

# Technological Modality to Influence Persuasive and Argumentative Vocabulary for Effective Communication with reference to Selected TED Talk Videos

B.R. Aravind, V. Rajasekaran

**Abstract---** English as the Second language learning recently gained attention in the field of research. The ESL (English as Second Language) learners need vocabulary enhancement and fluency for proficiency of the language which can be achieved through training. By learning and practicing a language with enhanced vocabulary will increase the vocabulary. TED (Technology, Entertainment, and Design) talks are a world's biggest digital platform for public speaking. Vocabulary elements given in the TED talks can be defined as a lexicon of language which plays a significant role in communication. The aim of this research conveys the significant role of TED talk videos' speaker and its influence towards its audiences. This can be achieved only by practical use of vocabulary by the ESL and EFL learners. In this research work, Persuasive and Argumentative vocabulary in the transcript of random 25 TED talk videos with time frame of 0-6mins, and sorted by 'newest' tab are analyzed. Also, in-depth analyses of both Persuasive and Augmentative keywords used and its frequencies are listed out from the 25 videos. This research significantly concludes that for effective communication, the learner has to be proficient in vocabulary acquisition.

**Keywords---** English Learning, Vocabulary Enhancement, ELS, TED, Lexicon, Persuasive, Augmentative.

## I. INTRODUCTION

One way of improvising the English communication skill by applying enhanced vocabulary like Persuasive and Augmentative vocabulary used in public speaking. This incredible sharing of knowledge has acquainted many listeners and had influenced them. One of the world's largest platforms for public speaking is TED talks which uses visual image and arguments. The specific technical and communicative functions of the TED talks easily manifest for the listeners especially for the ESL learners.

Second language vocabulary learning in English has increased incredible research enthusiasm amid the previous decades, and numerous researchers advocate that incidental vocabulary learning is a noteworthy part of the L2 acquisition. Nonetheless, just a bunch of studies have been led in such manner with regards to extensive listening contrasting with those in extensive reading. On account of technological developments, energetic and genuine different media materials have turned out to be very open to language students (Pulido, 2003). The use of sight and sound may make the instructing of vocabulary all the more engrossing and the recovery of vocabulary knowledge simpler. Also, in

FLL (First Language Learning) settings, equivocal tolerance is thought to be one of the subjective factors which are probably going to impede or encourage language learning. Be that as it may, if it is not managed sensibly, it might trigger an abnormal state of worry in L2 students and influence L2 learning adversely (Huffman, 2010).

TED Talk moderators share the most recent advancements in an assortment of fields including science and innovation, which makes the site very reasonable for ESP courses. The clearness of the structure of the introductions loans themselves effortlessly for showing outline composing abilities.

Vocabulary learning is a crucial procedure for ESL students to secure capability and ability in the target language. Vocabulary learning encourages familiar talking and viable written work. It substantiates both: students' procurement of information and creation of learning. It advances students' language learning abilities, for example, tuning in, talking, perusing and composing. Among the early investigations of vocabulary obtaining in the principal dialect (e.g., Boettcher, 1980; Carey, 1982; Clark, 1973; Dale, O' Rourke, and Bamman, 1971; Deighton, 1959; Eichholz and Barbe, 1961; Gentner, 1975), the examination by Nagy et al. (1985) is especially huge. Over the span of their examination, they built up a procedure for estimating little picks up in vocabulary learning. They announced that vocabulary gaining from setting occurs. Thus, with the assistance of contact with an adequate measure of composed dialect presentation, incidental vocabulary learning in the principal dialect can be generous.

More than 2900+ video presentations have been uploaded online. For this study, 25 videos presentation are randomly selected. The 25 videos presentation contains Persuasive vocabularies and Augmentative vocabularies that are taken as the main objective of this research work. A controlled criterion was followed for extracting these vocabularies that are briefly explained in the methodology part of the paper. Therefore, the aim of the study identifies the frequency dispersion of the vocabularies used in the TED talks that practically influence the ESL and EFL learners.

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**B.R. Aravind**, Research Associate, School of Advanced Sciences (SAS), VIT Chennai, Tamilnadu, India.

**Dr.V. Rajasekaran**, Assistant Professor, School of Advanced Sciences (SAS), VIT Chennai, Tamilnadu, India.

## II. RELATED WORKS

### 2.1 Vocabulary in a language

English being lingua franca, a standard international language assumes a transcendent part of communication between individuals of each level. English being a widespread primary tongue is essential for individuals particularly ESL students (Sung, 2016). Communication training is organized before comprehension training for English. To enhance and improve the open English, the speaker or the students must be legitimate over the vocabulary usage of that language (Richards & Rodgers, 2014).

Given the troubles of vocabulary learning in a second or foreign language (L2), alongside the undeniable need of endeavouring to defeat them, one would expect that vocabulary instruction would be at the top of the agenda for language educators. But in reality it is completely different. Vocabulary is not expressly educated in most language classes, and students are required to "pick-up" vocabulary all alone with no direction. Courses on reading, writing, speaking, listening, language, and culture are basic in L2 programs, however not very many vocabulary courses exist. Numerous cases of purported vocabulary instruction include only giving students arrangements of words to retain or giving constrained practice openings, with no further help to the frequently overpowered student. Hague (1987) and Carter (1987) both criticize the disregard of vocabulary instruction in L2 classes, and they likewise, propose an assortment of likely outcomes for amending the circumstance.

Vocabulary knowledge is as often as possible seen as an essential gadget for second language students because an obliged vocabulary in a second language thwarts fruitful correspondence. Underscoring the noteworthiness of vocabulary acquisition, Schmitt (2000) accentuates that "lexical knowledge is essential to communicative capacity and the acquisition of a second language."

In the classroom, the accomplishing students have adequate vocabulary. Researchers such as Laufer and Nation (1999), Maximo (2000), Read (2000), Gu (2003), Marion (2008), Nation (2011), and others have understood that the acquisition of vocabulary is necessary for successful second language to utilize and assumes an essential part in the arrangement of complete speech and composed writings.

Research has demonstrated that second language perusers depend vigorously on vocabulary knowledge. The absence of that knowledge is the principle and the most significant hitch for L2 perusers to survive (Huckin, 1995). Underway, when an individual have importance or idea that to be expressed, the individual need a store of words from which an individual can choose to express this significance or ideas. "At the point when students travel, they do not convey syntax books, they convey word references" (Krashen, as referred to in Lewis, 1993). Many researchers contend that vocabulary is a standout amongst the most vital components in learning in a foreign language, and foreign language curricula must mirror this. Wilkins (1972) states that: "There isn't much an incentive in having the capacity to create linguistic sentences if one has not got the vocabulary that is expected to pass on what one wishes to state ... While

without punctuation next to no can be conveyed, without vocabulary nothing can be conveyed". Other researchers, for example, Richards (1980) and Krashen (1989), as referred to in Maximo (2000) state numerous reasons for giving attention to vocabulary. "Initially, a huge vocabulary is necessary for mastery of a language. Second language acquirers know this; they convey word references with them, not syntax books, and frequently report that the absence of vocabulary is an outstanding issue".

As progressive in learning and practicing a language, the increase in vocabulary can be achieved. Vocabulary is about understanding the lexicons of a language and uses it for effective communication.

### 2.2 TED talks - Effective communication channel in spreading ideas

TED talks were one of the media for learning ideas likewise the usage of words and the familiarity. While TED has been around since 1984, it appears that TED Talks have picked up notoriety and overall acknowledgment in only the previous quite a long while with littler TEDx gatherings flying up far and wide. With more than 2,000 talks accessible for nothing online and the slogan "Ideas worth spreading," it is no big surprise that educators have tried to utilize these top-notch materials in their exercises. Indeed, even instructive publishers, as Cengage, have gotten on the fleeting trend and began incorporating TED Talks in their reading material arrangement (Taylor, 2014).

There are various routes for the students to learn open and far-reaching morals of the language. Each language has its syntax and dictionary for the productive usage of components of words in communication. The clearness of the message achieves the audience's increasing effectiveness in the usage of vocabulary increases (Schmitt, 2000). A portion of the courses for the ESL students to get to and learn languages incorporate online tutorials, reading journals, magazines, listening to speeches with transcripts/subtitles. Viable learning like TBL (Task-Based Learning) encourages the students to try and investigate the vocabulary and lexicons in the language (Cook, 2016).

## III. METHODOLOGY

The methodology part of a research paper constitutes the core of the research paper. Methodology part has the detailed step by step procedure of how the research on the subject is done. In this paper the prime objective is to analyze the use of vocabularies in TED talks presentation and how does it influence the ESL and EFL learners. For analysing, a random 25 TED talk videos will be selected, with the time limit (0 to 6 mins) and filtered by giving 'newest' selection criterion. By filtering the TED talk videos further analyzes of the Persuasive and Augmentative vocabularies are sorted out. As mentioned, the TED talk videos comprises of a vast number of topics and subtopics as the material for a talk. It may be the arts and humanities, Science and technology, etc.



The transcripts of those videos were available on third-party websites and also in TED talk website itself. The transcripts are the speech-to-word conversion of TED talk videos. There is much available software's which provide the transcription of those videos. Some of the popular transcriptional software's are sonix, speech assistant, and speechmatics. They translate the speech (audio) to text.

Vocabulary is the body of words used in a language. Persuasive vocabulary is used to influence the listener with the speakers whereas; Argumentative vocabulary is used to make it clear between the speaker and the listener about the topic of discussion.

The body of the words in the English language which is used for representing Persuasive and Argumentative vocabulary is extracted and considered as keywords. The video selected has one criterion that it must be below 6-8 minutes of length. This is for the conventional purpose of accessing and analyzing the keywords from the transcripts. By using software or by using find option in a word, the number of occurrences of keywords is extracted. Then, the content analysis is done over the extracted keywords found on the transcripts.

### 3.1 Objective

Communication comprises of four areas – listening, speaking, reading, and writing. Vocabulary improvement helps in improving the communication and comprehension of a language. The language must be efficient in attracting and keeping audiences attentive towards the subject content also to the presenting speaker. This paper is to analyze the use of persuasive and argumentative vocabulary in selected TED talk videos, and how those vocabularies were helpful in gaining audiences towards the subject.

### 3.2 Content Analysis

Content Analysis is defined “as a systematic and quantitative method for analyzing media content, it involves the transparent and systematic coding and counting of specified dimensions or characteristics of content in selected samples of media output” (Hansen, 2010). Content analysis is valued in administrative research for the reason that it tolerates researchers to recuperate and examine the distinctions of organizational behaviours, stakeholder observations, and communal trends. It is also a significant bridge among virtuously quantitative and virtuously qualitative research approaches.

Content analysis is a research method used to mark replicable and effective implications by construing and coding textual material. Through methodically assessing texts (e.g., documents, oral communication, and graphics), qualitative information can be converted into quantitative data. Though the technique has regularly been utilized in social sciences, it transformed more predominant for organizational researchers. Appropriate to content scrutinize interactive media content, it is significant to recognize that interactive media consumers are more than objective receivers or customers, as they were with previous media. They have a dynamic role in adjusting, fluctuating, and even making content. The interactive media insurrection that originated with video games in the 1970s, enduring with

home computers in 1980s and the Internet in 1990s has grown up and progressed in an early 21st century.

Similarly, it tolerates researchers to collect significant samples that might be problematic to engage in virtuously qualitative researches. It is a widely used method in media and communication research, especially in the analyses of media coverage of various issues.

## IV. RESULTS AND DISCUSSION

In a TED talk website ([www.ted.com/talks](http://www.ted.com/talks)), there will be a list of videos available. In the search box, select 0-6 minutes in duration filter. 25 videos were selected randomly. TED itself provides a transcript for every video (except for music videos) in its website. Transcripts are simply the videos in words. Every video found on the internet never have subtitles embedded with it. Transcripts generally refer to the written record of students academics like grades, attendance, study materials results, etc. Video transcripts are the verbal form of the video which includes the action by the character in the video (laughing, singing, applause, etc.). This is helpful in SEO optimization and for slow learners who cannot cope up with speeding dialects.

Below every video, we could find the transcript tab where we could get the transcript of those videos. From vast research through secondary sources, the persuasive and argumentative words were extracted based on its immense usage in the language. Those words were known as 'keywords.' The transcripts were collected and stored in a single file. By parsing through the transcripts, looking for those keywords in the transcripts using 'Find' tool in MS word or any other application. The number of frequency of those words were found and noted.

### 4.1 Persuasive Vocabulary

The words which keep the audiences engaged to the speaker is Persuasive Vocabulary. The wise use of those vocabularies keeps the audiences attentive to the subject without any diversion. Persuasive vocabulary is a kind of word collection (vocabulary) in language which acts both as linking words also words to attract the attention of the listeners.

In almost every article, related to vocabulary words mention these words were on the highest priority in the usage of persuasive vocabulary. The frequencies (Table 1.1) are the number of reoccurrences of those words found in the 25 transcripts on the whole. In 'The Persuasion Revolution' they relate persuasive vocabulary and psychology to get attached with the audiences or the person who hears the speaker. They claim persuasive vocabulary words as 'emotional words'. Persuasion is generally defined as persuading someone or of being persuaded to believe in something. Mostly, the belief system is of religious or political agendas. As it mentions these emotional words were used to gain the attention of the readers and progress our topic in the phase with our point of view and goal to the audience.



Table 1.1 Persuasive vocabulary keywords and frequencies

Keyword	Frequency	Keyword	Frequency	Keyword	Frequency
You	298	Now	148	Only	42
Need	29	World	25	Still	22
Always	10	Should	10	Safe	9
Creative	8	Violent	6	Urge	5
Likely	5	Brave	5	Light	5
Secret	5	Quick	4	Critical	4
Freedom	4	Comfortable	4	Efficient	4
Natural	4	Results	4	Save	3
Truly	3	Immediately	3	Aggressive	3
Hidden	3	Certain	3	Easy	3
Sure	3	Unique	3	Limited	2
Terrified	2	Shocking	2	Advantage	2
Innocent	2	Fine	2	Okay	2
Privileged	2	Focused	2	Aware	2
Most important	1	Profitable	1	Remarkable	1
Extra	1	Vulnerable	1	Severe	1
Appalled	1	Dreadful	1	Eliminate	1
Frustrated	1	Effective	1	Extremely	1
Investment	1	Stable	1	Responsible	1
Supported	1	Absolutely	1	Thankful	1
On top of the	1	Courageous	1	Wonderful	1
Content	1	Bright	1	Quiet	1
Healthy	1	Steady	1	Centred	1
Underground	1	--	--	--	--

Writing a speech helps in avoiding over formal words and also avoids local linguistics and bad grammar. By setting up goals, so could be in phase of our topic and using emotional

words wisely helps in dragging the audience along with our topic and focused point of view. By adding research results, analysis, chart and graphs make the argument.

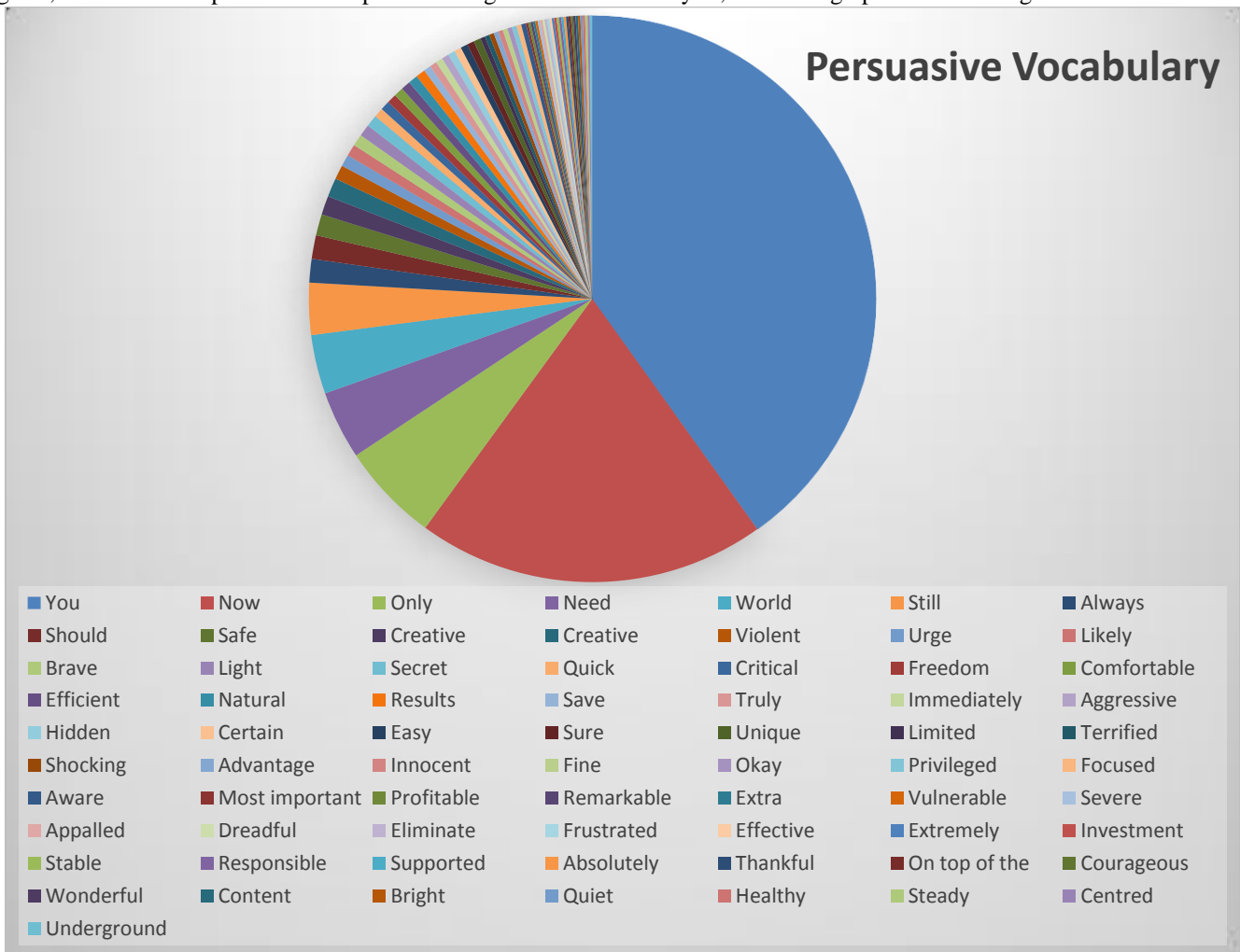


Figure 1.1: Persuasive vocabulary keywords frequency graphical representation

A persuasive word (vocabulary) is for influencing the people, which is the first and foremost characteristic of effective communication. ‘Brain Activation When Hearing One’s Own and Others’ Names’ by Carmody and Lewis explains how one react on hearing their name. The word ‘You’ (Figure1.1) indirectly represents the name of a person. So, in public talks, the word ‘You’ is often used to address people and audiences and make them engaged throughout the speech.

#### 4.2 Argumentative vocabulary

Once we got influence over the listener’s next, need to explain the situation or the news of communication. Argumentative vocabulary is used to do the explanation of the communication. This involves ethics in effectively conveying the message of communication so the listeners will not get offended.

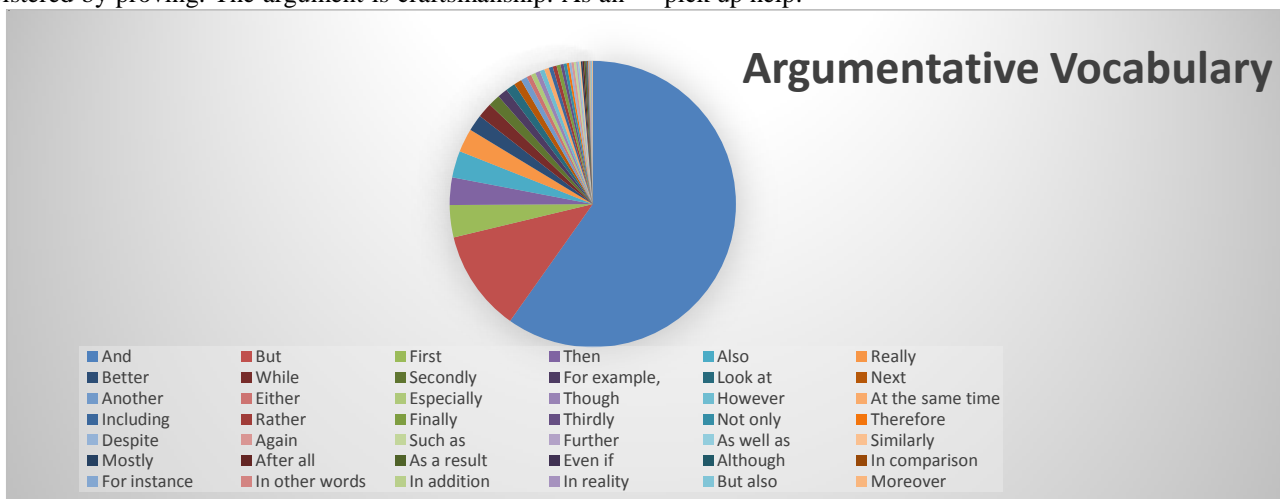
**Table 1.2 Argumentative vocabulary keywords and frequencies**

Keyword	Frequency	Keyword	Frequency	Keyword	Frequency
And	674	But	129	First	41
Then	35	Also	34	Really	30
Better	21	While	19	Secondly	15
For example	13	Look at	12	Next	10
Another	8	Either	6	Especially	6
Though	6	However	6	At the same time	6
Including	5	Rather	5	Finally	5
Thirdly	4	Not only	4	Therefore	3
Despite	3	Again	3	Such as	3
Further	2	As well as	2	Similarly	2
Mostly	2	After all	2	As a result	2
Even if	1	Although	1	In comparison	1
For instance	1	In other words	1	In addition	1
In reality	1	But also	1	Moreover	1

As the same procedure done for persuasive vocabulary, through secondary sources the words for the argumentative vocabulary is known. Those words were named ‘Keywords.’ These keywords (Table 1.2) were parsed and looked for into the collective transcripts of 25 videos available. The frequencies (Table 1.2) are the number of occurrences of keywords on the collective transcripts.

Arguments are claims upheld by reasons that are bolstered by proving. The argument is craftsmanship. As an

art, contention has systems and general standards; in this way is a scholarly specialty. Even though there are proposed rules and argumentative apparatuses, there is no study of argument. Argumentation is an audience and gathering and audience-oriented activity even whether the crowd is only one individual. At last, one wishes to convince to a gathering of people the follow up on the propelled guarantee, regardless of whether it is to energize activity or pick up help.



**Figure 1.2: Graphical representations of Argumentative words and its frequencies**

Argumentative vocabularies are used to make people understand the concept. Once the audiences were influenced, they were keen on understanding every one of our words exit from our mouth. The arguments should be clear that where the points of argument stood for and against a concept. In public talks and others, it is ethical to mention the existing or traditional system and argue why do you support or against it. If an individual argues within himself and there is no singular opposition to counter argument the word ‘But’ (figure 1.2) is used in arguments. These are not called as arguments whereas; they can be called as vision or views on any particular thing like culture, tradition, society, science, innovation, and technology. At the beginning of

human evolution, the sound is acted as a language within the tribes. When they started living in the community and started moving from place to place man needed a medium for communication across tribes. It is believed to be sign language at the first and later pictography language for recording purpose, later the origin of language took place. A scientist has no records for the first language to be originated when a man begins to use his vocal cord, yet they believe after invention of fire and the wheel, use of vocal cord is the greatest invention of human overages.



## Technological Modality to Influence Persuasive and Argumentative Vocabulary for Effective Communication with reference to Selected TED Talk Videos

The lexicons of a language frame the rules for the use of the language. This helps in the effective use of language for powerful communication. These lexicons kept changed over years in a way, so the language becomes easily understandable and learnable. This also helps in the origination of other languages. English was originated from the ancient language Latin. Still, there were Latin words used in the language. A person can be proficient in a language if and only if he knows how to follow the lexicon of the language and also the effective use of vocabulary. Hence, the vocabulary enhancement is the important aspect of language learning.

### V. CONCLUSION

Vocabulary enhancement in communication can be achieved through constant practice; this enhancement paves the way for effective communication. The knowledge of using the words appropriately in the appropriate place and time in communication is known as the effective usage of vocabulary. To learn the effective use of vocabulary TED talks is taken for the study of the usage of words. By content analysis method the transcript of TED talk videos was parsed for the keywords in persuasive and argumentative vocabulary. From the analysis, it is learned that vocabulary acquisition forms the basic foundation of effective communication. TED talks for example taken as study material for the practical use of vocabulary in a language. Communication is to be precise for being effective in conveying the message to the audiences. This can be achieved by practical use of lexicon and vocabulary in the communication which also enhances the fluency of the individual, especially in ESL and EFL language learners.

### FUTURE SCOPE

The vocabulary research is emerging and acquiring new heights in learning. Especially, in machine learning, the NLP processing is growing as the advent of AI emerges. The vocabulary research helps in improvising NLP. Natural Language Processing refers to processing the local dialects in web search, transcription, and processing, etc. The personal assistance and smartphone which became an everyday object of mankind, needs NLP for processing commands. NLP helps in enhancing the hand free command in those devices. The NLP along with Artificial Intelligence enhances the hands-free command which requires voice inputs. Artificial Intelligence needs to be trained with Machine language along with set of vocabulary inputs of the languages which enhances the communication and the Artificial Intelligence may overcome Turing test resulting in enhanced hands free input in Human interactive computer.

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