Textual Meaning in Three Most Viewed Ted Talks

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ABSTRACT

Public speaking has become a necessary skill to have and it gains a lot of interest from people. There are numerous public speaking line-ups available on the internet and one of the platforms is the TED website which provides TED Talks. This study focused on how Textual Meanings are realized in three most viewed TED Talks. The data were taken from TED website www.ted.com, which were taken in July 2020. Three titles were taken, namely 'Do schools kill creativity?' by Sir Ken Robinson, 'This is what happens when you reply to spam email' by James Veitch, and 'Your body language may shape who you are' by Amy Cuddy. This study used a descriptive qualitative method. Theory of textual meaning proposed by Halliday and Matthiessen (2004) and theory of public speaking by Schreiber and Hartranft (2013) are used. It is found that in three most viewed TED talks that Topical Theme is the most frequently used theme. Topical Theme appears 931 times (58.89%). Textual Theme appears 529 times (33.46%), and Interpersonal Theme appears 121 times (7.65%).

Keywords: *Public speaking, TED Talk, textual meaning, theme and rheme*

INTRODUCTION

Public speaking has become a very important skill to have. People practice their public speaking skills in many aspects of their lives. In the category of "Intellectual and practical skills" public speaking is listed as one of these core skills" (Schreiber, 2013). There are many ways of implementing public speaking skills. For example, it is how people communicate with others or how people influence others using their speech skills. "Public speaking is an important social skill that is related to the ability to interact with other people in a manner that is both appropriate and effective" (Spitzberg and Cupach, 1989).

Through public speaking, communication is created. Humans communicate with each other to create meaning, to deliver something in their mind and pass it to somebody else so that others understand. "Communication is defined as 'a word that describes the process of creating meaning' (Barnlund, 1962). Interaction between two or more people could lead to an exchange of information. Public speaking is not a one-sided communication, it is a two-sided communication. Even when only one person speaks, it involves all the audience. Therefore, public speaking is quite similar to speaking in the usual way. They both aim to communicate and create meaning.

As public speaking attracts a lot of interest from people, there are so many public speaking programs available on the internet and one of the platforms is the TED website. Ludewig (2017) stated that "TED talks are a new "media success story." The characteristically short talks (which often deal with issues of technology, entertainment, and design, or TED for short), together with the framing TED conferences, have attracted much attention in the news, and increasingly, in academe" (Ludewig, 2017). TED is a platform where people can communicate with international audiences. It is interesting to see how they communicate with words to reach and engage their audiences. Therefore, linguistically, the way the speakers talk in TED Talks is interesting to further study. One of the possible ways is by using Systemic Functional Linguistics (SFL), or often called Functional Grammar.

Functional Grammar focuses on the purpose and use of language. Functional Grammar derives from an examination of spoken and written language and the context of their use. It investigates how language is used, and its effect. Functional grammar aims to reveal how meaning is produced from the text's word choice. "Language is, in the first instance, a resource for making meaning; so, text is a process of making meaning in context" (Halliday and Matthiessen, 2014).

The Term Metafunction which is considered to be a property of languages originated in systemic functional linguistics. "Systemic functional linguistics is functional and semantic rather than formal and syntactic in its orientation. Language is a semiotic system, not in the sense of a system of signs, but a systemic resource for meaning" (Halliday, 1985)

Systemic functional linguistics helps us analyze the meaning of a text. This study particularly aims to investigate the messages in the clauses, as carried out by TED speakers, using Halliday's theory of

Theme and Rheme. A clause consists of a theme that is usually followed by a rheme. The theme is the main idea of the clause, what thing that is being talked about in the clause. Whereas rheme is a continuity of what had been said. Rheme usually explains more of what was stated before. It explains the theme in detail.

This study aims to analyze textual meanings in three most viewed TED Talks. It analyzes how textual meaning relates to the speaker's speeches. This study uses Halliday and Matthiessen's (2004) theory of systemic functional linguistics, specifically the textual meaning. The expected findings of this study are expected to give some insights on how messages in talks are constructed by looking more specifically on the way the themes are organized.

This study attemps to answer one research question, that is, "How are Textual Meanings realized in three most viewed TED Talks?"

This study aims to see the textual meanings of three most viewed TED Talks. The results of this study hopefully could contribute in this field of SFL and the study of

communication, particularly that od public speaking.

To prevent misunderstanding, here are some key terms that often appear in this study.

According to Halliday, **a Theme of a clause** is the first group or phrase that has some function in the experiential structure of the clause, i.e.that functions as a participant, a circumstance, or the process. (Halliday and Matthiessen, 2004, p.91). So, the theme is usually the main idea of the clause that needs to be explained more, and that is why there is rheme. So, what is happening is stated in Theme, and something that happens itself will be explained or stated in rheme. As stated by Halliday, The theme functions in the structure of the clause as a message. "A clause has meaning as a message, a quantum of information; the Theme is the point of departure for the message. It is the element the speaker selects for 'grounding' what he is going on to say" (Halliday and Matthiessen, 2014).

TED is a website that shares information and videos that can be enjoyed by everybody. TED is a short for technology, entertainment, and design. TED is owned by a nonprofit, nonpartisan foundation. Their goal is to make great ideas accessible and spark conversation. TED website provides the audiences with a variety of videos. TED website provides the audiences with lots of topics of talks. They also provide lots of language as a subtitle. The audiences can even choose a duration of talks that fits for them. So, TED talks are enjoyed by people all over the world and it would be interesting to see the most viewed talks on the website, because people all over the world contribute to the counting.

METHODOLOGY

This study is using a Qualitative approach to analyze the realization of textual meaning in three most viewed TED Talks. The purpose of qualitative data analysis is to discover the general abstract meaning underlying a group of related statements – "the gist of what the respondent wanted to say about the object of study" (Cropley 2019). In this case, this study uses a transcription of three most viewed TED Talks instead of respondents.

"The task of qualitative research is to gain insights into these constructions of reality" (Cropley 2019). Therefore, this research design is suitable for this study.

The data for this study is collected from TED talk website. The transcript from three most viewed videos were copied from the web www.ted.com. The three most viewed videos were chosen purposely because this study aims to see how language, especially the textual meaning affects the popularity of ted talk or public speech. The data is the three most viewed TED Talks, those are; 'Do schools kill creativity?' by Sir Ken Robinson, 'This is what happen when you reply to spam email' by James Veitch, and 'Your body language may shape who you are' by Amy Cuddy.

There are four steps of analyzing the data. First, the transcripts of three TED talks are broken down into clauses and arranged in a table. The second step is to specify each clause into clause simplex or clause complex, so that it will be easier to analyze. The third step is to label those clauses using Halliday's theory of textual meaning, for example choosing the topical theme, or textual theme, or interpersonal theme and rheme of a clause. The last step is to count the percentage of themes realized in the clauses so that it could be interpreted and understood.

FINDINGS AND DISCUSSION
General Overview of Findings

There are three types of themes that can appear in a thematic position and they could appear together. The first theme is Topical Theme, which consists of six types, namely Noun phrase, Pronoun, Circumstances, Nominalization, Question words, and Process. The second theme is Interpersonal Theme, which consists of five types, namely Finite, Mood Adjuncts, Vocative Adjuncts, Polarity Adjuncts, and Comment Adjuncts. The third theme is Textual Theme which consists of two types. Those are conjunctive and continuative.

Topical Theme

The Topical Theme is the most important theme in a clause. "Topical theme is usually but not always the first nominal group in the clause" (Gerot and Wignell, 1994). A transitivity function needs to be used to identify a topical theme. If a constituent in a thematic position receives a transitivity function, then it will most likely be a Topical Theme. It is found that there are 931 Topical Themes in the three most viewed TED Talks. The occurrence of topical theme

is exemplified in Example [a] below. The example is taken from 'Do schools kill creativity' by Sir Ken Robinson. In the example, the noun phrase 'my contention' and 'creativity' is regarded as the topical theme because the clause is a relational identifying process. 'My contention' is token and 'creativity' is value because the clause is a relational identifying process.

Example [a] My contention is that creativity, Now is as important in education as literacy

Another example of topical theme is exemplified in Example [b] below. The example is taken from 'Do schools kill creativity' by Sir Ken Robinson. In the example below 'why' belongs to the question word type of Topical Theme. 'Why' is applicable to a transitivity function as attribute because the clause is a relational process. Thus, 'why' is a part of the Topical Theme.

Example [b] "So why is this?"

Another example of topical theme is exemplified in Example [c] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. In the example below the first constituent is 'because' and it is a textual theme, as it connects the last clause to this clause as a conjunctive. Theme 'participation' belongs to the Nominalization type of Topical Theme. 'participation' is applicable to a transitivity function as actor Thus,

'participation' is a part of the Topical Theme.

Example [c] because participation counts for half the grade.

Interpersonal Theme

A mood function needs to be used to identify an Interpersonal theme. If a constituent in a thematic position receives a mood function, then it will most likely be an Interpersonal Theme. There can only be one topical theme in a simple clause. Sometimes the first word in a clause is not a Topical Theme, but either an Interpersonal or Textual Theme. "When a constituent to which we would assign a Mood label (but not a transitivity label) occurs at the beginning of a clause, we call it an interpersonal theme" (Eggins, 2004).

There are five types of Interpersonal Theme, i.e. Finite, Mood Adjuncts, Vocative Adjuncts, Polarity Adjuncts, and Comment Adjuncts. The Interpersonal themes in these three TED Talks transcripts are realized only in the forms of Finite, Mood Adjuncts and Comment Adjuncts. An example of Interpersonal Theme which uses Finite is taken from 'Do schools kill creativity' by Sir Ken Robinson, as presented in Example [a] below.

Example [a] Do you remember the story?

In the above example, 'do' is considered as Interpersonal Theme since it occurs in the first constituent but does not receive a transitivity

function. In this case, the topical theme is 'you' because it has a transitivity function as 'participant'. Theme 'do' is considered as an Interpersonal Theme as a Finite. Theme 'do' is considered as Finite because do usually appears in a form of interrogative, meanwhile in a declarative form 'do' is usually used to emphasize something. In the example below 'you' is applicable to a transitivity function as senser because the clause is a mental process. Thus, 'you' is a part of the Topical Theme.

Another type of Interpersonal Theme is Mood Adjuncts. This example [b] below is from 'Your body language may shape who you are' by Amy Cuddy. In the example below, the Interpersonal Theme is a Mood Adjunct, 'Just'. 'Just' appears right before the Topical Theme, and it receives a mood function. Thus, it is classified as an Interpersonal Theme. Meanwhile, 'fake' is applicable to a transitivity function as behaver because the clause is a behavioral process. Thus, 'fake' is a part of the Topical Theme.

Example [b] (just) fake it till you make it

Another type of Interpersonal Theme is Comment Adjuncts. This example [c] below is from 'Do schools kill creativity?' by Sir Ken Robinson. In the example below, the Interpersonal Theme is a Comment Adjuncts, 'Actually'. 'Actually' appears right before the Topical

Theme, and it receives a mood function. Thus, it is classified as an Interpersonal Theme. Meanwhile, 'you' is considered as Topical Theme because it receives a transitivity function which is 'existent' because it is an existential process.

Example [c] Actually, 're not often at dinner parties, frankly

The speakers use some interpersonal theme in their talk. Potentially it is to attract the audience while giving their personal opinions. As Schreiber and Hartranft (2013) stated about competencies that a public speaker should have "In a persuasive speech, the presenter will attempt to reinforce or change the audience' beliefs, attitudes, feelings, or values. These types of speeches often strengthen the bonds between audience members from recalling a shared experience or intend to amuse audiences through humor, stories, or illustrations" (Schreiber and Hartranft, 2013). The speakers did not try to force their value all the time, therefore, Interpersonal Theme appears the least in three most viewed TED Talks.

Textual Theme

If a clause constituent in a thematic position is not a Topical Theme nor an Interpersonal Theme, then it must be a Textual Theme. As Eggins (2004) stated about Textual Themes, "these elements do not express any interpersonal or experiential meaning, but are doing important cohesive work in relating the clause to its context." (Eggins, 2004)

There are two types of Textual Themes that appear in the three most viewed TED Talks, and the most frequent types of Textual Theme that appears is Conjunctive Adjuncts.

The Realization of Topical Theme

The table 1 shows that the most frequent type of textual theme is conjunction, which occurs 522 times, followed by continuatives which only occur 12 times.

The use of conjunctives are exemplified in Example [a] through

Table 1. Realization of Textual Theme in three most viewed TED Talks

No.	Types of Textual Theme	Talk 1		Talk 2		Talk 3		Total	
		f	%	f	%	f	%	f	%
1	Conjunctives	186	94.90	45	97.83	291	99.66	522	97.75
2	Continuatives	10	5.10	1	2.17	1	0.34	12	2.25
	Total	**196**	**100**	**46**	**100**	**292**	**100**	**534**	**100**

Theme, namely Conjunctive Adjuncts and Continuity Adjuncts. Conjunctive Adjuncts serves to connect sentences. "A conjunction is a word or group that either links (paratactic) or binds (hypotactic) the clause in which it occurs structurally to another clause (Halliday and Matthiessen, 2004)." The second one is continuity adjuncts, which are used to relate a new clause to the last spoken clause. "A continuative is one of a small set of words that signal a move in the discourse: a response, in dialogue, or a new move to the next point if the same speaker is continuing" (Halliday and Matthiessen, 2004). There are 534

[c] below.

The example [a] below is taken from 'Do schools kill creativity?' by Sir Ken Robinson. In the example above, the conjunction 'and' is the Textual Theme because it is placed in a thematic position but does not receive any transitivity function. In this case the topical theme is 'you' because it serves a transitivity function as actor because this clause is a material process.

Example [a] and you say you work in education

The example [b] below shows an example from 'Your body language may shape who you are' talk by Amy

Cuddy. The conjunction 'so' is a Textual Theme. 'So' functions as a conjunctive adjunct. 'so' is a textual theme since it connects the clause with the last clause and 'so' does not serve any transitivity function. Therefore, 'so' is a Textual Theme. Meanwhile the topical theme is 'we', because it is applicable to a transitivity function as senser because the clause is a mental process. Thus, 'we' is a part of the Topical Theme.
Example [b] So, we're really fascinated with body language

The example [c] below is an example from 'This is what happens when you reply to spam email' talk by James Veitch. This shows that Textual Themes can appear more than once before the Topical Theme. In this case both 'and' and 'if' are conjunctive, but it is possible for conjunctives and continuatives to appear together before the Topical Theme. The conjunction 'and' and 'if' are Textual Theme. 'and' and 'if' function as a conjunctive adjunct and they do not receive any transitivity function, therefore, it is a Textual Theme. Meanwhile the topical theme is 'you', because it is applicable to a transitivity function as actor because the clause is a material process. Thus, 'you' is a part of the Topical Theme.
Example [c] And if you 're going to do this

Another type of Textual Theme is continuity adjuncts. Continuity adjuncts are words which are used in spoken dialogue to indicate that the speaker's contribution is somehow related to what a previous speaker has said in an earlier run (Eggins, 1994). It is also applied to these talks, that means the speaker is relating what she says right now and what she said earlier. The use of continuatives are exemplified in Example [d] through [e] below.

In example [d], 'Well' is a part of the Textual Theme because it marks a new beginning but still relates to the previous clause. 'well' is classified as a Textual Theme because it does not receive any transitivity function. Therefore, 'well' is a Textual Theme. Meanwhile the topical theme is 'this', because it is applicable to a transitivity function as attribute because the clause is a relational identifying process. Thus, 'we' is a part of the Topical Theme.
Example [d] Well this is what they are

In example [e], 'anyway' is a part of the Textual Theme because it marks a new beginning but still relates to the previous clause. 'anyway' is classified as a Textual Theme because it does not receive any transitivity function. Therefore, 'anyway' is a Textual Theme. Meanwhile the topical theme is 'we', because it is applicable to a transitivity function as actor because the clause is a material process. Thus, 'we' is a part of the Topical Theme.
Example [e] Anyway we moved from Stratford to Los Angeles

Looking at Table 1, it can be concluded that the most frequent Textual Theme is 'and' which belongs to the conjunction types. 'And' appears 159 times (29.78%) from the total textual themes in the three most viewed TED Talks. The frequency is followed by the conjunction 'so' which appears 87 times (16.29%), and then the conjunction 'but' which appears 38 times (7.12%).

In conclusion, the most frequent type of textual theme is conjunction which occur 522 times, followed by continuatives which only occur twelve times. As Schreiber and Hartranft (2013) stated about competencies that a public speaker should have "Further, he employs effective transitions and signposts to help the speech flow well" (Schreiber and Hartranft, 2013). Therefore, conjunctives are needed more than continuatives in doing speech, so that the speeches flow well. So, conjunctive will naturally appear more than continuatives. As Eggins (2004) stated that textual themes "are doing important cohesive work in relating the clause to its context" (Eggins, 2004).

The Realization of Topical Theme

This section presents the further analysis of the most frequent theme found in three most viewed TED talks which is the Topical Theme. There are six types of linguistic realizations of Topical Themes that appear in the three most viewed TED Talks. They are: Noun phrase, Pronoun, Circumstances, Nominalization, Question words, and Process. Topical Themes appears 931 Times (58.89%). The details of the use of Topical Theme is presented in the table 2.

Table 2. Realization of Topical Theme in three most viewed TED Talks

No.	Linguistic Realization of Topical Theme	Talk 1		Talk 2		Talk 3		Total	
		f	%	f	%	f	%	f	%
1	Noun Phrase	91	24.07	7	5.34	70	16.59	168	18.05
2	Pronoun	280	74.07	122	93.13	333	78.91	735	78.95
3	Circumstances	2	0.53	-	-	5	1.18	7	0.75
4	Nominalization	-	-	-	-	2	0.47	2	0.21
5	Question words	5	1.32	2	1.53	10	2.37	17	1.83
6	Process	-	-	-	-	2	0.47	2	0.21
	TOTAL	378	100	131	100	422	100	931	100

The table above shows the frequency of the linguistic realization of Topical Themes that appear in the three most viewed TED Talks. Pronouns occurs 735 times (78.95%), followed by noun phrases with 168 occurrences (18.05%), question words with 17 occurrences (1.83%), circumstances with 7 occurrences (0.75%), Nominalization with 2 occurrences (0.21%) and process with 2 occurrences (0,21%). Each linguistic realization is discussed in detail in Sections 4.2.1 through 4.2.6.

Noun Phrases as Topical Theme

As shown in Table 2, it is found that noun phrases as Topical Themes appear 168 times (18.05%) in the three most viewed TED Talks. Noun phrase is a phrase in which the head functions as a noun. The use of a noun phrase as

Topical Theme is exemplified in Example [a] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. In the example below the noun phrase 'people' appears in the beginning, so it has the potential to be the Topical Theme. Furthermore, 'people' has a transitivity function as senser (participant) because the clause is a mental process, Thus, 'people' is the Topical Theme of the clause.

Example [a] tended to think only about testosterone

Another example of the use of topical theme as noun phrase is exemplified in Example [b] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy.

The first constituent of the clause, so it has potential to be the topical theme, but, 'if' is used to connect clauses and it does not receive any transitivity function. So, 'if' is textual theme of the clause. In the example below 'alpha' receives a transitivity function as senser because the clause is a mental process. Thus, 'alpha' is a part of the Topical Theme of this clause.
Example [b] If an alpha needs to take over

Pronoun as Topical Theme
As shown in Table 2, it is found that ponoun as Topical Themes appear 735 times (78.95%) in the three most viewed TED Talks. Pronoun is a word that can function on its own or used to referring to a noun. Example of topical theme as pronoun is exemplified in Example [a] below. The example is taken from 'This is what happens when you reply to spam email' by James Veitch. The first constituent of the clause is 'then' and it has a potential to be the Topical Theme but 'then' is a Textual Theme because it is used to connect clauses and it does not receive any transitivity function. In the example below 'I' serves a transitivity function as behaver because the clause is a behavioral process. Thus, 'I' is the Topical Theme of the clause.
 Example [a] Then I started to panic
Another example of Topical Theme as pronoun is exemplified in Example [b] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. In the example below 'she' appears in the

beginning of a clause, so it has a potential to be the Topical Theme. 'she' also receives a transitivity function as actor because the clause is a Material process. Thus, 'she' is a part of the Topical Theme of the clause.
Example [b] she came in totally defeated

Circumstance as Topical Theme
As shown in Table 2, it is found that circumstance as Topical Themes appears seven times (0.75%) in the three most viewed TED Talks. Circumstance in language is usually connected with manner, location, cause, etc. The use of circumstance as topical theme is exemplified in Example [a] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. The first constituent of the clause is 'and' and it is possible to be the Topical Theme but 'and' is a Textual Theme because it is used to connect clauses and it does not receive any transitivity function. In the example below 'here' receives a transitivity function as attribute because the clause is a relational attributive process. Thus, 'Here' is a part of the Topical Theme of the clause.
Example [a] and here are the low-power poses
Another example of circumstance as Topical Theme is exemplified in Example [a] below. The example is taken from 'Do schools kill creativity?' by Sir Ken Robinson. In the example below 'the whole system of public education around the world'

receives a transitivity function as identifying because the clause is a relational identifying process. Thus, 'the whole system of public education around the world' is a part of the Topical Theme of the clause.

Example [b] *the whole system of public education around the world* is a protracted process of university entrance

Nominalization as Topical Theme

As shown in the Table 2, it is found that nominalization as Topical Themes appear two times (0.21%) in the three most viewed TED Talks. Nominalization is a word that is not a noun, but used as a noun, for example by adding suffix to the word. The use of a nominalization as Topical Theme is exemplified in Example [a] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. The first constituent of the clause is 'because' and it is considered as Textual. 'because' is a Textual Theme of the clause because it is used to connect clauses and it does not receive any transitivity function. In the example below 'participation' is applicable to a transitivity function as actor because the clause is a Material process. Thus, 'Participation' is a part of the Topical Theme of the clause.

Example [a] because participation counts for half the grade

Another example of nominalization as Topical Theme is exemplified in Example [b] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy.

The first constituent of the clause is 'and' and 'those' is considered as Textual. 'And' and 'those' is a Textual Theme because it does not receive any transitivity function. In the example below 'Judgments' is applicable to a transitivity function as senser because the clause is a Mental process. Thus, 'Judgments' is a part of the Topical Theme of the clause.

Example [b] And those judgments can predict really meaningful life outcomes like who we hire or promote, who we ask out on a date.

Question Words as Topical Theme

As shown in Table 2, it is found that question words as Topical Themes appear 17 times (1.83%) in three most viewed TED Talks. Question words is usually used to mark the clause that it is a form of question. The use question words as topical theme is exemplified in Example [a] below. The example is taken from 'Do schools kill creativity?' by Sir Ken Robinson. In the example below 'so' appears in the beginning, so it has the potential to be the Topical Theme but it does not receive any transitivity function. Therefore, 'so' is a Textual Theme of the clause. 'Why' serves a transitivity function as attribute because the clause is a relational process. Thus, 'why' is a part of the Topical Theme.

Example [a] So why is this?

Another example of question words as topical theme is exemplified in Example [b] below. The example is

taken from 'Your body language may shape who you are' by Amy Cuddy. The first constituent of the clause is 'so' and it has a potential to be a Topical Theme, but 'so' is a Textual Theme because it is used to connect clauses and it does not receive any transitivity function. In the example below 'what' receives a transitivity function as attribute because the clause is a Relational Attributive process. Thus, 'what' is a part of the Topical Theme of the clause.

Example [b] So what does that mean?

Process as Topical Theme

From table 2 it is found that process as Topical Themes appear two times (0.21%) in three most viewed TED Talks. The use of process as topical theme is exemplified in Example [a] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. The first constituent of the clause is 'just' and it is considered as Interpersonal. 'just' is an Interpersonal Theme of the clause because it receives a mood function. In the example below 'configure' receives a transitivity function as senser because the clause is a Mental process. Thus, 'configure' is a part of the Topical Theme of the clause.

Example [a] (just) configure your brain to cope the best in that situation

Another example of topical theme as process is exemplified in Example [b] below. The example is taken from 'Your body language may shape who you are' by Amy Cuddy. The first constituent of the clause is 'just' and it is considered as Interpersonal. 'just' is an Interpersonal Theme because it receives a mood function. In the example below 'fake' receives a transitivity function as behaver because the clause is a behavioral process. Thus, 'fake' is a part of the Topical Theme.

Example [b] (just) fake it till you became it

The speakers use topical themes the most in their talk. Topical Theme occurs 931 times (58.89%). The type of Topical Theme that mostly occurs is pronoun and followed by noun phrase. As Schreiber and Hartranft (2013) stated about competencies that a public speaker should have that "The speaker should provide a sound orientation to the topic, states her main topic clearly, and previews her points in a memorable way". Therefore, it is natural for topical themes as noun phrase appear the most. Since, the clause is incomplete if the topical theme is missing and it will confuse the audiences.

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