

Intrinsic Motivation in American Speeches: A Stylistic Study

Nibras Zeidan Kulif¹, Prof. Dr. Salih Mahdi Adai ALMamoory²

¹hum140.nbrass.zudan@student.uobabylon.edu.iq

²hum.salih.mahdi@uobabylon.edu.iq

Abstract

The desire to do something for its own sake because it is naturally interesting pleasurable, or fulfilling is known as intrinsic motivation. This study examines the American celebrities' motivational speeches from a stylistic perspective by using a mixed method approach. It answers what the stylistic devices are used in the selected data. It aims to identify the most frequency stylistic devices utilized in the chosen data. After presenting the literature of intrinsic motivation and stylistic devices. Leech and Short's (2007) model is adapted to find that metaphor and hyperbole are the most prominent stylistic devices used in the selected motivational speeches under scrutiny. In terms of sentence structure, declarative and imperative sentences are mostly employed to authoritatively affirm the speakers' statements and declare truths. As well as, to instruct and motivate listeners to take action. The stylistic devices strategically employed aren't merely for aesthetic value but to enhance the psychological and persuasive power of motivational speeches. These linguistic choices effectively support intrinsic motivation by fostering self-belief, personal agency, and the pursuit of internal goals.

Key words: Motivation, Intrinsic motivation, Stylistics, Stylistic devices

1. INTRODUCTION

According to Jeffries and McIntyre (2010, p.1), stylistics is a branch of linguistics that focuses on the systematic investigation of textual style and how it varies depending on many elements such as genre, context, author, historical time, and circumstance. For instance, certain authors may be distinguished from one another by their particular style, and other styles are associated with particular genres (such as "newspaper language" or the gothic novel). Moreover, "Any expression that deviates from the accepted literal sense or from the normal order of words, or in which an emphasis is produced by patterns of sound," is how Bladick (2001, p. 97) defines a stylistic device. Additionally, he argues that the use of stylistic elements improves language and makes it more expressive by giving words and sentences more artistic meaning.

Linguistically, stylistic devices provide expressive and emphatic purposes. Due to their aesthetic and expressive functions that suggest indirect or profound meaning, these approaches compel viewers to pause for a moment in order to reflect, react, and emotionally realize what they are observing (Umedilloevna, 2019, p. 232). They used in the current study were based on Leech and Short's Model (2007), which used a checklist of linguistic categories in their analysis of style. These categories were arranged into four main categories: lexical, grammatical, figurative language, coherence, and cohesion. This study focuses on grammatical and figurative language (figure of speech).

Leech and Short (2007, p.62) classify grammatical elements into many categories, such as sentences, verb phrases, clauses, phrases, and word classes. They recognize declaratives, imperatives, exclamatory, and interrogatives in sentences. They also emphasize how crucial it is to comprehend nominal clauses, especially wh-clauses, and dependent phrases, including relative and adverbial clauses. Furthermore, Leech and Short emphasize how important it is to comprehend clause structures like preparatory *it* or *there*. They divide phrases into noun and verb phrases and emphasized the significance of determining whether noun phrases are simple or complex, as well as the areas of complexity, such as pre- or post-modification by adjectives, prepositional phrases, or relative clauses. Additionally, they examine the notable shift away from the simple past tense, the

presence and functions of present tense, phrasal verbs, and main function words such as determiners, auxiliaries, pronouns, conjunctions, prepositions, and interjections.

Leech and Short (2007, p. 62) demonstrate that it is an essential component of stylistic analysis. Rhetorical questions, personification, similes, metaphors, exaggeration, and many more are examples of figures of speech. By using these techniques, authors can connect with readers more deeply, elicit strong feelings, produce vivid imagery, and communicate difficult concepts.

The practice of encouraging others to take action in order to achieve desired goals is known as motivation. Thus, multiple scholars define motivation. Ryan and Deci (2000) mention that, "to be motivated means to progress or to be in motion to do something". Scout defines Motivation as " a process of stimulating people to action to accomplish desired goal". Mc Farland says that Motivation refers to " the way, in which urges, drives, desires, aspirations, strivings or needs, direct, control and explain the behaviour of human beings".

The present study tries to investigate the stylistic devices. Specifically figure of speech and the sentence types used in the chosen data to identify the reasons beyond using such devices and which device is used frequently in the selected motivational speeches. The chosen data will be analyzed qualitatively and quantitatively.

Motivation is a psychological force within an individual that sets him in motion for the achievement of certain goals or satisfaction of certain needs. Johnstone (1999, p. 146) views motivation as a driving force for reaching a certain goal. In a similar vein, Ryan & Deci (2000) state that motivation is the state of moving forward or being in motion to accomplish something. Every person has varying amounts and levels of motivation. Stated differently, not only levels and amounts of motivation in individuals are different, their kinds of motivation can be also different. Furthermore, the goals that need to be accomplished are connected to motivation. The motivation itself, as a pusher or driving force, is what creates the effort necessary to accomplish the goals. According to Robbins (2003), "motivation is a process that accounts for an individual's intensity, direction, and persistence of effort toward achieving a goal."

A motivational speech is a type of public speech that is purposefully created to encourage a certain audience to make some improvements in their lives. It usually consists of a clear objective, a person's life story tailored to a particular audience, and a call to action at the end. Motivational speeches are used for a variety of purposes such as reinforcing personal developments, inspiring people to take action for doing a specific task, giving a new perspective, created a well-based self-confidence and enhancing humans' performance at their work (Indeed Editorial Team: 2020).

Generally speaking, there are two main categories of motivation: extrinsic and intrinsic. Extrinsic motivation is the synonym for all external incentives or rewards, whereas intrinsic motivation is the synonym for all internal rewards or incentives. Collectively, they represent all internal or external "motives".

2. Intrinsic Motivation

The act of performing a task for its own sake, as opposed to for a separate benefit, is known as intrinsic motivation. When someone is intrinsically motivated, they are driven to act because they enjoy the activity or challenge rather than because they are being prodded, pressured, or rewarded by others (White, 1959).

Buchanan and Huczynski (1997) define intrinsic motivation as incentive that originates internally rather than from outside sources, such money or grades. For instance, a person who is intrinsically motivated will work on a math equation because they find it enjoyable. Or someone who is innately motivated will work on a problem because the challenge of solving it makes them feel good. In neither case does the person work on the task because there is some reward involved, such as a prize, a payment. To put it simply, intrinsic motivation is the desire to perform an action purely for its own sake, independent of any potential benefits. Thus, having intrinsic desire does not exclude someone

from pursuing rewards. It simply indicates that such outside incentives are insufficient to sustain motivation.

While intrinsic motivation is found in people in one sense, it is also found in the relationship between people and activities in another. Individuals have intrinsic motivation for certain tasks but not for others, and not all tasks have intrinsic motivation. Because intrinsic motivation emerges in the relationship between a person and a task. Some authors have described intrinsic motivation in terms of the task being interesting, while others have defined it in terms of the satisfactions a person receives from engaging in an intrinsically motivated task.

3. DATA AND ANALYSIS

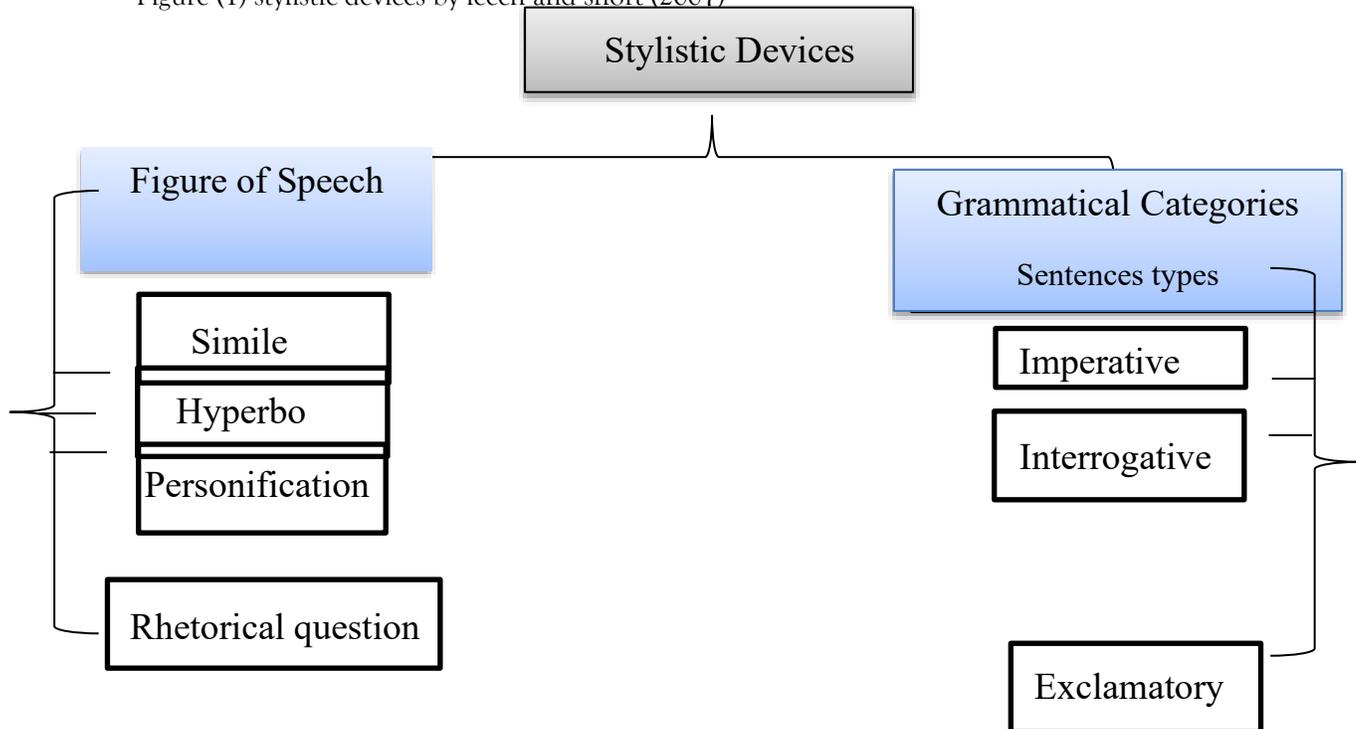
3.1. The Data

This study utilizes a mixed method to examine motivational speeches delivered by two well-known American celebrities: Les Brown(2019) and Steve Harvey(2020). The selected data consist of full transcripts of two motivational speeches extracted from publicly available videos on YouTube. Thus, the selected motivational speeches of this study are chosen intentionally by the researcher according to certain criteria: the two speeches are full of motivational speech and satisfy the items of the model. Steve Harvey and Les Brown are both well-known motivational speakers who frequently engage the audience with their inspirational speeches. Their position gives their speech material more authority and persuasion. Both speeches were comparable in purpose, structure, and audience, allowing for consistent and meaningful analysis across stylistic layers.

3.2. The Analysis

The model designed is based on Leech and Short's (2007) model of stylistic devices. This study is limited to five figures of speech: metaphor, simile, rhetorical question, personification, hyperbole, and the grammatical categories of sentences type

Figure (1) stylistic devices by leech and short (2007)



1. The Stylistic Devices in Brown's Intrinsic Motivation Speech

Extract (1)

"I'm training people to get into their greatness. to begin to develop the courage to pursue dreams beyond their comfort zones because in order to do something you've never done you've got to become someone you've never been when you're pursuing your greatness you don't know what your limits are so you act like you don't have any."

This speech obviously expresses intrinsic motivation because it: encourages people to change for their own development, emphasizes self-discovery, promotes taking action, and highlights that true greatness comes from within, not from external approval. There are only three stylistics devices in this extract. They are metaphor, simile and hyperbole. Metaphor here used to refer to Greatness as in "Get into their greatness" it's a metaphor for personal potential. Moreover, another metaphor used in this speech which is "You've got to become someone you've never been" to refer to person as something that can be remade or evolved. Moreover, the following sentences "*you act like you don't have any (limits)*" represents two stylistics devices, which are simile and hyperbole. It's simile because it refers to compare between unlike things (action without limits with not have any). On other hand it's hyperbole because there is an exaggeration (no one is truly without limits). As well as, Brown used four declarative sentence to deliver motivational truths with authority and clarity.

Extract (2)

There is only metaphor in this speech. Thus, to identify metaphors, need to look for non-literal comparisons. Someone's external opinions do not dictate one's reality. As well as, in the second part of sentence denotes that if one can be able to or deal with failure, they can also do success. Moreover, Brown used two declarative sentences to deliver strong, clear, motivational statements.

Extract (3)

"you have greatness in you. I don't know you. but here's what I know based upon my own experience. you have greatness in you. that you have the ability to do more than you could ever begin to imagine ..."

There are only two stylistic devices used in this text. They are metaphor and hyperbole. Brown used metaphor to indicate that "anyone have greatness in themselves", which compares a person's potential to the abstract concept of "greatness." with indirectly stating they are great. Moreover, The ongoing text has a hyperbole as in "*you have greatness in you...could ever begin to imagine*". Thus, there is an clear exaggeration to amplify human capability, and, it implies limitless potential, which is not literally possible. Brown used three declarative sentences to make statements or declarations about the subject (A powerful, assertive motivational claim meant to expand self-belief.

Extract (4)

"you are different. you were created on purpose with a purpose to manifest that purpose through you. you will never exercise authority and dominion over your life until your exercise authority and dominion over what you are not"

In this text, a metaphor and hyperbole are used. Metaphor is utilized by Les Brown as shown in "*you were created on purpose with a purpose to..... through you.*" to refer to purpose that treats as something that can flow or emerge through a person a metaphor for self-fulfillment. To put it differently, it suggests that individuals have intrinsic value and intention behind their existence.(which is interpreted metaphorically). Also, he use a hyperbole when he says "*you will never exercise.....dominion over what you are not*" to represent an a sense of exaggeration in the assertion that one cannot have control over their life without first controlling what they are no. he uses in this text three declarative sentences to assert information.

2. The Stylistic Devices in Harvey's Intrinsic Motivational Speech

Extract (5)

“let me show you. this we all live inside a bubble. right? this is our world. we go to church here. we work over herewe all live in this bubble. What you got to do to get to life that God wants you to have. You got to put more air in your bubble. you got to blow your bubble up. expand yourself take yourself out your comfort zone do not live in your bubble put some more air in your bubble if you stay in your comfort zone that's where you will fail ” Harvey employs metaphor as in *“we all live inside a bubble”* by comparing life to being enclosed in a bubble. which is not meant to be taken literally. Harvey uses this metaphor to convey the idea of a limited or restricted environment. As well as , the two phrases *“put more air in your bubble. you got to blow your bubble up “* other example of metaphor, that represents personal growth, pushing boundaries, and enlarging life’s possibilities and breaking past restrictions. A hyperbole phrase as in *“bubble if you stay in your comfort zone that's where you will fail you .”* is used in this text as an exaggeration. It emphasizes the importance of moving out of one's comfort zone. Also, he uses a rhetorical question to build a connection without expecting any responds from the audience. Moreover, Harvey make a use of declarative, imperative, and two interrogative sentences (rhetorical question). The following t *“we all live inside a bubble”, “you will fail “* are some example from the six declarative sentences that used by Harvey, since he states facts or opinions. While these two texts *“put more air in your bubble”, “expand yourself take yourself out your comfort zone”* are examples from the four imperative sentences, since he gives a commands or instructions. His using of sentence types contributes to the dynamic and motivational tone of the speech.

Extract (6)

“success is not a comfortable procedure. it is a very uncomfortable thing to attempt.....to get comfortable being uncomfortable. “

At the beginning of this text, he makes use a metaphor as *“success is not a comfortable procedure”* by giving comparison of success to a procedure to convey that success is achieved through a series of actions or steps. suggesting a process that requires discomfort. There is another metaphor in this text which is *“to get comfortable being uncomfortable.”* It is not meant to be taken literally, but he makes use of this device to give the idea that the to redefine success as a difficult, demanding process. The phrase *“ it is a very uncomfortable thing to attempt “* can be a little exaggeration, since it emphasizes the degree of discomfort associated with attempting to achieve success. Harvey uses in his speech the first two phrases are declarative that it assertion or state motivational truth that success not easy to get. His final phrase is incomplete sentence give a means of imperative one to call to action.

Extract (7)

“if you ever want to be successful start putting some pressure on yourself get out here and get about it”

“start putting some pressure on yourself” is a metaphor which is not meant to be taken literally. It compares the abstract concept of motivation to physical pressure. In the ongoing speech Harvey uses direct imperative to apply self-generated drive. He obviously use a command to urging listeners to push themselves intentionally from within.

Extract (8)

“all of you have extraordinary capabilities all of you have to decide if you are willing to do the things to put you in that category rich people don't sleep eight hours a day.”

Harvey employs metaphor as in *“put you in that category”* this is interpreted as a metaphorical expression where "category" refers to a state of being rich or successful. put it differently, to describe success as a “category” you must earn access to through action. He makes use of a hyperbole use as in *“ rich people don't sleep eight hours a day.”* This is an exaggeration, which not literally true for all, but used for emphasis hard working. In other words, it exaggerates the sleeping habits of rich people, implying they work more or sleep less than others. All Harvey’s (3) phrases are declarative to assert his motivational message with confidence and clarity.

Table 1. Figure of speech used in the selected intrinsic motivational speeches

Figure of speech	Brown's speech		Harvey's speech		Total occurrence	Percentage
	Freq.	Per.	Freq.	Per.		
Metaphor	4	50	7	63.6	11	57.89
Simile	1	12.5	0	0	1	5.27
Hyperbole	3	37.5	3	27.2	6	31.57
Personification	0	0	0	0	0	0
Rhetorical question	0	0	1	9.0	1	5.27
Total	8	100	11	100	19	100

Table (2) The sentences types used in the selected intrinsic motivational speeches

Sentences Types	Brown's speech		Harvey's speech		Total occurrence	Percentage
	Freq.	Per.	Freq.	Per.		
Declarative	12	100	11	57.89	23	74.19
Imperative	0	0	6	31.59	6	19.35
Interrogative	0	0	2	10.52	2	6.46
Exclamatory	0	0	0	0	0	0
Total	12	100	19	100	31	100

In Table (1), metaphor as a stylistic device is used highly in the selected data under scrutiny followed by hyperbole, simile, rhetorical question, and personification respectively. The personification is never being used in the selected data, and this means that the speakers prioritize direct motivation and clarity, so there is no need to assign human actions to non-human things. While metaphor is being used most frequently in the selected data, this means metaphors are a core tool in motivational speaking because they support perfectly with its goals: clarity, connection, clarify complex ideas and create memorable imagery.

After the metaphor, both speakers use hyperbole equally. As previously mention, hyperbole is a deliberate exaggeration used for emphasis or emotional impact, and it doesn't meant to be taken literally. As well as, they create impactful, attention that leaves lasting impressions. Simile and

rhetorical question are rare used in both speeches. For simile they make direct claims rather than comparative suggestions. They want their ideas to sound absolute, not similar to something else. While, they don't use rhetorical questions constantly, since the speaker may ask a rhetorical question to imply that the answer is so obvious that the question does not require response. Hence, it denotes something that is known by the audience and cannot be denied. Put it differently, the huge numbers of rhetorical questions would weaken the speaker's voice, and make the audience less connection with the main motivational goal. Finally, personification is never being used in the selected data, since it means to give human qualities to non-human things, and that make their motivational goal unclear, thus motivational speech should be clear, direct and actionable.

As it obviously clear in table (2) the speakers use declarative sentences to assert truths and build confidence, and imperative sentences to challenge, guide, and motivate their audience. Together, these sentence types make their motivational speeches both inspirational and actionable, helping listeners not only believe in change but also pursue it. Put it differently They guide the listeners from awareness (what's true) to action (what to do). Additionally, They support the speaker's role as both mentor and motivator. On the other hand, their use of interrogative sentences are rare (unless they are rhetorical question) , since questions shift the focus to the listener's thought rather than the speaker's core message. Motivational speeches need direction, not discussion. Moreover, exclamatory sentences are never being used in the selected data, because, In speaking, voice inflection, rhythm, and pausing often express emotion and the intended goals more effectively than shouting with exclamation points.

3. CONCLUSION

The study comes out with the following conclusions:

1. Metaphors is the most prominent stylistic device in the selected motivational speeches under scrutiny followed by hyperbole.
2. The stylistic devices that are utilized in the selected data under scrutiny are affecting the motivational speeches by making the speech more memorable, emotionally impactful, and behaviorally motivating transforming passive listeners into active participants in their own growth.
3. Both speakers use declarative sentences to assert truths and build confidence, and imperative sentences to challenge, guide, and energize their audience. Together, these sentence types make their motivational speeches both inspirational and actionable, helping listeners not only believe in change but also pursue it.

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