STEPS IN THE MOVES OF KEYNOTE SPEECHES IN MOBILE PHONE LAUNCHING EVENTS AS POINTERS IN TEACHING PUBLIC SPEAKING

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Info Artikel	Abstrak
	Pendekatan dalam genre menyarankan guru untuk menggunakan materi autentik dalam pengajaran sebagai salah satu terobosan yang berbeda. Sebuah Keynote speech adalah genre yang mempunyai gerakan konstruktif yang spesifik di dalamnya. Step moving dalam keynote speech dibutuhkan sebagai penunjuk pada pengajaran public speaking untuk memberikan pendampingan kepada siswa untuk menyusun pidato. Latar belakang budaya dari dpeaker dan audience harus dipertimbangkan supaya keynote speech berkembang.

Abstract

Genre approach suggests teachers to use authentic materials in teaching as a kind of genre has different moves. A keynote speech is a kind of genre which has specific moves constructing it. Steps in the moves of a keynote speech are needed as pointers in teaching public speaking to give guidance for students in constructing a keynote speech. Cultural background of both the speaker and the audience should be put into consideration when a keynote speech is developed.

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INTRODUCTION

In recent years, the market of electronic gadgets is increasing as an individual usually has two mobile phones (Deloitte, 2011: 4). It is the result of the success of advertisements in influencing the customers as Morden (1991: 25) states that advertising is used to establish a basic awareness of the product or service in the mind of the potential customers and to build up knowledge about it. A keynote speech which is delivered in a mobile phone launching event is another way to influence the audience. As it has a certain purpose, it is a kind of genre (Bathia, 1993: 13). Therefore, it has certain move structure.

Speech is included in English curriculum for XII grade in language program. A teacher needs to employ an authentic material which provides cultural knowledge of the subjects in order to trigger the process of natural language acquisition and effective EFL education (Hwang, 2005: 91). Unfortunately, English textbook which is used does not have any examples of keynote speech. Therefore, information on move structure of keynote speech is highly needed.

This study investigates the steps in the moves of keynote speeches in mobile phone launching events, how they are structured, the reason why they are structured in the way they do, and the persuasive realization of the keynote speeches is revealed. The outline of this article begins with introduction. Then, it is followed by review of related literature, method of investigation, discussion on the findings, and conclusion.

Public speaking, or rhetoric, is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. It is closely allied to presenting, although the latter has more of a commercial advertisement. In public speaking, as in any form of communication, there are five basic elements, often expressed as "who is saying what to whom using what medium with what effects?" (Malmsio, 2012: 6). Who/whom refers to the audience of the speaking as the most important factor to consider the manner to deliver the speech. He should deliberately come up with a verbal address that is appropriate to the audience. What refers to the topic which will provide the speaker with the idea to develop a talk which is most appropriate, timely and equally relating to the audience. What medium or how refers to how the speech is delivered so that it will bring about certain effects to the audience. The way the speaker talks will influence the way the audience react on the speech.

Public speaking can also be considered a discourse community. Interpersonal communication and public speaking have several components that embrace such things as motivational speaking, leadership/personal development, business, customer service, large group communication, and mass communication. Public speaking can be a powerful tool to use for purposes such as motivation, influence, persuasion, informing, translation, or simply ethos.

A keynote is a speech that is generally the main speech at a meeting or for that day of the meeting. The keynote sets the tone of a convention and carries out the theme. A keynote speech in mobile phone launching events is the speech which aims not only to launch and to introduce a mobile phone, but also to persuade the audience to purchase the product by providing facts. It can be in the form of informative speech or persuasive speech.

A persuasive speech has a specific organization which plays a central role: the speech must logically establish why the audience must change. Although other persuasive designs are also effective in preempting psychological resistance to change, the most widely used organizational pattern for public-speaking is Monroe's motivated sequence (O'Hair et.al, 2007: 45). The following is the format of Monroe's motivated sequence: Gain the audience's attention, Identify unfulfilled needs, Propose a solution that satisfies, Visualize the resulting satisfaction, and Define specific actions. The most critical principle in Monroe's sequence is the identification of the audience's needs before proposing a solution.

The existence of thematic statement and preview in the introduction part makes it different from the persuasive one (O'Hair et.al., 2007: 40). An informative speech gives us information that describes something or states how to do something; it does not give your opinion as a main point; it avoids making judgments that the things you are talking about are bad/good, etc.

Language and culture are so closely bound that we communicate the way we do because we are raised on particular culture and learn its language rules and norms. The context of a speech also includes the social and cultural characteristics of the speaker and the audience. Levine et.al. (1987: 219) define culture as the system of knowledge, beliefs, and behavior shared by a group of people to understand their world and to guide their actions and behavior. An important aspect of public speaking in today's world is intercultural communication; the transmission of meaning between people from different cultures or bet-

ween people from different cultural groups within a society.

There are cultural influences that affect any public speaking situation. Cultural differences in public speaking may be seen by examining the Western logical format of developing arguments. Though it is difficult to generalize about all members of any particular nation or culture, learning cultural background will also help to analyze audiences and situations to apply in public communication knowledge and skills effectively.

The core values of each culture create different cultures (McAllister, 1995: 32). Core values involve a culture's ideals, not necessarily what exists in real life. Western people are said to be different from eastern people on some areas.

Eastern Cultures are often perceived as high context cultures where collectivism is important. In high context cultures people use a lot of indirect and nonverbal communication and are mostly collectivistic. The Confucian concept of self makes it difficult for Chinese speakers and writers to be direct, to express a point of view which is a typical American pattern. It presents individualism as problematic. Arguments are often delayed, include narration, and use statements that seem unconnected to the ears of the Western listener.

The four keynote speeches under study are constructed in four different contexts. Therefore, we will see the influence of the two different cultures in the structure of the keynote speech.

The main purpose of a keynote speech in a mobile phone launch event is to persuade the audience to believe on what the speakers are saying and do an action: make a purchase of the product. The speakers in the keynote speeches use some persuasion techniques to grab the audience's attention, to establish credibility and trust, to stimulate desire for the product, and to motivate them to buy the products. There are three Tools of Persuasion: Ethos, Logos, and Pathos (UNCG Speaking Center, 2012: 336).

METHODS

This is a genre study which is using qualitative approach to find out the moves of a keynote speech in mobile phone launching event, to explain how the moves of keynote speech are structured, to find out the realization of moves in the keynote speech, and to explain how the persuasion in the keynote speeches is realized.

There are four keynote speeches in mobile phone launching events downloaded from youtube.com on November 2011 as the data for finding out the moves of keynote speech. The keynote speech were delivered in four different mobile phone launching events to get various steps structures in the moves as the keynote speech are done by different people from different mobile phone companies.

There are three models of analysis. First, analyzing the steps structure in moves of the keynote speeches based on the social function. Second, analyzing the cultural background of the text production to know the reason why the moves of the keynote speeches occur in the structure. Third, analyzing the techniques of persuasion used in the keynote speeches to know how the realization of persuasion in the keynote speeches is.

There are some steps to analyze the data. They are described as follows: (1) Transcribing the keynote speeches, (2) Segmenting the keynote speeches into moves and steps based on the social function, (3) Outlining the steps in the moves of the keynote speeches, (4) Analyzing the text production of the texts focusing on the cultural background, (5) Analyzing the techniques of persuasion used in the keynote speeches, (6) Interpreting the results, and (7) Drawing conclusion as the answer of research questions.

FINDINGS AND DISCUSSION

A keynote speech is an important talk/speech in a formal meeting. The keynote sets the tone of a convention and carries out the theme. It usually tries to convince the audience about the theme by providing some arguments, like an exposition does. Keynote speeches under the study are the keynote speeches delivered in mobile phone launching events. The purpose of the event is not only to launch and to introduce a mobile phone, but also to persuade the audience to purchase the product by providing some facts.

After segmenting all the data into their respective moves, it was found that the moves used in advertisements under the study are:

Move 1: Introduction. It is stated in the beginning in order to prepare the audience to have the information that will be presented in the body. The steps of the Move 1 are:

M1S1: Grabber/hook/attention getter. The attention-getter is designed to intrigue the audience members and to motivate them to listen attentively. There are some sub steps done by the speakers in the keynote speeches to construct Grabber: Greeting, Introducing oneself, Using attention getter device, Welcoming, Introducing the guests, Giving impression, and Congratulating.

M1S2: Establishment of ethos. It is important to build the speaker's and the company's credibility which consequently will increase the audience's trust on the company and product and also the desire to buy the product. The dimensions of ethos establishment in the keynote speeches under study are: Reputation, Trustworthiness, and Similarity.

M1S3: Thematic statement. It introduces the purpose of the speech. It is important to give an insight for the audience about the points of the presentation.

M1S4: Preview of the products being launched

Move 2: Body. All of the keynote speeches under study use the sequence of need^satisfaction^visualization to construct its body. The following are the steps of the Move 2:

M2S1: Need. The statements of need are presented to show the audience that the existing condition at present needs changes. In this case, the speakers of the keynote speeches try to uncover the customers' real need on the mobile phone.

M2S2: Satisfaction. In this stage, the speaker presents the solution to the needs or problems described in the previous step.

M2S3: Visualization. In this stage, the speaker shows more realistic and detailed information using vivid images and verbal illustrations to support the benefits of the proposed solution.

Move 3: Conclusion. In this final step, the speaker tries to turn the audience's agreement and commitment into the desired action. The following are the steps done by the keynote speakers under study to construct Move 3.

M3S1: Summary / Review. It helps to remind the audience of the big ideas to help solidify their memory of the message.

M3S2: Future intention. It states the speaker's intention in the future.

M3S3: Tie to introduction. It resonates the introduction of the presentation.

M3S4: Creative concluding thought. It is a set of statements refers to main ideas with a strong motivating statement, a call to action, or a plea. All of the keynote speeches include this move in their conclusion part although they come out in different forms: Slogan, Inform the product's price and color, Offer the product, and Inform the date of products' availability and the delivery system.

Steps Structure in the Moves of the Keynote Speeches

All of the keynote speeches un-

der study have the same move structure: Introduction^Body^Conclusion. They have same steps in Body: Need^Satisfaction^Visualization. The difference comes on the steps constructing Move 1 and Move 3.

KS1 is in the form of informative speech. Move 1 in KS1 consists of M1S4- M1S1-M1S3. M1S4 is done by stating the product's benefit. M1S1 is done by describing the benefits of using the product and the speaker's self-introduction. M1S3 is done by stating the purpose of the speech, which in this keynote speech is called performance. The conclusion of KS1 is done in a short way as the speaker only states a phrase. The phrase ties to the introduction which describes the benefits of the product on the customers' life. Although the conclusion is short, it is effective to persuade the audience as the audience will remember it easily.

KS2 follows the outline of persuasive speech. The Introduction of KS2 consists of M1S1 (the speaker's self-introduction) and M1S2 (establishment of ethos). It is done by the CEO of the company. The Introduction mainly aims to establish the speaker's and the company's ethos by describing his experience in the company and the company's achievements. It is done by giving scientific evidence that is by showing statistics and testimonials from some sources. The conclusion of the event is done by the CEO, the same person who opens the event. He closes the event by reviewing the information about the product which is launched in the event (iPhone 4s). He also tries to tie it to the introduction by showing his pride on the team and establishing the ethos.

KS3 follows the outline of informative speech. In the Introduction part, the speaker shows some previews on the products being launched. It is done by the CEO of the company. The speaker tries to establish his own and the company's ethos. He tells about his experience in the company and in the area where the product is launched. It is done to make the audience trust the speaker more. He puts a lot of efforts to establish the ethos; he uses a familiar word for the audience, shows statistics, and also shows the company's efforts to fulfill the customers' needs. In this opening, he also previews the products by describing the products and also informing the price of the products. The event is closed by the first speaker. This conclusion part consists of summary of the presentation, tie to introduction (by showing commitment to customers), creative concluding thought (by showing future intention) and giving impact to the audience. It is done to make the audience purchase the products to ex-

perience the products' benefits.

KS4 follows the form of informative speech as the speakers in the introduction part already give preview on the product being launched. This launch event is different from the other three keynote speeches as there are eight speakers who take part in the Introduction. Each speaker delivers his/her speech in the sequence of introduction^body^conclusion.

The first speaker is the CEO of the company. He opens the event by greeting, welcoming, and introducing the audiences. In the body of his speech, he tries to establish the company's ethos by showing its achievements, describing the team of the company, and its future intention. He also gives preview on the products being launch. He ends his speech by launching the products. The other seven speakers in the introduction part are the special guests of the event. They are the partners of the company who work with the company in making the products. Their speeches are about the speakers' impression on the products and on the company by describing its achievements. They also talk about the partnership of the companies and their efforts to make the products for their customers. The conclusion of the event is done by the CEO of the company, the one who opens the event. He closes the event by thanking the partners and promising their future partnerships. He also informs the time to purchase the product.

A discourse analysis of the keynote speeches is done to see the context of situation of the keynote speeches. The texts under study are four keynote speeches in mobile phone launching event. Therefore, the field and mode of the texts can be clearly seen. The field of the texts is about the mobile phone which is being launched, and the mode is spoken.

The keynote speeches are delivered in different events, meaning the situations are different. The keynote speeches are delivered for different companies. Therefore, the tenor of the texts is completely different. The keynote speakers of the events are people from different mobile phone companies. They can be the CEO of the company, people who are responsible for the mobile phone's texts' production or people who have relationship with the company. The audiences of the events also have various backgrounds. They can be the customers, the colleagues of the company, or press. They have different background. Therefore, we cannot analyze the interpersonal meaning of the texts. To find out the reason why the moves of the keynote speeches occur in the structure, the only way is by analyzing the cultural background of the texts' production as the keynote speeches are delivered in different places.

KS1 was done on March 24th 2010 in Las Vegas in CTIA show. The audiences of the show are people who work for telecommunications industry in United States and journalists who make report or reviews on telecommunication industry. Both the speaker and the audience of the event are English native speakers who hold a strong western culture. It can be seen from the move structure of the keynote speech.

The KS1 start with short Introduction and Conclusion. The Move 1: Introduction consists of three steps: M1S4-M1S1-M1S3. M1S4's occurrence before M1S1 shows directness of the speaker to the point of the presentation. It is the way western people view the truth. The clause of M1S4 also offers practicality which becomes the way they encounter life. The steps constructing the Move 2: Body of the keynote speech also shows the cultural background. Move 2 is used by the speaker to describe and show the benefits of the product. The steps consist of the description of the new product. The steps' sequence M2S1-M2S2-M2S3 shows simple cause-and-effect logic. People in western culture use this way in their life. They think that problems in their life require solution. They must be resolved, not to be avoided. Move 3: Conclusion of the keynote speech is done in a short way as the speaker only states a phrase. It also shows how people in the area face their life. They put practicality forward.

KS2 was delivered when Apple announced the iPhone 4s launch event on October 4, 2011, in Cupertino, California. The event was opened and closed by the Apple's CEO, Tim Cook. As it is done in California, the audiences of the KS2 are Apple's customers, colleagues, and journalists. Most of them are English native speakers. They hold western cultures in their life. It can be seen on the KS2's move structure.

KS2 is the first keynote for the CEO. Therefore, in Move 1: Introduction, the speaker takes most of time to establish his ethos by showing his experience in the company (M1S2). He wants to show that he has done a lot for the company, so he can achieve the present position. It shows that he holds western culture as western people think that human effort determines one's lot in life. The step M1S2 is also done by the speaker to establish the company's ethos. He tells the company's experience in telecommunication industry and shows how the customers react on the products made by the company. He uses testimonials, graphs as scientific evidence, and also videos. He shows two cultural values here; that truth is defined by

facts and that development must be pursued. The Move 2: Body is done by some speakers. They are people who work for the company. They describe updates and features on the new products. They also show directness in their presentation as they directly go to steps M2S1-M2S2- M2S3 after they are given floor by the previous speaker. The one who gives the floor to the next speaker is the one who is delivering and finishing his speech. It shows that they hold Egalitarianism. They think that everyone has equal rights and opportunity. It can also be seen from the way they give floor to the next speakers. Move 3: Conclusion of the keynote speech also reveals the cultural background of the speaker. The step M3S1 is done in a short way. It shows practicality in his way of thinking. Step M3S3 comes after the review. The clauses in the step show that he thinks that human effort or skill determines outcome.

KS3 was delivered when Nokia introduced Symbian Belle on August 24th, 2011 in Hong Kong. It was done by two speakers: the first is Colin Giles, EVP and head of Global Sales at Nokia and the second is Heiki Koivu, head of Nokia smart phone operation in China. Both of them are English native speakers, but they have lived in Asia for years. The way they delivered the keynote speech shows that they combine western and eastern cultures. In Move 1: Introduction, the steps used by the first speaker are M1S1-M1S3-M1S2-M1S4. M1S3 comes right after M1S1 to put the audience into higher position, to show that the audience is the important people in the event as they become the first persons to see the new products. It shows that the eastern cultural value has class structure in the community: individuals have unequal rights and position. Step M1S2 is done by showing that the speaker has been a part of the community. He uses a word from Hong Kong. He does that as people in Hong Kong holds Collectivism in their life. They will do anything for the group's sake. Therefore, the speaker aims to show that he is a part of the community and he will do anything for the community. It is shown on the way he tells the company's efforts to make the products for the customers. However, from the way he tells the development of the company on the telecommunication industry in the area, it shows that he uses the eastern culture as the bases. The eastern people see the past as the living anchor of the present and must be maintained. Therefore, he shows the success of the company in the past to build the audience's trust on the company.

Move 2 of KS3: Body is done by the second speaker. He shows that he still holds western cul-

ture in their life as he directly comes to step M1S3 by stating the point of his presentation. His presentation is constructed by M2S1- M2S2- M2S3 steps. It also shows directness and he is showing the facts on how the product will give benefits on the customers. That is how western people see the truth. It is that truth is defined by facts, not depends on the relationship of the audience. He also shows practicality as the emphasis of the products' benefit. Move 3: conclusion consists of M3S1- M3S3- M3S4 steps. The M3S1 step is simple as western people make a summary. In steps M3S3 and M3S4, the speaker uses eastern culture in order to take the audience's trust so they will have desire to buy the product. He shows that the company will preserve their relationship. Collectivism occurs once more in this step as the speaker shows that what the company does is for the community's sake.

KS4 was delivered in the launching event on 26 October 2010 in Taiwan. The speakers and the audience are not English native speakers. Their eastern culture can be easily seen from the move structure of the keynote speech. Move 1: Introduction takes most of the presentation as there are eight speakers in it. The first speaker is the CEO of the company and the other speakers are the partners of the company. It shows that the community holds the faith that relationships determine outcome. They will be able to achieve something if they have good relationship with their colleagues. Therefore, the partners are given chance to presents their impressions on the products and on the company. At the same time, it is also important for them to persuade the audience as they hold the perception that truth is dependent on the relationship. They try to create the audience's trust by showing other's opinion on the products. Eastern people tend to act based on what other people (their group) think. The presentations done by the colleagues also aim to preserve the company's image.

Move 2: Body of KS4 aims to present the new products and how the products will benefit the customers. The speaker in this move does not directly go to the description of the products. He starts by showing gratitude to the colleagues for their support on the products and how customers react on their previous products. He uses these steps as the audience holds collectivism. He aims to show that he tries to maintain the relationships with their colleagues and gets the audience's trust on them. As the products go to global market, the sequences of M2S1- M2S2- M2S3 steps or M2S1-M2S3 steps are used by the speaker to describe the products. He uses the sequence to show wes-

tern culture in the product's development; that is simple cause-and-event logic. It also resembles the Monroe's Motivated Sequence as a way to persuade the audience. It is good to be used as the customers will directly see the solution on the problems they face in their life. it will create satisfaction more.

Move 3: Conclusion of KS4 is done by the last speaker, the same person as the first speaker. He uses step M3S3 to tie to the introduction. In this step he tries to maintain the company's relationship with its partners. It is the way eastern people see a relationship. It must be preserved at all costs since it will affect the company's outcome. Step M3S4 also comes in indirect way. He uses a question as if it is questioned by the audience to inform the date of the product on market. It shows the way eastern people view the truth. It is impolite to reveal something directly.

The keynote speeches under study aim to inform and to persuade the audience about the mobile phone being launched. Therefore, the speakers in the keynote speeches use some techniques of persuasion which are considered effective to make the audience persuaded to buy the products. The speaker in KS1 uses only two techniques of persuasion. They are "Simple solution" and "Intensity".

As KS2 is a long presentation (the event takes one a half hours), the speakers in KS2 use many techniques of persuasion. They use 10 techniques which are used for specific purposes in the steps. They are "Symbol", "Nostalgia", "Intensity", "Testimonial", "Scientific evidence", "Repetition", "Bandwagon", "Name calling", "Simple solution", and "Bribery".

The speakers in KS3 use eight techniques of persuasion. They are "Intensity", "Nostalgia", "Scientific evidence", "Repetition", "Bandwagon", "Testimonial", "Bribery", and "Simple solution".

The speakers in KS4 use six techniques of persuasion. They are "Nostalgia", "Scientific evidence", "Intensity", "Simple solution", "Bandwagon", and "Maybe".

This study shows that students need to have authentic materials as a model to construct an effective text. The finding of the study on how a keynote speech is structured and how the culture of the speaker and audience affect the production of a keynote speech can be used as pointers in teaching public speaking.

As a keynote speech aims not only to inform a product but also to persuade the audience to buy the product, persuasive techniques need to be employed in the keynote speech. Persu-

asive techniques which are commonly used in a keynote speech in a product launch are: Simple solution, Intensity, Symbol, Nostalgia, Intensity, Testimonial, Scientific evidence, Repetition, Bandwagon, Name calling, Bribery, and Maybe. These techniques will help the learners to realize persuasion in their keynote speech text.

CONCLUSION

First, the keynote speeches under study have different forms: Three of the keynote speeches are in the form of informative speech (KS1, KS3, and KS4) and KS2 is in the form of persuasive speech. The difference depends largely on the speakers of the keynote speeches. They are all have similar move structure Introduction^Body^Conclusion, but the steps constructing the moves are different one another, especially in Move 1 (Introduction) and Move 3 (Conclusion). In Move 2, the steps in the four keynote speeches follow Monroe's Motivated Sequence: Need^Satisfaction^Visualization. The steps in Move 1 vary from M1S1: Grabber/hook/attention getter, M1S2: Establishment of ethos, M1S3: Thematic statement, and M1S4: Preview. It depends on the form of the speech. Informative speech will include preview in the introduction. The steps in Move 3 vary from M3S1: Summary / Review, M3S2: Future intention, M3S3: Tie to introduction, and M3S4: Creative concluding thought.

Second, the structure of the steps in the moves of the keynote speeches under study varies. It depends on the speakers of the keynote speeches. Like in the Move 1, three of them start with M1S1 then followed with M1S2, M1S3, or vice versa and then M1S4. Only one starts with M1S4. In Move 3, KS1 ends with only one step: M3S4, while the other three consist of at least two steps; KS2 use steps M3S1- M3S3 to end the presentation, KS3 end with steps M2S3- M3S1- M3S3- M3S4- M3S1- M3S4, and KS4 ends with steps M3- M3S3- M3S4.

Third, the different steps occur in the keynote speeches are highly influenced by the cultural background of both the speakers and the audiences. The cultural influence can be seen on how the steps constructing the moves of the keynote speeches are structured. It can reflect the western or eastern culture purely, or mixed of both cultures.

Finally, although the keynote speeches occur in informative or persuasive form, they all aim to persuade the audience to buy the product. It is proven as the speakers employ various techniques of persuasion, like: "Symbol", "Nostalgia", "In-

tensity", "Testimonial", "Scientific evidence", "Repetition", "Bandwagon", "Name calling", "Simple solution", "Bribery", and "Maybe".

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