3 (Conclusion) 17.05% and move 1 (Introduction) 11.92%. Hence, the totally number of using the figure of speech in term of move found in move 2 or the body.

In move 1 (Introduction), 9.68% of tropes and 90.32% of schemes were found. In term of the types of trope, there were 5 types of trope found in this move including

5.36% rhetorical question (5.36%) and allusion, metaphor, metonymy, and imagery (1.08% each). Other 16 types were not found. For schemes, there were 12 types of scheme found in move 1 including anaphora (25.81%), parallelism (17.20%), epistrophe (7.53%), polysyndeton (5.37%), antithesis and ellipsis (3.22% each), anadiplosis and polyptoton (each 2.15%), polyptoton, asyndeton, parentheses, assonance, and epanalepsis (1.08% each). Likewise, other six types of schemes namely anastrophe, apposition, climax, alliteration, antimetabole, repetitions, end rhymes, and internal rhymes were not found;

In move 2 (Body), 7.04% of tropes and 92.96% of schemes were found. In part of tropes, they were 12 types found in this move including rhetorical questions (1.89%), allusion (1.63%), oxymoron (0.90%), metonymy and simile (0.54% each), litotes and hyperbole (0.36% each), personification, periphrasis, imagery, euphemisms, and paronomasia (0.18% each). Also, the other 9 types of trope not found in this move. For schemes, there were 17 types of scheme found in move 2 including anaphora (22.93%), repetition (22.20%), parallelism (17.51%), epistrophe (11.37%), polysyndeton (4.87%), antimetabole (2.89%), epanalepsis (2.35%), antithesis (1.99%), apposition (1.44%), ellipsis (1.27%), parentheses (1.08%), anadiplosis (0.90%), alliteration (0.72%), end rhymes (0.54%), polyptoton (0.36%), asyndeton (0.36%), and assonance (0.18%). The other 3 types of scheme were not found in this move.

In move 3 (Conclusion), 6.77% of tropes and 93.23% of schemes were found. In term of the types of trope, there were 2 types found including rhetorical questions (4.51%) and hyperbole (2.26%). The other 19 types were not found. For schemes, there were 14 types of scheme found including anaphora (32.33%), parallelism (24.06%), epistrophe (12.03%), repetition (10.54%), polysyndeton (3.00%), antithesis and epanalepsis (2.26% each), polyptoton and parentheses (1.50% each), climax, ellipsis, alliteration, anadiplosis, and end rhymes (0.75% each). Six types of scheme were not found.

In summary, figures of speech are the essential techniques or strategies for speakers to convince or influence the audience. Therefore, using which type of figure of speech depends on the purpose of the speaker or the point of the topic in which the speaker would like to share. The figure of speech is also found in the speech as a

device for persuading the audience through the details of each topic. For this reason, the results of this research support the Leigh (1994) framework in the part of the figure of speech in public speaking. Also, the speeches of persuasion that tend to use the figure of speech. Moreover, the results of this research can be insisted that speakers used persuasive language in public speaking and that this study is consistent with the previous research. The figure of speech in the move is used to support speakers in convincing audiences of public speeches.

Recommendations for the further studies

1. As figure of speech is a tool used for persuading people, it is possible to examine the use of this tool in other stages of public speaking or in other kind of persuasive communication.

2. According to the scope of the platform, TED talks are the platform for public speaking. The researcher recommends finding other platforms related to public speaking. For confirmation, the results are presented in a similar way in this study.

3. In this research, some aspects which may lead to more intensive results such as gender of the speakers, other platforms for speech delivery, and trend of figure of speech use were not taken into account. If these aspects were included into the next studies, the findings may identify more beneficial use of figure of speech in persuasive speech.

REFERENCES

Aghagolzadeh, F., & Khanjani, J. (2011). Analyzing text organization of newspaper article on the basix of M. Hoey's problem solution pattern. *International Journal of Humanities ad Social Science, 1*(10), 173-180.

Alexa. (2018). *Alexa top Site by Category*. Retrive from https://www.alexa.com/topsites/category/Top/Science/Technology/Conferences_and_Events

Alimi, S. A. (2012). A study if the use of proverbsas a literary device in Achebe's Things Fall Apart and Arrow of God. *International Journal of Academic Research in Bussiniess and Social Sciences, 2*(3), 121-127.

Amaireh, H. A. (2013). *A rhetorical analysis of the English speechs of Queen Renia of Jodan.* School of Language & Literature., University of Aberdeen., Aberdeen University.

Biber, D., Connor, U., & Upton, T. A. (2007). *Discourse on the move: Using corpos analysis to describe discourse structure.* Amsterdam: The Netherlands: John Benjamins.

Bryant, C. W. (2005). *"How TED talks work: Featuring by Roman Mars"*. Retrieved from https://www.stuffyouShouldknow.com/podcasts/how-ted-talks-work.html

Byrne, D. (1988). *Teaching Oral English Longman Handbooks for Language Teachers*. London: London.

Chang, Y., & Huang, H. (2015). Exploring TED Talks as a pedagogical Resource for Oral Presentations: A Corpus-Based Move Analysis. *English Teaching & Learning, 39.4*(2015), 29-62.

Chaysin, P. (2011). *Analyzing the use of figure of speech in print advertising of food products from magazine.* Master of Art, Thammasat University,

Chugh, A. a. S. (2012). Unfolding the linguistic features of newspaper advertisements in Indies. *A Colombian journal for teachers of English, 19*, 157-168.

Corbett, E. P. J. (1990). *Classical rhetoric for the modern student* (3rd ed.). New York: Oxford University press.

Cuddon, J. A., Habib,R., & Birchwood, M. (2013). *A dictionary of literary terms and literary theory*. Hoboken, N.J: John Wiley & Sons.

Cui, Y., & Zhao, Y. (2016). Repetition of spend structure, and meaning: A study of poeticizing strategies in English-Chinese advertisement translation. *The journal of specialized translation, 26*, 136-150.

D'Errico, F., & Poggi, I. (2016). "The Bitter Laughter". When Parody Is a Moral and Affective Priming in Political Persuasion. *Frontiers in Psychology, 7*, 1-14. doi:10.3389/fpsyg.2016.01144

Dancygier, B., & Sweetser, E. (2014). *Figurative language*: Cambridge University press.

Darabad, A. M. (2016). Move analysis of research article abstracts: A cross-disciplinary study. *International Journal of Linguistics, 8*(2), 125-140.

DeVito, J. A. (2005). *Human communication: The basic course*. New York: AddisonWesley Educational.

DlabaČová, R. (2012). *Mean of persuasion in British and American printed advertising.*, Tomas Bata University,

Enschot, R. V. (2010). Rhetorical figure in TV commercials: the occurrence of scheme and tropes and their effects in commercial like ability. *Information Design Journal, 18*(2), 138-147.

Esposito, A. (2017). *Fundamentals of verbal and nonverbal communication and the biometric issue*: Amsterdam Press.

Fadaee, E. (2011). Symbols, metaphors, and similes in literature: A case study of "Animal Farm". *Journal of English and Literature, 22*(2), 19-27.

Fengjie, L., Jia, R., & Yingying, Z. (2016). Analysis of the rhetorical devices in Obama's public speeches. *International Journal of Language and Linguistics, 4*(4), 141-146.

Flayih, R. (2009). *A linguistic study of oxymoron. Journal of Kerbala University, 7*(3), 30-40.

Glucksberg, S. (2001). *Understanding Figurative Language: From Metaphor to Idioms*. Oxford University Press.

Harris, R. (2002). *A handbook of rhetorical devices*. Retrieved from http://www.hellesdon.org

Heringa, H. (2011). *Appositional constructions*. Utrescht The Netherlands.

Hicks, W. (1998). *English for journalists*. Oxon: UK: Routledge.

Hirhee, H. (2010). *Rhyme, Rhythm, and Rhubarb using probabilistic methods to analyze Hip Hop poetry, and misheard lyrics.* Master of Mthematics in computer Science, University of Waterloo, Intario, Canada.

Hsieh, H. F., & Shannon, S. F. (2005). Three approaches to qualitative content analysis. *SAGE journals, 1*(5), 1277-1288.

Hutton, P. (2011). *Writing persuasive texts. The Primary English Teaching Association*. Retrieved from: http://www.petaa.edu.au/imis_prod/w/Teaching_Resources/w/Teaching_Resources/PPs/PETAA_PAPER_178.aspx

Hyland, K. (2004). *Disciplinary Discourses: Social Interactions in Academic Writing*. University of Michigan Press: Ann Arbor, MI, USA.

Issa, H. (2017). Translating Figurative proverbs from Two Syrian Novels: Muftaraq al-MataarbyYusuf al-Mahud and Anjil al-Xarab by NaufalNayouf. *Arab world English Journal, 1*(2), 63-76.

Jamil, A. K. (2015). *A linguistis study of persuasive stratrgies in English religiou sermons.* Department of English. College of Educatio of Human Sciences, University of Baghdad,

Jowett, G. S. (2012). *Propaganda and persuasion* (5th ed): SAGE publications, Inc.

Kao, J., & Jurafsky, D. (2012). *A computational analysis of style, affect, and imagery in contemporary poetry*. Retrieved from: https://nlp.stanford.edu/pubs/kaojurafsky12.pdf

Katrandjiev, H., Velinov, I., & Radova, K. (2016). Usage of hetorica figures in advertising slogan. *Trakia Journal of Sciences, 3*, 267-274.

Kenneth, E. A. (1971). *Persuasion theory and practice*. Boston: Allyn and Bacon.

Knudsen, L. V. (2017). *"Powerful Persuaders" A rhetorical analysis of John Milton's characters in Paradise Lost.* Master's of Arts Degree, The department of Literature, Area Studies and European Languages,

Konuk, S., & Beyreli, L. (2018). A research on the improvement of persuasive writing skill of sixth Grade students in secondary school. *Education and Science, 43*(193), 181-215.

Kostrhunová, G. (2011). *The language of airline advertising.* Tomas Bata University,

Larson, C. L. (2004). *Persuasion: Reception and responsibility* (10th ed). Belmont:
    USA: Thomson Leaning. Inc.

Lee, R. (2012). Allusions in titles of research articles. *Porta Lingua*, 135-143.

Lehtsaiu, U., Liiv, U., & Mutt, O. (1973). *An introduction to English stylistics.* Tartu
    State University,

Li, X., & Li, F. (2021). Corpus-Based Move Analysis of TED Talks about Education. .
    Creative Education, 12(1), 166-175.

Ling, X. (2006). On the Pun in English Advertisement. *Canadian Social Science, 2*(2),
    68-70.

Liu, Y., & Hu, G. (2018). Three-minute thesis presentations as an academic genre: A
    cross-disciplinary study of genre moves. *Journal of English for Academic
    Purpose, 25*, 16-30.

Macagno, F., & Walton, D. (2008). Persuasive Definitions: Values, Meaning and
    Implicit Disagreements. *Informal Logi, 23*(3), 203-228.

Mahmood, R., Obaid, M., & Shakir, A. (2014). A critical discourse analysis of
    figurative language in Pakistani English Newspapers. *International Journal of
    Linguistics., 6*(3).

McBurney, J. H., & Wrage, E. J. (1965). *Guide to good speech* (3rd ed). New Jersey:
    Prentice-Hall.

McCabe, K. (2012). Climate-change rhetoric: A case study of the persuasive techniques
    of President Barak Obama and Prime Minister Julia Gillard. *Australian Journal
    of Communication, 39*(2), 35-57.

McCarthy, M., & Carter, R. (2004). There's million of them: hyperbole in everyday
    conversation. *Journal of Pragmatics, 36*, 149-184.

McQuarrie, E. F., & Mick, D. G. (1996). Figures of rhetoric in advertising language.
    Journal of consumer research, 22(4), 424-438.

McQuarrie, E. F., & Phillip, B. J. (2008). *Go figure! New directions in advertising
    rhetoric*. Armonk, N.Y: M.E. Sharpe.

Merriam-webster. (2019). Retrieved from https://www.merriam-
    webster.com/dictionary/speaker

Mirabela, P. A. (2008). *The style in language of promotional literature.* Universitatea din Oradea.,

Mirador, J. (2000). A move analysis of written feedback in higher education. *RELC Journal of consumer research, 31*, 45-60.

Monsefi, R., & Mahadi, T. (2017). The rhetoric of persian newa headlines: A case study of Euronews. *International Journal of applied linguistics & English literture, 6*(2).

Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). *Human Communication: Motivation, Knowledge, and Skills* (2ⁿᵈ ed.): Thomson Learning, Inc.

Mulholland, J. (1994). *Handbook of persuasive tactics: A practical language guide*. Routledge: New York.

Murguia, E. (2004). *Syntactic identity and locality restrictions on verbal ellipsis.* Doctor of Philosophy, University of Maryland, Faculty of the Franduate School.

Nizami, S. R. A. (2012). The use of figures of speech as a literary device- A specific mode of expression in English literature. *Language in India, 12*(2), 659-676.

Nordquist, R. (2019). *The part of a speech in classical rhetoric.* Retrived: https://www.thoughtco.com/parts-of-a-speech-rhetoric-1691589#:~:text=In%20contemporary%20public%20speaking%2C%20the,body%2C%20transitions%2C%20and%20conclusion.

O'Hair, D., Rubenstein, H., & Stewart, R. (2007). *A pocket guide to public speaking.* Boston, MA: : Bedford/St. Martin's.

Orwell, G. (2021). *Nineteen Eighty-Four.* Kjell Hakansson Forlag.

Perrine, L. (1963). *Sound & Sence: An Introduction to poetry* (2ⁿᵈ ed). New York: Harcourt, Brace & World, Inc.

Peter, T. (2012). Criteria for public speech planning: characteristic of language learning. *Linguistica, 52*(1), 381-392.

Posse, E. S. (1994). Characteristics of apposition in The Great Gastsby. *Revista Alicantina de Estudios Ingleses, 7*, 171-184.

Potkay, A. (2007). *Rhetoric and philosophy from Cicero to Adam Smith: Trops, dialogue, self-division.* Department of English college of William and Mary.U.S.A.,

Puspita, A. F. (2014). A stylistic analysis of figures of speech in LES MISERABLES movie. *English language and literature Yogyakarta state university*.

Qianyu, W., & Xiangyu, W. (2007). "Package," Rhetorical Techniques, and Translation: Exploring the Booming of Chinese Sketches in Language Aspects. *International association for intercultural communication studies, 16*(3), 218-223.

Quinn, A. (2010). *Figure of speech 60 ways to turn a phrase*. Gibbs M. Smith: United States of America.

Raihan, S., & Nezami, A. (2012). The use of figure of speech as a literary device. A specific mode of expression in English literature. *Language in India, 12*(2), 659-676.

Raji, W. O., & Ajadi, R. A. (2013). A stylistic analysis of Ekun Iyawo. *Olalere Waheed RAJI, Rasaq Atanda AJADI, 3*(9).

Ratanakul, S. (2017). A study of problem-solution discourse: Examining TED Talks through the len of move analysis. *LEARN Journal: Language Education and Acquistion Research Network Journal, 10*(2), 25-46.

Rezaei, S., & Nourali, N. (2016). Language and Power: The use of persuasive techniques in Iran and U.S. President speeches. *Journal of Language Teaching and Research., 7*(6), 1203.

Robson, M., & Stockwell, P. (2005). *Language in Theory; a resource book for students. .* Routledge Taylor & Francis Group: New York.

Samayoa, P. (2017). *The extent of influence that genre conversations have on TED talks*. Retrieved from: writingandrhetoric.cah.ucf.edu.

Sanaty, B. (2010). *A study of euphemisms from the perspectives of cultural translation and linguistics.* M. A. Student., Islamic Azad University,

Schais, D., Davis, R. N., & Schlais, K. A. (2011). *Introduction to Business* (3rd ed). United States of America

Sprague, J., & Stuart, D. (1996). *The Speaker's handbook* (4th ed). New York: Harcourt Brace.

Stern, J. (2000). *Metaphor in Context*. London: MIT Press.

Sudarsono, L., Samola, N., & GidionMaru, M. (2016). A discourse analysis of figurative language in Barrack H. Obama's speech. *Manado State University,*

1(1).

Suriyawongpaisal, W. (2013). A study of figurative language that conveys connotation related to american cultural values in pop songs: The case of Taylor Swift. *Manutsayasat Wichakan Journal, 20*(1).

Swales, J. M. (1990). *Genre analysis: English in academic and research setting*. Cambridge, UK: Cambridge University.

Swales, J. M., & Feak, C. B. (1994). *Academic writing for graduate students: Essential tasks and skill: a course for nonnative speakers of English*. Ann Arbor: Michigan: University of Michigan Press.

TED talks. (2018). Retrieved from: https://www.ted.com

Trenholm, S. (2001). *Thinking Through Communication: An Introduction to the study of human communication.* (3): Allyn and Bacon.

Tzec, O. S., & Siegel, M. A. (2015). *Rhetorical-handbook- ux-design*. Retrieved from: https://www.researchgate.net/publication/281444447_rhetorical-handbook-ux-design.

Upton, T. A., & Cohen, M. A. (2009). An approach to corpus-based discourse analysis: The move analysis as example. *Discourse Studies, 11*(5), 585-605.

Wang, C. (2016). A comparative genre analysis of schematic structures in public speeches of native and non-native English speakers. *Linguistics and Literature studies, 4*(5), 320-330.

Wood, J. T. (2006). *Communication in our live* (4th ed). Australia: Thompson/Wadsworth.

Wouden, T. (1995). *Litotes and downward monotonicity In H. Wansing (Ed.), Negation: A notion in focus*. Berlin: de Gruyter.

Xu, X. (2008). The Rhetoric and translation of English advertisement. *International journal of business and management, 3*(11), 83-86.

Yamwomg, P. (2015). *A contrastive move analysis of online university profile introductions: A comparison between American, British, and Thai universities.* Thammasat University,

Yliräisänen, I. (2009). *Empire of the pun: the use of wordplay in the headlines and subheadings of Empire magazine.* University of Jyvaskyla,

APPENDICES

APPENDIX A

The coding sheets

Tropes	Antanaclasis		
	Paronomasia		
	Sylleptic		
	Other type of pun		
	Allusion		
	Personification		
	Simile		
	Irony		
	Metaphor		
	Oxymoron		
	Paradox		
	Parody		
	Anthimeria		
	Metonymy		
	Periphrasis		
	Imagery		
	Onomatopoeia		
	Euphemisms		
	Hyperbole		
	.Litotes		
	.Rhetorical questions		
No Sentence			**Total**
No			

Schemes			
	Anastrophe		
	Antithesis		
	Apposition		
	Climax		
	Parallelism		
	Asyndeton		
	Ellipsis		
	Parentheses		
	Polysyndeton		
	Alliteration		
	Anadiplosis		
	Anaphora		
	Antimetabole		
	Assonance		
	Epanalepsis		
	Epistrophe		
	Polyptoton		
	Repetitions		
	End rhymes		
	Internal rhymes		
No	Sentence		Total

APPENDIX B
The total frequency of occurrence
in term of tropes and schemes

Table 12 The frequency of figure of speech in term of tropes by TED Prize winners

Tropes	Move			Frequency	Rank
	Introduction	Body	Conclusion		
1. Antanaclasis				0	
2. Paronomasia		1		1	9
3. Sylleptic				0	
4. Other type of pun				0	
5. Allusion	1	9		10	2
6. Personification		1		1	9
7. Simile		3		3	6
8. Irony				0	
9. Metaphor	1			1	9
10. Oxymoron		5		5	3
11. Paradox				0	
12. Parody				0	
13. Anthimeria				0	
14. Metonymy	1	3		4	5
15. Periphrasis		1		1	9
16. Imagery	1	1		2	7
17. Onomatopoeia				0	
18. Euphemisms		1		1	9
19. Hyperbole		2	3	5	3
20. Litotes		2		2	7
21. Rhetorical questions	5	10	6	21	1
Total of frequency	9	39	9	57	
Total of percentage	15.79	68.42	15.79	100	

Table 13 The frequency of Figure of speech in term of schemes of TED Prize winners

Schemes	Move			Frequency	Rank
	Introduction	Body	Conclusion		
1. Anastrophe					20
2. Antithesis	3	11	3	17	6
3. Apposition		8		8	11
4. Climax			1	1	18
5. Parallelism	16	97	32	145	3
6. Asyndeton	1	2		3	16
7. Ellipsis	3	7	1	11	9
8. Parentheses	1	6	2	9	10
9.Polysyndeton	5	27	4	36	5
10. Alliteration		4	1	5	14
11. Anadiplosis	2	5	1	8	11
12. Anaphora	24	127	43	194	1
13. Antimetabole		16		16	8
14. Assonance	1	1		2	17
15. Epanalepsis	1	13	3	17	6
16. Epistrophe	7	63	16	86	4
17. Polyptoton	2	2	2	6	13
18. Repetitions	18	123	14	155	2
19. End rhymes		3	1	4	15
20 Internal rhymes				0	19
Total of frequency	84	515	124	723	-
Total of percentage	11.62	71.23	15.79	100	-

APPENDIX C

The sample analysis of figure of speech

The figure of speech of analysis: Tropes

1. Rhetorical question

Topic	Sentences
No.1: No one should die because they live too far from a doctor	Why shouldn't they have the same access to learn as I do?
No.4 Everyone around you has a story the world needs to hear	And it's hard and it takes courage, but that's why we're alive, right?
No.10 My wish: Protect out oceans	Why you should care that nearly half of the coral reefs have disappeared; why a mysterious depletion of oxygen in large areas of the Pacific should concern not only the creatures that are dying, but it really should concern you.
Explanation: Rhetorical question is involved the speaker who would like an audience to understand and realize almost the situation in the topic. In the illustration, the sentences support the topic for understanding of audience.	

2.Allusion

Topic	Sentences
No. 14 Once Upon a school	Notice the title of the book, "The Book That Was Never Checked Out: **Titanic.**"
No. 22 Manufactured Landscapes and green education	It was very hard to get into the international companies because I had to get permission from companies like **Nike and Adidas**, and that's very hard to get.
Explanation: Allusion refers to a specific name to relate to another. Normally, the thing is mentioned in the normal name that people know.	

3. Hyperbole

Topic	Sentences
No.2 Help discover ancient ruins before it's too late	By creating this platform, we will find the **millions of places** occupied by the **billions of people** that came before us.
No.4 Everyone around you has a story the world needs to hear"	we could **potentially record tens of thousands or hundreds of thousands** or maybe even more.
No.14 Once Upon a school	There are a **million ways**.
Explanation: This sentence is used the exaggerated word in for referring the details in this sentence. It used the extra word for giving more information.	

4.Simile

Topic	Sentences
No.2 Help discover ancient ruins before it's too late	When a site is looted, it's **as if** a puzzle already missing 90 percent
No. 16 Let my photographs bear witness	He allowed me to photograph him for quite a long time, and he even turned his face toward the light, **as if** he wanted me to see him better.
Explanation: This sentence is used the word "as if" for telling the detail support in the next.	

The figure of speech of analysis: Schemes

1.Repetitions

Topic	Sentences
No. 18 Help me stop pandemics	The key to eradicating smallpox was **early detection, early** response. I'm going to ask you to repeat that: **early** detection, **early** response.
	So, **we searched and we searched**, and we found every case of smallpox in India.
No. 19 A global day of film	People were **very** upset, **very** angry that I was showing these dirty sides of Cairo.
	There was a time, **many, many** years ago
Explanation: Speaker repeated in the similar words when speaker shared the details.	

2.Parallelism

Topic	Sentences
No. 16 Let my photographs bear witness	The international community remained silent, and somewhere around 800,000 people were slaughtered by **their own countrymen** sometimes **their own neighbors** using farm implements as weapons.
No. 17 Build the Encyclopedia of Life	I had **a butterfly period, a snake period, a bird period, a fish period, a cave period and finally and definitively, an ant period.**
No. 19 A global day of film	People were **very upset, very angry** that I was showing these dirty sides of Cairo.
Explanation: It is used the similar structure for describe the purpose in this sentence.	

3.Anaphora

Topic	Sentences
No.1 No one should die because they live too far from a doctor	**What if** we could reorganize the medical care system? **What if** we could have community members like Musu be a part or even be the center of our medical team? **What if** Musu could help us bring health care from clinics in cities to the doorsteps of her neighbors?
No. 6 Build a school in cloud	**They must** be identical to each other. **They must** know three things. **They must** have good handwriting, because the data is handwritten; **they must** be able to read; and **they must** be able to do multiplication, division, addition and subtraction in their head.
No. 20 A call for open-source architecture	**Projects we've** done. **Projects we've** been a part of, support.
Explanation: Anaphora is repetition in the similar word in the initial sentence. All of sample used the same word in the initial sentence for draw audience attention in the details.	

4.Polysyndeton

| Topic	Sentences
No.1 No one should die because they live too far from a doctor	It's a lesson he shared with me again **and** again, **and** I learned it to be true the hard way.
No. 6 Build a school in cloud	I'd seen it happen over **and** over **and** over again.
No. 8 Teach every child about food	where they've been taught to cook at home **or** in school, **or** her mom, **or** her mom's mom.
Explanation: Polysyndeton repeats in the conjunction word. It repeated the same conjunction in the sentence for linking the detail.	

5. Epistrophe

Topic	Sentences
No. 8 Teach every child about food	Portion size is obviously a massive, **massive problem.** Labeling is a **massive problem.**
No. 10 My wish: Protect out oceans	I heard astronaut Joe Allen explain how he had to learn everything he could about **his life support system** and then do everything he could to take care of **his life support system**.
Explanation: Epistrophe is presented in same word that the end of the sentence.	

APPENDIX D

The sample analysis of move

Introduction

Move		Sentence
Topic introduction	Set the scene	**I want to share with you** something my father taught me: no condition is permanent.
		Because, basically, **I work as a theoretical physicist.**
Explanation: Set the scene referred to the background of the speakers. It is considered to the topic that related to the information and the establish to talk.		
Speaker presentation	Introduce oneself	Since I was a boy, in my early childhood, I always wanted to be a musician, and, thank God, I made it.
		I'm not a doctor; I'm a chef, I don't have expensive equipment or medicine.
	Establish authority	**I'm a tech; I'm into medical gadgetry, which** is mostly high-tech stuff like Mr. Bono talked about.
		By my college years, I was a devoted myrmecologist, a specialist on the biology of ants.
Explanation: Speaker presentation introduced the information of speaker, for instant, occupation, or hometown. It supported the connection between the speaker, issues, and listeners.		

Body

Move		Sentence
Topic development	Describe a process/ series of event	**We designed a three-step process** train
		And this is the first device that we did, and I'm going to talk about my second wish, which has something to do with this.
	Offer an explanation	When we came to this rural area, 45 percent of the children under the age of five had stunted growth due to malnutrition.
		Ten percent of what we spend on health care, as I said earlier, is on obesity, and it's going to double.
Explanation:		

This move is presented in the logical, description, supporting in the argument. It is the main part that speakers used for giving the clear explanation.

Conclusion

Move		Sentence
Concluding messages	Make generalization/offer speculation	My wish is for us to know who owns and controls companies so that they can no longer be used anonymously against the public good.
		Here is my TED Prize wish: I wish that you'll help to create and document a special training program for 50 gifted young musicians.
	Closure	And so, I suppose you want to know what my wish is.
		And now, here's my wish: I wish that you would help with the creation.
Explanation: Speaker used the word to bring to the audience that realizes the purpose of this topic. This part is concluded the summary of the demanded speaker and estimated the new possibilities.		

APPENDIX E
Letters of requesting for permission

b-10   b

บันทึกข้อความ

ส่วนงาน สำนักงานอธิการบดี กองบริหารการวิจัยและนวัตกรรม โทร. ๒๕๖๑ - ๒๕๖๒

ที่ อว ๘๑๐๐/ ๐๒๑๗๓   **วันที่** ๕ มีนาคม พ.ศ. ๒๕๖๓

เรื่อง ขอแจ้งรับรองโครงการวิจัยที่ส่งมาขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

เรียน นางสาวนันทนัช นันทอารี (นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์)

ตามที่ท่าน ได้ส่งเอกสารโครงการวิจัยเพื่อขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์ใน
หัวข้อโครงการวิจัย เรื่อง ภาษาภาพพจน์ในข้อความโน้มน้าวใจที่ปรากฏในสุนทรพจน์ขององค์ปาฐกทาง
รายการ TED Talks นั้น

บัดนี้ คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาตาม
วิธีดำเนินการมาตรฐาน (Standard Operating Procedures, SOP) ฉบับที่ ๑.๑ พ.ศ. ๒๕๖๒ ที่ได้ประกาศใช้
เมื่อวันที่ ๑ ตุลาคม พ.ศ. ๒๕๖๒ แล้วว่า โครงการวิจัยดังกล่าวไม่ได้ทำการศึกษาวิจัยในมนุษย์ จึงเห็นสมควรให้
ดำเนินการวิจัยได้

จึงเรียนมาเพื่อโปรดทราบ

(นายเจนวิทย์ นวลแสง)
ประธานคณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา
ชุดที่ ๒ (กลุ่มมนุษยศาสตร์และสังคมศาสตร์)

BIOGRAPHY

NAME   Nantanat Nanta-aree

DATE OF BIRTH   06 December 1991

PLACE OF BIRTH   Bangkok

PRESENT ADDRESS   160 Moo.14, Tapong, Rayong, 21000

POSITION HELD   Researcher Department of Research and Development at
                            Thai President Food Public Company Limited, Chon Buri

EDUCATION   2010-2014
                            Bachelor of Food Technology, Faculty of Engineering and
                            Technology, Silpakorn University, Nakornpathom,
                            Thailand

                            2016-2021
                            Master of Art (English), Faculty of Humanities and Social
                            Science, Burapa University, Chon Buri, Thailand