DISCURSIVE STRATEGIES IN LIZZIE VELASQUEZ'S MOTIVATIONAL SPEECH
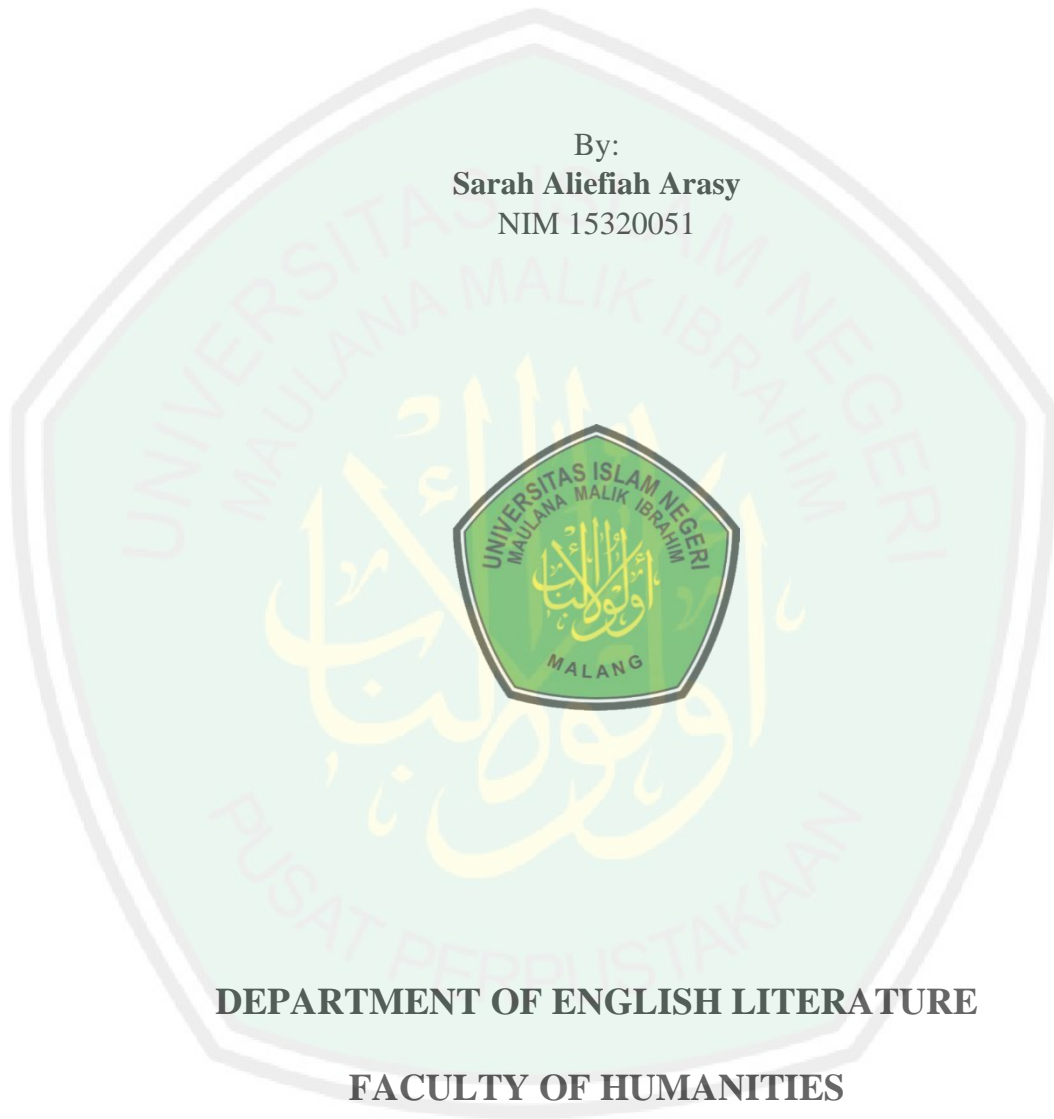
THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

2020

DISCURSIVE STRATEGIES IN LIZZIE VELASQUEZ'S MOTIVATIONAL SPEECH

THESIS

Presented to
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In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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2020

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I state that the thesis entitled **"Discursive Strategies in Lizzie Velasquez's Motivational Speech"** is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, February 7, 2020

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APPROVAL SHEET

This to certify that Sarah Aliefiah Arasy's thesis entitled **Discursive Strategies in Lizzie Velasquez's Motivational Speech** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

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Malang, February 24 **2020**

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MOTTO

Surely, with hardship comes ease.

Al-Insyirah (94:6)
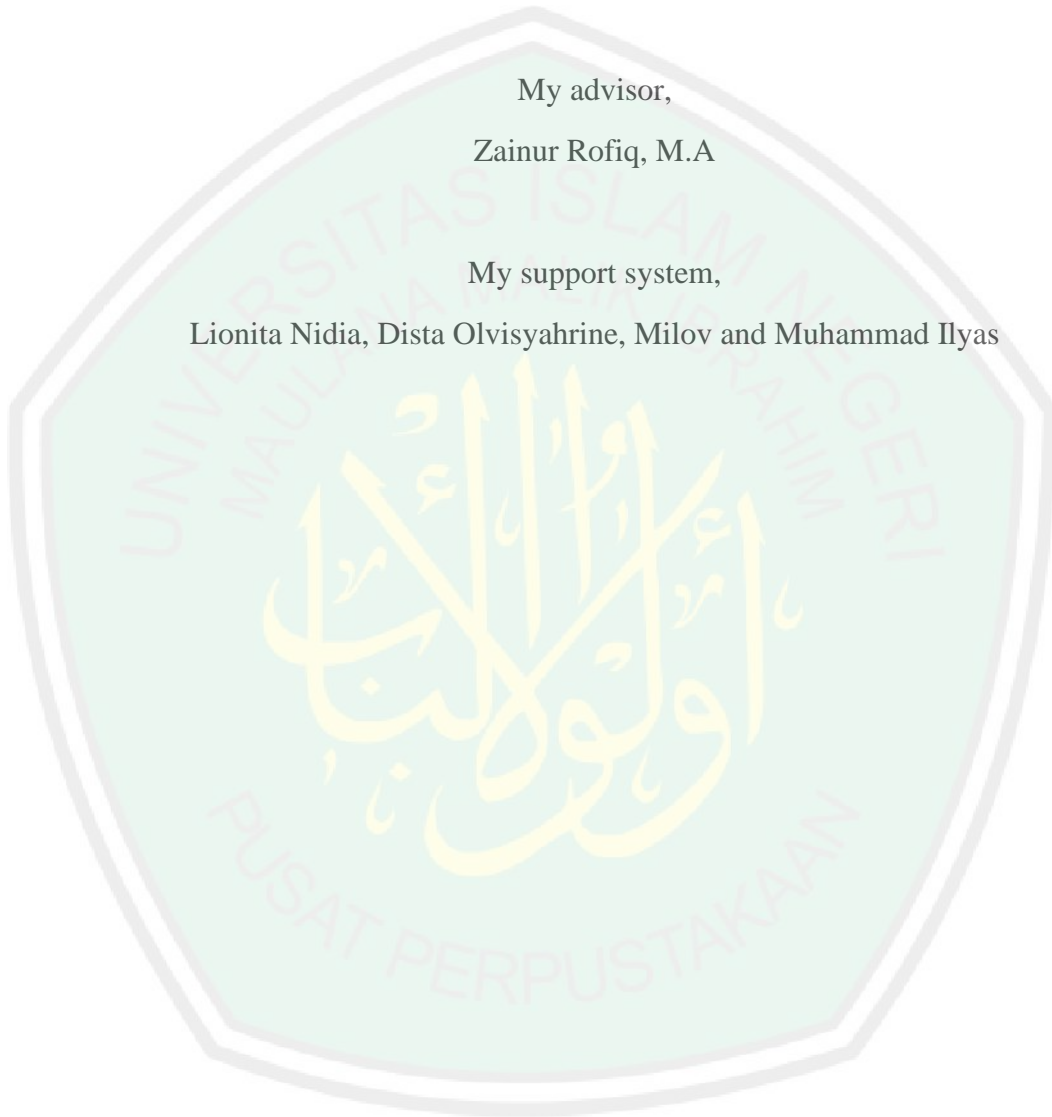
DEDICATION

I dedicate this thesis to

My parents, Slamet Budiono and Himatul Choiroh

My advisor,

Zainur Rofiq, M.A

My support system,

Lionita Nidia, Dista Olvisyahrine, Milov and Muhammad Ilyas

ACKNOWLEDGEMENT

Alhamdulillah, all praises to Allah SWT, who has given me strength, guidance, and blessing so that I can finish this thesis entitled "Discursive Practices in Lizzie Velasquez's Motivational Speech". Also, peace and salvation be upon to the greatest prophet, Muhammad SAW, who guides and spreads the truthfulness and brightness.

It's not easy to write and finish this thesis. Therefore, I would like to give a special thanks to my advisor, Zainur Rofiq, M.A, for giving me a lot of advice, guidance and encouragement to finish my thesis. Thank you for taking your time to read all my drafts and talk through my ideas and mistakes.

Moreover, thank you to all lecturers of English Literature Department who has given me valuable knowledge and advice both in academic and personal levels. Thank you to my beloved family and my friends in the Department of English Literature who always support me. Without any help and support from people around me, I definitely cannot stand and survive to complete this thesis.

Finally, I hope this thesis will be useful for all the readers. This study may not be perfect. Hence, any comment, correction, and criticism will be gently welcomed.

Malang, February 17, 2020

Sarah Aliefiah Arasy

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ABSTRACT

Arasy, Sarah Aliefiah. 2020. **Discursive Strategies in Lizzie Velasquez's Motivational Speech.** Minor Thesis (*Skripsi)* Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor   :Zainur Rofiq, M.A
Keywords   : Discursive Strategy, Motivational Speech, CDA

This study examined discursive strategies in a motivational speech using Critical Discourse Analysis. The speaker certainly used some strategies to attract the audience. The theory used is Norman Fairclough's three-dimensional framework which concern on the relationship between text, discursive practice, and social practice. The research methodology used in this study is descriptive qualitative because the purpose of this study is to provide a deep analysis of the data.

The objective of this study was a motivational speech of an American motivator namely Lizzie Velasquez entitled "How do you define yourself?". The speech occurred at TEDxAustinWomen event in 2014 then uploaded on TED YouTube channel and became famous ever since. The transcript of the speech was then evaluated to find out the discursive strategies used in the speech.

Based on the result of the analysis, the researcher analyzed the effect of the discursive strategies to the social and power relation. The effect of its discursive strategies, afterward, was examined by the macrostructure of the text to interpret the social practice happened. This study confirmed that the discursive strategy can be a tool to conduct the power, as well as the persuasive power of a motivator over their audience.

ABSTRAK

Arasy, Sarah Aliefiah. 2020. **Discursive Strategies in Lizzie Velasquez's Motivational Speech.** Skripsi Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Dosen Pembimbing   : Zainur Rofiq, M.A

Kata Kunci   :Strategi Diskursif, Pidato Motivasi, Analisis Wacana Kritis

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Penelitian ini menguji strategi diskursif dalam pidato motivasi menggunakan Analisis Wacana Kritis. Pembicara tentu menggunakan beberapa strategi untuk menarik perhatian penonton. Teori yang digunakan adalah kerangka tiga dimensi Norman Fairclough yang membahas hubungan antara teks, praktik diskursif, dan praktik sosial. Metodologi penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif karena tujuan dari penelitian ini adalah untuk memberikan analisis data yang mendalam.

Objekdari penelitian ini adalah pidato motivasi seorang motivator Amerika yaitu Lizzie Velasquez berjudul "*How do you define yourself*?". Pidato ini disampaikan di acara TEDxAustinWomen pada tahun 2014 kemudian diunggah di akun YouTube TED dan menjadi terkenal sejak itu. Transkrip pidato kemudian dievaluasi untuk mengetahui strategi diskursif yang digunakan dalam pidato.

Berdasarkan hasil analisis, peneliti menganalisis pengaruh strategi diskursif terhadap hubungan sosial dan kekuasaan. Efek dari strategi diskursifnya, setelah itu, diperiksa oleh struktur makro teks untuk menafsirkan praktik sosial yang terjadi. Studi ini menegaskan bahwa strategi diskursif dapat menjadi alat untuk melakukan kekuatan, serta kekuatan persuasif seorang motivator terhadap audiens mereka.
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مستخلص البحث

اراسى,ساره عليفيه. 2020الاستراتيجيات الاستطرادية في خطاب ليزي فيلاسكيز التحفيزي. بحث جامعي. قسم الأدب

الإنجليزي. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف : زينور رفق

الكلمات الرئيسية : الاستراتيجيات الخطابية ، الخطابات التحفيزية ، تحليل الخطاب النقدي.

تبحث هذه الدراسة استراتيجيات الخطاب في الكلام التحفيزي باستخدام تحليل الخطاب النقدي. يستخدم المتحدث بالتأكيد العديد من الاستراتيجيات لجذب انتباه الجمهور. النظرية المستخدمة هي إطار نورمان فيرقلوغ ثلاثي الأبعاد يناقش العلاقة بين النص والممارسة الخطابية والممارسة الاجتماعية. تعتبر منهجية البحث المستخدمة في هذه الدراسة نوعية وصفية لأن الغرض من هذه الدراسة هو توفير تحليل بيانات متعمق.

كان موضوع هذه الدراسة هو خطاب تحفيزي من قبل الحافز الأمريكي ، ليزي فيلاسكيز ، بعنوان "كيف تعرف نفسك؟". تم إلقاء هذا الخطاب في حدث TEDxAustinWomen في عام ١٤.٢تم تحميله على حساب TED يوتيوب وقد اشتهر منذ ذلك الحين. ثم يتم تقييم نص الكلام لمعرفة الاستراتيجية الخطابية المستخدمة في الكلام.

بناءً على نتائج التحليل ، حلل الباحثون تأثير الاستراتيجيات الاستطرادية على العلاقات الاجتماعية والقوة. بعد ذلك ، يتم فحص تأثير الاستراتيجية الخطابية من خلال الهيكل الكلي للنص لتفسير الممارسات الاجتماعية التي تحدث. تؤكد هذه الدراسة أن الإستراتيجية الخطابية يمكن أن تكون أداة لإظهار القوة والقدرة المقنعة للمحفز تجاه جمهورهم.

CHAPTER I

INTRODUCTION

This chapter contains the background of the study, problems and objectives of the study, significance of the study, scope and limitation of the study, and research method; data source, data collection and data analysis. The previous studies and the definition of key terms will be mentioned as well, to complete the explanation.

A. Background of the Study

A discourse occurs in many forms. One of the way in conveying the discourse is in form of a speech. The speaker certainly uses some strategies to attract the audience. Its social relation can be essentially analyzed. 'Critical discourse analysis provides theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains.' (Marianne Jørgensen, Louise Phillips, 2002). This study employed Norman Fairclough's critical discourse theory which concern on the relationship between text, discursive practice, and social practice. The objective of this study is evaluated the discursive strategy used in a motivational speech.

A motivational speech is a kind of speech that is delivered to convince, persuade the audiences, or to require action to move forward. This might include persuading somebody that increased effort and energy will lead to improved performance. A motivational speech ought to provide an outline of the issue and

the benefits of change which require elements of conviction, course, intensity, and determination from the speaker in their efforts to influence the audience to take a pro-active approach. The development of a motivational speech is aimed to empower an individual or professional growth within the audience.

The growth of the popularity of motivational speech is quite rapid in America, especially since the famous TED Talk events are uploaded regularly on YouTube. One of the motivational speakers is Elizabeth Ann Velasquez, popularly known as Lizzie Velasquez. She is also an author, anti-bullying activist, and social media personality. Born on March 13, 1989, in Austin, Texas, U.S, she got a strange syndrome called Marfanoid-progeroid-lipodystrophy which made her difficult to gain weight. She grew up with a very small and thin body. Her 'different' appearance made her bullied a lot. Even, when she was a teenager, she found a video on YouTube which clearly labeled her as "The World's Ugliest Woman'. She felt betrayed by that video. She, then, built her inner motivation to prove the world that her disabilities didn't take her down. She continued her life, write some books, and graduated from communication studies at Texas State University. In 2014, she was invited by TEDxAustinWomen to give a speech.

The motivational speech that is used as the object of this study is produced by the organization namely TED. TED henceforth Technology, Entertainment, Design is a nonprofit media organization formed to convey various ideas from various fields and backgrounds.TED was first founded in 1984, starting with Richard Saul Wurman's idea of a strong relationship between three fields: technology, entertainment, and design. The distribution of the video of Lizzie's

speech is spread through the sub-channel TEDx Talks. This TEDx conference was held in Austin, Texas in an event entitled TEDxAustinWomen. Since the day the video was uploaded, on 16th January 2014, it gained 9.5 million views. Wonderfully, her motivational speech titled "How Do You Define Yourself?" gained so much good attention from the citizens. She continues to be a motivator to success in her anti-bullying movement and inspires many people.

Furthermore, since Lizzie's motivational speech attracts many viewers on YouTube, and the underlying motivations of her as opposition against bullying in general, it is significant to see the discursive she employs to create a balanced discourse. Also, it is interesting to evaluate and analyze the strategies presented in her talk. This study will employ a Fairclough's Critical Discourse Analysis, (henceforth CDA). According to Norman Fairclough, CDA is a "relationship of causality and determination between (a) discursive practices, events and texts and (b) broader social and cultural structures , relations and processes […] how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power..." (Fairclough 1993: 135).

The theory used in this study is CDA which focuses on the linguistic discursive dimension of social and cultural phenomena. In analyzing the topic, Fairclough concern about the linguistic feature of the text, the process of producing and consuming the text or the discursive strategies, and also the social practice in which the communicative event held. 'It is important to be aware that the analysis of the linguistic features of the text inevitably will involve analysis of the discursive practice, and vice versa' (Fairclough 1992b: 73).

CDA always involves power, ideologies, and aims to explore the relationship between discursive practice, texts, and events. CDA needs to focus on the discursive strategies that legitimate control, or naturalize the social order, and especially the relation of inequality (Fairclough, 1985). It covers the reproduction of unequal power relations between the social groups, such as dominant and subordinate groups. The effect of its different power called an 'ideological effect'. Fairclough used CDA to investigate its ideological effect systematically. 'People can be positioned within different and competing ideologies, and that this can lead to a sense of uncertainty, the effect of which is to create an awareness of ideological effects' (Fairclough 1992b).

Since Fairclough's approach is the text-oriented discourse analysis, the method covers some text analysis stages, namely micro, mezzo, and macro text analysis. The micro focuses on how language practiced. Thus, it seeks the linguistic devices like metaphor, wording, naming, grammar, and others. As mentioned before, the linguistic feature analysis will involve discursive practice analysis. Both can be done together before coming to the macro text analysis. There are many types of discursive strategies. For instance, author description as a strategy in describing author appearance or personality to gain the audience's attention, evidentiality or providing some hard facts to grab the audience's sympathy, implication or inserting an implicit meaning into the text, and so on. Moreover, the following stage is macro text analysis which focuses on interpreting the social practice done by a particular group (or person) due to show their ideology and power.

The discursive strategy is the production and consumption of text and talk used in particular ways. "..texts are produced (created) and consumed (received and interpreted) – are viewed as an important form of social practice.." (Marianne Jørgensen, Louise Phillips, 2002). Discursive practice as a link between text and social practice. 'It is only through discursive practice – whereby people use language to produce and consume texts – that texts shape and are shaped by social practice' (Fairclough, 1992).

Examining the discursive strategies in the text and talk means to confirm that the author often uses a particular strategy in providing the idea. That strategy may help the author who has a dominant power to preserve their position. In sum, it aims to reveal the text produced and consumed, the discursive strategies to formulate an ideology, and the social relation. However, the focus of this study is to evaluate the discursive strategies used by Lizzie, and also analyze the effect of its strategies to her power as a motivational speaker who round-about influence many people around the world.

Moreover, the method for analyzing Lizzie's speech is a qualitative report taken to reveal every discursive practice in detail explanation. Discursive strategies like author description, evidentiality (using a hard fact), and implication or implicit meaning will examine together with micro text analysis to gain the speaker's ideology. While to examine the social context, this study will also use macro text analysis.

There are some previous studies related to this study, the first is a journal entitled "A Critical Discourse Analysis of Imran Khan's First Speech in the Parliament" written by Shazia Akbar Ghilzai, Ayazuddin, Muhammad Asghar (2017). In the journal, the researchers concluded that the text of Imran's speech is very rich so far as critical discourse analysis is concerned.

The second is also a journal entitled "A Critical Discourse Analysis of Three Speeches of King Abdullah II" written by Fawwaz Al-Abed Al-Haq and Nazek Mahmoud Al-Sleibi (2015). This journal analyzes three speeches coaching with the main standards of the Critical Discourse Analysis (CDA), which are the depictions of the content, discourse-as-discursive practice, and finds discourse-as-social-practice. As for the discoveries, the study out that King Abdullah uses these strategies competently in terms of utilizing them to deliver his messages.

Another previous study that the researcher uses as a reference is a journal entitled "Critical Discourse Analysis on Kompas.com News: Gerakan #2019GantiPresiden" written by HendriPitrio Putra and SulisTriyono (2018). This journal uses an article at Kompas.com online news platform entitled *Gerakan #2019GantiPresiden di AntaraAmbiguitasHukumdanSyahwatPolitik*as the object of the study. This journal uses Norman Fairclough's approach that is three-dimensional CDA which are describing the micro, mezzo, and macro structural analysis. Also analyzes the political, social and cultural aspects from the linguistics in the form of diction uses in the text. The result of the research is, from micro-structure aspect, Kompas.com uses tendentious dictions to explain the conflict that occurs as the effect of the movement #2019GantiPresiden. Then,

Kompas.com also uses causal sentences that can be seen of the usage of conjunctions in its sentences. The function of the conjunctions is to relate one paragraph to another. Moreover, in the socio-cultural analysis, the text uses institutional level that involves the media, Kompas.com, also the editors of the text and the journalists. Lastly, the situational level that implicate the conflict horizontally shows that the movement could endanger the next regime of JokoWidodo who won the 2019 election.

Hence, this study is useful as a contribution to further Fairclough's theory analysis because of the previous analyst above only focus on the political aspects. The researcher attempts to analyze a speech in the same approach but using different genre which is a motivational speech. Also, the researcher assumes that behind any motivational speech, there are many tendentious messages that the speaker wants to deliver, especially to convince the audience about the points of the speech. Therefore, in this research, the researcher focuses on evaluating the discursive practices in Lizzie Velasquez's motivational speech.

B. Problems of the Study

1. What kinds of discursive strategies used by Lizzie Velasquez in her motivational speech?

2. How does Lizzie Velasquez perform discursive strategies in her motivational speech?

C. Objectives of the Study

1. To discover the kind of discursive strategies used by Lizzie Velasquez in her motivational speech.

2. To discover how Lizzie Velasquez performs discursive strategies in her motivational speech.

D. The Significance of the Study

This study may contribute to discursive strategies analysis in linguistics work. It may give us a point of view about the discursive strategies adopted by Lizzie Velasquez to induce her audience to gain a few inspirations from in her thoughts. Besides, this study endeavors to prove that perfect wayto understand the speeches by utilizing the major principles of CDA and the discursive strategies by which we would see that Lizzie is acknowledged with the discourse instruments to urge her messages delivered.

E. Scope and Limitation

This study will focus on the kind of discursive strategies used in Lizzie Velasquez's motivational speech and its effect to her power as a motivational speaker. The theory used in this study is CDA by Norman Fairclough using discourse analysis in form of text-oriented approach.

F. Research Design

This study uses qualitative research methodology in order to reveal and explain every finding of discursive practice in that speech. The purpose of this

study is evaluating the discursive strategies used in a motivational speech and analyzing the power relation as the effect of its strategies. This study will analyze, identify, and classify the data related to the discursive practice of Lizzie Velasquez's motivational speech using critical discourse analysis. The main theory of this study is CDA model by Norman Fairclough in which focuses on the linguistic discursive dimension of social and cultural phenomena using discourse analysis in form of text-oriented approach.

1. **Data and Data Source**

The data of this study are in the form of words, phrases, and sentences. The data are taken from the transcript of the video of the speech. The data will be written in a descriptive qualitative form and using the three dimensional methodology.

The object of this study is a motivational speech in audiovisual material in the form of video recording. The video is taken from the YouTube channel of TEDx Talk entitled How do you define yourself?| Lizzie Velasquez | TEDxAustinWomen. Then the data is turned into a form of transcript that will be analyzed in a form of words and sentences.

2. **Data Collection**

The researcher collects the data by watching the video of the speech taken from the YouTube channel of TEDx Talk titled How do you define yourself?| Lizzie Velasquez | TEDxAustinWomen. In gaining the data, firstly, the researcher

watching the video of the speech, then collecting the transcript of the speech "How do you define yourself?". The researcher also considering the content of the speech, such as language used, metaphor, and others. Secondly, after filtering the data, the researcher collects all the data needed which are going to be analyzed for gaining the result of the study.

3. **Data Analysis**

According to Creswell, the audiovisual data collection is useful to analyze phenomenon in a society. 'The advantage of using visual materials is that people easily relate to images because they are so pervasive in our society. Images provide an opportunity for the participants to share directly their perceptions of reality. Images such as videotapes and films, for example, provide extensive data about real life as people visualize it.' (Creswell, 2012). This study examines the author description, evidentiality, and implication as the discursive strategies. The evidence from the speech in part of those discursive practices will be mentioned.

The analysis of the data will be using Fairclough's micro and macro text, because this study only analyzes language in practice and its implication at social practice. Hence, this study applies two steps analysis. The first step is analyzing discursive practice together with microanalysis such as metaphor, wording, naming, and grammar. Finally, the result will be evaluated by macro text analysis in the next step. At this stage, the author strategies and the social implication will be also be investigated.

G. Previous Studies

The first previous studies related to critical discourse analysis of discursive practice is found in a journal entitled "A Critical Discourse Analysis of Imran Khan's First Speech in the Parliament" written by Shazia Akbar Ghilzai, Ayazuddin, Muhammad Asghar (2017). In the journal, the researchers concluded that the text of Imran's speech is very rich so far as critical discourse analysis is concerned.

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H. Definition of Key Terms

Discursive strategy: The discursive strategyis the production and consumption of text and talk used in particular ways. "..texts are produced (created) and consumed (received and interpreted) – are viewed as an important form of social practice.." (Marianne Jørgensen, Louise Phillips, 2002). Discursive practice as a link between text and social practice.

Motivational speech: A motivational speech a kind of speech which is written to persuade, or convince the audiences, to take action to improve.

CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter consists of theories which are related to the research. It discusses about discourse analysis, critical discourse analysis, and the theory of Norman Fairclough's model of critical discourse analysis; micro-textual, macro-structural and also the discursive strategies theory.

A. Discourse Analysis

Discourse is a broad term having numerous definitions; one is discourse "integrates the whole palettes of meanings" (Titscher et.al.1998:42), extending from etymology, through human science, logic, and other existing social sciences disciplines.For the purpose of this paper we are also applying the definition of discourse grounded Van Dijk's (1977:3), and his general idea of discourse as text in context, seen as "data that is liable for empiric analysis" (Titscher et.al.1998:44) with focus being put on discourse as it is an action and whole process. From that, it is connected to this explanation that "discourse" may be a more extensive term than "content":I shall use the term discourse to refer the whole process of social interaction of which a text is just a part."(Fairclough 1989:24).Discourse being the language past the sentences is with more extensive approach and content is the ground for translations.

B. **Critical Discourse Analysis**

Critical Discourse Analysis (CDA) in its easy manner, not a homogenous model, nor a school or a paradigm, but it is more than that,it is a shared perspective on doing linguistics, semiotics or discourse analysis. (Van Dijk 1993b:131). Given the power of written and spoken texts, CDA is influential for describing, interpreting critiquing social life reflected in the text (Luke 1997).

The one element of CDA thatseparates it from other forms of discourse analysis lies in its attribute of 'critical'. "Critical 'implies showing connections and causes which are hidden; it also implies intervention, for example providing resources for those who may be disadvantaged through changed" Fairclough (1992:9).The term CDA is used to indicate Critical Linguistics (CL).According to Fairclough, CDA regards "language as a social practice" and considers the use of language crucially (Wodak, 2000c; Benke, 2000).It is extremely essential to figure out the things that are concealed since they are not evident for the individuals involved, and because of this, they cannot be fought against.The speakers of a language don't function in isolation, but inset of culture, social and psychological structures.

CDA acknowledges all these social contexts and recognizes the connections between textual structures and takes this social context into account and explores the links between textual structures and their function in interaction with the society. Such an analysis is a complex, diverted one, given the obvious lack of direct, one to one correspondence between text structure and social

function. Especially, when it comes to creating and maintaining the differences in power relations.

CDA seeks to reveal how text is constructed so that particular perspectives can be expressed delicately and covertly; because they are covert, they are elusive of a direct challenge, facilitating what Kress calls the "retreat into mystification and impersonality".(Batstone 1995:198-199).Fairclough and Chouliaraki (1999) declare CDA as an aid to place change forward and create awareness "of what is, how it has to come to be, and what it might become, on the basis of which people may be able to make and remake their lives" (p.4).

Fairclough (1995b) stated that filling gaps in society can be done by practice of discourse. Which are connecting two things, community and discourse on one side, language and text on the other.The relationshipbetween the complex mechanism of discursive practice and social function is frequently and willingly left opaque, especially when there is a need to create and maintain differences in power relations. One of the objectives of CDA is to create a paradigm to reduce this opacity.

Discourse analysis aims to "systematically explore often opaque relationships of causality and determination between (a) discursive practice, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practice, events, and texts arise out and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society as itself a factor securing power and hegemony." (Fairclough, 1993)

C. Norman Fairclough Theory of Critical Discourse Analysis (CDA)

Fairclough is known as one of the figures in language discussion, discourse or society. Fairclough (1989) argued that "language is a part of society" additionally language and society engaged internally. Simply according to linguistic, linguistic phenomenon express social phenomenon or process of phenomena that happened in society. Language, according to Fairclough (1989), is "a social process".

Fairclough (1989) likewise makes qualification about discourse and text. According to him, text in the discussion can be seen as a product while the process of the product is the discourse – in which text is the part of the social communication process. Fairclough (1989) as well argue "language is a socially conditioned process" means that the text production and text interpretation referred to the ''process''. What is called by process is related to the practices of the society. Fairclough in Language and Power (1989) analysed how the communication hold in "by the structures and forces of those social institution within which we live and function" (Fairclough 1989: vi).

To be able to explain about the relationship between language, ideology and identity therefore critical analysis on discourse analysis and text is needed. Fairclough (1989) propose that through critical study in discourse and text, it may help to unveil the hidden message from people. So far, critical analysis more knowledgeable by people as the tool that have the purpose to interrogate the "hidden determinants" in the system of social relationship and "hidden effect" which the people may have (Fairclough, 2001).

Nonetheless according to Wodak (1989) in the field of social science there is no fully objective results because it is somehow pledge with subjectivity. Moreover Wodak (1989) propose that critical analysis has the aim to reach the justice for those who are considered as powerless and oppressed.

Fairclough's Model and Analytical Framework has been utilized for this study. Rodgers et al. (2005) referred to in Mirzaee and Hamidi (2012) acquire that Fairclough's logical system includes three levels of examination that are: the text, the discursive practice, and the socio-cultural practice. On the other words, every each of these degrees has three proportions: (i) these are oral or written texts, (ii) they become the example of discourse practice that include the creation and understanding of writing, and (iii) they are part of the practice of social. Every dimension of the examination requires different type of analysis, including text analysis (description), processing analysis (understanding), and social analysis (explanation).

Text analysis contain the study of language which is produced in a discursive occasion – examination on the discursive reproduction of text. The process of the analysis related to how people produce and interpret or change the text. Things that are going with this socio-cultural analysis involve the analysis of the process inside a particular socio-cultural framework and which describe the issue of power. This dimension analysis is to participate the exploration of discourse in different circles of society. The outcome of the second and the third dimensions is text that is known as the first dimension.

Indeed, CDA for Fairclough which the basis of the statement come from Halliday about systemic functional linguistic (SFL), concern about the investigation of the connection between two inferences about language use: the language used here includes socially shaping and socially shaped. Fairclough (1995) come up to operationalizes the hypothetical assumption through the notion of multi-functionally of language in text which according to him, text and discourse are socially constitutive: "Language use is always simultaneously constitutive of (i) social identities, (ii) social relations and (iii) system of knowledge and beliefs"

In conclusion, Fairclough's analysis can be understood as: the main technique of managing analysis of texts is called as description as it expounds the etymological units of the discourse. The second level of the analysis called as an interpretation which deal with the discussion when the discourse has been conveyed to the public. Furthermore, this analysis coincides to the discourse that relate to the ideology and power.

Fairclough (1989) sets out the social hypotheses supporting CDA and, as in other early basic etymological work, an assortment of literary models broke down to show the field, its points and techniques of analysis. Fairclough (1992, 1995) and Chouliariki and Fairclough (1999) clarify and expand of a few main points in CDA, indicate that CDA is helpful in uncovering the rambling idea of much contemporary social and cultural change for more than examining language in relation to power and ideology.

D. Fairclough's Analysis Model

There are three analytical focuses in Fairclough's model. Those are micro-text analysis, discursive practice, and sociocultural practice. This is similar to van Dijk's three dimensions of ideological analysis: discourse, socio-cognition, and social analysis (analysis of social structures). What seems to be the main difference between Fairclough's and van Dijk's approaches is the second dimension, which mediates between the other two. Van Dijk considers social cognition and mental models as intermediaries between discourse and social, while Fairclough believes that this task is assumed by the practice of discourse - the production and consumption of texts - (Fairclough, 1995b, p. 59). The two CDA approaches, "are similar in conception" (Fairclough, 1995b, p. 59)

1. Micro-Text Analysis

The first model is micro-text analysis. This analysis focus on linguistic analysis such as vocabulary, grammar, semantics, the sound system, and cohesion-organization above the sentence level (Fairclough, 1995b, p.57).Linguistic analysis is applied to the lexical-grammatical and semantic nature of texts, two aspects that affect one another (pp. 57-58). According to Fairclough's (1989) model, there are four items in the value of vocabulary analysis: overwording, hyponym, antonym, and synonym.

Fairclough also analyze a text from a multifunctional perspective. According to Fairclough, any sentence in a text can be analyzed in the articulation of these functions, which it has labeled with representations, relationships, and identities: (i) Special representations and contextualizations of social practice

(ideational functions) - may carry certain ideologies. (ii) Specific constructs of author and reader identities (for example, in terms of what is highlighted - whether aspects of the status and role of identity, or aspects of individual and personality identities) (iii) Special constructs of relationships between writers and readers. (Fairclough, 1995b, p. 58).Along the same line, Fairclough (1989) states that formal features have three types of values: experimental, relational, and expressive presented (1989, p. 112).

Critical Discourse Analysis (CDA) deals with the demystification of ideology and power through a systematic examination of oral, written and visual data (Wodak, 1997). CDA wants to uncover hidden beliefs that are often covered with conceptual metaphors and analogies.Language then becomes very vital because every action that leads to power, is accompanied and influenced by language.The hidden meaning is often conveyed through the word choice, repetition, causal sentences, and even figurative language.

2. Discursive Strategies

In Fairclough model, discursive strategies have the role as the connector between macro and micro level analysis. The focus of this strategy is on the context and how it was initially delivered. As expressed before, CDA consistently attempts to uncover the hidden power in each type of discourse. Accordingly, the audience interprets it according to the existing standards in society. Discursive strategies or mezzo-structural analysis includes the interpretation conducted on the processing of discourse which includes aspects of production, distribution and

using of text. Through this discourse analysis, people not only know how the content of the speech is written but also how the message is delivered.

Discourse analysis in social sciences is often strongly influenced by the work of Foucault (Foucault 1972, Fairclough 1992). Foucault (1972) recognized a lot of techniques by which a discourse "constitutes its object". These techniques standardize certain subjectivities and exclude others. Foucault (1977) argue that the methodologies of standardization and exclusion might be recognized as comparing, ranking, classifying, hierarchizing and dividing. The techniques are utilized to pass on the writer's idea to persuade the audience that the thought is the truth.These strategies are used to influence the readers' point of view about the topics they read. Hence, the writer uses some strategies to attract the reader's attention to read the news article and these strategies are called discursive strategies.

Some people accept that techniques are not essential in writing nor speaking, however some believe that utilizing discursive strategies are expected to accomplish specific goals. The using of discursive strategies really depends on what the speaker or the writer are in the context. Therefore, it is required a conscious planning of discourse for the writer to achieve specific purpose. Its utilization is connected to the social and social setting of the objective. These systems can be divided as: capture strategies, credibility strategies, dramatization, strategies and controversial strategies.

On the other hand, a strategy called as capture strategy has the aim to assure and hook the reader or listeners to change their opinion through the

message that they want to deliver. Commonly this strategy used in commercial fields. The next strategy named as credibility strategies working by the using of resources just like the name of the company or person. The user believes that the using of this strategy has the function as a shield for them to increase their credibility level. The objective primarily has a target to give the writer a more noteworthy greatness and importance when it deals with the topic. The used of figures in credibility strategies can be used in dramatization strategies. The target of the dramatization is the audiences' emotion and assumption. The last is controversial strategies that is used to create negative responses toward the object of the topic. the purpose of this strategy is to rolling out a fast improvement of the receiver's perspective. This strategy usually includes the condition of a circumstance ad the context just as its participants.

3. Macro-Text Analysis (Socio-cultural Practices)

For Fairclough (1995b, p. 62), analysis in this dimension relates to three aspects of the socio-cultural context of communicative events: economics (ie media economy), politics (ie power and ideology of media), and culture (ie issues of value). According to Fairclough, one does not have to do the analysis at all levels but every level that might be "relevant to understanding certain events" (p. 62).

Discussions in social practice cover the situational, institutional, and social levels. At the situational level, analysis focuses on the production and situation of a context. Then at the institutional level, the analysis includes the influence of an institution, both internally and externally. While the social level

includes more political systems, economic systems, and cultural systems that exist in society.

"The interpretation phase reveals hidden power the relationship and purpose of this stage is to establish whether verbal cues in the text contain certain assumptions or other hidden elements that are not clear at first glance "(Fairclough, 1989, p.129).

Norman Fairclough takes the position of middle class theory, which focuses on social conflict in the Marxist tradition and tries to detect linguistic manifestations in discourse, specifically the elements of domination, difference, and resistance. (Ruth Wodak; Michael Meyer, 2001)

For Fairclough, every social practice has a semiotic element. The social practice relates to productive activities, means of production, social relations, social identity, to cultural values in society. CDA acts as an analysis of the dialectical relationship between semiosis (including language) and other social elements. Fairclough uses systemic functional linguistic theory which analyzes language as a social function.

CHAPTER III

ANALYSIS AND DISCUSSION

This chapter presents the results of the research used the three-dimensional critical discourse analysis by Norman Fairclough. The results are presented in the form of descriptions and are described in the form of discussions.

A. Micro-textual Analysis

The speaker needs to use appropriate language to deliver their idea. In a speech, the number, level, and status of the audience have also had to be considered. The object of this study, Lizzie, uses informal language in delivering her motivational speech. She wants the audience clearly catch the points and get full understanding. Indeed, her audience was raging from youngster to adult.

Based on the various linguistics tools used by Lizzie in her motivational speech, the researcher found the mark of the representation of the themes and figured which involved in her speech. They are the dictions, repetitions, the usage of causal sentences, and also some metaphors. Below is the analysis of the linguistics aspects of the speech:

a. Word Choice

Excerpt 1: *"I wear contacts-**conTACT**. **Half-of-conTACT**.When I wear my reading glasses, half of prescription. If somebody is annoying me, being rude; **stand on my right side**, **it's like you're not even there"***

Excerpt 2: *"Also, **being small**, I am very willing to volunteer myself to go to Weight Watchers or some gym, and say, 'Hi I'm Lizzie. **I will be your***

poster child, put my face on whatever you need and I will say, Hi I use this program, **look how well it worked**"

Excerpt 3: *"When I was born,* ***it was a miracle that I came out screaming***"

Excerpt 4: *"I think of it as a big slap of reality for a five-year-old, because I went to school first day,* **decked-out in Pocahontas gear**, *I was ready."*

In the excerpt 1, Lizzie gives the stressed tone in the last word of 'contact' because it is supposed to be a contacts lens worn in a pair of eyes. Whereas, she only wears it in one eye. The fact that Lizzie cannot use her right eye is also considered as a hard fact. Lizzie creates the term 'Half-of-conTACT' to name her eye condition. Thus, it is also can be said as her strategy in showing the audience about her condition (eyes description). Lizzie describes it implicitly through her 'conTACT' joke. Another implicit meaning mentioned in her next statement that if somebody hurt her and stand on her right side, she feels like they are not there. This statement tells that she cannot see anything using her right eye.

In excerpt 2, there is a continuing part of the previous one. Lizzie uses present continuous 'being small' in her way to tell the audience that she would never gain a weight. She chooses 'Weight Watchers' as her example because her audience understand it as the name of a popular place to shape the body. Her strategy delivered in a joke 'I will be your poster child, look how well it worked'. It has an implicit meaning that her physical appearance is totally short. Even she can be a material of public advertisement.

In excerpt 3, Lizzie tells her early life. She chooses the word 'miracle' to covey the audience that she got an unusual condition from her birth. This part of the story implicitly means the 'baby Lizzy' was born in miserable condition. The strategy in this excerpt can be the other way to attract the audience sympathy.

The phrase 'Pocahontas gear' mayalso attract the audience to follow her sense of story. She also plays with the other metaphor. Those phrases create an implicit information such as: 'Pocahontas gear'; means she was totally ready and confidence to walk like the character of Pocahontas. Pocahontas itself is a fictional character in the animation movie entitled Pocahontas. The movie was released in 1995, due to this fact, Pocahontas seemed like the character that reminds Lizzie of her childhood. That might be the reason why Lizzie uses the word Pocahontas in her speech.

b. Repetition

Excerpt 5: *"I was born with this **very very rare syndrome** that **only two other people in the worldincluding myself**, that we know of have"*

Excerpt 6: *"That I have so proudly been able to stand in front of people and say 'you know what? **I've had a really difficult life**. But **that's okay. That's okay. Things have been scary, things have been tough**"*

Excerpt 7: *"**There are benefits** to not being able to gain weight, **there are benefits**to being visually impaired, **there are benefits** to being kind of really small"*

Excerpt 8*: "The day kind of got **worse and worse.** A lot of people just wanted to have absolutely nothing to do with me, and I couldn't understand **why. Why?** What did I do? I didn't do anything to them. In my mind I was still a really cool kid"*

The excerpt 5 is the opening part of her speech. In this part, Lizzie uses simple past tense to show her early condition. She uses the declarative content clause to arrange it. She mentions adverb 'very' twice in a form of repetition to emphasize her idea about her 'rare syndrome'. The fact that she suffers from really rare syndrome only a few people who know, and has attacked her since she was born, considered as a hard fact. She provides the fact as the evidence that her illness is unusual and everybody should notice it.

In the next excerpt, (6), Lizzie uses the other repetition clause in emphasizing her opinion. She also chooses the words 'scary' and 'tough' to intensify the feeling of worsening state. This excerpt contains the evidentiality that she actually had a really difficult life, but she can survive. The fact that she keeps repeating the phrase "*that's okay, that's okay*" shows that she express about her tries to make herself feels calm, but her strategy also leads the audience to feel calm too and not being too overwhelmed of the situation that Lizzie is having.

In excerpt 7, Lizzie provides her statements using another repetition of the clause. Again, she chooses the repetition clause 'there are benefits' to emphasizing her idea. She also uses present continuous tense marked by 'being' to express her exact condition that prevails up to now. This shows that she was once felt unhappy about her life but she is feeling fine about her conditions now.

The eighth excerpt shows how Lizzie uses a repetition word like 'worse' and 'why'. She also uses the open interrogative clause to take the audience deeper inside into her story. In this excerpt, Lizzie employs evidentiality that many people did not want to have a relationship with her. The usage of that kind of repetition is to make her statement more convincing, and to gain the audience's empathy about her condition.

c. **Figurative Language**

Excerpt 9: *"I think of it as **a big slap of reality** for a five-year-old, because I went to school first day, decked-out in Pocahontas gear, I was ready.*

Excerpt 10: *"I went in with **my backpack that looks like a turtle shell because it was bigger than me**, and I walked up to a small girl…*

Excerpt 11: *"… Smile at her and **she looked up at me like I was a monster**. Like I was the scariest thing she had ever seen in her life. My first reaction was: She is really rude"*

From the excerpt 9, the researcher found other story about Lizzie's childhood life experience also contains three discursive strategies altogether. She firstly mentions a phrase 'big slap of reality' to show the audience her sad feeling at that time. The phrase 'big slap of reality' is one example of metaphors because the word 'slap' is supposed to be used for human activities. The function of the metaphor here is to equate those two things; the word 'slap' and 'reality' not because they actually are the same, but for comparison or symbolism.

In excerpt 10, Lizzie also uses a simile in the phrase 'my backpack that looks like turtle shell because it was bigger than me'; means her body was smaller than her bag. The word 'like' is to compare two different things and show a common quality between them. The phrase is considered a simile because it compares two unrelated things, the backpack and the turtle shell.

Lizzie also uses another simile in excerpt 11. She basically wants to tell that she used to feel that she looked really ugly. Therefore, she uses the phrase 'like I was a monster' that contains a simile in it. The word 'monster' implies a creature that is really scary and not human-like. Also, by saying so, she may have attracted another attention of the audience and gained their empathy.

d. Causal Sentence

Excerpt 12: *"It took me a very long time to figure out what defines me. **I thoughtthat my little legs and my little arm, and my little face were ugly, I thought I was disgusting"***

Excerpt 13: *"When I was in high school I found a video, unfortunately, that somebody posted of me, **labeling me the world's ugliest woman**. Over four million views to this video. Eight seconds long, no sound, thousands of comments. People saying: Lizzie, please just do the world a favor. **Put a gun to your head, and kill yourself"***

Excerpt 14: *"I could get back all those people who made fun of me, **who teased me, who called me ugly, who called me a monster,** was to make myself better, and to show them"*

In this excerpt, Lizzie starts to invite the audience to come to her main topic. She begins by providing hard fact and description about her 'little' body. Emphasized by the repetition of phrase 'my little'. She also chooses a negative words like 'ugly' and 'disgusting'. The more she uses a hard exampleit may makes her gets more audience attention.

The excerpt 13 is explaining about Lizzie's story that becomes a turning point in her life. This excerpt talks about the hard fact she got before she decides to arise. The fact when she found a video that labeled her as the ugliest woman in the world. In describing that fact, she uses simple clause and unmarked coordination.

In the last excerpt,Lizzie tells the result of her previous story. Lizzie uses coordination of relative clause to referring everybody who gives her a bad treatment or notion. This contains evidentiality of many people behave to her in the past. After providing those facts, Lizzie ends up with her decision to fight against them as her figure now.

B.   Discursive Strategies

The interpretation conducted on the processing of discourse which includes aspects of production, distribution and using of text. Through this discourse analysis, people not only know how the content of the speech is written but also how the message is delivered.

The motivational speech that is used as the object of this study is produced by the organization namely TED. TED henceforth Technology, Entertainment, Design is a nonprofit media organization formed to convey various

ideas from various fields and backgrounds.TED was first founded in 1984, starting with Richard Saul Wurman's idea of a strong relationship between three fields: technology, entertainment, and design. The first TED, which he co-founded with Harry Marks, was still in the form of a demo in a compact disc, e-book, and 3D graphics produced by Lucasfilm.

After experiencing failure at the first event, the TED conference was held again in 1990. Since then, the TED conference has become an annual event in Monterey, California. The TED conference attracts a growing and influential audience from various disciplines united by their curiosity and open-mindedness. The original topic of TED was about technology and design, but lately it has expanded its focus and summarizes presentations on various academic, cultural and scientific topics. The purpose of the formation of TED is to welcome people from every discipline and culture who seek a deeper understanding of the world.

Since June 2006, TED presentations have been available online for free, under the Attribution-NonCommercial-NoDerivatives Creative Commons license, via TED.com, and also through the YouTube page on the TED channel. This channel has 15.6 million subscribers and already gained 1.6 billion views per December 2019. On this YouTube channel, TED also has several featured channels such as TEDx Talks, TED-Ed, TEDxYouth and others.

The distribution of the video of Lizzie's speech is spread through the sub-channel TEDx Talks. This TEDx conference was held in Austin, Texas in an event entitled TEDxAustinWomen. Since the day the video was uploaded, on 16th January 2014, it gained 9.5 million views. Therefore, it is fair to claim that

through this worldwide channel, Lizzie could spread a legitimate and powerful speech for the worldwide audience, and since today, many people have already been motivated by her speech.

In her motivational speech, Lizzie uses some discursive strategies to gain audience attention and to deliver her messages. From the excerpt 1, *"I wear contacts-**conTACT**. **Half-of-conTACT**. When I wear my reading glasses, half of prescription…"*it can be seen that her way in naming her contacts lens makes the audience laugh. In fact, that joke contains a quite hard meaning. By delivering the word "contact" with the stress on the "-TACT" she tends to make her audience laugh rather than feels sorry for her unfortunate condition. The response of the audience confirms that Lizzie was successfully attracted the audience attention.

Her other joke is shown in excerpt 2 where she shows her power to motivate the audience that she no longer feels guilty and sad to her illness, and everyone can also behave like her. In this excerpt, her word choice "being small" might be showing that she is proud and understand about the condition of her body, however, she might actually once felt unhappy about her condition, therefore she uses satire in her following sentence "... I am very willing to volunteer myself to go to Weight Watchers or some gym, and say, 'Hi I'm Lizzie. **I will be your poster child**, put my face on whatever you need and I will say, Hi I use this program, **look how well it worked**". The researcher found this quite ironic that her body size is small not because of her working out but because of the syndrome that she is suffering. However, by using the satire, her strategy to deliver her message to audience to not feel sorry about her is worked.

Moreover, the strategy in the excerpt 3"When I was born**, it wasa miracle that I came out screaming**"can be the other way to attract the audience sympathy. She chooses the word "miracle" to show that the possibility of her being alive when she was born is quite too little because of the syndrome. This strategy can be analyzed as Lizzie's intention to show her power as a motivator. By delivering a hard fact, the audience will pay attention and feel the sense she created. The sympathy of the audience makes the motivating idea well delivered and makes the audience keep following her speech later on.

Researcher also found that Lizzie uses some repetition in delivering her speech to express her strategy to get the audience serious attention. For example in excerpt 5, "*"I was born with this **very very**rare syndrome…"* she mentioned the word "very" with a stress and repeated it twice, it indicates that her syndrome is *indeed* very scarce and she wanted her audience to get adequate understanding about her condition. This also might be one of her strategy to show her power to audience that despite her disadvantaged condition, she is still able to standing on the stage giving them some motivations.

In her speech, Lizzie's motivating power can be seen from the way she gives an advice to not giving up in life. She shows the audience that her incapability, her difference, makes her become 'someone'. She asks the audience to be as strong as her. By providing several discursive strategies in a statement simultaneously, Lizzie directed the audience to imagine being her. She has the power to convey those opinions because she had ever experienced it. Therefore, it works to 'motivate' the audience because of only her who feels those struggles.

The audience will surely believe her. In excerpt 6, this part considered as Lizzie's strategy in showing her position right now. Unconsciously, Lizzie compares her past and her present position. It may enable the audience to admire her transformation and then bring it as a motivation.

Moreover, by using the ironic statements and a repetition in her speech such as *"There are benefits to **not being able to gain weight***, *there are benefits to **being visually impaired***, *there are benefits to being **kind of really small"**,* Lizzie tries to convey the audience that her syndrome really gives her positivity and advantages. This is her strategy to show the people that even being in a rough condition, she still be able to be helpful to others.

The way she shows the implication in excerpt 9 also explains her appearance description when she was a kid. She feels that bad due to her friend afraid of looking up to her. By using some metaphor in her speech, it might make the story more dramatic. She uses the metaphorical phrase "**a big slap of reality** for a five year-old" to emphasize the fact that she was shocked of her getting bullied in such a very young age. Thus, that was the hard fact she got. The combination of discursive strategies proves that Lizzie has mastered in controlling her idea to be delivered in front of many people.

Another strategy that is used in her speech is showing that her life was really tough and she tries to gain audience's empathy. In the excerpt 11, "… *she looked up at me like I was a monster*. *Like I was the scariest thing she had ever seen in her life."* By applying a figurative word in her statement, in this case; simile, she wants the audience to feel empathy toward her past, therefore the

audience have the willingness and be more interested to follow the course of her speech. Moreover when she uses the words like "monster" and "the scariest thing", the audience might already set their mindset that Lizzie's appearance was *that* horrible at that time. In this case, she might be succeeded to gain her audience focus and she can use her power to make her audience follow her story even more.

In delivering this speech, the researcher can conclude that Lizzie has the ability to convince the audience that having experienced such an extreme criticism helps her to reach her goals. She has successfully delivered the main purpose of her speech that we should not let the negativity in your surroundings define you as a person, but instead make the negatives motivate you and help you to prove them wrong. Besides, her way to express her ideas is also impressive. Her delivery of the speech was very sincere and pure, it seems like she was connected with the audience really well.

C. Macro-structural Analysis

The third dimension is a macro level analysis based on the opinion that the social context exists outside the media actually affects how the discourse is. Socio-cultural practices analyze three things, namely economics, politics, and culture which also influence media institutions and their discourse. The discussion of socio-cultural practices includes three levels, namely situational level, institutional level, and social level. The situational level is related to the production and the context of the situation. The institutional level is related to the influence of institutions both internally and externally. Then, the social level is

related to more macro situations such as socio-politics aspects. The three levels of analysis in Lizzie's speech can be seen as follow:

Situational Level

The object of this study is a motivational speech deliveredby Elizabeth Ann Velasquez, popularly known as Lizzie Velasquez. She is a motivational speaker, an author, and anti-bullying activist. Lizzie was born four weeks prematurely on March 13, 1989 in Austin, Texas. Her birth weight was only 1.2 kilograms. This is because she was born with extremely rare congenital disease called Marfanoid-progeroid-lipodystrophy which made her difficult to gain fat and weight. Her physical built remains small that she could not grow tall; and not be able to gain any fat since she was a little girl until now as a grown up woman. Up until now, her weight is stuck in her maximum number, 58 pounds or 26 kilograms and she is only 5 feet, 2 inches tall.

The syndrome that she has is really rare, as she mentioned in the excerpt 5, "*I was born with this very very rare syndrome that only two other people in the world including myself, that we know of have,*"She was born by emergency C-section weighing fair less than three pounds – half of what was anticipated for the 36-week pregnancy. And ever since, she's been used for experiments out by handfuls of specialists attempting to analyze and treat her condition.

Lizzie indeed has an unfortunate condition of her body; however, her parents raised her just like she is a normal person. Even she got bullied a lot when she was in 1st grade, she felt strange because she has been treated very well with

her parents that she could not realize the syndrome that she suffers. Her parents who are a public school principal and a church receptionist, told her that Lizzie's appearance was no different from other kids, she is just smaller. As can be seen in the transcript, "*Now as first parents you could – first time parents you could think that my parents would say, oh no, why? Why – why are we getting our first child to have all these unknown problems? That's not what they did. The first thing they told the doctor was, we want to see her and we are going to take her home and love her and raise her to the best of our abilities and that's what they did.*" Basically she was raised in a healthy environment by supportive parents.

On her first day at school, she got her first pressure from other kids. Just as can be seen in excerpt 4, *"I think of it as a big slap of reality for a five-year-old, because I went to school first day, **decked-out in Pocahontas gear**, I was ready"* She uses the word Pocahontas to express her spirit on her first day. Pocahontas itself is a fictional character in the animation movie entitled Pocahontas. The movie was released in 1995. Due to this fact, Pocahontas seemed like the character that reminds Lizzie of her childhood. Based on the history of Pocahontas in the article "True Story of Pocahontas" written by Smithsonian Magazine, Pocahontas is a Native American woman who is brave and independent. She portrays an image of a feminist who struggle for her community and a leader of her own right. This might be showing that Lizzie tries to show the audience that she had a spirit like Pocahontas on her first day of school.

Because of her kindness and ability to be friends with many people, she then be accepted by other kids. She even joined cheerleader team in her school.

Her surroundings were getting used to her and became really supportive to her. Until when she was 17, she experienced a massive cyber-bullying that she discovered a YouTube video labeling her "The World's Ugliest Woman" in 2006. This video triggered her to speak up and stand for herself which then she started to against bullying.

Institutional Level

After she wrote many books, she then was invited to be a speaker in TEDxAustinWomen event in January 2014. Her famous speech entitled "How Do YOU Define Yourself" gains over 9.5 million views. The motivational speech is produced by the organization namely TED. TED henceforth Technology, Entertainment, &Design is a nonprofit media organization formed to convey various ideas from different fields and backgrounds.TED was first founded in 1984, starting with Richard Saul Wurman's idea of a strong relationship between three fields: technology, entertainment, and design. The first TED, which he co-founded with Harry Marks, was still in the form of a demo in a compact disc, e-book, and 3D graphics produced by Lucasfilm.

After experiencing failure at the first event, the TED conference was held again in 1990. Since then, the TED conference has become an annual event in Monterey, California. The TED conference attracts a growing and influential audience from various disciplines united by their curiosity and open-mindedness. The original topic of TED was about technology and design, but lately it has expanded its focus and summarizes presentations on various academic, cultural

and scientific topics. The purpose of the formation of TED is to welcome people from every discipline and culture who seek a deeper understanding of the world.

Since June 2006, TED presentations have been available online for free, under the Attribution-NonCommercial-NoDerivatives Creative Commons license, via TED.com, and also through the YouTube page on the TED channel. This channel has 15.6 million subscribers and already gained 1.6 billion views per December 2019. On this YouTube channel, TED also has several featured channels such as TEDx Talks, TED-Ed, TEDxYouth and others.

Not only her powerful speech that made her became an influencer, but she is also an anti-bullying activist. She became an anti-bullying activist is driven by a long and bitter experienced of her being bullied in her entire childhood. Because of her active concern about anti-bullying movement, for National Bullying Prevention Month in 2015, she hosted a social media challenge for Bystander Revolution's Month of Action.

Lizzie has also written some motivational books and self-published them. She started her first work as an author of her autobiography entitled "Lizzie Beautiful: The Lizzie Velásquez Story". She has self-published this book in 2010. She has also written her other book in 2012 which share her advices entitled "Be Beautiful, Be You" that discover what truly makes us beautiful, and teaches readers to recognize their unique gifts and blessings.

Social Level

The audience of the TEDxAustinWomen in which Lizzie was the speaker is addressing is a group of women but it might indeed be valuable to other genders as well. The audience can be from any age, gender, occupation, education, or position of power. Even on the YouTube, anybody could watch the video of the speech and feel as though they are being talked to directly. The issue of defining yourself and figuring out who you really are is important here. These social issues are pressing for Lizzie's time and place because everyone needs motivation from time to time. There are few values that Lizzie offers to the people is to take away the negativity and use it to reach your goals and no one has the right to tell you who you really are. She is able to identify the people since she had been bullied all through her life, which numerous individuals can relate to her.

When delivering a speech, Lizzie has a sense of pride and dignity when she stands in front of the crowd, because this is something that is dreamed of by many people, especially women. This is the attraction for the audience towards the character of Lizzie, because everyone calls it "imperfections and flaws," but she has learned to respect each human being. This level of audience connection is very helpful in conveying messages that Lizzie has, because in the end everyone can connect Lizzie's message with their own lives.

In this speech, Lizzie tries to deliver the moral value about self-love that only you can define yourself. The aim is to motivate someone to reach their true potential. The strategies of her truly works because she say she has gone through unfortunate situation and survived but is still making something of herself and that gives people hope for themselves. Herpoint is perfectly formed because in every

argument she makes, she uses her own experience to support it. One of the points in her speech is the detail that she shared about bullying.

As can be seen from the fact that Lizzie appearance's gaining many negative perspectives from other people, it shows that the culture of bullying at that time is quite rapid especially in America. Based on what had been experienced by Lizzie, she used to be the victim of both direct bullying and also cyber-bullying. The bully was quite massive that even she got depressed and finally she stood up for herself after receiving so many hate speeches.

It can be shown in the excerpt 13: *"When I was in high school I found a video, unfortunately, that somebody posted of me, **labeling me the world's ugliest woman**. Over four million views to this video. Eight seconds long, no sound, thousands of comments. People saying: Lizzie, please just do the world a favor. Put a gun to your head, and kill yourself."* From this excerpt, it is clearly shown that people tend to make fun of other people by their physical appearance, and do judge a book by its cover.

This evidence shows that in bullying towards disadvantaged people is happened a lot especially in America. Bullying is a situation in whicha person or a group of people engage in behavior that is intended to harm another person. Bullying can have several different of types; verbal, physical, social, and cyber-bullying. Another explanation about bullying is an aggressive behavior among other people that involves power imbalance, and this behavior tends to be repetitious. Bullying includes actions such as making threats, spreading rumors,

attacking someone physically or verbally, and excluding someone from a group on purpose.

In America, the growth of bullying towards children and adolescents is quite rapid. Almost every day, there are kids getting bullied physically and verbally. Based on the Pacer's National Bullying Prevention Center website, it can be shown that more than one out of five students report being bullied. Moreover, kids with specific learning disabilities, autism spectrum disorder, emotional and behavior disorders, other health impairments, and speech or language impairments report greater rates of victimization than their peers without disabilities longitudinally and their victimization remains consistent over time (Rose & Gage, 2017). In this case, Lizzie is one of the victims of this kind of bullying when she was a kid because of her special needs. When assessing specific types of disabilities, prevalence rates differ: 35.3% of students with behavioral and emotional disorders, 33.9% of students with autism, 24.3% of students with intellectual disabilities, 20.8% of students with health impairments, and 19% of students with specific learning disabilities face high levels of bullying victimization (Rose et al., 2012).

The rates of bullying are mostly divided into two kinds, the traditional bullying involvement, and cyber bullying. Cyber bullying is a bullying that takes place using electronic technology. There is another more specific explanation of cyber bullying by the National Crime Prevention: "the process of using the Internet, cell phones or other devices to send or post text or images intended to hurt or embarrass another person." Cyber bullying might be restricted to posting

rumors around an individual within the internet and persuade other people to spread hate speech to the victim.

The most important issue that needs to be raised is the effects of bullying. The students who have experienced getting bullied have high risk in getting good grades at school, difficult to sleep, even having some kinds of anxiety and depression. Bullying also can effects to the future of everyone who involves, both the victims and the bullies. The risk is mostly attacks their mental health problem and behaviors, also their relationship with their parents and their environment, even their future.

In socio-political aspects, the researcher wants to analyze about the law about anti-bullying. In America, all fifty states already have the school anti-bullying legislation begins by Georgia in 1999. Since 1999, state governing bodies have been astoundingly active on bullying in schools. From 1990 to 2010, more than 120 bills were ordered by the states to present or correct instruction or criminal equity statutes that address bullying. By 2015, each state had passed a law that coordinates state schools or private schools to create arrangements to address bullying. A few of the common arrangements along with examination and detailing of bullying, disciplinary activities for the students included in bullying, staff preparing and anticipation.

However, even though the law and legislations of anti-bullying has been encouraged by the government. The society still needs non-governmental actions towards bullying. It can be in a form of socializations, social events, and public speaking as what Lizzie has done. This is because a social acceptance tends to

underestimate the step that the government made, therefore, Lizzie's speech in TEDxAustinWomen event is more accepted by society. Moreover, because of her power, hen she has change the audience perspective, she can easily practice some discursive strategies to convey her idea in discourse.

D. Discussion

The point of this sub chapter is to summarize the findings and relate it to the existed theory. There are three dimensions of analysis which must be examined about within the discussion in arrange to answer the research questions. The primary, which may be a micro-structural examination points to analyze the textual aspects within the discourse. Based on the first dimension of Fairclough that covers the portrayal of the content, the term content meaning not as it were ´linguistic units` of sentences or clauses, but concerns in semiotic signs as well. Moreover, followed with second model of analysis, it is the mezzo-structural that is aiming to acknowledge the discursive strategies used in Lizzie Velasquez's motivational speech. The last model of analysis is macro-structural analysis, that the aim is to clarify how the conclusion that the social setting really influences the discourse.

Based on the findings above, from linguistics aspects, it clearly can be seen that Lizzie uses the similar strategies in delivering the speech. According to Fairclough, any sentence in a text can be analyzed in the articulation of these functions, which it has labeled with representations, relationships, and identities: (i) Special representations and contextualizations of social practice (ideational functions) may carry certain ideologies. (ii) Specific constructs of author and

reader identities (for example, in terms of what is highlighted, whether aspects of the status and role of identity, or aspects of individual and personality identities) (iii) Special constructs of relationships between writers and readers. (Fairclough, 1995b, p. 58).

There are three analytical focuses in Fairclough's model. Those are micro-text analysis, discursive practice, and sociocultural practice (macro-structure). This is similar to van Dijk's three dimensions of ideological analysis: discourse, socio-cognition, and social analysis (analysis of social structures). What seems to be the main difference between Fairclough's and van Dijk's approaches is the second dimension, which mediates between the other two. Van Dijk considers social cognition and mental models as intermediaries between discourse and social, while Fairclough believes that this task is assumed by the practice of discourse - the production and consumption of texts - (Fairclough, 1995b, p. 59)

In micro-textual analysis, Lizzie uses four aspects, which are word choices, repetitions, figurative language and causal sentences. Some word choices that are tendentious in her speech because she has the strategies to convince the audience to gain their empathy. Moreover, she also uses figurative languages such as repetition and simile that she applied several times in her speech. The function of using repetition in her speech is to make sure that the message that she wants to convey is delivered clearly, and to make the speech more convincing to the audiences. She also uses another figurative language simile in her speech that is used to compare about two unrelated things to make her speech more dramatic.

In Fairclough model, discursive strategies have the role as the connector between macro and micro level analysis. The focus of this strategy is on the context and how it was initially delivered. As expressed before, CDA consistently attempts to uncover the hidden power in each type of discourse. Accordingly, the audience interprets it according to the existing standards in society. Discursive strategies or mezzo-structural analysis includes the interpretation conducted on the processing of discourse which includes aspects of production, distribution and using of text. Through this discourse analysis, people not only know how the content of the speech is written but also how the message is delivered.

First aspect is production, the motivational speech that is used as the object of this study is produced by the organization namely TED. TED henceforth Technology, Entertainment, Design is a nonprofit media organization formed to convey various ideas from various fields and backgrounds.TED was first founded in 1984, starting with Richard Saul Wurman's idea of a strong relationship between three fields: technology, entertainment, and design. Second is the aspect of distribution, the video of Lizzie's speech is spread through the sub-channel TEDx Talks. This TEDx conference was held in Austin, Texas in an event entitled TEDxAustinWomen. Since the day the video was uploaded, on 16th January 2014, it gained 9.5 million views. Lastly, the using of text in her speech contains many strategies that she uses to convince the audience.

For Fairclough (1995b, p. 62), analysis in this dimension relates to three aspects of the socio-cultural context of communicative events: economics (ie media economy), politics (ie power and ideology of media), and culture (ie issues

of value). According to Fairclough, one does not have to do the analysis at all levels but every level that might be "relevant to understanding certain events" (p. 62). Discussions in social practice cover the situational, institutional, and social levels. At the situational level, analysis focuses on the production and situation of a context. Then at the institutional level, the analysis includes the influence of an institution, both internally and externally. The social level includes more political systems, economic systems, and cultural systems that exist in society.

In situational level, the researcher firstly concerns about Lizzie's physical conditions. The fact that she suffers a very rare syndrome makes it interesting to make an analysis about her. She was born with an extremely rare congenital disease called Marfanoid-progeroid-lipodystrophy which made her difficult to gain fat and weight. Her physical built remains small that she could not grow tall; and not be able to gain any fat since she was a little girl until now as a grown up woman. Up until now, her weight is stuck in her maximum number, 58 pounds or 26 kilograms and she is only 5 feet, 2 inches tall. For the institutional level, the researcher again raises the existence of TED talk for giving Lizzie facilities to speak up. Not only about TED, the researcher also explains about other stuff that Lizzie has been working as an author of her autobiography entitled "Lizzie Beautiful: The Lizzie Velásquez Story". She has self-published this book in 2010. She has also written her other book in 2012 which share her advices entitled "Be Beautiful, Be You". Moreover, because of the pressure she experienced throughout her life, she became an anti-bullying activist and she

invited to host a social media challenge for Bystander Revolution's Month of Action, for National Bullying Prevention Month in 2015.

Lastly, for social level, the researcher captures an interesting fact that the audience is dominated by women –but it might indeed be valuable to other genders as well. The audience can be from any age, gender, occupation, education, or position of power.When delivering a speech, Lizzie has a sense of pride and dignity when she stands in front of the crowd, because this is something that is dreamed of by many people, especially women. In addition, she also raises the issue of bullying in her powerful speech. As can be seen from the fact that Lizzie appearance's gaining many negative perspectives from other people, it shows that the culture of bullying at that time is quite rapid especially in America. Based on what had been experienced by Lizzie, she used to be the victim of both direct bullying and also cyber-bullying. That capability of her motivating the audience forms her power as a motivational speaker who ought to influence many people.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher will provide conclusions from the analysis of the discursive strategies in motivational speech using three dimensional analysis of Norman Fairclough. All analysis result will be highlighted and mentioned as well. The researcher, then, will give a suggestion for further study related to this topics.

A. Conclusion

The main objective of this study is to analyze the discursive strategy used in a motivational speech. After examining several excerpt of Lizzie Velasquez's speech above, the result shows that several discursive strategies can occur together in one statement. The speaker uses more than one strategy in order to attract and influence the audience. The combination of wording, naming, metaphor, sentence structure and even tone creates certain sense and mood. Those linguistic features also closely related to the arrangement of the discursive practice.

In this speech, Lizzie often uses an evidentiality and implication to describe her current condition. Those strategies are successfully delivered in the side of macrostructure. Her own life experience makes her master the content of the speech. She surely understands how to maintain some discursive strategies in delivering her idea. That capability forms her power as a motivational speaker

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some real facts in which many people have some. It works to take the audience perspective into her own. 'People experience the world from different vantage points, and the totality of each individual's experience is unique to the particular vantage points he or she occupies. To accommodate discrepancies in perspective, communicators must take each other's perspectives into account when they formulate and interpret utterances' (Krauss, 2002).

When she has change the audience perspective, she can easily practice some discursive strategies to convey her idea in discourse. Compatible with Fairclough's theory, the discursive practice is the mediator between text and social practice. Furthermore, discursive strategy used by motivational speaker creates a power domination to 'change and motivate' other people minds. According to Fairclough, 'discursive practice can be seen as an aspect of a hegemonic struggle that contributes to the reproduction and transformation of the order of discourse of which it is part (and consequently of the existing power relations).' (Marianne Jørgensen, Louise Phillips, 2002). Eventually, this study is open for another perspective question related to the discursive strategy in a motivational speech. This study over and above prove that the power domination allowed to occur in a positive sight. Deal with public intention instead of individual one.

A. Suggestion

For the readers it suggested to understand the discourse of motivational speech especially discussed about issue that is relevant in society for example; bullying. As explained in the discussion, critical discourse analysis is interesting to discuss because it gives deep understanding for the reader who intended to apply critical discourse analysis such in analyzing news, political speech and any others. It   is suggested to the next researchers who are interested in investigating the same field of critical discourse analysis to fill the gap, to use the data which are taken from other genre of media like on television news. Therefore, they can conduct a new analysis on CDA that is relevant with this research in future analysis.

APPENDIX

Transcript of Lizzie Velasquez's Speech

Title : "How do you define yourself?"
Event : TEDxAustinWomen
Date : December 5, 2013

I'm really, really, really excited to be here. I kind of want to tell you little bit more of the – I don't want to say basics, because we don't really know anything about my syndrome.

I was born with this very, very rare syndrome that only two other people in the world, including myself thought we know of have. Basically, what this syndrome causes is that I cannot gain weight. Yes, it does sound as good as it is. I can eat absolutely whatever I want, whenever I want and I won't really gain any weight.

I'm going to be 25 in March and I've never weighed over about 64 pounds in my entire life. When I was in college I hid — well I didn't hide – it was – everyone knew I was there, but it was a giant tub of Twinkies, donuts, chips, skittles and my roommate would say, I could hear you at 12:30 reaching under your bed to get food.

But I'm like you know what, it's all right, I can do these things, because there are benefits to this syndrome, there are benefits to not being able to gain weight, there are benefits to being visually impaired, there are benefits to being kind of really small.

A lot of people think Lizzie, how in world are you saying there is benefits when you can only see out of one eye? Well, let me tell you what the benefits are, because they are great. I wear contacts, contact, half off contacts, when I wear my reading glasses half off prescription. If somebody is annoying me, being rude, stand on my right side, it's like you are not even there, I don't even know you were standing there.

Right now, if I stand like this, I have no clue that there is this whole side of the room. Also being small, I am very willing to volunteer myself to go to Weight Watchers, go to some gym and say, hi I'm Lizzie, I will be your poster child. Put my face whenever you need and I will say, hi I used this program, look how well it worked.

Even though there are really amazing things that have come from this syndrome, there are also things that have been very, very difficult as you can imagine. Growing up I was raised 150% normally. When – I was my parents' first child and when I was born the doctors told my mom, your daughter has no amniotic fluid around her, at all. So when I was born, it was a miracle that I came out screaming. The doctors told my parents, we just want to warn you, expect your daughter to never be able to talk, walk, crawl, think or do anything by herself.

Now as first parents you could – first time parents you could think that my parents would say, oh no, why? Why – why are we getting our first child to have all these unknown problems? That's not what they did. The first thing they told the doctor was, we want to see her and we are going to take her home and love her and raise her to the best of our abilities and that's what they did.

I credit pretty much everything that I've done in my life to my parents. My dad is here with me today and my mom is at home watching, hi mom. She is recovering from a surgery and she has been the glue that's held our family together and giving me the strength to see that she is going through so much, because she has this fighting spirit that she has instilled in me, that I have so proudly been able to stand in front of people and say "you know what, I've had a really difficult life but that's okay" that's okay.

Things have been scary, things have been tough, one of the biggest things that I had to deal with growing up was something that I'm pretty sure every single one of us in this room has dealt with before. Can you guess what that is? Starts with a "B", can you guys guess it?

Female Audience: Boys. Bullying.

Lizzie: Boys. Bullying. I know what you all are thinking. I should have come – why couldn't I sit here with them? I had to deal with bullying a lot, but as I said I was raised very normally, so when I started kindergarten, I had absolutely no idea that I looked different, no clue. I couldn't see that I looked different from other kids. I think of it kind of as a big slap of reality for a five year old, because I went into school first day, decked out and Pocahontas gear, I was ready.

I went in with my backpack that looked like a turtle shell, because it was bigger than me and I walked up to a little girl, I smiled at her, she looked up at me like I was a monster, like I was the scariest thing she had ever seen in her life.

My first reaction was, she is really rude. I am a fun kid and she is the one missing out. So I'll just go over here and play with blocks or boys. I thought the day was going to get better and unfortunately it didn't, the day kind of got worse and worse and a lot of people just wanted to have absolutely nothing to do with me and I couldn't understand why. Why? What did I do? I didn't do anything to them. In my mind I was still a really cool kid. So I had to go home and ask my parents, what's wrong with me, what did I do, why don't they like me?

And they sat me down and they said, Lizzie the only thing that's different about you, is that you are smaller than the other kids. You have this syndrome, but it's not going to define who you are. They said, go to school, pick your head up, smile, continue to be yourself and people will see that you're just like them. And so that's what I did.

I want you think and ask yourself this in your head right now. What defines you? Who are you? Is it where you come from? Is it your background? Is it your friends? What is it? What defines who you are as a person? It's taken me a very long time to figure out what defines me.

For so long, I thought what defined me was my outer appearance. I thought that my little tiny legs, and my little arms and my little face, was ugly, I thought I was disgusting. I hated when I would wake up in the morning when I was going to

middle school and looking in the mirror getting ready and thinking can I just scrub this syndrome off. It would make my life so much easier if could just scrub it off. I could look like the other kids, I wouldn't have to buy cloths that had Dora the Explorer on it. I wouldn't have to buy stuff that was bedazzled when I was trying to be like the cool kids.

I would wish, and pray, and hope and do whatever I could to pray, that I would wake up in the morning and I would be different and I wouldn't have to deal with these struggles, it's what I wanted every single day and every single day I was disappointed.

I have an amazing, amazing support system around me, who never pitied me, who are there to pick me up if I'm sad, who are there to laugh with me during the good times and they taught me that even though, even though I have this syndrome, even though things are hard, I can't let that define me.

My life was put into my hands just like your lives are put into yours. You are the person in the front seat of your car. You are the one who decides whether your car goes down a bad path or a good path. You are the one that decides what defines you. And let me tell you, it could be really easy to, I mean really hard to figure out what defines – you, because there are times where I would just get so annoyed and frustrated, I don't care what defines me.

When I was in high school I found a video, unfortunately that somebody posted of me, labeling me the world's ugliest woman. There were four million views to this video, eight seconds long, no sound, thousands of comments. People saying, Lizzie, please, please just do the world of favor, put a gun to your head and kill yourself.

Think, think about that. If people did – if people told you that, strangers told you this. I cried in my eyes out of course and I was ready to kind of fight back and something kind of clicked in my head and I thought, I'm just going to leave it alone. I kind of started realizing that my life is in my hands. I could either choose to make this really good or I can choose to make this really bad. I could either be

grateful and open my eyes and realize the things that I do have and make those the things that define me. I can't see out of one eye, but I can see out of the other. I might get sick a lot, but I have really nice hair.

Audience: You do, you do.

Lizzie: Thanks. You guys are like the best little section right here. I lost my train of thought. Okay, where was I?

Audience: Your hair.

Lizzie: Hair, hair. Okay thank you, thank you, thank you. Okay, so I could either choose to be happier, I could choose to kind of be upset with what I have and still kind of complain about it. But then I started realizing, am I going to let the people who called me a monster, define me. Am I going to let the people who said, kill it with fire, define me. No. I'm going to let my goals and my success and my accomplishments be the things that define me, not my outer appearance, not the fact that I'm visually impaired, not the fact that I have this syndrome that nobody knows what it is.

So I told myself I'm going work my butt off and do whatever I could to I make myself better, because in my mind, the best way that I could get back at all those people who made fun of me, who teased me, who called me ugly, who called me a monster, was to make myself better and to show them you know what, tell me those negative things, I'm going to turn them around and I'm going to use them as a ladder to climb up to my goals. That's what I did.

I told myself I wanted to be a motivational speaker, I want to write a book, graduate college, have my own family, my own career. Eight years later, I'm standing in front of you still doing motivational speaking. First thing, I accomplished it. I wanted to write a book. In a couple of weeks I will be submitting the manuscript for my third book.

I wanted to graduate college and I've just finished college. I'm getting a degree – I'm getting a degree in communication studies from Texas State University in San

Marcos. And I have a minor in English. I really, really tried to use real life experience. While I was getting my degree and my professors were not having it. But I wanted to have lastly my own family and my own career. And family part is kind of down the line, and my career part, I feel like I'm really dealing well with it, considering the fact that when I decided I wanted to be a motivational speaker, I went home, I sat in front of my laptop, went to Google, typed in, how to be a motivational speaker. I'm not even joking.

I worked my butt off. I used the people who were telling me that I couldn't do this – to motivate me. I used their negativity to light my fire to keep going, use that, use that, use that negativity that you have in your life to make yourself better, because I guarantee you, guarantee you, you will win.

Now I want to end with asking you again, I want you leave here and ask yourself, what defines you? But remember brave starts here. Thank you.

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CURRICULUM VITAE

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