

RESEARCH ARTICLE

Discursive strategies of motivational speech: A positive discourse analysis of Jay Shetty's video

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ABSTRACT

Motivational speech has emerged as a significant trend in social media, driven by the increasing demand for personal development content and the accessibility of digital platforms. With the rise of platforms such as YouTube, Instagram, and TikTok, motivational speakers now can reach global audiences instantaneously. This shift has transformed motivational speaking from a niche practice into a widespread cultural phenomenon. Now, this paper was positioned to analyze the presence of discursive strategies—linguistic and rhetorical techniques to convey meanings—within motivational speech videos. Positive discourse analysis was carried out to analyze a viral motivational video from Jay Shetty identifying prevalent discursive strategies. Findings indicated that Jay Shetty perspectivation/framing/discourse representation (39.7%), argumentation (20.7%), referential/nomination (15.5%), predication (13.8%), and intensification/mitigation (10.3%) in his viral video. He used linguistic and rhetorical techniques, like metaphors and analogies, to craft his messages in a way that resonates deeply with his audience, making them relatable and impactful. Through selected words, persuasive structures, and storytelling, he engages listeners emotionally and intellectually, guiding them toward self-reflection and personal growth. His use of rhetorical questions encourages introspection, prompting viewers to think critically about their own lives and decisions. By framing his narratives in ways that connect personal challenges to universal experiences, Shetty had a sense of shared understanding, making his audience feel seen and motivated to take action. Consequently, motivational speech on social media has evolved into a powerful tool for shaping public discourse, promoting mental health, develop resilience, and inspiring positive life changes across societies and culture.

Keywords: discursive strategies, language use, motivational speech, social media

1. Introduction

Motivational discourse is a type of public speech aimed at encouraging listeners to make positive social changes in their lives. These discourses serve various purposes, such as promoting personal growth, inspiring individuals to take on challenges, presenting new solutions, boosting confidence, and enhancing worker performance. A compelling motivational speech can inspire substantial social change in the audience's lives^[1].

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A motivational speech aims to inspire, energize, and empower a specific audience, encouraging them to take action or achieve something they may have previously thought impossible^[2]. While persuasive speech seeks to convince the audience to adopt a particular belief or ideology, motivational speech focuses on developing a sense of possibility and action. In this sense, motivational speech can be seen as a subset of persuasive speech, as it also seeks to influence the audience, but with a primary goal of inspiring action rather than merely shaping beliefs^[1].

Currently, motivating and inspirational messages pervade the public discourse. Prominent corporate figures, Hollywood celebrities, and accomplished individuals disseminate quotes daily, imparting wisdom on achieving a fulfilling life, with messages that convey hope and motivation—one of them is Jay Shetty.

Jay Shetty, being an urban monk and a motivational storyteller, has emerged as one of the prominent figures in the digital age, earning a spot on the Forbes 30 under 30 list. He encapsulates his media empire with the slogan ‘Making Wisdom Go Viral’^[3]. In the digital landscape, Shetty’s motivational discourse is marked by systematic efforts to invoke culturally shared frameworks for the intended audience; imply preferred actions on their part; and influence the interpretation and experience of life events through a series of social practices. Jay Shetty has garnered a remarkable following exceeding 50 million on various social media platforms, demonstrating a unique ability to render purpose and ancient wisdom both relatable and practical, leading to greater accessibility for a broad audience. In 2020, Jay Shetty published his inaugural book, “Think Like A Monk: Train Your Mind for Peace and Purpose Everyday,” which achieved significant success by reaching the pinnacle of the New York Times and UK Sunday Times bestsellers lists. The work received recognition from Apple Books as the Best Audio Book of the Year and was honored as Book of the Year by the British Book Awards. In his compelling book, Jay Shetty utilizes his experiences with monks to assist readers in identifying and overcoming obstacles, enabling them to access their limitless potential, power, and purpose.

Broadly speaking, digital storytelling (DST) constitutes a postmodern genre in which storytellers possess the capability to disseminate their narratives, documentaries, and memoirs for consumption by digital natives^[4]. (De Jager et al., 2017). It is a method of conveying one’s narrative through several mediums, including picture, language, speech, sound, video, music, and animation^[5] and uses media to broaden and strengthen the written or spoken word^[6]. The online videos of Jay Shetty are best categorized as digital stories, characterized by their conciseness (two to five minutes), personal occasionally autobiographical narratives, featuring focused logical or chronological storylines, dramatic storytelling elements, and impressionistic or poetic expressions^[3]. This what makes Jay Shetty worthy of studying, as his videos transcend throughout different societies and cultures.

The current study seeks to understand the discursive strategies in Jay Shetty videos using positive discourse analysis. Despite the widespread accessibility and visibility of digital content in the contemporary social media environment, scholarly examination of this content, like that of Jay Shetty's engaged in social action or community involvement, is notably scarce in academic literature^[3]. Hence, this paper was set to fill the gap in the understanding of motivational speech in social media using discourse analysis as its primary linguistic method. Discursive strategies were commonly used in politics^[7], leadership roles^[8], education^[9], and business dynamics^[10], but little was known about its use in online motivational speeches.

2. Literature review

2.1. Motivation and language

On a near-daily basis, the term “motivation” appears in various contexts. Motivation refers to the process of encouraging an individual or oneself to pursue a specific course of action or to activate the appropriate response to achieve a desired outcome^[11].

Communication serves as a means of conveying human experiences to the surrounding world or individuals^[12]. Persuasion can be understood as a symbolic process wherein individuals endeavor to influence others to alter their attitudes or beliefs^[13]. In motivational contents, a persuasive message consistently embodies a synthesis of rationale and narrative, presenting an integrated perspective that transcends any dualistic framework i.e., the notion that people are either rational or narrative-driven^[14]. For example, inspirational quotes, widely disseminated on social media and embraced globally, are insightful statements drawn from the life experiences of notable figures, often used by individuals to express their sentiments^[15].

Nazim and Yousaf^[12] used Neuro-Linguistic Programming (NLP) to explore the persuasion strategies in motivational speeches. Their findings realized recurring language patterns across motivational speeches, with “can,” “know,” “feel,” “people,” and “if” being the most frequent. Speeches use the modal verb “can” to shift his audience’s mindset from self-doubt to possibility, and the universal quantifier “people” to collectivize his message, making it more persuasive across diverse audiences. The use of kinesthetic predicates like “feel” appeals to emotions, while storytelling and tag questions build rapport, creating a balanced persuasive approach that combines logical reasoning and emotional engagement.

Warsi, Mushtaq and Sikapuria^[16] conducted a study among 70 undergraduate students regarding the effect of motivational speeches to their intrinsic motivation and psychological need satisfaction. In the experimental group, the mean increased from 4.35 (SD = 2.01) in the pre-test to 9.4 (SD = 4) in the post-test. The control group also showed an increase, with pre-test and post-test means of 4.40 (SD = 1.95) and 7.60 (SD = 3.20), respectively. Although both groups improved, the experimental group exhibited a more notable increase, indicating a greater improvement in understanding intrinsic motivation and psychological need satisfaction compared to the control group.

Discursive strategies are employed to effectively convey the intended meaning of a statement when delivering an idea. In politics, key discursive strategies include the use of personal pronouns to promote inclusion or exclusion, shaping a sense of belonging among the audience^[17]. Essentially, discursive strategies can be conceptualized as the endeavors of social actors to construct reality with the aim of fulfilling specific objectives^[18,19]. In fact, discursive strategies also appear even in inspirations quotes. A rhetorical analysis of 100 motivational quotes from social media, Tumasang^[11] demonstrated that their persuasive effectiveness relies on rhetorical strategies, specifically the three appeals (ethos, pathos, logos) and the five canons of rhetoric (invention, arrangement, style, memory, delivery). The study highlights that short, well-constructed quotes with effective figures of speech and thematic consistency significantly enhance their appeal, as reflected by their widespread popularity and engagement.

Positive discourse analysis appears to be fundamental in analyzing the context and meanings of motivational speeches; however, limited studies used this approach in analyzing human phenomena. Martin^[20] argued that the absence of positive discourse analysis significantly hinders the understanding of the mechanisms through which transformative change occurs across various contexts—such as the ways in which feminists reshape gender relations, how indigenous communities navigate their colonial legacies, and

how migrants adapt to and enhance their new surroundings, among other examples. This situation impedes the design process and may even dissuade it, as analysts tend to focus on the resolution of struggles rather than the attainment of freedoms. Positive discourse analysis enables to learn about the mechanisms through which power can produce positive values and promote an optimistic perspective^[21], which makes it ideal to use in motivational speeches.

3. Research questions

Using positive discourse analysis, this paper analyzed the discursive strategies present in Jay Shetty's motivational speech. This paper analyzed how Jay Shetty used discursive strategies to convey meaning, promote positive change, self-empowerment, and personal growth. Below are the specific questions to be answered in this paper.

1. What are the discursive strategies in Jay Shetty's motivational speech?
2. How do these discursive strategies imply positive constructions?

4. Methods

4.1. Research design

This paper adopted qualitative research design through discourse analysis in analyzing the discursive patterns of Jay Shetty's motivational videos. Positive Discourse Analysis (PDA) focuses on analyzing how language is used to promote positive, empowering, or motivational messages^[22]. This design is suitable for analyzing motivational speeches (like Jay Shetty's), as it focuses on how discursive strategies are employed to inspire, uplift, and influence audiences. PDA offers a complimentary perspective for critical discourse analysis that embraces a constructive, optimistic, and progressive approach to addressing societal issues and enhancing human existence^[20]. The narrative data from a transcribed Shetty YouTube video was descriptively analyzed to identify discursive strategies e.g., referential/nomination, augmentation, predication, perspectivation/framing/discourse, representation, and intensification/mitigation. The PDA framework is particularly suited for motivational discourse as it shifts the focus from criticism to appreciation of how language can contribute to societal well-being. Through this design, the study seeks to uncover the rhetorical and discursive techniques Shetty employs, such as the use of personal anecdotes, metaphors, repetition, and affirmative language.

4.2. Corpus screening

A corpus intended to reflect a specific language type will focus on text sampling^[23]. A corpus can be composed of spoken, written, or multimodal texts, and the goal of corpus analysis is to systematically study language patterns, frequencies, and structures within these data sets^[24]. The decision has been made regarding the inclusion of 'full texts' in the corpus. Alternatively, if a sampling method involving random selection of texts is to be employed, it is crucial to define what constitutes a 'text.' Scholars examine individuals' textual data through transcribed focus groups and interviews, or they analyze educationally pertinent documents, such as legislation and various forms of official organizational websites^[25]. In this study, one video was selected from the motivational speaker Jay Shetty's YouTube channel. Specifically, the video was chosen due to its substantial viewership, having garnered over one million views on YouTube and more than ninety million views on Facebook. These metrics indicate a high level of audience engagement and widespread dissemination, making the video a relevant and influential source for analysis within the context of motivational discourse.

4.3. Data analysis

The video was first manually transcribed to convert the spoken content into textual data. This transcription process involved carefully listening to the motivational video and capturing both the words and notable non-verbal cues (e.g., pauses, emphasis) that contribute to the delivery of the message^[26]. Once the transcription was completed, the resulting text became the primary data for analysis.

For the data analysis, Wodak and Meyer^[27] discursive strategies framework was employed to systematically examine the structure and function of the language used in the motivational speech. This framework is widely recognized in discourse analysis for its ability to unpack how language functions to convey power, ideology, and social influence, making it particularly relevant for studying motivational content. The coding process was then guided by the five discursive strategies identified by Wodak and Meyer^[27]: referential/ nomination, augmentation, predication, perspectivation/framing/discourse, representation, and intensification/mitigation. The analysis involved systematically coding and categorizing the linguistic patterns observed in the transcription, which were then organized into a structured format. To facilitate clarity and interpretation, the findings were tabulated, with each identified discursive strategy being systematically mapped to specific excerpts from the text, based on the thematic framework presented in **Table 1**.

Table 1. Mapping of discursive patterns.

Strategy	Objectives	Devices
Referential/nomination	Construction of in-groups and out-groups	<ul style="list-style-type: none"> - membership categorization - biological, naturalizing and depersonalizing metaphors and metonymies - synecdoches (<i>pars pro toto, totum pro pars</i>)
Predication	Labelling social actors more or less positively or negatively, deprecatorily or appreciatively	<ul style="list-style-type: none"> - stereotypical, evaluative attributions of negative or positive traits - implicit and explicit predicates
Argumentation	Justification of positive or negative attributions	<ul style="list-style-type: none"> - topoi used to justify political inclusion or exclusion, discrimination or preferential treatment
Perspectivation/framing/discourse representation	Expressing involvement Positioning speaker's point of view	<ul style="list-style-type: none"> - reporting, description, narration or quotation of (discriminatory) events and utterances
Intensification, mitigation	Modifying the epistemic status of a proposition	<ul style="list-style-type: none"> - intensifying or mitigating the illocutionary force of (discriminatory) utterances

5. Results

5.1. Frequency of discursive strategies in Jay Shetty’s motivational speech

This paper analyzed the occurrence of Wodak and Meyer^[27] discursive strategies in a Jay Shetty’s video that garnered over one million views on YouTube and more than ninety million views on Facebook. Descriptive analysis in **Table 2** revealed that the most frequently used discursive strategy in the analysis is *perspectivation/framing/discourse* representation (39.7%), suggesting that Jay Shetty frequently positions himself within the discourse by offering personal insights and reflections, which helps him connect with the audience and frame the message in a relatable way. This is followed by *argumentation* (20.7%), where Shetty employs logical reasoning to persuade his audience and reinforce his motivational points. *Referential/nomination* (15.5%) is another commonly used strategy, as Shetty often draws in-group and out-group distinctions, frequently referencing well-known figures to enhance his message's credibility. Although used less frequently, *predication* (13.8%) and *intensification/mitigation* (10.3%) still contributed to shaping

the overall motivational tone by assigning attributes to key concepts and adjusting the emotional intensity of the discourse.

Table 2. Descriptive analysis on discursive strategies observed.

<i>Discursive Strategy</i>	<i>Frequency</i>	<i>Percentage</i>
Referential/nomination	9	15.5%
Argumentation	12	20.7%
Predication	8	13.8%
Perspectivation, framing or discourse representation	23	39.7%
Intensification, mitigation	6	10.3%
<i>Total</i>	58	100%

5.4. Positive constructions in Jay Shetty’s motivational speech

Positive constructions refer to the use of language and discourse patterns that emphasize optimism, growth, and empowerment. In motivational speeches, positive constructions are linguistic strategies that focus on framing situations, challenges, or personal growth in a way that encourages hope, resilience, and a proactive mindset.

The excerpt from Jay Shetty’s speech employs *optimistic framing* throughout to inspire and motivate the audience, focusing on the potential for personal growth, resilience, and pursuing passions despite challenges. For example, Shetty references well-known figures like Oprah, Steve Jobs, The Rock, and Ellen DeGeneres, all of whom faced significant challenges and negativity. Instead of framing these challenges as reasons to give up, Shetty presents them as catalysts for greatness. The message is clear: if these individuals had succumbed to doubt, they would not have achieved their success. This framing strategy transforms adversity into an opportunity for greatness, promoting an optimistic outlook on overcoming obstacles—a pattern commonly observed in referential/nomination, argumentation, and perspectivation/framing/discourse representation.

“**We forced ourselves** out of the bed to live the same day again and again and call it a life. **Imagine** this for a moment—what if Oprah listened to her haters and doubters? **What if** Steve Jobs settle for real job? **What if** The Rock never broke through depression? What Ellen **never overcame the bullying**? **Imagine** a world where everyone lived with their passion. We’d be **better people**, we’d be better partners, we’d be better parents. See, **I’ve never seen a strong person** with an easy past. We all have a passion; we have a genius inside us. We have that potential.

—Excerpt 1

Now, take a look at the Excerpt above, the specific words and phrases used in Jay Shetty’s speech has significant purpose in his discursive strategies. These words are carefully selected to provoke thought, evoke emotions, and guide the audience’s reflection on their own lives and actions. **Table 3** summarizes the analysis for simplification.

Table 3. Deconstructed text with textual analysis (Excerpt 1).

Discursive Strategy	Analysis	Linguistic Implication
Referential/nomination	The phrase “we forced ourselves” creates a shared sense of struggle or dissatisfaction with daily routines. By	This emphasizes the monotonous, often dissatisfying nature of routine, creating a contrast between current reality and the aspirational message that follows.

Predication	using the pronoun “we,” Shetty builds a collective experience, aligning the audience with his perspective. “Imagine” is a powerful directive word that invites the audience to create mental images of alternative realities. It acts as a cognitive tool, encouraging listeners to visualize positive change or reflect on hypothetical scenarios.	It sparks creative and emotional engagement, positioning the audience to mentally construct a vision of the future that aligns with the speaker's message of empowerment and growth.
Argumentation	“What if?” introduces hypothetical scenarios that challenge the audience to think critically about possible alternative outcomes. By posing questions about famous figures like Oprah, Steve Jobs, and The Rock, Shetty uses argumentation to show that success is a result of overcoming adversity.	This rhetorical question encourages self-reflection, inviting the audience to apply the same logic to their own lives and consider how their choices today affect their future.
Perspectivation/framing/discourse representation	“We forced ourselves out of bed...” creates a shared experience between himself and the audience, drawing them into the narrative of everyday monotony. This phrase frames the experience as something universal, suggesting that everyone has felt this dissatisfaction.	He positions himself as someone who understands the audience's struggles, making his message relatable and credible.
Intensification/mitigation	The repetition of “we'd be better” amplifies the positive outcomes of living a passionate life. It intensifies the emotional appeal by showing how personal growth can ripple outward into relationships and society.	The repetition reinforces the central theme that pursuing one's passion not only improves the individual but also enhances their interactions with others, adding a collective and communal dimension to the message. Same thing applies for “never.”

Table 3. (Continued).

I know that we've all been in that position feeling confused and seriously lacking mission but then **I asked myself**—at the end of my life, what will I regret? And the answer is clear. The **pain of regrets** far outweighs the pain of risk. So next time you're going to through the challenges, just remember this, A winner is just a loser who tried one more time. All you need is one person to say yes. **One moment** can change everything. There are decades when **nothing happens** and there are days where decades happen. A year from now you would've wish you've started today.”

—Excerpt 2

Analyzing the specific words and phrases in Jay Shetty's speech serve a distinct purpose within his discursive strategies. These words are deliberately chosen to inspire introspection, stir emotional responses, and lead the audience toward evaluating their own choices and aspirations. **Table 4** presents a summarized analysis of these patterns for clarity and ease of understanding.

Table 4. Deconstructed text with textual analysis (Excerpt 2).

Discursive Strategy	Analysis	Linguistic Implication
Referential/nomination	“I know that we've all...” creates a collective identity, referring to a shared experience of confusion and lack of direction. It constructs an inclusive in-	It establishes a common ground, positioning the speaker and the audience as having a shared emotional and psychological experience.

Predication	group, making the audience feel that they are not alone in their struggles. “A winner is just a loser who tried one more time,” the speaker predicates certain qualities onto “winner” and “loser.” The term “winner” is attributed with persistence, while “loser” is associated with failure but also with the potential for success through continued effort.	Constructs meanings and attitudes, influencing how the speaker or writer wants the audience to view the subject.
Argumentation	“The pain of regrets far outweighs the pain of risk...” assigns qualities to the concepts of “regrets” and “risk.” Shetty contrasts these two abstract ideas, attributing greater weight and lasting emotional impact to regret.	By characterizing regret as more painful than risk, Shetty motivates listeners to face challenges with courage, emphasizing the long-term consequences of inaction versus the short-term discomfort of risk.
Perspectivation/framing/discourse representation	In “...at the end of my life, what will I regret?” Shetty invites the audience to consider the long-term consequences of their actions or inactions.	It also positions Shetty as someone who has gone through the same internal struggles, making his message more relatable and authentic. This strategy shifts the audience’s focus from short-term challenges to long-term fulfillment, urging them to take action now to avoid future regret.
Intensification/mitigation	“One moment can change everything” says about the importance of starting today by projecting the listener into the future, where regret looms large over missed opportunities.	This mitigates the audience’s anxiety about the scale of the task ahead, reassuring them that change can happen with a single breakthrough, and thus motivating them to persist in their efforts.

Table 4. (Continued).

7. Discussion

Motivational speeches have become increasingly popular in the age of social media, evolving into a powerful tool for personal development and empowerment. With the rise of platforms like YouTube, Instagram, and Facebook, motivational content is now more accessible than ever, reaching global audiences instantly^[16,22]. Words can profoundly impact individuals and can even influence genes that regulate emotional and physical stress^[28].

This paper identified several discursive strategies present in Jay Shetty’s motivational video. Findings indicated that he commonly used perspectivation/framing/discourse representation (39.7%), argumentation (20.7%), referential/nomination (15.5%), predication (13.8%), and intensification/mitigation (10.3%) in his videos. This finding is essential in understanding the composition of motivational speeches prevalent in social media.

Perspectivation/framing/discourse representation discursive strategy was very common in Jay Shetty motivational videos. It involves positioning the speaker or writer within the discourse by framing a situation, concept, or event from a particular perspective^[29]. For example, in leadership discourse, Srour^[30] believed that perspectivation is achieved when using discourse markers that expresses speaker’s perspectives or feelings—like “let me, let me take the opportunity”, “welcome”, and “I wish”, and more declaratively in “united we stand, divided we fall.” Similar perspectivation/framing/discourse representation was observed in the context of Jay Shetty motivational videos. For example, when he states, “...at the end of my life, what will I regret?”, Shetty is not only sharing his personal contemplation but also framing the conversation in a way that prompts viewers to think about their own life choices. This rhetorical move strengthens the

emotional resonance of his message, positioning him as a relatable figure who shares common struggles and aspirations. By framing life's challenges and opportunities from his personal vantage point, Shetty's use of perspectivation serves to engage the audience deeply, guiding them to view their own decisions through a lens of introspection and motivational growth.

Argumentation discursive strategy was also a prominent discursive strategy in Jay Shetty's motivation video. Essentially, argumentation as a discursive strategy involves presenting logical reasoning or evidence to persuade the audience toward a particular viewpoint or action^[31]. Persuasion occurs when arguments are strategically employed to persuade an individual to embrace a particular thesis, particularly when the recipient's emotions, passions, and preconceived notions are influenced by a compelling appeal^[32]. For example, in the prohibition of firearm sales, the campaign advocating for a ban predominantly relied on compelling arguments, while the opposing campaign primarily utilized emotional appeals and exploited individuals' feelings of insecurity^[33]. In argumentation, Jay Shetty sometimes adopts an interrogative approach, where he poses thought-provoking questions to engage the audience and prompt self-reflection. This technique encourages listeners to think critically about their own lives and decisions, guiding them toward deeper introspection. By asking questions such as "*What if Oprah listened to her haters?*" or "*What if Steve Jobs settle for real job?*" Shetty doesn't merely provide answers; instead, he invites the audience to form their own conclusions, making the message more personal and impactful using a rhetorical question. A rhetorical question possesses the illocutionary force of asserting a stance that contrasts with the surface query presented^[34].

Jay Shetty also used referential/nomination in strategizing his motivational videos. Nomination/referential is a discursive strategy that involves identifying and naming individuals, groups, or entities within a discourse to establish their significance or relevance in the conversation^[35]. Osisanwo^[36] discusses how various newspapers in Nigeria use referential/nomination strategies to label and identify individuals involved in abductions, particularly kidnappers and other perpetrators of violent crime. The analysis highlights the frequency of specific terms associated with these individuals, demonstrating a clear pattern in the language used to describe them. For instance, words like kidnapper, gunman, and bandit are prevalent, with accompanying relative frequencies indicating their prominence in news reports. Similarly, Jay Shetty's motivational videos used terms like "dreamers," "achievers," and "believers," Shetty positions his audience as part of an empowered community, having a sense of belonging and motivation. This also connects to the concept of "The Africa We Want" in Srour^[30] study, which reflects Africans' agency in shaping their ideal continent and emphasizes their independence, voice, and power. The process of categorizing individuals into in-groups and out-groups is not only a linguistic exercise but also a powerful social mechanism that influences how people relate to one another^[37].

Jay Shetty used predication in some instances in his videos. Predication is a discursive strategy that involves making assertions or assigning qualities, characteristics, or roles to individuals, groups, or entities within a discourse^[38]. In leadership, Srour^[30] argued that predication can use negative adjectives to describe actions related to COVID-19, such as "inequitable," "struggle," "arbitrary flows," and "acute food insecurity". Conversely, positive nouns like "leadership," "exemplary leadership," and "ambitious plans" are also used. In Jay Shetty's video, he uses phrases like "*we all have a passion; we have a genius inside us,*" to assert a positive quality about his audience, framing them as capable and filled with potential. Shetty acknowledges the common feelings of confusion and lack of purpose, stating, "*the pain of regrets far outweighs the pain of risk,*" effectively emphasizing the importance of acting despite uncertainties.

Intensification/mitigation was also present in Jay Shetty motivational video. Intensification/mitigation refers to the strategy of amplifying or emphasizing certain qualities, actions, or emotions to make them more significant or impactful in the discourse^[39]. In motivational language, adverbs, hyperbole, and various linguistic elements serve for modifying the illocutionary force of statements, functioning as mechanisms of intensification/migration^[40]. In the study of Li, Yu and Chan^[41] about poverty alleviation in Chinese language policy articles from China National Knowledge Infrastructure (CNKI), they found out that intensification/mitigation was the least common discursive strategy. In Jay Shetty's motivational videos, the use of intensification and mitigation strategies is less prevalent than other discursive techniques, such as perspectivation and argumentation. While these strategies are important in shaping the overall message, Shetty tends to focus more on evocative language and compelling narratives to engage his audience. Hypothetically, while the intensification/mitigation strategies are present in Jay Shetty's videos, their role is more complementary, enhancing the primary focus on uplifting narratives and motivational insights that resonate deeply with his audience. This approach helps to create a balanced discourse that motivates listeners while acknowledging their complexities and realities.

This paper observed how discursive strategies used in motivational speeches, particularly on social media, shape audience engagement and emotional responses. Jay Shetty and his use of perspectivation, argumentation, referential/nomination, predication, and intensification/mitigation offers basis for linguistic techniques that make motivational content effective. These strategies not only influence how individuals perceive themselves but also contribute to creating a sense of belonging and empowerment among the audience. The importance of understanding how such discursive strategies can amplify the impact of motivational speeches in personal development, social connection, and emotional resilience in a digitally connected world. This analysis has broader implications for the study of rhetoric, digital communication, and the role of language in shaping public discourse.

8. Conclusion

This study identified the prominent discursive strategies used in Jay Shetty's motivational videos, revealing that perspectivation/framing/discourse representation was the most frequently employed, followed by argumentation, referential/nomination, predication, and intensification/mitigation. These strategies reflected how Shetty's messages were designed to resonate deeply with his audience, often framing personal reflections to prompt introspection, using logical reasoning to persuade, and creating a sense of community and belonging through referential strategies. Shetty's approach definitely had emotional appeal with intellectual engagement, positioning him as a relatable and motivational figure who encourages viewers to reflect on their own life choices.

Motivational speakers like Jay Shetty rely heavily on strategic discursive techniques to enhance the emotional and cognitive impact of their content. Understanding how specific strategies like perspectivation and argumentation are employed, content creators can optimize the emotional resonance of their messages, encouraging stronger connections with their audience. These findings can guide the development of more effective motivational content, both for online platforms and for broader communication strategies in education, personal development, and leadership.

However, there were limitations observed in conducting this study. The paper primarily focused on Jay Shetty's videos, limiting generalizability to other motivational speakers, or in different setting where discursive strategies also appear. Further research could explore how these discursive strategies vary across different speakers and platforms, in organizations leadership positions, and education. The qualitative nature of the analysis might not capture the nuances of audience reception, and future studies could benefit from

incorporating quantitative measures of audience engagement or emotional response, especially using longitudinal or cross-sectional analysis.

Conflict of interest

The authors declare no conflict of interest.

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