



A Comparative Discourse Analysis of Cross Cultural Motivational Speakers: Using NLP

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Abstract

Motivational discourse serves as a symbolic process where speakers aim to persuade individuals to reconsider their attitudes or beliefs about life. This study explores the uncharted territory of motivational speeches as a persuasive genre. It aims to understand how audiences emotionally and cognitively respond to motivational speakers at an abstract level. Employing Neuro-Linguistic Programming (NLP) as a methodological framework, the study investigates Mind Control Language patterns, which guide effective communication in daily life and public speaking. The research focuses on examining motivational speeches from three continents, emphasizing NLP strategies. Using a mixed-method approach, the study employs quantitative analysis for NLP pattern results and qualitative methods for analyzing motivational discourse. The identification of NLP patterns utilizes the Corpus tool Lancs Box. The patterns include Cause and Effect, Universal Quantifiers, Modal Operators, Mind Reading, Lost Performatives, Presupposition, and Comparative Structure. Findings suggest that American motivational speakers use NLP patterns more frequently than speakers from other continents, while European motivational speakers use them less frequently. Acknowledging the study's data limitations, it provides a methodological foundation for future research. Future studies could expand the dataset, comparing speeches and speakers to delve deeper into the impact of NLP techniques on audience perception.

Keywords: Motivational discourse, Neuro-Linguistic Programming, cross cultural speakers

1. Introduction

Emerson (2001) asserts that speech has the power to convince, convert, and compel, highlighting the profound influence of speech in human interactions. Davis (1967) emphasizes the reciprocal nature of communication, where the impact of a speaker's words on the listener is crucial for effective communication. Language serves as a tool for expressing thoughts, feelings, and desires across various contexts (Qiu, 2014). Blaney (2014) states that words, beyond their dictionary definitions, possess the power to shape entire universes, influencing the neurochemistry of those who hear them. Bowman, Ronch, and Madjaroff (2010) note that words play a transformative role, molding ideas, altering perceptions, and influencing behavior.

Motivation becomes essential for cognitive performance in diverse contexts, such as education and daily life. In the modern era, where there self-directed learning is prevalent, individuals can self-regulate and motivate themselves, impacting their behavior and cognition (Hughes & Zaki, 2015). Carnegie (1948), a renowned motivational speaker, highlights the importance of choosing the right beliefs to resolve other challenges effectively. In daily life, speakers intentionally use linguistic devices, including affective words, to convey experiences and provide solutions (Hussain, Alam, & Zahid, 2022). Motivational speakers, understanding their audience's needs, employ various linguistic techniques to influence positively lives and minds, thereby effecting meaningful change.

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Public speaking, a historical practice of persuasion, is prevalent today in various forms such as debates, presentations, TED talks, stand-up comedy, religious lectures, and public talks. Audience engagement hinges on the speaker's body language, vocal tone, emotional expression, and word choice. Language, a complex communication tool, carries persuasive elements reflecting social, economic, political, and cultural dimensions (Khalil et al., 2017). Critical discourse analysis is crucial for uncovering hidden agendas in words, considering discourse as a vital aspect of communication (Cook, 2001).

Neuro-Linguistic Programming (NLP), a contemporary discipline, focuses on enhancing interpersonal communication, described by O'Connor (2001) as the art and science of persuasive language. NLP aims to understand human behavior and communication trends, organizing mental states like thinking, emotions, attention, and focus (Hejase & Hashem, 2015). Originating in the early 1970s, NLP, developed by Richard Bandler and John Grinder, involves modeling excellent communication. It requires strategic thinking, knowledge of mental and cognitive mechanisms, fostering behavioral flexibility and competence. NLP proves groundbreaking in enhancing interpersonal communication by increasing self-awareness and providing insights into the intricate relationship between the body and the mind.

Language significantly influences a speaker's persuasive ability, necessitating an examination of linguistics in motivational speech research. The genre aligns with modern linguistic trends like linguo-personology, communicative linguistics, speech impact theory, pragma-linguistics, and semiotics (Kryknitska, 2020). Motivation's definition varies; behaviorally, it is the force driving a resting creature into activity (Keblawi, 2006), while Oxford and Shearin (1994) view it as an unconscious drive towards complex mental development. Professional motivational speakers evoke excitement, with audiences describing events as amazing, motivating, electrifying, revolutionary, and incredible (Burton, 2018). Gardner (1985) highlights the socio-educational model's key idea of distinguishing integrative and instrumental motivation. Karbalaei and Sanati (2015) categorize language acquisition motivation into integrative and instrumental types. Thus, motivational speakers entice and influence the minds of masses.

1.1 Research Objectives

- i. To analyze the meanings and functions embedded in motivational discourse.
- ii. To investigate the practical application of NLP by cross-cultural motivational speakers to create motivation in diverse audiences.

1.2 Limitation of the study

The present study is constrained by its limited scope, focusing exclusively on the selected number of motivational speeches. The research specifically explores motivational speeches available on YouTube, prioritizing those that have garnered the highest levels of attention. The examination centers on identifying and analyzing prevalent NLP patterns recurrently utilized within these speeches. This deliberate selection of influential speeches aims to provide insights into commonly employed linguistic strategies by cross-cultural motivational speakers and their impact on audience motivation.

2. Literature Review

The primary objective of this research is to investigate the role of Neuro-Linguistic Programming (NLP) in motivational speeches delivered by renowned speakers across diverse cultural backgrounds. Specifically, the study focuses on the analysis of highly viewed motivational speeches from prominent figures in America and Europe, accessible through online platforms like YouTube. The aim is to identify the specific NLP strategies and techniques employed by these speakers in utilizing persuasive language to motivate their respective audiences. Additionally, the research endeavors to understand the reasons underlying the perceived effectiveness or ineffectiveness of certain NLP techniques in motivational contexts. Furthermore, a comparative

analysis is conducted among the most followed motivational speakers from different continents, exploring the linguistic patterns utilized in their speeches. The ultimate goal is to discern the language skills addressed by NLP-trained motivational speakers through the application of NLP techniques and strategies.

The background of the study introduces the foundational principles of NLP, offering diverse scholarly perspectives on its definitions. Discourse analysis and motivational techniques are subsequently defined. The chapter also reviews previous research conducted on NLP patterns, presenting methodologies and findings from relevant studies (Dixon et al., 1986; Tosey & Mathison, 2009). In tracing the historical lineage of discourse analysis, Aristotle's enduring influence is acknowledged. Despite the millennia that have passed, contemporary motivational speakers continue to draw inspiration from Aristotle's rhetorical style and principles of public speaking (Hussain et al., 2022). Bloor and Bloor (2013) emphasize Aristotle's contribution to discourse analysis, highlighting his emphasis on rhetoric and storytelling. Aristotle viewed an orator's duty as praising the praiseworthy and advocating for the common good based on evidence_a perspective still evident in influential speeches made by leaders worldwide in the twenty-first century (Haider, 2014; Mshvenieradze, 2013).

The conceptualization of Neuro-Linguistic Programming (NLP) originated in the early 1970s with Richard Bandler, a mathematician, and John Grinder, a linguistics expert. Their collaborative effort aimed to formulate explicit models for superior communication, fostering strategic thinking, understanding the underlying cognitive mechanisms, and enhancing behavioral flexibility and competence. NLP represents an innovative approach to human and individual communication, offering a means to achieve personal, professional, or organizational goals more efficiently. Anjomshoa et al. (2020) define NLP as the study of the structure of mental and logical experiences. The foundation of NLP lies in indirect persuasion, as proposed by Dixon, Parr, Yarbrough, and Rathael (1986). While some academics argue that this indirect style may be less efficient on a larger audience scale, Abouelenine (2021) emphasizes the significance of persuasive methods in various spheres, particularly in politics. Persuasive techniques serve to influence individuals' views, values, attitudes, and modes of thought, revealing much about the speaker's identity.

In the context of language teaching, Revell and Norman (1999) suggest NLP-based exercises, emphasizing the importance of understanding one's meta-programs. They posit that our brains establish habitual behaviors or programs based on successful methods of functioning (Keblawi, 2006). This knowledge becomes particularly relevant in the effort to reduce human error and enhance efficiency. Recent studies, such as that conducted by Amirhosseini (2018), demonstrate the application of Natural Language Processing (NLP) to automate the Meta Model process in discussions. Comparisons with seasoned NLP practitioners reveal the software's increased accuracy in identifying linguistic processes like deletion and generalization, as well as its effectiveness in information recovery (Sharif & Aziz, 2015).

The utilization of critical discourse analysis (CDA) has become increasingly prevalent in the examination of public discourse, particularly in motivational speeches, where speakers aim to captivate the audience, inspire them, and evoke positive responses. According to Van Dijk (1993), CDA is a methodological tool that investigates the interplay between discourse, power, social domination, and inequality. This approach recognizes language as structured according to various patterns that individuals follow in different social realms, with medical and political discourse serving as notable examples (Bandler & Grinder, 1975; Fairclough, 2000). Fairclough (2000) expands on the definition of discourse, framing it as a network of power and identity connections rather than mere texts. Discourse analysis, encompassing newspapers, speeches, writings, and correspondence, is crucial for comprehending the identities and relationships within societal constructs. This understanding is pivotal, given that discourse is both socially constitutive and influenced, emphasizing the need to discern its functions in diverse contexts (Fairclough, 1992).

In exploring the connection between discourse and action, Scollon (1999) investigates how language influences behavior through educational and cultural mediation. Analyzing data through various approaches, including narrative, exaggeration, and framing, the study demonstrates the positive impact of discourse on human behavior and action. Motivational speakers, drawing on Aristotle's rules for public speaking and rhetoric, employ discourse framing to shape attitudes and behaviors effectively. Parallel frameworks, repetition, and uplifting examples are employed strategically to influence listeners' minds, cognition, and attitudes. Additionally, the study by Sharif and Aziz (2015) delves into Neuro-Linguistic Programming (NLP) as an intervention to enhance the motivation of at-risk pupils in prison, emphasizing the role of the mind as a controller of behavior.

Effective public speaking involves a multifaceted approach, as highlighted by Gousie (1997), who emphasizes the significance of sincerity, competence, and diverse skills. Engagement techniques, including voice tone, gestures, and audience interaction, play crucial roles. Lawrence (2015) underscores the challenge of capturing and maintaining audience attention, stressing the importance of audience analysis. Nguyen et al. (2004) introduce Discursive Realism as a call for academics to rethink how information is acquired on and via audiences, acknowledging the influence of speech delivery, audience familiarity, and speaker handling of questions. Together, these perspectives offer insights into the complex dynamics of successful public speaking.

Pishghadam and Pourali (2011) find that NLP techniques significantly enhance the learning environment in Iranian education, boosting student motivation and potential. In a related study, Shayesteh, and Shapoori (2011) introduce 12 constructs to measure teachers' success in Iranian schools. Targutay (2010) explores the role of NLP in English Language Teaching, discovering parallels between NLP components and established ELT techniques, emphasizing their positive impact on creating an effective learning environment and overcoming affective barriers for students.

Research by Nazim and Yousaf (2022) identified recurring NLP patterns in Anthony Robbins' motivational lectures, highlighting the combination of logical and emotive arguments for persuasive communication. Hussain et al. (2022) explored linguistic techniques in Pakistani motivational speeches, utilizing a quantitative approach with a questionnaire distributed to 50 speakers. Arshad, Azher, Nawaz, and Hassan (2022) examined the imprinting of gender identities in oral discourses of Pakistani motivational speakers using Register Analysis and Gender Performativity. Khalifa (2019) analyzed political leaders' speeches, finding the use of NLP strategies, particularly lexical repetition, with variations observed between Egyptian and American leaders. Collectively, these studies contribute insights into the application of NLP techniques in diverse contexts.

The Meta model, a foundational aspect of Neuro-Linguistic Programming (NLP), was initially introduced by Richard Bandler and John Grinder in their 1975 book, "Structure of Magic" (Bandler & Grinder, 1975). This model serves as a formalized approach within NLP, where therapists leverage specific language patterns and inquiries to adeptly identify and address clients' challenges (Mathison, 2009). Through targeted inquiries, the Meta model has become a well-established method for detecting linguistic patterns such as generalization, distortion, and omission of information in speech, thereby recovering implicit information not explicitly conveyed (Bandler & Grinder, 1975; Amirhosseini et al., 2018). Communication, according to Bandler and Grinder (1975), is the exhibition of human experience to others, inspired by Noam Chomsky's surface structure and deep structure concept. The Meta model operates on the premise that language, the surface structure, serves as the pathway to the deep structure, representing how ideas are encoded in the mind (Haider, 2014; Mshvenieradze, 2013). Additionally, Meta-programs, as described by Revell and Norman (1999), are unconscious preferences influencing information processing and behavior. These meta-programs are vital in tailoring learning experiences in educational settings (Anjomshoa et al., 2020).

This literature review underscores the evolution and significance of the Meta model within the NLP framework, drawing on insights from Bandler and Grinder's foundational work, as well as contemporary applications and advancements in automated processes (Bandler & Grinder, 1975; Amirhosseini et al., 2018). Neuro-Linguistic Programming (NLP) constitutes a technological exploration of human interaction and cognitive activity. Despite numerous research endeavors on NLP, Einspruch and Forman (1985) critically examined the existing literature and identified methodological flaws in 39 research studies. These flaws were categorized into six groups, including a lack of understanding of pattern recognition concepts, inadequate control of context, unfamiliarity with NLP as a therapeutic approach, oversight of stimulus-response associations, lack of familiarity with the NLP "meta model" of linguistic communication, insufficient interviewer training and definitions of rapport, and logical errors.

3. Research Methodology

3.1 Research Approach

The research employs a mixed-methods approach encompassing both quantitative and qualitative methodologies. Quantitative investigation involves objective measurement and numerical analysis to explain changes in social facts, while qualitative research delves into participants' perceived meanings in informal settings. This study combines these approaches, utilizing NLP patterns literature to qualitatively evaluate motivational speakers' discourse and understand how they evoke motivation in listeners. This mixed-methods strategy is expected to pursue a comprehensive exploration of the research objectives.

3.2 Population of the Data

The study's population comprises a selection of 6 motivational speeches delivered by speakers representing diverse geographic regions across five continents, namely Asia, America, and Europe. The choice of motivational speakers from these continents ensures a broad and culturally diverse dataset for in-depth discourse analysis.

3.3 Sampling of the Data

The study utilizes purposive sampling, selecting three influential speeches from each continent, prioritizing live audience delivery. The chosen speeches, recognized for their popularity on YouTube, form a targeted dataset for comprehensive analysis.

3.4 Research Instrument

For the current study the researcher has used Corpus based Tool LancsBox. The researcher has used Key Word in Context (KWIC) tool for the analysis of the data.

3.5 Data Collection

The sample of this study consists of 6 most viewed and admired motivational speeches delivered by different motivational speakers from different five continents

American Motivational Speaker

- i. Joel Osteen (Year of Speech: 2023 and Views on speech: 4 lacs 1 thousand views)
- ii. Les Brown (Year of Speech: 2020 and Views on speech: 1.4 million)
- iii. Mel Robbins (Year of Speech: 2013 and Views on Speech: 32 Million)

European Motivational Speaker

- i. Peter Sage (2021, 7.4 Million views)
- ii. Caroline Adams Miller (Year of Speech: 2015 and Views on speech: 50k views)
- iii. James Wallman (Year of Speech: 2021 and Views on speech: 128k Views)

3.6 Analysis Method

The text form of the speeches was uploaded on LancsBox tool for the quantitative analysis, later KWIC tool has been used to find out the frequencies of the NLP patterns. Later, the frequency of each NLP pattern

was categorized manually in the light of Mind Control Language pattern. A table was prepared to generate the result into a tabulated form for the discussion and discourse analysis of the speeches.

3.7 Data Interpretation

For the quantitative analysis, the researcher employed the LancsBox 6.0 corpus tool, utilizing the KWIC (Key Word in Context) bar to identify the most frequently occurring keywords within the context. Subsequently, the data was loaded into Lancsbox, and the keyword frequencies were examined using the search bar. The researcher manually tallied the frequency of key words, entering the aggregate frequency into a table. This comprehensive process facilitated a comparative analysis of the NLP patterns employed by motivational speakers from all five continents.

3.8 Mind Control Language Patterns

The analysis of Neuro-Linguistic Programming (NLP) patterns in motivational speeches reveals the strategic use of various linguistic techniques. Lost performatives, observed in phrases such as "That's evil," involve value judgments without specifying the origin of the judgment. Mind reading, exemplified by statements like "Management is out to get me," entails unverified assumptions about others' internal states. Universal qualifiers, including words like "every" and "always," generalize statements to make them universally applicable. Cause and Effect NLP patterns, as seen in expressions like "That makes me mad," imply causation between events. Presuppositions, demonstrated through terms like "automatically" and "constantly," involve assumptions conveyed indirectly within language. Modal operators, such as "Can" and "Must," represent words individuals use to motivate themselves into action. The Comparative Structure, using words like "as" and "than," allows for comparisons, enhancing persuasive impact. The As-As phrase, utilizing "as" twice, creates comparisons like "noticing growing interest" to underscore motivational concepts. Understanding these NLP patterns provides valuable insights into the nuanced strategies employed by motivational speakers to engage and inspire diverse audiences.

4. Data Analysis and Data Interpretation

This section systematically analyzes collected data, interpreting it through the lens of linguistic patterns in Milton's model, guided by Dantalion Jones' Mind Control Language Patterns. The speeches, rooted in NLP's core principle of "the map is not the territory" aims to motivate by reshaping unmotivated minds. By addressing misinterpretations of reality, speakers employ NLP patterns to transform disbelief into belief and alleviating negative thoughts linked to depression and anxiety. The analysis identifies and evaluates these patterns sequentially, assessing their persuasive effects within each context. Additionally, connections to established persuasion theories, such as Petty and Cacioppo (1986), are explored. This concise academic exploration seeks to illuminate the nuanced interplay among linguistic strategies, unconscious cognition, and persuasion in NLP-informed discourse.

4.1 American Motivational Speaker

Speech title: *It's Not OVER Until You Win! Your Dream is Possible* by Les Brown (Year of Speech: 2020 and Views on speech: 1.4 million)

Lines by Les Brown: "I don't care how disappointing it might have been as you've been working toward that dream but here's what I know that dream that you're holding in your mind that it's possible let's say that together please say it's possible see sometimes we can't say I can do that but what we can say that it's possible..."

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

This American motivational speaker used Mind Reading NLP patterns 26 times in his motivational speeches. Les Brown seeks to inspire his audience by using Mind reading NLP pattern. The phrase "I know that dream that you're holding in your mind" is an NLP motivational strategy where the speaker is trying to inspire his audience by persuading them that he already knows the dream they are holding in their minds. He also tries to get their attention so he can inspire them by telling them that their dreams are achievable. This pattern uses as if the speaker knows the internal experience of his audience and it can be an effective tool to motivate people to just try to think about achieving their goals and never stop believing because everything is possible in life if they just wait for the right time.

4.2 European Motivational Speaker

Speech title: *How to eliminate self-doubt forever & the power of your unconscious mind* (2021, 7.4 Million views)

Lines by Peter Sage "You can stand in front of the mirror and say that you believe in yourself but if you live with somebody who is constantly pulling you down somebody who is reminding you of why you're not good enough and why it won't work at some point you're gonna start to believe it there's the law of conformity..."

Index	File	Left	Node	Right
1	Europe.docx	law of relationships 5:44 which I firmly	believe	states that no 5:48 one can never
2	Europe.docx	10:31 the mirror and say that you	believe	in 10:32 yourself but if you live
3	Europe.docx	some point you're gonna start to 10:44	believe	it there's the law of conformity 10:47
4	Europe.docx	things that I have found that I	believe	if you choose to do these three

This European motivational speaker use Mind Reading NLP patterns 29 times in their motivational speeches. The speaker begins with a modal auxiliary to ensure that there is a chance for you to believe in yourself and that there is a way to banish self-doubt permanently. Peter Sage uses the Mind Reading NLP pattern in the phrases "You believe in yourself" and "At some point you are going to start to believe". He is making sure to make his audience believe that he can read their (audience's) mind and that he knows there is a right time where they (audience) will start believing in themselves, when everyone will be trying to demotivate them. The speaker inspires and motivates them by encouraging the idea that believing in oneself helps one achieve goals. This is one motivational technique to start reading the listener's mind and then motivate them to have faith in their own abilities and stop doubting about themselves.

4.3 American Motivational Lines by Joel Osteen

Speech Title: *Dealing with Difficult people* (Year of Speech: 2023 and Views on speech 4 lacs 1 thousand views)

Joel Osteen says, "There will always be people *that* can get on your nerves. They feel like *it's their* calling in life to annoy you, irritate you, and push your buttons. *That* will continue to happen as long as you're staying down at their level. You have to realize you're an eagle".

Index	File	Left	Node	Right
1	American.doc	THEY'RE DISRESPECTFUL AND YOU'RE DISRESPECTFUL BACK,	THAT	WILL KEEP YOU FROM GOING FURTHER. THE
2	American.doc	YOUR FAMILY. DON'T SPEND IT ON THINGS	THAT	DON'T MATTER. YOU CAN'T CONTROL HOW EVERYONE
3	American.doc	WHEN THEY CUT YOU OFF IN TRAFFIC,	THAT	DOESN'T HAVE TO RUIN YOUR MORNING. WHEN
4	American.doc	COWORKER LEAVES YOU OUT, YOU CAN'T CONTROL	THAT	BUT YOU CAN STAY IN PEACE KNOWING
5	American.doc	BUT YOU CAN STAY IN PEACE KNOWING	THAT	GOD IS FIGHTING YOUR BATTLES. WHEN YOU
6	American.doc	INSECURITY, BOTTLED UP ON THE INSIDE. SOMETIMES	THAT	POISON WILL TRY TO GET OFF ON
7	American.doc	OUR ENEMIES THE WAY THEY TREATED US	THAT	WOULD BE GOOD PAYBACK. "IF THEY TALK
8	American.doc	RUDE TO ME, TWO CAN PLAY AT	THAT	GAME, I'LL BE RUDE TO HER." THAT
9	American.doc	THAT GAME, I'LL BE RUDE TO HER."	THAT	FEELS GOOD TO OUR FLESH, TO LET
10	American.doc	YOUR ENEMIES. WHEN YOU'RE GOOD TO THOSE	THAT	ARE NOT GOOD TO YOU, NOT ONLY
11	American.doc	WITH WINGS LIKE AN EAGLE." IT'S SIGNIFICANT	THAT	GOD CHOSE AN EAGLE. AN EAGLE CAN
12	American.doc	THE EAGLE CAN GO. IT CAN'T HANDLE	THAT	HIGH OF AN ALTITUDE, EVENTUALLY IT WILL
13	American.doc	WORK WITH CROWS, YOU MAY HAVE NEIGHBORS	THAT	ARE CROWS, YOU MAY BE SITTING BY
14	American.doc	KNOW IT. THERE WILL ALWAYS BE PEOPLE	THAT	CAN GET ON YOUR NERVES. THEY FEEL
15	American.doc	ANNOY YOU, IRRITATE YOU, PUSH YOUR BUTTONS	THAT	WILL CONTINUE TO HAPPEN AS LONG AS
16	American.doc	QUIT READING THE NEGATIVE COMMENTS, DON'T LET	THAT	OFFENSE GET DOWN IN YOUR SPIRIT. IF
17	American.doc	SOME CHICKENS, PECKING AROUND, DEALING WITH THINGS	THAT	DON'T MATTER. QUIT BEING FRUSTRATED BY THE
18	American.doc	QUIT BEING FRUSTRATED BY THE TURKEYS, PEOPLE	THAT	DON'T UNDERSTAND YOU, PEOPLE THAT MAKE A
19	American.doc	TURKEYS, PEOPLE THAT DON'T UNDERSTAND YOU, PEOPLE	THAT	MAKE A LOT OF NOISE TRYING TO
20	American.doc	YOU OFF COURSE, WASTING TIME AND ENERGY	THAT	YOU NEED TO PURSUE YOUR GOALS. YOU
21	American.doc	PEOPLE BEING RUDE. THE OFFENSE. THE DISRESPECT	THAT	GROUCHY NEIGHBOR. THAT CRITICAL COWORKER. BUT YOU

Lost Performative NLP patterns are used 376 times in the speeches of American motivational speaker. It is one of the ambiguous strategies where speaker lost performers of the sentences and they use lost performatives in the phrases like, *it, that, people* and attempt to deliver their message by addressing the audience as a whole, in an effort to persuade them of the speaker's beliefs. One of the NLP techniques by speaker is not using direct phrase to avoid addressing someone individually as in phrase like "*people that can get your nerves*". The speaker uses this Lost performatives technique when they talk about a personal belief, but present it as though it were a universal truth (Campbell, 2018). The speaker motivates his audience by using the eagle as a symbol of courage, bravery, and grace and influences them to live a life of greatness by ignoring evil people in life.

4.4 European Motivational Speaker

Speech Title: *How to eliminate self-doubt forever & the power of your unconscious mind* (Year of Speech: 2023 and Views on speech: 7.4 Million)

Peter Sage says, "You can stand in front of the mirror and say that you believe in yourself but if you live with *somebody who* is constantly pulling you down *somebody who* is reminding you of why you're not good enough and why it won't work at some point you're going to start to believe it..."

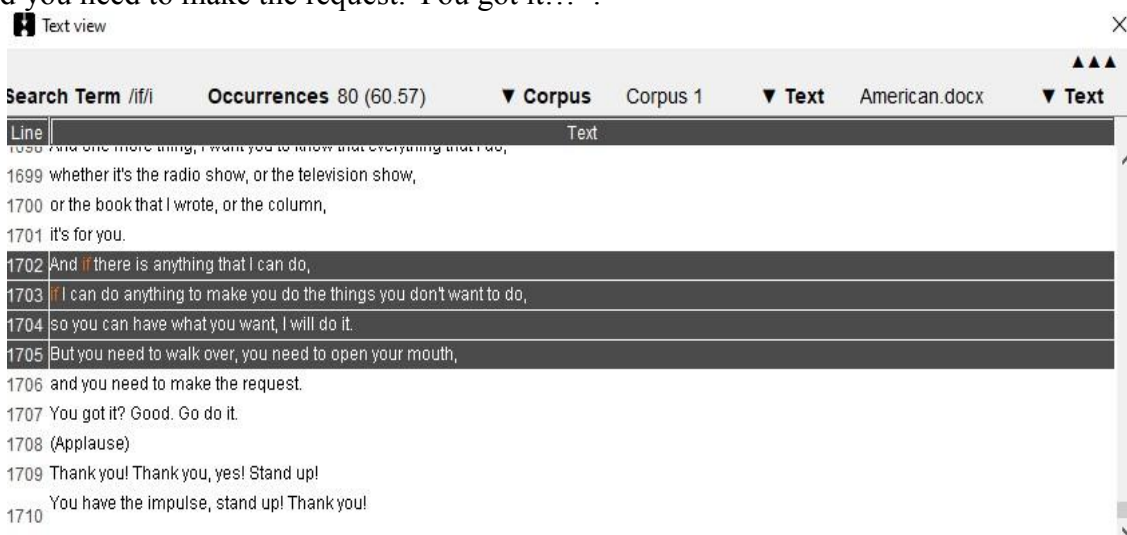
Index	File	Left	Node	Right
1	Europe.docx	and then there's other 1:03 people those	who	have access to 1:06 virtually no resources
2	Europe.docx	or off people like 1:15 Colonel Sanders	who	retired broke at 65 1:17 before starting
3	Europe.docx	Helen Keller or even Albert 1:22 Einstein	who	dropped out of school at 15 1:24
4	Europe.docx	a comedy or call 8:41 a friend	who	can cheer us up if we're 8:43
5	Europe.docx	but if you live with somebody 10:35	who	is constantly pulling you down 10:37 somebody
6	Europe.docx	is constantly pulling you down 10:37 somebody	who	is reminding you of why 10:39 you're
7	Europe.docx	media 12:00 and our peer group of	who	we hang with 12:02 let's touch all
8	Europe.docx	client come to me a while back	who	said 15:42 I want to learn time
9	Europe.docx	16:32 sleeping awake we're able to be	who	we 16:35 need to be that's when
10	Europe.docx	my age the problem was nobody knew	who	anyone who'd gotten better nobody knew how
11	Europe.docx	that it now Trump's all measurements of	who	succeeds at Westpoint a horribly difficult environment
12	Europe.docx	environment but your grit score now predicts	who	survives at West Point it also predicts
13	Europe.docx	survives at West Point it also predicts	who	finals at the National Spelling Bee at
14	Europe.docx	quitter and then finally it also predicts	who	will finish and back for intimate America

Lost Performative NLP patterns are used 257 times in the speeches of European motivational speaker. If the beginning of the sentence is look at “*somebody who is constantly*”, there is some confusion over what or who “It” actually is. This is one of the techniques used by well-known motivational speaker to make their points universal and encourage the audience's unconscious minds to become conscious and consider their own personal beliefs about people who want them to fail in life and who are constantly triggering their mind and making them feel inadequate. In his speech, the speaker makes an effort to inspire his audience by encouraging them to put aside any self-doubt and begin believing that they are capable of improving their lives and achieving their goals.

4.5 American Motivational Speaker

Speech title: *How to stop screwing yourself*(Year of Speech: 2013 and Views on Speech: 32 Million)

Mel Robbins says, “*And if there is anything that I can do, if I can do anything to make you do the things you don't want to do, so you can have what you want, I will do it. But you need to walk over, you need to open your mouth, and you need to make the request. You got it...?*”



This American motivational speaker uses Cause and Effect NLP patterns 176 times in their discourses. When Mel Robbins says, “*If I can do anything to make you do the things you don't want to do,*” she is implying through causal reasoning that if the audience wants to accomplish anything, they must speak up and ask for what they are afraid to ask for. Mel Robbins tells the audience that she can only inspire them to do the things they want in life and that they are responsible for doing everything else. She presents a syllogistic argument by illustrating the logical connection between competence, success, and confidence. The relationship of reasons with their possible consequences is an admirable strategy to grasp others’ minds (Zeb & Hameed, 2020).

4.6 European Motivational Speaker

Speech Title: *How to hack time to be happier and more successful*(Year of Speech: 2021 and Views on speech: 128kViews)

James Wallman asserts, “*How you spend your time is vitally important if you don't spend it well it's the same as burning money and you don't do that do your today's world I think we're surrounded by all sorts of distractions...*”

Line	Text
1497	wouldn't spend it all anybody know why
1498	it's 86,400 it's the seconds in a day
1499	exactly the clock is ticking and there
1500	will come a day you'll go to the time
1501	bank and there will be no more time for
1502	you so how you spend your time is
1503	vitaly important if you don't spend it
1504	well it's the same as burning money and
1505	you don't do that do you today's world I
1506	think we're surrounded by all sorts of
1507	distractions and things that take up our
1508	time you know one of the things is the

This European motivational speaker use Cause& Effect NLP pattern 230 times in their motivational speeches. In the line, “Your time is vitally important *if you don't* spend it well it's the same as burning money”, the speaker simply gives the reasoning of cause & effect that If people don't know the value of time and spend it like they use money for useless things. “Mobile phones I call them the weapons of mass distraction” here, he is addressing to audience that people spend most of their precious time on using mobiles for hours, this only affects them, it gives them reason of destroying their life by their own hands. In the line, “*Today's world I think we're surrounded by all sorts of distractions...*” the speaker tries to influence his audience to learn about the importance of time management. He says they are surrounded with all sort of distractions and that's why, they waste time over rubbish activities. The speaker motivates his listeners by telling them the importance of time in his speech that time is passing and they (audience) still are struggling to manage it.

4.7 American Motivational Speaker

Speech title: *How to stop screwing yourself*

Mel Robbins says, “I mean it's your job to make yourself do the crap you don't want to do, so you *can* be everything that you're supposed to be and you're so damn busy waiting to feel like it”.

Line	Text
1541	to push yourself out of a warm bed and into a cold room.
1542	What's interesting about being an adult
1543	is that when you become eighteen,
1544	nobody tells you that it's now going to be your job to parent yourself.
1545	And by "parent yourself",
1546	I mean it's your job to make yourself do the crap you don't want to do,
1547	so you <i>can</i> be everything that you're supposed to be.
1548	And you're so damn busy waiting to feel like it.
1549	And you're never going to!
1550	My son never feels like getting off his DS. That's my job!
1551	Get off the damn DS!
1552	Kendall, clean up the Barbies!
1553	If you're going to have a nude party in my bathroom, at least clean it up!

American motivational speaker uses Modal Operator NLP pattern 153 times in their motivational speeches. The speaker wants his audience to be confident and to be ready to do things they want to do in life. More in speech, she tries to make her audience realize of what they are missing in life. If they really want to do anything in life, they need to do at the very next moment they think and she is here to motivate them for that. By using modal operator “*can*” more frequently, she tries to convince her audience that there is a huge possibility of their wishes to come true if they just only try to express, to say, or to have confidence to do that

thing they want to do. Mel Robbins creates motivation by using phrase “*you want to feel like it*”, this phrase clearly expresses the feeling of the people who want their dream work to do their wishes to come true but due to some reasons and being less confident they sacrifice their wishes, their dreams, and what they want to feel is to enjoy everything in life in their own ways.

4.8 European Motivational Speaker

Speech Title: *The moments that make Champion* (Year of Speech: 2015 and Views on speech: 50k views)

Caroline Adams Miller puts forward “When you can choose to take these moments to become a champion in your own life and so imagine if you wake up and you do these things well guess what's going to happen you're going to become more resilient you're going to live a life that's without regret...”

Search Term	Occurrences	Corpus	Text
/can/i	54 (52.05)	Corpus 5	Europe.docx
Line	Text		
1452	and so imagine you have all of these		
1453	seconds every single day you have 86,400		
1454	seconds when you can choose to take		
1455	these moments to become a champion in		
1456	your own life and so imagine if you wake		
1457	up and you do these things well guess		
1458	what's going to happen you're going to		
1459	become more resilient you're going to		
1460	live a life that's without regret you're going to be bold you're going to inspire		
1461	other people to be that way too and the		
1462	world will change because of it and I		

This European motivational speaker has employed the Modal Operator NLP patterns 91 times in their motivational speeches. The speaker tries to motivate her people by saying that there is a moment in life which makes you champion and that’s when you show the courage, the word *grit* has a motivational impact in throughout the speech. By employing the modal operator *can*, Caroline makes sure to convey to her audience that there is a possibility of becoming a champion if they take a moment to embrace the challenges they can become more self-reliant, can live life without regret of not displaying courage, and most importantly, can motivate others to be courageous and attempt to take obstacles in life it makes you stronger.

4.9 American Motivational Speaker

Speech Title: *How to deal with difficult people*

Joel Osteen says, “*some people know* exactly what buttons *they can push* to get you bent out of shape next time they push those buttons, just smile and say, not this time i'm staying in peace; i'm going to enjoy this day.”

Search Term	Occurrences	Corpus	Text
/people/i	79 (59.82)	Corpus 1	American.docx
Line	Text		
157	YOU.		
158	YOU HAVE TO MAKE THE CHOICE,		
159	"I'M OFFENDED, I'M		
160	DISCOURAGED, I'M SOUR."		
161	SOME PEOPLE KNOW EXACTLY		
162	WHAT BUTTONS THEY CAN PUSH		
163	TO GET YOU BENT OUT OF		
164	SHAPE.		
165	NEXT TIME THEY PUSH THOSE		
166	BUTTONS, JUST SMILE AND		
167	SAY, "NOT THIS TIME.		
168	I'M STAYING IN PEACE; I'M		

This American motivational speaker uses Universal Quantifiers NLP pattern 158 times in their motivational speeches. The speaker's use of the phrase "People" in general is evidence of one of the tactics used by great speakers to avoid addressing any person specifically. These motivating speakers employ these general terms, known as *Universal Quantifiers*. In order to make it apparent that no one is being explicitly targeted, the word *People* is used in general by the speaker. A motivational speaker would like his audience to consider each person who knows their flaws and tries to prey on their nerves. Joel Osteen attempts to inspire his audience in his speech "Dealing with Difficult People" by using remarkable NLP patterns. The use of "People" in general is a very impressive technique because *Universal Quantifiers* are used to overgeneralize concepts in order to reach listeners' subconscious minds and get them to think about those people who annoy them and are difficult to deal with. Joel inspires his listeners by advising them to try to ignore whatever that happens in the future, to let go of mental tension, and to simply assume that these people are useless.

4.10 European Motivational Speakers

Speech Title: *How to hack time to be happier and more successful*

James Wallen says, "One of the problems is our mobile phones I call them the weapons of mass distraction how *many people* here check their phone within 15 minutes of getting up one of the first things you do some of you are liars that's good that's healthy okay more than 85% of *people* check their phones first thing..."

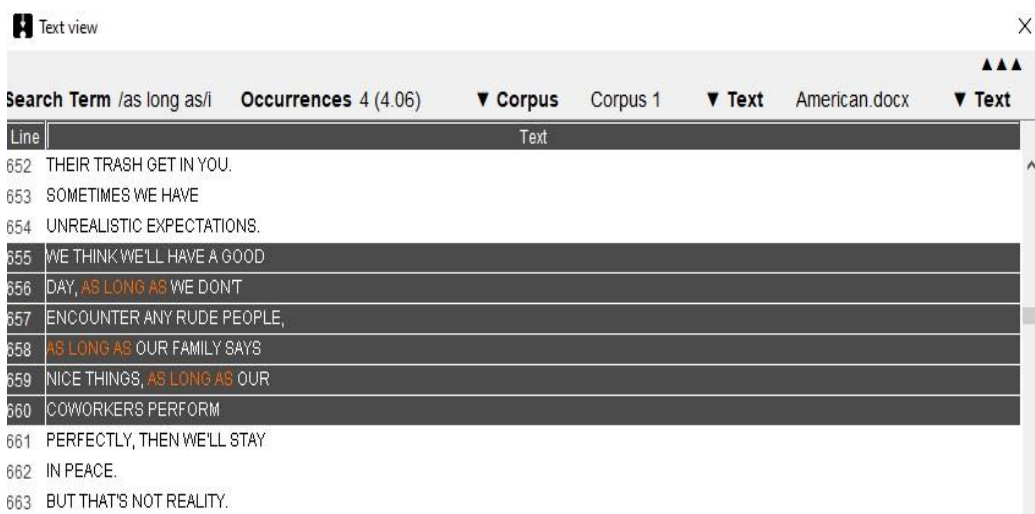
Line	Text
1510	squeeze the 24-hour news coverage it's kind of constant incoming you know the
1511	tick-tock store what's at the Facebook
1512	updates all this incoming stuff we've got to keep up with and one of the
1513	problems is our mobile phones I call
1514	them the weapons of mass distraction how
1515	many people here check their phone
1516	within 15 minutes of getting up one of
1517	the first things you do some of you are
1518	liars that's good that's healthy okay
1519	more than 85% of people check their
1520	phones first thing how many of you
1521	charge your phones in the bedroom let me
1522	see a show of hands

Wallen the European motivational speaker use Universal quantifier 172 times in their motivational speeches. They use this NLP pattern second most frequently. James Wallen motivates his audience by telling them that how they can hack time to be happier and more successful. According to James, time is very important and if you have anything important to do in life first learn managing time. The speaker is addressing his audience live and asking them that how many of you are mobile addicts he again use word *People* to generalize his motivational technique that if *peoples* spend too much time on mobiles, you'll never able to manage your time. The speaker says using mobiles too much is a mass distraction; it only wastes time. *People* is a general word and motivational speakers know this technique very well they never target anyone individually; they always use general words like people. Thus, motivational speakers use Universal Quantifiers abundantly in their discourses.

4.11 American Motivational Speaker

Speech Title: *How to deal with difficult people*

Joel Osteen says, "Sometimes we have unrealistic expectations. We think we'll have a good day, *as long as* we don't encounter any rude people, *as long as* our family says nice things, *as long as* our coworkers perform perfectly, then we'll stay in peace. But that's not reality. Difficult people are all around".



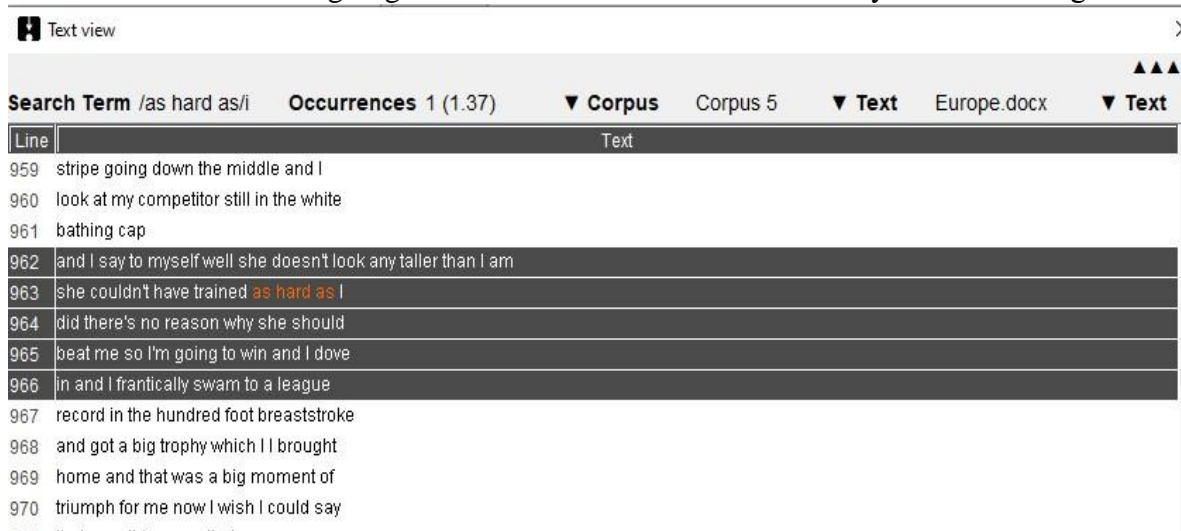
Line	Text
652	THEIR TRASH GET IN YOU.
653	SOMETIMES WE HAVE
654	UNREALISTIC EXPECTATIONS.
655	WE THINK WE'LL HAVE A GOOD
656	DAY, AS LONG AS WE DON'T
657	ENCOUNTER ANY RUDE PEOPLE,
658	AS LONG AS OUR FAMILY SAYS
659	NICE THINGS, AS LONG AS OUR
660	COWORKERS PERFORM
661	PERFECTLY, THEN WE'LL STAY
662	IN PEACE.
663	BUT THAT'S NOT REALITY.

This American motivational speaker uses Comparative Structure NLP pattern 15 times in their motivational speeches. “As long As” is used to create a comparison between, encounter rude people, our family says nice things and coworkers perform perfectly. The speaker grabs the attention of his audience by saying that happy days will only come “as long as we don't run into any unfriendly individuals, as long as our family says nice things, as long as our coworkers perform well, then we'll stay in peace” one of the technique of getting all attention of his audience to compare things that there is a list of things to sort out in life and then everyone can stay in peace. The analogy serves as inspiration. This comparing structure with future concepts is one of the strategies motivational speakers use to persuade their audience that obnoxious people are everywhere and that the only way to live in peace is to resolve their conflicts with impolite individuals, family, and coworkers.

4.12 European Motivational Speaker

Speech Title: *The moments that make Champion*

Caroline Adams Miller says in the speech, “I look at my competitor still in the white bathing cap and I say to myself well she doesn't look any taller than I am she couldn't have trained as hard as I did there's no reason why she should beat me so I'm going to win and I dived in and I frantically swam to a league record...”



Line	Text
959	stripe going down the middle and I
960	look at my competitor still in the white
961	bathing cap
962	and I say to myself well she doesn't look any taller than I am
963	she couldn't have trained as hard as I
964	did there's no reason why she should
965	beat me so I'm going to win and I dove
966	in and I frantically swam to a league
967	record in the hundred foot breaststroke
968	and got a big trophy which I brought
969	home and that was a big moment of
970	triumph for me now I wish I could say
971	that something was that good

This European motivational speaker employed the Comparative structure NLP patterns 21 times in their motivational speeches. The phrase “as hard as” is used for the comparison between the speaker and her competitor in a swimming league. The speaker tries to make her audience realize that the moment they need to live is when they start to believe that their hard work; their efforts for doing things have some value and

meaning. She says that there is a moment in life that makes one a champion and that's when one shows courage. By using a comparative structure, Caroline Adam Miller tries to convince herself that she is superior to the opponent; this kind of method encourages the listener to have optimistic thoughts. Like a champion if they take a moment to embrace the challenges they can become more self-reliant, can live life without regret of not displaying courage, and most importantly, can motivate others to be courageous and attempt to take obstacles in life it makes you stronger.

4.13 American Motivational Speaker

Speech title: *It's Not OVER Until You Win! Your Dream is Possible*

Lines by Les Brown: “In order to become successful you've got to make it your personal business to do it but the next thing ladies and gentlemen *I want to share with you that some of you already know* that it's hard it's not easy it's hard changing your life...”

Line	Text
1162	the next thing that's important to know yes it's possible that you can choose your future and direct the course of
1163	your life as you run toward your dream it's necessary that you have goals that you write those goals down that you plan
1164	that you think constantly of how you can begin to improve what it is that you're doing if it's your presentations if it's your recruiting skills whatever that is it's also necessary that you look for
1165	ways to always find a way to pull it out when everybody else think that you were defeated that you've got to take
1166	personal responsibility to know that in order to become successful you've got to make it your personal business to do it
1167	but the next thing ladies and gentlemen I want to share with you that some of you already know that it's hard it's not
1168	easy it's hard changing your life it was hard when just over three years ago in
1169	the Penobscot Building in Detroit Michigan where I was operating my business and I fell on some hard times
1170	and I was sleeping in my office it was hard coming into the lobby if the
1171	security said scuse me mr. Brown can we see you for a moment and I said yes and I walked up to the

Brown the American Motivational Speaker uses Presupposition NLP pattern 112 times in their motivational speeches. As a Meta model of distortion, it is easier to see how they affect peoples' thoughts (Jones, 2008). *I want to share with you that some of you already know* that it's hard it's not easy it's hard changing your life...” here the speaker is using Presupposition NLP pattern to get his audience attention towards what he wants to say to motivate his audience, by using this technique of presupposing something before the other person know and making them believe on what the speaker is saying is true is called presupposition technique. Here the speaker is trying to motivate his listener that he knows they know it already that it's difficult to achieve dreams but they need to be motivated throughout their journey because one day or the other day, they are going to live with their dreams after fulfilling it.

4.14 European Motivational Speaker

Speech Title: *How to hack time to be happier and more successful*

Lines by James Wallman “If you can stand up in a moment I'm going to get you to stand and you're going to talk to someone that you haven't talked to *before* and you've got one minute to tell a story it should have a beginning a middle and an end...”

Line	Text
1601	through all of them but we're going to
1602	focus on a couple today and we can focus
1603	on story so but rather than just tell
1604	you about it I want you to play a game
1605	so if you can stand up in a moment I'm gonna get you to stand and you're going
1606	to talk to someone that you haven't talked to before and you've got one
1607	minute to tell a story it should have a
1608	beginning a middle and an end
1609	okay here's the hard part it should be
1610	about a time when something went wrong

This European Motivational Speaker uses Presupposition NLP pattern 103 times in their motivational speeches. Presuppositions are not directly stated but assumed within the language. The speaker uses the presupposition NLP pattern when he says, "You are going to talk to someone who you haven't talked to before." The speaker is assuming that the audience members are strangers to one another and that this will be their first conversation with each other because the speaker got them to play a game in which they had to share a story. In order to motivate his audience to start managing their time and live happy, successful lives, he tells them that they should create a checklist for their personal belongings and try to start doing so. Similarly, to how the speaker engaged his audience in a game and allowed them to converse briefly to teach them the importance of time.

5. Findings

5.1 Neuro-Linguistic Patterns Utilized by American Motivational Speakers

5.1.1 Mind Reading NLP Pattern

American speakers, exemplified by Les Brown, strategically employ the Mind Reading NLP pattern to establish a profound connection with the audience. This technique, characterized by phrases such as "I know that dream you're holding in your mind," serves to instill confidence and motivation by suggesting an understanding of the listeners' aspirations.

5.1.2 Lost Per-formative NLP Pattern

Joel Osteen strategically employs the Lost Per-formative NLP pattern, utilizing ambiguous references to generalize motivational messages. This technique, evident in phrases like "people that can get on your nerves," effectively presents personal beliefs as universal truths, fostering collective resonance among the audience.

5.1.3 Cause and Effect NLP Pattern:

Mel Robbins adeptly utilizes the Cause and Effect NLP pattern to emphasize personal responsibility and the consequential impact of actions. By linking specific behaviors to outcomes, Robbins encourages proactive decision-making and empowerment among listeners.

5.1.4 Modal Operator NLP Pattern

American motivational speakers, notably exemplified by Mel Robbins, leverage the Modal Operator NLP pattern by utilizing modal verbs like "can." This linguistic strategy empowers the audience by emphasizing their capability to overcome obstacles and pursue their goals.

5.1.5 Universal Quantifiers NLP Pattern

Joel Osteen employs the Universal Quantifiers NLP pattern through the use of the term "people" to generalize challenges. By avoiding specific targeting and addressing shared experiences, Osteen prompts listeners to contemplate collective strategies for dealing with difficult individuals.

5.1.6 Comparative Structure NLP Pattern

Joel Osteen strategically employs the Comparative Structure NLP pattern to create analogies and comparisons. Through expressions such as "as long as," Osteen motivates listeners to prioritize inner peace over external challenges, fostering resilience and emotional well-being.

5.1.7 Presupposition NLP Pattern

Les Brown incorporates the Presupposition NLP pattern by assuming and presenting as factual the inherent difficulty in changing one's life. This technique effectively encourages listeners to acknowledge challenges and persist in their pursuit of personal growth.

5.2. Neuro-Linguistic Patterns Utilized by European Motivational Speakers

5.2.1 Mind Reading NLP Pattern

European motivational speakers, exemplified by Peter Sage, employ the Mind Reading NLP pattern to instill belief in self and promote personal growth. By asserting knowledge of internal struggles, speakers motivate individuals to overcome self-doubt and strive for transformative change.

5.2.2 Lost Performative NLP Pattern

European speakers, as illustrated by James Wallman, leverage the Lost Performative NLP pattern. This technique, demonstrated in phrases like "somebody who is constantly," universalizes motivational messages, urging audiences to reflect on shared beliefs and potential areas of improvement.

5.2.3 Cause and Effect NLP Pattern

James Wallman strategically utilizes the Cause and Effect NLP pattern to elucidate the impact of time mismanagement on one's life. This linguistic approach prompts listeners to reflect on their choices and motivates them to prioritize time effectively for personal and professional success.

5.2.4 Modal Operator NLP Pattern

European motivational speakers, including Caroline Adams Miller, demonstrate the Modal Operator NLP pattern using modal verbs like "can." This linguistic strategy emphasizes the potential for personal growth and resilience, motivating individuals to embrace challenges and become champions in their lives.

5.2.5 Universal Quantifiers NLP Pattern

European speakers, as demonstrated by James Wallman, employ the Universal Quantifiers NLP pattern with the term "people." This technique, aiming to avoid specific targeting, encourages listeners to reflect on shared behaviors and motivates them to manage their time more effectively.

5.2.6 Comparative Structure NLP Pattern

European motivational speakers, notably exemplified by Caroline Adams Miller, utilize the Comparative Structure NLP pattern. This technique, exemplified in phrases like "as hard as," motivates listeners by creating analogies and comparisons, urging them to recognize pivotal moments and embrace challenges for personal growth.

5.2.7 Presupposition NLP Pattern

European speakers, including James Wallman, incorporate the Presupposition NLP pattern by assuming the need for time management and presenting it as an essential element for happiness and success. This technique motivates listeners to consider the presupposed importance of effective time utilization in their lives.

The analysis unveils the tapestry of Neuro-Linguistic Programming patterns employed by American and European motivational speakers, demonstrating the nuanced linguistic strategies used to engage, inspire, and motivate audiences across diverse cultural contexts. These findings contribute to our understanding of the cross-cultural applicability of NLP in the realm of motivational speaking.

6. Conclusion

This study uses positive discourse analysis to analyze all motivational speakers' speeches to deal with the role of positive thinking and attitude in changing the mindset of people. The approach is a combination between positive discourse and cognitive analysis; therefore, it is called cognitive positive discourse analysis. The bright, cheery, lively, pleasant, and brighter parts of life are highlighted by motivational speakers to their audiences in order to assist them escape their pessimism. They encourage those who listen to overcome the challenges in their lives. By employing uplifting, motivating, and meaningful language, they improve their listeners' life by understanding their psychological needs. A motivational speaker's delivery style is crucial while encouraging people. A motivational speaker, like an artist, adapts his style, vocabulary, and tools to suit his audience and their requirements. In the present study, motivational speakers frequently employ various NLP patterns in their presentations to inspire their listeners, all motivational speakers have abilities of delivering powerful speeches by using seven NLP patterns in their discourses. All these techniques are used by motivational speakers to motivate the audience to change their attitudes positively. The compare-and-contrast approach is utilized to determine how the motivational speakers are similar or dissimilar from other continent's speakers.

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