

# A Sociopragmatic Analysis of Inducement in British and American TEDx Talks

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**Abstract** - Social influence is a common aspect of daily life, as we often try to influence others or find ourselves influenced by them. Recently, there has been growing interest in this topic reflected in more popular researches exploring a wide array of loosely connected subjects. These subjects are of diffuse relationships extending on a continuum from hard to soft, with inducement typically considered to fall on the softer end of this continuum. To the best of the researchers' knowledge, it has not been studied from a sociopragmatic perspective especially in public speech like TEDx Talks. To address this gap, this study mainly aims at (1) investigating the way the social variable of occupation influences the use of inducement strategies in British and American TEDx talks. (2) examining the way politeness strategies differ in enhancing inducement across British and American TEDx talks. For data analysis, a sample of four (two from each) British and American TEDx talks is chosen from four different TEDx speakers. The target sample is analyzed through an eclectic model designed by the present study. The study comprised both qualitative and quantitative analyses, which helped present the conclusion that occupation is an inevitable sociolinguistic variable that significantly influences inducement strategies used by speakers in British and American TEDx talks.

**Keywords:** Sociopragmatic, Inducement Strategies, TEDx Talks, British, American, Occupation, Politeness

## I. INTRODUCTION

TEDx talks represent a modern form of public speaking that aims at promoting ideas that contribute to personal and societal well-being. Therefore, inducement plays a central role in TEDx talks with speakers use different strategies to influence the audience to accept ideas, shift their perspectives, and inspire them to take action. Thus, the present study investigates inducement in TEDx talks from sociopragmatic points of view in an attempt to answer the following questions:

1. How does the social variable of occupation influence the use of inducement strategies in British and American TEDx talks?
2. How do politeness strategies differ in enhancing inducement across British and American TEDx talks?

As such, the study aims at:

1. Investigating the way the social variable of occupation influences the use of inducement strategies in British and American TEDx talks.

2. Examining the way politeness strategies differ in enhancing inducement across British and American TEDx talks.

For the present study to attain its aims, it is hypothesized that:

1. Speakers' occupational backgrounds influence their use of inducement strategies in TEDx talks, with specialists favoring logical and structured strategies, while non-specialists rely more on emotional and credibility-based strategies.
2. British and American TEDx speakers differ in their use of politeness strategies to enhance inducement, with British speakers favoring indirect and face-saving approaches, and American speakers preferring direct and socially affiliative strategies.

## II. LITERATURE REVIEW

### 2.1 Inducement

A common definition of inducement is the use of persuasion to get someone to do or agree to something, or to take a certain action, by means of arguments, pleas, or promises. It often has strong selling points and promises benefits that are conditional on the choice that is sought for. Not to mention that the word "inducement" implies that the decision-making process is supposedly left to the one being influenced, rather than imposed upon him .

According to Pandey (2005:62), inducing energy might lead to or maintain certain behaviors. As far as Hart and Honore are concerned, incentive "can make a given course of action more eligible or desirable than it really is" (1985: 187–188). This is one way it often sparks a thought in someone else's head that they would not have had otherwise (Demirtas, 2023).

Kadish states that "to induce means to persuade, but may suggest influence beyond persuasion" (1985: 343). According to Talukder (2018: 87), a decent offer is necessary for enticement. In other words, people are enticed to do something by promising them something of value if they do it. Similarly, Simons et al. (2001) concur that the fundamental premise of enticement is to persuade someone to do your bidding by associating it with something they care about or want. The 'carrot and stick'

theory makes the usage of a carrot more apparent when looking at enticement. To rephrase, it makes an appeal for compliance with a request by promising some kind of benefit in exchange. Here, it functions more like a trade, as in "if you grant me my desire, I will grant you yours." Since it links people's actions to a tangible benefit, enticement fits the definition of an extrinsic variable. Still, a less skillful and less easy approach is required when trying to change people's beliefs.

Incentives are widely used and generally accepted in our society. We generally do not see them as ethically problematic, particularly when the person freely provides their assent or acceptance without feeling pressured.

### 2.1.1 Inducement Strategies in TEDx Talks

#### 2.1.1.1 Influence-Oriented Strategies

In TEDx talks, speakers employ a range of strategic and linguistic strategies to effectively realize inducement in their talks. However, the use of these strategies is not random; rather, they are deliberately selected to shape audience perception, enhance the speaker credibility, and maximize emotional and intellectual engagement. Each of these strategies play a distinct role in influencing audience attitudes and actions. As such, this section examines how these strategies are utilised in TEDx talks, particularly within British and American contexts, to achieve inducement:

##### a. Ethos

This is the presenter's attempt to establish their credibility or authority (Lucas, 2015). Reliability is another name for it. The goal is to make the listeners believe that you have the right kind of knowledge to talk about the topic at hand. According to McCrimmon (1973), people are often swayed by trustworthy individuals to identify with speakers who seem impartial, devoid of any hint of self-interest, and knowledgeable about a wide range of topics. The credibility of a TEDx lecture hinges on the speaker's credentials and background. In addition, TEDx presenters prove their legitimacy by referring to past work, paraphrasing experts, and referencing reliable sources.

##### b. Logos

This strategy is used to influence the audience through reasoning centered on logical evidence or facts which can be either inductive, deductive or enthymematic. Whatever the case may be, once the speaker tries to influence another group of audience, he must provide clear evidence in claiming his case by using statistics, logic, objectivity and the like in order for the message he is trying to convey to be more reliable and convincing (Lin, 2019: 106-107). In TEDx talks, the TEDx speaker often supports his views and ideas with the use of facts, statistics, logical reasoning and well-researched arguments and the like in order to influence the audience proving that his speech is logical or scientific.

##### c. Pathos

**Pathos**, or emotional appeal, targets the audience's feelings, values, and compassion. It is powerful because people are often persuaded more by emotion than logic. In TEDx talks, this strategy helps speakers connect deeply with their audience by evoking empathy, hope, or shared experiences. Inducement through pathos often involves personal storytelling, vivid imagery, and scenarios that highlight positive outcomes to stir emotional responses and inspire action.

##### d. Framing

First introduced by Tversky and Kahneman (1981), framing refers to the influence of how information is presented on decision-making. Rather than altering content, framing shapes the audience's perception by highlighting specific values or emotional angles. In TEDx talks, it is a key inducement strategy, often used to emphasize benefits over risks or personal growth over failure, thereby guiding the audience toward desired actions (Bakari, 2018; Srider et al., 2025).

##### f. Call to Action

This strategy originated in Monroe's (1935) Motivated Sequence, (as cited in Beebe & Beebe, 2018). It refers to a direct appeal made by a speaker to guide the audience toward concrete action induce them to take specific steps. TEDx speaker often directly use this strategy to induce the audience change a habit, join a movement, apply the talk's insights to their lives or simply view the world differently. Typically, this strategy is used at the end of the TEDx talk to clearly define the speaker's message, translate it into action, and increase the chance that it will have a lasting impact.

#### 2.1.1.2 Pragmatic Strategies

TEDx speakers strategically use different politeness strategies (PSs) to influence their audience (Cialdini, 2009). These include Bald On-Record Politeness Strategies (BORPSs), which involve direct and clear statements to express authority and urgency; Positive Politeness Strategies (PPSs), which reduce social distance by building solidarity through inclusive language and shared experiences; Negative Politeness Strategies (NPSs), which respect the audience's autonomy by softening messages with indirectness or hedging; and Off-Record Politeness Strategies (ORPSs), which imply meanings subtly to reduce face threat and invite reflection (Mohammadinasab et al., 2014). Together, these PSs act as key rhetorical tools that balance clarity, engagement, and politeness to effectively induce the audience (Gokhale & Kaur, 2024).

## III. METHODOLOGY

### 3.1 The Model of Analysis

The present study designs an eclectic model that draws on Monroe (1935), Tversky and Kahneman (1981), and Brown and Levinson (1987) to analyse the data under scrutiny. The model is based on the notions presented in

the previous sections. It is simply sketched in Fig 1 below:

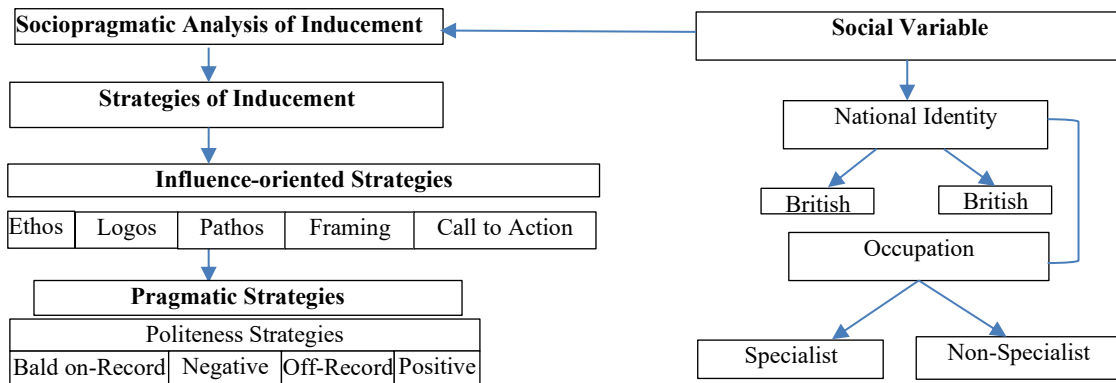


Fig. 1 The Eclectic Model of the Study

### 3.2 Data Collection

The data for this study consist of four English TEDx talks, sourced from the official TEDx YouTube channel along with their transcripts. Two of Herring's (2004: 351–54) criteria guided the sampling: by individual (specialists in psychology vs. non-specialists) and by theme (talks on happiness). This selection enables a sociopragmatic analysis of how a speaker's occupation influences their use of inducement strategies. These four talks were chosen specifically for being the most viewed TEDx talks on the topic, making them valuable for examining features that contribute to their popularity and impact.

## IV. QUALITATIVE ANALYSIS

This section presents a detailed qualitative analysis of inducement in four British and American TEDx Talks using the model set for the study in the previous section (cf. 3.1). The selected TEDx talks will be analysed through sequentially numbered utterances for the sake of ease of reference. The analysis will be concerned with identifying the strategies of inducement in each talk. Influence-oriented strategies will be identified first, followed by an examination of the pragmatic strategies namely politeness strategies (henceforth PSs) through which these strategies are realised along with the social variables such as occupation and nationality group that affect their use.

**Talk (1):** *Always Choose Happiness* – TEDx Talk by Rob Hosking (British, Specialist)

TEDx Speaker: Rob Hosking

Dialect: British

Occupation: Specialist (Mental Health First Aider)

Source: TEDx video titled *Always Choose Happiness* (2023), available on YouTube ((Hosking, 2023)).

### 1. Influence-Oriented Strategies

In his TEDx talk *Always Choose Happiness* (2023), Rob Hosking uses different strategies of inducement to influence the audience emotionally, rationally, and ethically, aiming to inspire change, shift perceptions, and drive meaningful action ((Hosking, 2023)).

#### a. Ethos

Rob uses ethos when he shares his personal story about joining the police force. He builds credibility through personal experience and by exposing his own struggles and transformation:

“My story begins at 22 years old when I joined the police force. I didn’t follow my core values—not on purpose; I just didn’t ask myself the question: who am I?”

“What I could do was focus on my happiness and that’s what I did; I took seven steps to happiness. I’ll just go through the seven steps if you know.”

“The thing that made me unhappy was the relationship I was in at the time, so I cut that. A process of elimination, I was being left with things in my life that just made me happy.”

(TEDx video: *Always Choose Happiness*, Rob Hosking, 2023, (Hosking, 2023))

Through these personal disclosures, Rob positions himself as a trustworthy figure who experienced transformation and implies that the audience can too, if they follow similar steps.

#### b. Logos

Rob uses logic and cause-effect reasoning to explain how understanding one’s identity, emotions, and mindset leads to happiness:

“Happiness is so complex and subjective because it means something different to every single one of us... The question isn’t what’s happiness, the question is what is happiness to me, and to understand that we need to ask ourselves another question: who am I?”

“They say people who accept their emotions—both positive and negative—are generally happier than people who suppress their emotions...”

“Understanding our core values is so important to find where we belong in this world... what makes us happy in this world.”

“I’d rather be an optimist and wrong than a pessimist and right. A negative mind is a broken mind.” (TEDx video: *Always Choose Happiness*, Rob Hosking, 2023, (Hosking, 2023))

He relies on structured reasoning to support his argument, aligning with his specialist role.

### c. Framing

Rob uses framing when he presents his approach as a systematic guide to well-being:

“I call it seven steps to happiness.”

(TEDx video: *Always Choose Happiness*, Rob Hosking, 2023, (Hosking, 2023))

This phrasing implies that happiness is achievable through organized action, enhancing persuasiveness.

### d. Call to Action

Rob uses several direct and indirect calls to action to guide the audience toward personal growth:

“Understand your core values.”

“You are the average of the five people you spend your most time with, so make sure those people are people you admire.”

“Cut out things that make you unhappy.”

“Let go of resentment and anger that you hold from previous things or people.”

“Be an optimist.”

“Say no to the things that don’t align. If it’s not a hell yes, it’s a no.”

“If you remove things that make you unhappy in your life, you’ll be left with things that make you happy.” (TEDx video: *Always Choose Happiness*, Rob Hosking, 2023, (Hosking, 2023))

These calls anchor his speech and translate abstract concepts into practical advice.

## 2. Pragmatic Strategies (PSs)

As a British male specialist, Rob uses various politeness strategies to maintain credibility and rapport. He frequently employs Negative Politeness Strategies (NPSs) to soften face-threatening acts (FTAs) and respect audience autonomy:

In extract 1.4: “To understand that we need to ask ourselves another question,” he frames the act as shared reflection rather than instruction.

In extract 1.6: “Understanding our core values is so important...” he generalizes the statement to avoid imposing, reflecting NPSs.

In extract 1.15: “If you remove things that make you unhappy in your life, you’ll be left with things that make you happy,” Rob uses conditional tone, again suggesting NPS.

He also uses Off-Record Politeness Strategies (ORPSs) that reflect British indirectness:

In extract 1.5: “They say...” distances him from the claim.

In extract 1.7: “I’d rather be an optimist...” expresses a personal belief without imposing.

Rob occasionally shifts to Bald On-Record Politeness Strategies (BORPSs):

Extracts 1.9 to 1.14 contain direct imperatives such as “Be an optimist” and “Say no to the things that don’t align.” These reflect urgency and authority typical of specialists.

Finally, Positive Politeness Strategies (PPSs) appear in:

Extract 1.4: use of “we” reduces distance and builds solidarity, positioning the speaker and audience as allies in a shared pursuit of happiness.

**Talk (2): *Four Ways to Live a Better and Happier Life* – TEDx Talk by Dominic Price (British, Generalist)**

TEDx Speaker: Dominic Price

Dialect: British

Occupation: Generalist (Technology and Work Specialist)

Source: TEDx video titled *Four Ways to Live a Better and Happier Life* (2021), available on YouTube ((Price, 2021))

## 1. Influence-Oriented Strategies

In his TEDx talk *Four Ways to Live a Better and Happier Life* (2021), Dominic Price relies on ethos, logos, emotional storytelling, and direct calls to action to guide the audience through strategies for living meaningfully during challenging times like the COVID-19 pandemic ((Price, 2021)).

### a. Ethos

Dominic opens with a self-deprecating tone, describing his role humorously:

“I’m a futurist, which is a made-up job that no one’s called me out on yet, but it’s got me here on this stage today.”

(TEDx video: *Four Ways to Live a Better and Happier Life*, Dominic Price, 2021, (Price, 2021))

He positions himself as both relatable and professionally insightful. This combination boosts his credibility. He continues by grounding the discussion in 2020's global experience:

"I want to have a conversation with you today about how to be happy in a year like 2020." (Extract 2.2, (Price, 2021))

Additionally, he references well-known external sources to bolster trust, such as Bonnie Ware's work:

"In Bonnie Ware's book *The Top Five Regrets of the Dying*, the second biggest regret is 'I wish I hadn't spent so much time in the office.'"

(Extract 2.4, (Price, 2021))

### **b. Logos**

Dominic uses cause-and-effect logic to explain how poor habits may stem from a deeper disconnect between values and behavior:

"As for me, I've gained five kilograms since March. One, I'm not getting enough sleep. Two, I'm drinking more. Isn't that the fault of COVID? Or is it that I've lost touch with what's really essential in my dogged pursuit of productivity?" (Extract 2.5, (Price, 2021))

His reasoning prompts the audience to evaluate the real source of their unhappiness, suggesting that awareness and deliberate choices are more impactful than blaming external events.

### **c. Pathos**

Dominic draws on painful personal events, using emotional appeal to connect with the audience:

"A few years ago, I received the call that no brother wants to receive... Stage four breast cancer was the official diagnosis."

"In February, I received another call... colon cancer... I had my colon removed with a subtotal colectomy..." (Extracts 2.6–2.7, TEDx video: *Four Ways to Live a Better and Happier Life*, Dominic Price, 2021, (Price, 2021))

He recounts his sister Trudy's passing:

"A few weeks down the road... Trudy had an unexpected breakdown at home... Even though I performed CPR on her, she passed away before the ambulance even came." (Extract 2.8, (Price, 2021))

These deeply emotional moments generate audience empathy and frame his message around the preciousness of time and connection.

### **d. Framing**

Dominic reframes life purpose in simple, clear terms to guide audience perspective:

"A person's life purpose is to make a difference and leave a lasting impression. It's the 'why' behind your actions." (Extract 2.11, (Price, 2021))

This technique helps the audience rethink their actions in light of values, not just routines.

### **e. Call to Action**

Dominic frequently uses imperative and motivational language to inspire action:

"Don't get distracted by the things we can't do but find the things that we can do. It's on us to take ownership and control of our own happiness."

(Extract 2.12, (Price, 2021))

"You have to start with yourself. You have to put your own oxygen mask on before you can help others... It's about being human and having a positive impact on humanity."

(Extract 2.13, (Price, 2021))

"Consider the areas in which you would get a score of 0 or -1 and make a firm decision to enhance those areas." (Extract 2.14, (Price, 2021))

"If you were going to plant a tree, it would have been preferable to do so twenty years ago." (Extract 2.15, (Price, 2021))

He combines urgency with reflection, encouraging the audience to act without delay.

## **2. Pragmatic Strategies (PSs)**

Dominic's use of politeness strategies blends British indirectness with moments of clarity and assertion. His introductory humor in 2.1:

"A made-up job that no one's called me out on yet"

is a classic Off-Record Politeness Strategy (ORPS), minimizing face threat through humor ((Price, 2021)).

In extract 2.4, he references a third party ("Bonnie Ware") to shift attention away from himself, a Negative Politeness Strategy (NPS).

Similarly, in extract 2.5, his rhetorical question—"Or is it that I've lost touch with what's really essential?"—implies introspection without imposing it, reinforcing NPS.

Dominic also uses Positive Politeness Strategies (PPSs) in extracts 2.12 and 2.14, emphasizing unity:

"It's on us..."

"We're in this together..."

(TEDx video: *Four Ways to Live a Better and Happier Life*, Dominic Price, 2021, (Price, 2021))

Lastly, his use of Bald On-Record Politeness Strategies (BORPSs) is evident in 2.13 and 2.14, where he issues imperatives like:

“You have to start with yourself.”

“Make a firm decision...”

(Extracts 2.13–2.14, (Price, 2021))

These shifts between strategies allow him to balance urgency with respect for autonomy, aligning with his role as a generalist speaker offering reflection and action.

**Talk (3): *The Art and Science of Happiness*** – TEDx Talk by Arthur C. Brooks (American, Specialist)

TEDx Speaker: Arthur C. Brooks

Dialect: American

Occupation: Specialist (Social Scientist in Positive Psychology and Emotional Well-being)

Source: TEDx video titled *The Art and Science of Happiness* (2023), available on YouTube ((Brooks, 2023))

### **1. Influence-Oriented Strategies**

In his TEDx talk *The Art and Science of Happiness* (2023), Arthur C. Brooks uses authority, academic framing, psychological evidence, and a structured progression of arguments to induce the audience to reflect on the true nature of lasting happiness ((Brooks, 2023)) (Bordbar & Shirazi, 2019).

#### **a. Ethos**

Brooks asserts his authority from the outset by emphasizing his role:

“I teach happiness... How on earth can someone hold the position of ‘professor of feelings’? In reality, there’s a lot more to it than that.”

(Extract 3.1, TEDx video: *The Art and Science of Happiness*, Arthur C. Brooks, 2023, (Brooks, 2023))

He strengthens his credibility by citing a close intellectual relationship with the Dalai Lama:

“The fourteenth Dalai Lama, Tenzin Gyatso, bestows knowledge on individuals from all corners of the globe... He was a guest lecturer in my happiness class... I asked, ‘Your Holiness, what is the key to happiness?’” (Extract 3.3, (Brooks, 2023))

This affiliation reinforces his standing as both academic and practitioner of well-being science.

#### **b. Logos**

Brooks structures much of his talk around logical and scientific constructs, beginning with:

“There are three major components to happiness... enjoyment, purpose, and satisfaction.”

(Extract 3.4, (Brooks, 2023))

He explores each concept through rational development, often referencing psychology and neuroscience. For example:

“The more you cling to worldly things—to money, power, pleasure, fame—the more the treadmill speeds up...”

(Extract 3.7, (Brooks, 2023))

He also reframes satisfaction in a calculable way:

“Achieving long-term happiness is not about accumulating material possessions, but rather about dividing your current income by your future desires.”

(Extract 3.8, (Brooks, 2023))

These elements reflect structured, deductive reasoning, aligning with the ethos of a specialist.

#### **c. Pathos**

Though less frequent than logos, Brooks does appeal to the audience’s shared emotional desires:

“Happiness is something that everyone aspires to achieve. I really think that everyone, deep down, wants to be happy.”

(Extract 3.9, (Brooks, 2023))

This taps into a universal human need, evoking empathy and introspection without sentimentality.

#### **d. Framing**

Brooks redefines satisfaction as elusive yet meaningful:

“Satisfaction is the great question of life; we want it, we try to get it, but we can’t keep it.”

(Extract 3.10, (Brooks, 2023))

He reframes the problem of happiness as not what we get, but how we want:

“We need to learn how to want what we have, not to have what we want.”

(Extract 3.3, quoting the Dalai Lama, (Brooks, 2023))

By shifting the lens from desire to appreciation, he redirects the audience's mindset.

#### **e. Call to Action**

Brooks offers clear instructions on how to apply his insights. For example:

“You have to be willing to do the work and go contrary to your nature.”

(Extract 3.12, (Brooks, 2023))

“Your happiness—that’s up to you. You need to contravene your tendencies...”

(Extract 3.13, (Brooks, 2023))

“Don’t think of all of the sticky cravings that you have... make a list... make a plan to renounce your craving.” (Extracts 3.14–3.15, (Brooks, 2023))

These imperatives emphasize personal responsibility and self-discipline.

## 2. Pragmatic Strategies (PSs)

Arthur C. Brooks adopts various politeness strategies to align with American expectations of direct communication while also maintaining engagement and authority (Estakhr & Saberi, 2017).

He employs Bald On-Record Politeness Strategies (BORPSs) frequently (Andanda, 2005). For instance, in 3.2 and 3.6, he delivers confident assertions about happiness and life’s limitations:

“You can’t stay happy with something that’s happening right now... you need to be ready for new happiness or new unhappiness.”

(Extract 3.6, (Brooks, 2023))

In extracts 3.12–3.15, he uses imperatives such as:

“Make a conscious decision...”

“Divorce yourself from the cravings...”

(Extracts 3.14–3.15, (Brooks, 2023))

These direct statements align with his specialist persona, prioritizing clarity and authority.

He also incorporates Negative Politeness Strategies (NPSs) when referencing authoritative figures instead of asserting claims himself:

In extract 3.3, quoting the Dalai Lama helps him soften his stance, giving weight to the message while respecting the audience’s freedom to interpret.

Positive Politeness Strategies (PPSs) are evident when Brooks uses inclusive language:

“Everybody wants to be happier.”

“We want it, we try to get it.”

(Extracts 3.9–3.10, (Brooks, 2023))

Such phrases create shared identity and reduce distance between speaker and audience.

**Talk (4):** *Keys to a Fulfilling Life: My Philosophy* – TEDx Talk by Sam Berns (American, Non-Specialist)

TEDx Speaker: Sam Berns

Dialect: American

Occupation: Non-Specialist (Activist)

Source: TEDx video titled *My Philosophy for a Happy Life* (2014), published on TEDx Talks’ official YouTube channel ((Berns, 2014))

## 1. Influence-Oriented Strategies

In his TEDx talk *My Philosophy for a Happy Life* (2014), Sam Berns speaks with authenticity and emotional clarity. Despite being a non-specialist, he applies ethos, factual logic, emotional storytelling, and motivational calls to action to communicate a powerful personal philosophy ((Berns, 2014)).

### a. Ethos

Sam establishes his credibility by associating himself with scientific success, referencing his mother’s research:

“Last year, my mom and her team of scientists published the first successful Progeria Treatment Study, and because of this I was interviewed on NPR.”

(Extract 4.1, TEDx video: *My Philosophy for a Happy Life*, Sam Berns, 2014, (Berns, 2014))

He then references national media attention through the HBO documentary *Life According to Sam*:

“...a documentary that HBO started filming on my family and myself about four years ago.”

(Extract 4.2, (Berns, 2014))

This positions him not only as a subject of medical innovation but also as a public figure. He later expresses confidence in overcoming challenges:

“I don’t think about these obstacles all the time, and I’m able to overcome most of them anyway.” (Extract 4.4, (Berns, 2014))

His tone is calm and assertive, conveying that he is living his philosophy.

He also uses narrative credibility, as seen in:

“I was able to play snare drum in the marching band... With this mindset, I hope you can also achieve your ambitions.” (Extract 4.5, (Berns, 2014))

And by quoting Walt Disney, he aligns with a culturally respected figure:

“We don’t spend a lot of time here thinking about the past... With each passing day, we seize fresh

possibilities...”  
(Extract 4.6, (Berns, 2014))

### **b. Logos**

Sam incorporates statistics and factual information to inform the audience about Progeria:

“About 350 children throughout the globe are impacted by it right now... It may lead to constricted skin, an inability to put on weight, retarded development, and even heart problems.”

(Extract 4.7, (Berns, 2014))

He presents these facts concisely and without dramatization, reinforcing his grounded approach.

### **c. Pathos**

Emotion plays a major role in Sam’s talk. He speaks about his health limitations not as tragedy but as context for growth. For example:

“I was determined to play the snare drum in the halftime show with the marching band.”

(Extract 4.8, (Berns, 2014))

He conveys determination and optimism:

“I always try to have something to look forward to; something to strive for to make my life richer.”

(Extract 4.10, (Berns, 2014))

And acknowledges emotional struggle without self-pity:

“Being courageous isn’t meant to be easy, and I stumbled and had horrible days.”

(Extract 4.11, (Berns, 2014))

These lines evoke empathy without relying on sentimentality.

### **d. Framing**

Though less direct than the other speakers, Sam frames his talk around the value of perspective and conscious life philosophy:

“So I’m here today, to share with you my philosophy for a happy life.”

(Extract 4.3, (Berns, 2014))

This frames the rest of his speech as a model the audience can use, regardless of personal challenges.

### **e. Call to Action**

Sam closes his talk with a series of memorable calls to action that reflect joy, gratitude, and presence:

“Life is passing you by at a rapid pace; keep your eyes peeled every so often, or you might lose track of it.”  
(Extract 4.12, (Berns, 2014))

“Never miss a party if you can help it.”

(Extract 4.13, (Berns, 2014))

“Appreciate and love your family, love your friends... acknowledge your mentors and your community.”

(Extract 4.14, (Berns, 2014))

“Keep moving forward.”

(Extract 4.15, (Berns, 2014))

Each of these is a simple, actionable reflection rooted in lived experience.

## **2. Pragmatic Strategies (PSs)**

Sam’s American identity and non-specialist status shape his use of politeness strategies toward informality, empathy, and inclusion.

He relies heavily on Positive Politeness Strategies (PPSs), as in:

“With this mindset, I hope you can also achieve your ambitions.”

(Extract 4.5, (Berns, 2014))

And in his inclusive message:

“I hope you appreciate and love your family... for you guys, love you Bro’s...”

(Extract 4.14, (Berns, 2014))

These phrases express closeness, reduce distance, and create a conversational tone.

He also applies Negative Politeness Strategies (NPSs) subtly. In extract 4.12, his use of hedging:

“Keep your eyes peeled every so often...”

presents advice gently, respecting the audience’s autonomy.

Finally, he moves into Bald On-Record Politeness Strategies (BORPSs) when delivering imperatives like:

“Keep moving forward.”

“Never miss a party if you can help it.”

(Extracts 4.13 and 4.15, (Berns, 2014))

These strong directives are softened by tone, context, and shared emotion.



## V. QUANTITATIVE ANALYSIS

The statistical analysis presents a detailed distribution of inducement strategies used by specialists and non-specialists across British and American TEDx talks. However, some differences are notable and clearly indicate that occupation influences the selection of inducement strategies.

TABLE I STATISTICAL COMPARISON BETWEEN SPECIALIST AND NON-SPECIALIST TEDx SPEAKERS IN TERMS OF INDUCEMENT STRATEGIES

Inducement Strategy	Specialists		Non-Specialists		Total	
	Freq.	(%)	Freq.	(%)	Freq.	(%)
Ethos	6	37.5%	10	62.5%	16	100%
Logos	9	81.8%	2	18.2%	11	100%
Pathos	1	10.0%	9	90.0%	10	100%
Framing	3	75%	1	25%	4	100%
Call to Action	11	57.9%	8	42.1%	19	100%

Table (I) reveals distinct patterns in how specialists and non-specialists use inducement strategies. Ethos is more common among non-specialists (62.5%), who rely on personal credibility and relatability over expertise. In contrast, specialists heavily favor logos (81.8%), reflecting their reliance on facts, data, and logical reasoning rooted in professional expertise.

Pathos is primarily used by non-specialists (90%), showing their focus on emotional appeal and audience connection, while specialists rarely use it (10%). Framing is more frequent among specialists (75%), as they are trained to shape how information is received to support their goals. Non-specialists, by contrast, tend to present information more straightforwardly.

Finally, both groups use the call-to-action strategy, with specialists slightly ahead (57.9% vs. 42.1%), indicating a shared intent to inspire action and promote change, regardless of occupation.

TABLE II STATISTICAL COMPARISON BETWEEN BRITISH AND AMERICAN TEDx SPEAKERS IN TERMS OF PSS

PSSs	British		American		Total	
	(Freq.)	(%)	(Freq.)	(%)	Freq.	(%)
NPSs	5	71.4%	2	28.6%	7	100%
PPSs	4	44.4%	5	55.6%	9	100%
ORPSs	3	100%	0	0%	3	100%
BORPSs	9	47.4%	10	52.6%	19	100%

Table (II) highlights key differences in how British and American speakers use politeness strategies (PSSs) for inducement in TEDx talks, reflecting cultural communication norms. British speakers use negative politeness strategies (NPSs) more frequently (75%) than Americans (25%), emphasizing indirectness, autonomy, and social distance. Similarly, off-record PSSs (ORPSs) are used exclusively by British speakers (100%), reflecting a preference for tact and non-confrontation.

Positive politeness strategies (PPSs) are used at similar rates, with Americans showing a slight preference (54.5% vs. 45.5%), suggesting both groups aim to build rapport,

though Americans lean more toward openness and inclusion.

Bald-on-record PSSs (BORPSs) are also comparably used—52.6% by Americans, 47.4% by British—mainly by specialists prioritizing clarity and impact. The small variation reflects cultural tendencies: Americans favor directness, while British prefer courtesy and indirectness.

## VI. CONCLUSIONS

The present study examined inducement strategies from sociopragmatic points of view in the context of British and American TEDx talks, and reached the following conclusions. First, inducement plays a critical role in British and American TEDx talks since TEDx speakers employ various strategies to engage the audience, shift perspectives, and inspire action. Second, occupation is an inevitable sociolinguistic variable that significantly influences inducement strategies used by speakers in British and American TEDx talks. That is, specialists, drawing on their expertise, tend to employ evidence-based strategies such as logos and framing to influence their audience. Non-specialists, on the other hand, rely more heavily on ethos and pathos, drawing on personal credibility and emotional appeal to build connection and trust with the audience. These differences highlight the impact of professional background on the employment of inducement strategies in TEDx talks. Third, PSSs differ across British and American TEDx talks in ways that reflect each culture's communicative norms. British speakers prefer indirect strategies such as NPSs and ORPSs while American speakers lean slightly more toward PPSs and directness. These differences suggest that cultural background influences the way PSSs used to enhance inducement.

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