Neuro-Linguistic Programming: A Corpus-Based Critical Analysis of Motivational Speeches

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Abstract

Persuasion is a symbolic process in which speakers try to convince people to change their attitudes or belief. It has been studied at psychological and philosophical level in different times of history as it prevails in every domain of life. Motivational speeches are an emerging genre in the domain of persuasion that needs to be explored and investigated. The present study used Neuro-Linguistic Programming (NLP) approach as a framework for the exploration of persuasion strategies in motivational speeches put forward by Bandler and Grinder (1975). They gave a set of patterns to guide people for an effective communication in their daily lives or public speaking. This research attempted to examine motivational speeches of Anthony Robbins keeping in mind NLP strategies. The recurrent patterns employed by the speaker were identified using Ant Conc. The results of the study showed that the most frequent patterns include cause and effect, universal quantifiers, nominalizations, tag questions, auditory, kinesthetic, and auditory-digital predicates and story-telling technique. The speaker had tried to convince his audience by logical as well as emotional appeal created through these patterns. He focused more on how the audience "feel" and "think" at abstract level. After studying the results, it is stated that persuasive messages are not confined to any specific strategy providing logos, pathos or ethos – it is always an inclusive idea. A persuasive message is always combination of rationale and narrative, an integrated perspective regardless of any dualistic approach. The data used in this research is limited, however, the research provides a methodological basis for further studies which can add more motivation speeches and a number of speakers to compare and contrast their speeches from the perspective of NLP strategies and their impact on the audience.

Keywords: NLP strategies, persuasion strategies, neuro-linguistic programming

1. Introduction

Emerson (2001) said, "Speech is power, speech is to persuade, to convert, to compel" (Quoted in Anis, 2019, para 1). Speech has always been a crucial part of human interactions. The notion of speech comes from the very need to "communicate". According to Keith Davis (1967) communication is a two-way process which does not occur when

only a single person is speaking until and unless it is causing an effect on the receiving end. Greater the effect on the listener, more effective will be the communication. The effectiveness of communication depends on the art of persuasion of the speaker. Persuasion is an art of speech in which a speaker attempts to convince the audience to change any particular behavior. Motivational speeches are an emerging genre of persuasion which need to be studied extensively.

"Persuasion is the process of changing or reinforcing attitudes, beliefs or behavior" (Mills, 2000, p.2). The phenomenon of persuasion prevails in every domain of human life. It has been studied in different periods of history and various theories have been put forward on the art of persuasion. Aristotle's *Art of Rhetoric* is one of the pioneer theories which is based on the three strategies of persuasion i.e. ethos (credibility), pathos (emotion) and logos (logic) (Braet, 1992). Many psychologists have also given theories for persuasion in different domains of life like; Social Judgment Theory, Elaboration Likelihood Model and Cognitive Dissonance Theory (Newman & Dolich, 1979; Petty & Cacioppo; Brehm & Cohen, 1962). Neuro-linguistic programming (NLP) is another addition to the phenomenon of persuasion which studied persuasive strategies of therapists with their clients which are now being used extensively in other fields of life.

The present study focuses on the analysis of motivational speeches using Milton's model (Bandler and Grinder, 1975) as a technique of Neuro-Linguistic Programming (NLP) approach. It aims at highlighting the recurrent language patterns and strategies in the light of Milton's model for persuasive communication. However, the study is limited to only most famous motivational speeches of Anthony Robbins. Anthony Robbins is an American author, motivational speaker and life coach who is famous for his self-help books and seminars. By the end of the analysis the researcher identified the language patterns used by Robbins and the very reason behind using those patterns which make him more persuasive than any other motivational speaker. The research questions set for the study are as follows:

1) What are the recurrent language patterns used by the speaker for persuasion?
2) How are persuasion strategies being employed by the speaker using NLP patterns?

2. Literature Review

NLP is based on indirect mode of persuasion. Some researchers like Dixon (1986) considered this indirect mode of NLP less effective as compared to direct mode. Dixon et al. (1986) argued that NLP has no effect when it is used for an audience larger than individual level. This may not be the case in all situations as this research is restricted to undergraduate students in the Southwest region of United States. Kalov and Vazov (2014) described the philosophy of NLP as; "…we can change and direct their own thoughts and behavior, and that of others in our desired direction, as the computer is programmed to do certain things" (p.32). This indicates that NLP may not be confined to mere individual setting but is also equally effective for larger groups. They also suggested that anyone can improve presentation skills by following NLP principle of "modelling" and systematic application of representative systems.

NLP persuasive strategies are equally applicable to education sectors. In this respect, multiple studies have been conducted for productive student-teacher interaction. Torres & Katz (1983) argued that teachers need to focus on "how" to present information because mostly teaching courses do not train teachers the ways of expressing knowledge. In this respect, they stressed on the usage of favored "predicates" of students by the teachers to influence the minds of students. Predicates are based on three major representative systems of human beings i.e. Visual, Auditory and Kinesthetic. They concluded that the teacher should use "matched predicates" for better communication and to promote learning activity. Bashir & Ghani (2012) also commented on the impact of NLP on teaching-learning environment by stating that effective communication influences student learning whereas effective communication is directly related with NLP. It is quite necessary for professional and smart process of communication of teachers in classroom settings. Lashkarian & Sayadin (2015) studied effects of NLP techniques on young EFL (English as Foreign Language) learners' motivation and teachers' success in successfully teaching the language. They took two groups: one controlled and other uncontrolled. One group was taught using NLP strategies while other was taught with traditional teaching style. They found in the results that NLP strategies influenced student learning and motivation positively and they proved to be active learners who consequently made them proficient in English speaking.

Bandler & Grinder (1975) stated that communication is the presentation of human experience to the world or people around him. This idea was taken from Noam Chomsky's surface structure and deep structure. Surface structure is the route to reach deep structure: that is how Meta model of NLP works. Language is the surface structure while mental representation of any idea is the deep structure. Amirhosseini & Ouazzane (2018) worked on the idea of automation of NLP Meta model as its application by psychologist or NLP practitioner requires great skill and expertise which is affected by personal judgment or lack of experience. To solve this issue, they suggested an intelligent software based on Natural Language processing approach. It gave more accurate results of generalizations and deletions of the speaker as compared to the practitioner. They applied this software on 50 speakers and recorded the percentages of generalizations and deletions used by speakers. The results showed that percentages were greater when software was used while they were low when practitioner observed them. So, they suggested that mental representation (deep structure) of the speaker can be calculated by automating the Meta model instead of a Practitioner. However, one drawback was that it was unable to clarify the distortions in the speakers' speech. Otherwise, a speaker's speech can be analyzed using automated Meta model to reach his deep structure.

Verbal and non-verbal communications are both strategies that have been used to achieve persuasion goals. Other than NLP, Cesario & Higgins (2008) used Regulatory-fit theory to study role of non-verbal cues in increasing persuasion. They divided the population into two groups. One was motivated using non-verbal cues while another group was communicated using verbal cues only. They provided two persuasive videos to the participants and after that gave them questionnaires measuring the effectiveness variable. They found in the results that participants' experience of "feeling right" is linked with increase in message effectiveness as stated by Regulatory-fit theory. Also, it is independent of message content as it only focuses on the style of delivery. The concept of Rapport

building (mirroring and matching your gestures with listener) is related to nonverbal communication which builds a state of trust between the speaker and the listener. It is same as "feeling right" in Regulatory-fit theory and more or less like the concept of "Ethos" (credibility of speaker) given by Aristotle (p.415).

Neuro-linguistic programming is a technical study of cognitive behavior and interaction of human beings. A lot of studies have been conducted on application of NLP (as mentioned in Einspruch & Forman, 1985) but not all of them understand its ideology as it was explained in its original form. Einspruch & Forman (1985) studied the literature related to NLP from 1975 to 1984. They included 39 research studies and pointed out the methodological errors in them based on six categories i.e. "lack of understanding of the concepts of pattern recognition and inadequate control of context, unfamiliarity with NLP approach as therapy, failure to consider role of stimulus-response associations, unfamiliarity with NLP "meta model" of linguistic communication, inadequate interviewer training and definitions of rapport and logical mistakes" (Einspruch, Forman & Bruce,1985, p.589). After thoroughly pointing out those errors in previous literatures they suggested few solutions at the end. Firstly, the researchers should be trained by well-recognized NLP practitioners to have its insight as a therapy. Secondly, researchers who study rapport building should only focus on sensory measures. Thirdly, researcher should begin with individual settings for therapy rather than studying it on group level. Lastly, the treatment studies should only be done by professional therapists rather than a person who has just initial knowledge of NLP.

Researchers (such as Seemab, 2018) explored NLP strategies in political speeches. The study explored the strategies used by Pakistani and American leading politicians in their election campaigns. The results showed that, although having variations, American politicians use NLP strategies more in number and more effectively as compared to Pakistani politicians. However, such study has not been conducted to explore motivational speeches. Hence, the present study focuses on the analysis of motivational speeches using Milton's model (Bandler and Grinder, 1975) as a technique of Neuro-Linguistic Programming (NLP) approach. It aims at highlighting the recurrent language patterns and strategies in the light of Milton's model for persuasion in motivational speeches.

3. Research Methodology

This research employed mixed method approaches for the analysis of speeches. The research focuses on "how" and "what" patterns are used by the speaker. The "what" patterns have been identified using Ant Conc. However, the "how" question has been addressed using literature of NLP model and other persuasion theories. The details of the analysis are given in method of analysis section 3.2 of the study.

3.1 Corpus Compilation

Two motivational speeches by Anthony Robbins were selected for data using purposive sampling because the opted speeches had the highest number of views as compared to other speeches (i.e., they had views in millions while others had views in

thousands). The higher number of views show the more effective speeches. They were basically taken from YouTube in the form of video and later converted into text form using the website http://savehubs.com. The speech "Why we do what we do" has 4318 words and "Do not Doubt Yourself" has 2338 words.

3.2 Method of Analysis

The text form of the speeches was attached one by one to AntConc. Then, the most frequent content words were identified in the "word list" of each speech by using the option "sort by frequency". After noting down the frequent words, they were categorized manually in the light of NLP model. Moreover, with the help of concordance tool in Ant Conc. the category of the pattern has been decided. Subsequently, they were arranged in tabulated form for generating discussion and critical analysis of the speeches which can be seen in the data analysis section 4.

3.3. Theoretical Framework

Andreas & Faulkner (1994) state that Neuro-Linguistic Programming (NLP) is a practical approach for personality development which emphasizes on how an individual's brain connects to the surrounding world and how this connection influences a person's behavior. "Neuro" means nervous system responsible for five senses for interaction with the external environment (i.e. sight, hearing, touch, taste, and smell), "Linguistic" refers to the language patterns one uses to show the mental picture and the "programming" suggests that our thoughts and feelings are like habitual programs which can be varied by "upgrading" the "mental software". Various NLP strategies were studied by Bandler and Grinder (1975) to guide people for effective communication in their daily lives and for public speaking. Some of them included Meta-model, Milton's model, story-telling technique and Rapport building strategy. The researcher has analyzed the data in the light of Milton's model and Rapport building strategy to understand how the speaker has persuaded his audience.

3.3.1. Milton's Model (1975)

It is a set of specific language patterns used initially by a hypnotherapist Erickson Milton to entrance his clients. Now-a-days these patterns are used by public speakers persuade their audience. The basic tenents of the model are i) Nominalization ii) Cause and Effect iii) Modal Operators iv) Universal Quantifiers v) Tag Questions Rapport Building (Bandler and Grinder, 1975). Andreas & Faulkner (1994) state that Neuro-Linguistic Programming (NLP) is a practical approach for personality development which emphasizes on how an individual's brain connects to the surrounding world and how this connection influences a person's behavior. "Neuro" means nervous system responsible for five senses for interaction with the external environment (i.e. sight, hearing, touch, taste, and smell), "Linguistic" refers to the language patterns one uses to show the mental picture and the "programming" suggests that our thoughts and feelings are like habitual programs which can be varied by "upgrading" the "mental software". Various NLP strategies were studied by Richard Bandler and John Grinder (1975) in order to guide people for effective communication in their daily lives and for public speaking. Some of them included Meta-

model, Milton's model, Story-telling technique and Rapport building strategy. The researcher has analyzed the data in the light of Milton's model and Rapport building strategy to understand how the speaker has persuaded his audience.

3.3.1.1. Nominalization

Nominalization is making of a noun from a verb or changing an ongoing process to a static unchanging thing. For example, motivate to motivation, decide to decision, communicate to communication etc. In NLP strategies it is used by the speakers to make the audience say "yes" because they are vague in nature. As verbs are unspecified, so use of nominalization creates majority of agreement.

3.3.1.2. Cause and Effect

This hypnotic pattern is used when one event is a result of the other. Such patterns are used for the people in audience who think logically. In order to convince them, patterns like these are created; for example, if you sleep on time, you can focus on your task properly.

3.3.1.3. Modal   Operators

Modal operators are used to show necessity or possibility. They are of sheer importance to the motivational speakers while motivating people. They make people believe from impossibility (can't, won't, am not, try not) to possibility (can, able to, try, will). Moreover, by using modal operators of necessity like ought to, have to, supposed to, etc., the speakers try to change the perceptions and beliefs of the listeners. Modal operators have a very important role in our lives because they show map of our rules and belief systems when we use them in linguistic structures. The speakers make use of these patterns to make the audience believe in the belief system of the speaker, that is they change their negative mental map to positive mental map through which they can navigate the territories of life.

3.3.1.4. Universal Quantifiers

Universal quantifiers are used for universal generalizations like everyone, always, all, none, no one, everybody, etc. As they are part of Milton's model, they are used to induce a light trance to put the conscious mind at rest so that the speaker can communicate to the unconscious minds of the people. The reason of communicating with unconscious mind is that all kind of changes occur through one's unconscious mind.

3.3.1.5. Tag Questions

Tag questions are the questions whose answers are already known to the speaker. They are added at the end of a simple statement in order to keep the audience involved with the conversation. For example, you never like to go for exercise, do you?

3.3.1.6 Rapport Building

Rapport building is a very basic strategy in NLP approach of communication. Building a rapport means to develop a kind of connection and association with the listener. It can be emotional or physical association. Physical association is done usually by matching and mirroring the postures of the listener. However, emotional association can be done verbally by the choice of words according to the preferred "representational system" of the listener.

The concept of representational systems in NLP shows the five sensations of human beings through which they receive the information from their surroundings i.e. sight, touch, hear, taste and smell. NLP divides them into five representational systems i.e. Visual, Auditory, Kinesthetic, Olfactory and Gustatory. Out of these Visual, Auditory and Kinesthetic are most commonly studied representational systems. Another important representational system is added i.e. Auditory digital system. It represents the way a person communicates to him/herself. The Auditory Digital predicates show a kind of self-talk representing inner thoughts or streams of consciousness e.g. know, understand, experience, etc. According to NLP approach all of us have different preferred representational systems i.e. some of the people perceive things through visual description (videos) or vocabulary having *predicates* giving visual imagery like see, show, look, view, vision, scene, witness, etc. Similarly, some people prefer auditory system and perceive things easily through music or predicates like talk, utter, sound, listen, loud, converse, audible, etc. Then, some people prefer Kinesthetic system which include vocabulary related to feelings and emotions like affect, intuition, sensitive, feel, firm, tension, tired, etc. These representational systems actually depict the unique world experience of a person. Motivational speakers use such predicates to evoke sensory based experience among the listeners in order to develop a sense of "association" (rapport) with them.

Thus, keeping in mind the above patterns the data has been analyzed with the help of Ant Conc. and the results have been tabulated as discussed in the next section.

4. Data Analysis and Discussion

This section deals with the analysis of the collected data, its interpretation in the light of language patterns of Milton's model and the kind of persuasive effect they are intended to produce. The selected speeches are delivered on the basic idea of NLP i.e. „map is not a territory" (Bandler & Grinder, 1975). On the basis of this idea, the speaker has tried to motivate people by changing their unmotivated internal map as they are unable to perceive the "external reality" of the world due to the misrepresentation of reality by their mind. Therefore, the speaker uses Milton's patterns to communicate with the unconscious mind of the audience in such a way that it changes their perceived "map of external reality" which was actually causing them depression, anxiety, disbelief or fears. The analysis of the selected speeches is done by identifying the patterns from both speeches and their effect according to the context of the utterance is discussed at sentence level. Moreover, the kind of persuasive effect being produced by the patterns is evaluated in terms of other theories of persuasion i.e. how that effect relates to the notion of persuasion suggested by other theorists like Petty & Cacioppo (1986), Festinger (1957) and Fisher (1987). The theories

include Aristotle's *Rhetoric* (Ethos, Pathos, and logos), Elaboration Likelihood Model (ELM), Cognitive Dissonance theory and Narrative Paradigm. This provides the rationale why a certain pattern has been used by the speaker and how other theorists have elicited that particular effect. In the discussion below, patterns are discussed sequentially and their instances from the text are analyzed critically.

4.1. Nominalization

Nominalization is forming of noun from a verb or an adjective to make majority of the audience conform to the opinion of the speaker. It makes the expression vague and compels the audience to say "yes" readily. It works on the idea that the audience who has a kind of contradiction in their minds impeding the process of rigorous action taking in life decisions, the nominalization provides solution to that contradiction (Bandler & Grinder, 1975). In other words, Festinger (1957) called it as "dissonance" which creates discomfort. According to Festinger (1957), it is this dissonance which is source of persuasion because human beings feel uneasy when their actions are against their beliefs and they try to change either their belief or action to get rid of that unrest. The more intense the discomfort is, the more the chances are to get persuaded. The speakers use that dissonance as persuasion tool by providing a solution to that conflict of the receiver which suggests them to either change beliefs or adopt a new behavior (Dainton & Zelley, p.116-117). Nominalization is a pattern that minimizes that unease of the receiver. For instance, in his first speech he says "Emotion is the force of life", here by using the word "emotion" as a noun he has tried to convince as if solution to all the problems is to discover the "invisible force" driving our actions. Then, he says that "The defining factor is never resources; it's resourcefulness". Here he has nominalized "resourcefulness" from resourceful which somehow solves the conflict people have in their minds that they are unable to achieve things due to lack of resources. This is how he is changing the internal map of reality by communicating with their unconscious mind. Another instance is "The secret to living is giving", again here "giving" is nominalized form of give which convinces the audience as if it's not only speaker's opinion but a universal law motivating them to contribute to the society in order to lead a successful life.

Similarly, in the second speech "Do not doubt yourself", Robbins has employed nominalization pattern to change audience's perception about self-confidence. He says, "Emotion is created by motion"; by saying this he tries to change their "belief" (internal map) that only few people can be confident, or confidence is something you have by birth. By changing their belief, he motivates them to change their behavior towards creating confidence. He instills the idea that by walking confidently, the way of breathing and changing facial expressions you can gain confidence. Later in the speech, he says "Success starts with our beliefs. That is the core of your performance." Here again he has used nominalization thrice i.e. "success", "belief" and "performance" (i.e., success from succeed, performance from perform, belief from believe). All of these nominalized patterns act as a tool to replace the idea of self-doubt (inner reality) with the self-confidence i.e., external reality (Bandler & Grinder, 1975).

4.2. Cause and Effect

Cause and effect patterns are employed to appeal to the intellect or reasoning of people as Aristotle called this strategy "Logos". Reasoning is defined as to draw inference on the basis of some evidence or using logic (Merriam-Webster). As per Aristotle (trans.2007, p.40) in his "Art of Rhetoric" calls it as Enthymeme or Syllogism i.e. to deduce argument from minor and major premises (Jamil & Tala'a, 2018, p.5). Robbins has repetitively employed this pattern specifically in the second speech "Do not doubt yourself". For instance he says "If you're confident you can develop the competence but if you're competent and you don't have confidence, you'll never succeed." Here, he gives syllogistic argument by drawing the logical relation between confidence, competence and success. By beginning with a specific statement he has generalized the idea making it fit for everyone. This is how he has convinced the conscious mind of the audience. Also, there is another instance:

"If you want to succeed, you need to rehearse over and over succeeding until it's so real for you, your brain begins to believe it." Here, he has provided casual reasoning of cause and effect for persuasion. Likewise, in the speech "Why we do what we do" he has used the sentence "If get the right emotion we can get ourselves to do anything we want". Here, he has described "emotion" as the cause while every human action done is a result of any specific emotion. During the whole speech he stresses over this thing that we need to recognize that driving force. In other words, motion is caused by emotion that is why Robbins has metaphorically called earlier in the speech that emotion is motion. The table below shows the frequencies of cause and effect patterns:

Table 1: Frequencies of Cause and Effect patterns

Why we do what we do			Do not doubt yourself		
Cause and Effect pattern	**Frequency**	**Percentage**	**Cause and Effect pattern**	**Frequency**	**Percentage**
If	40	4.4%	If	33	6.8%
Because	23	2.5%	So	16	3.3%
So	23	2.5%	Because	10	2.0%

The percentage of patterns above show that "If" is used most frequently as it is also evident in the instances discussed above that in order to show the cause and effect "If" has been used. In other words, by working on cause we can change the effect. This appeals to the human reasoning.

4.3. Modal Operators

Modal operators and their repetition throughout the speeches indicates the notion over which speaker wants to emphasize. Modal operators are used to show necessity or possibility of something. The things or ideas with which a person uses them shows his

mental map of things which are most important to him. Motivational speakers use them to replace the existing map of possibilities with new map of possibilities introduced by the speaker (Bandler & Grinder, 1975). According to Elaboration likelihood model (Petty & Cacioppo, 1986), there are two routes; central and peripheral routes for persuasion purposes depending upon the kind of audience on the receiving end. Central route is usually factual based and has long lasting persuasive effects while peripheral route is for emotional appeal for short term change. Elaborated route is opted when the audience is enthusiastic about listening to the speaker and is "able" to understand the message. A strong elaborated argument creates positive cognitive response through repetition while interruption reduces the persuasive effect. However, the peripheral route is adopted when the audience is unable to process the information consequently, they are persuaded through emotional appeal (Dainton & Zelley, 2005, p.109). So, Robbins has employed modal operators repetitively to create strong elaborated argument as in his case the audience is highly motivated to listen to him. Following are the frequencies and percentages of modal operators:

Table 2: Frequencies of Modal Operators

Why we do what we do			**Do not doubt yourself**		
Modal operator	**Frequency**	**Percentage**	**Modal operator**	**Frequency**	**Percentage**
Can	30	3.3%	Can	33	6.8%
May	3	0.33%	Must	3	0.62%
Must	3	0.33%	Could	3	0.62%
Maybe	2	0.22%	Able	3	0.62%
Could	2	0.22%	Might	2	0.41%
Should	1	0.11%	Should	1	0.2%

The results of the above percentages show that "can" is the most frequent modal operator used in both of the speeches which indicates the emphasis of the speaker on "possibility" of things. He has employed this pattern to diminish the internal map of "self-doubt" among the listeners while a new map of external reality that they "can" do anything they want by believing in their selves and developing self-confidence.

4.4. Universal Quantifiers

Universal quantifiers are used for over generalization of ideas to communicate with unconscious minds. They keep the conversation vague and nonspecific so that the audience remains in a trance of what the speaker is trying to persuade. These patterns include everyone, all, everybody, never, no one, people etc. Another reason for using such patterns might be to provide a logic to the audience that the idea he is conveying is universal, it's

not limited to any specific person. Robbins in his speech generalizes the idea of human needs as:

"We all need all six (certainty, uncertainty, significance, connection and love, growth and contribution to something bigger)".

By using the pattern "all" he intends to change the world view of the audience on personal development. Then, he says: "Your model of the world is the filter. That's what is shaping us. It makes people make decisions." By using pattern "people" he is trying to provide a social validation to the audience so that they may comply with his notion and thus get persuaded. Below is the table showing percentages of universal quantifiers employed by Robbins:

Table 3: Frequency of Universal Quantifiers

Why we do what we do			Do not doubt yourself		
Universal Quantifier	Frequency	Percentage	Universal Quantifier	Frequency	Percentage
People	35	3.8%	People	11	2.27%
All	25	2.75%	All	6	1.24%
Always	5	0.55%	Never	6	1.24%
Never	5	0.55%	Always	5	1.03%
Everybody	5	0.55%	Everybody	1	0.21%

The results above show that "people" is the most frequently used pattern by Robbins which is done deliberately so that audience may agree to the message as it provides as social proof as argued by Cialdini (2001) that marketers tell the customers about their largest-selling product to stimulate them to buy that product. Most of the people agree to any notion just because everyone else is doing it. Therefore, by the repetitive use of "people" speaker might be trying to agree his audience with his message.

4.5. Tag Questions

Tag questions are used by the speakers to keep the audience involved in the conversation. Baldick (2001) call them as "rhetorical questions" which are asked just to create persuasion. They are actually statements in the form of question (Cited in Jamil & Tala'a, 2018, p.9). Abraham & Harpham (2009) argue that according to speech act theory the illocutionary force of tag question is not to ask but to assert (Cited in Tala'a, 2018). Also, another purpose of tag questions is to develop ethos or build rapport with the audience as Petty & Cacioppo (1983) state that "…enhancing the speaker's position is the main aim behind using such questions" (Cited in Jamil & Tala'a, 2018, p.9). In most of the cases the answer is obvious and maximum chances are to say "yes" by the listener as in the speech

Robbins says "If you're creative, playful, fun enough, can you get through any body, yes or no?" Similarly, "Once you know the game, you just up the ante, don't you?" In both of the instances, the audience conforms to the idea by saying "yes" without any reluctance. This is how ethos (credibility) of the speaker is built when he is able to make sure that whatever he is saying is right.

4.6. Rapport Building

Rapport building is a basic strategy in NLP approach. It is actually developing a kind of association with the audience. The association may be a physical association (matching and mirroring the gestures with the listener) or emotional association. The notion of emotional association comes from the concept of "Pathos" (passion) in Aristotle's *Art of Rhetoric*. Pathos means the kind of feeling it evokes in the listener. It appeals the receiver psychologically and emotionally. According to Petty & Cacioppo (1986) the speaker adopts *peripheral route* then he has to convince through emotional appeal or when the receiver is unable to comprehend any other information (Dainton & Zelley, 2005, p.111).

According to NLP approach the speaker uses "preferred representational system" of the receiver by using similar kind of "predicates" so that the speaker and listener appear to be at same emotional level. The representational systems studied in the present research are visual, kinesthetic, auditory and auditory-digital systems. Each representational system suggests the unique world experience of a person, but when the audience is huge in number and the speaker is unaware of the preferred system of the receivers then he employs a mixture of all the predicates in his speech so that his message is equally persuasive to all of them. Below is the list of predicates with their frequencies employed by Robbins in his speeches:

Table 4: Frequency of Representational Predicates

Why we do what we do		Don't doubt yourself	
Predicate	**Frequency**	**Predicate**	**Frequency**
Know	30	Feel	19
Tell	18	Know	17
Focus	10	Focus	9

The above frequencies show that "focus" is the most frequently used visual predicate and "tell" is the most frequently used auditory predicate. Both visual and auditory predicates are employed to evoke sensory based experience. Such predicates are instances of vivid description and concrete language to develop pathos through which he conveys his passion and commitment to the message. The predicate "tell" might be indicator of narration paradigm. It implicitly helps in making the speaker more credible and trustworthy.

Similarly, the most frequently used kinesthetic predicate is "feel" which a pathos developing strategy is again. The auditory-digital predicates are employed to persuade the listeners cognitively or through logic. Out of all, "know" is the most frequent predicate used among all representational systems which indicates that the speaker wants the audience should

work on personal development their selves. Such predicates are specific to every individual which he employs in his self-talk. The purpose of using such predicates is to bring change at that cognitive level of the listener that he begins to believe in what the speaker believes. They affect the rationale of the listener along with other senses. They are the most commonly used predicates because they are equally influencing for all kind of listeners. Consequently, all the predicates employed combine to produce ethos, logos and pathos which in turn help in rapport building of speaker with audience.

4.7. Story-telling Technique

Story-telling technique is often employed by speakers for rapport building. Fisher (1984, 1987) argues that human beings are different creatures on the basis of their storytelling ability. A message is persuasive not because it provides rationale but a narrative with "good reasons" is more engaging to motivate for any particular action or belief. There is an element of "subjectivity" even in the most "logical" messages (Cited in Dainton & Zelley, 2005, p.121). This element of subjectivity connects the speaker with the audience. This technique has also been employed by Robbins in these speeches as follows:

"My life was touched because when I was 11 years old……in different countries around the world." (Why we do what we do)

By narrating his personal life story, he brings subjectivity to his argument. Another factor is of pathos, audience feel a sense of sympathy when they come to know about the childhood story. Then, he connects his story with human need of contribution over which he has emphasized in his speech. This is how he has convinced his audience through narrative paradigm along with rationale. Likewise, later in the speech he narrates another story from his speaking experience in Hawaii. He narrates the story of a woman who lost her fiancé in the 9/11 attack but she learnt the message to give love to people in all conditions. She changed her behavior after that incident. So, the purpose of narrating that whole story was to convey that "transformation can happen". By narrating that story, he has implicitly tried to change attitude of people towards life so that they can bring change in their behaviors. At the end of the discussion, we are able to identify the patterns and strategies frequently employed by Anthony Robbins. The results of the frequencies suggest that most frequent patterns are "can" (modal operator), "If" (cause and effect), "know" (auditory-digital predicate), "feel" (kinesthetic predicate), "tell" (auditory predicate) and "people" (universal quantifier). The other patterns i.e., nominalization and tag questions have been studied through close-reading by the researcher.

5. Conclusion

This research aimed at identification of recurrent language patterns employed by Robbins in his speeches. The results show that the most frequent patterns include "can", "know", "feel", "tell", "people" and "if". The modal operator "can" is employed more frequently by Robbins which indicates the motive of the speech to change the "map of the inner reality" of the audience from self-doubt to the "possibilities" leading to self-confidence. Then the universal quantifier "people" is more frequently used to collectivize the idea given by the speaker. It also provides a "social proof" to the audience that it's not

limited to any specific individual but is equally important to all human beings of the world (Petty & Cacioppo, 1986). It also makes the message more persuasive in diverse or cross-cultural context. Another frequent pattern is "if" used to stress over "cause" in order to generate an "effect". It is used more frequently to have logical appeal to the audience so that they may stop doubting their selves. By the frequent use of "if", he develops syllogistic argument in order to appeal human "reasoning" (Jamil & Tala'a, 2018). Then, the most frequent representational predicates include auditory-digital predicate "know" and the kinesthetic predicate "feel". This indicates the underlying purpose of both the speeches. The frequent use of auditory-digital predicate shows that the speaker wants the audience to think themselves or question their own thoughts i.e., whatever they are doing, what's the driving force behind it. In other word, he wants the procuring of his ideas at the level of abstraction (Bandler & Grinder, 1975). Likewise, the frequent use of kinesthetic predicate shows that the speaker intends to appeal the audience's emotion (pathos) rather than logical appeal. Then, the other frequent pattern is of nominalization identified by close reading of the text. It provides solution to the "dissonance" of the audience (Festinger, 1957). Other frequent patterns are tag questions and storytelling technique, both of them being used for rapport building or ethos of the speaker. Story-telling techniques provide narrative along with reason which keeps the audience more engaged and motivated. However, there is less use of visual predicates, presupposition, mind read, lost performativity and embedded commands. The speaker has tried to make the audience think about their life themselves. By studying these results and patterns, the researcher is able to infer those persuasive messages are not confined to any specific strategy providing logos, pathos or ethos – it is always an inclusive idea. A persuasive message is always combination of rationale and narrative, an integrated perspective regardless of any dualistic approach (i.e. we are either rational or narratives) (Fisher, 1987 cited in Dainton & Zelley, 2017). However, further researches may be conducted in the genre of motivational speaking in order to bring change in attitudes or beliefs by focusing more on the already developed attitudes of the audience.The corpus selected for this study is small in size which is a limitation. However, the research provides a methodological basis for further studies which can add more motivation speeches and a number of speakers to compare and contrast their speeches from the perspective of NLP strategies and their impact on the audience.

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