

عنوان مقاله:

Cross-cultural study of stance and engagement markers in motivational speeches

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خلاصه مقاله:

This cross-cultural study aims to examine how Iranian and American motivational speakers employ metadiscourse devices as a convincing tool to interact with their audience. To this end, eight motivational speeches in English and Persian were randomly selected from ۲۰۱۵ to ۲۰۲۱, and analyzed for the use of stance (i.e., hedges, boosters, attitude markers, and self-mentions) and engagement (i.e., reader-pronouns, directives, questions, shared knowledge, and personal asides) expressions. The findings showed that self-mention and attitude markers were the most frequently used stance markers in English and Persian corpus, respectively. Moreover, hedges found to be the least frequently used stance markers in the two corpora. With regard to the use of engagement markers, results showed that reader pronoun is the most frequently used engagement markers, and shared knowledge and personal asides were the least frequently used engagement markers in both languages. Finally, the results of chi-square test showed statistically significant differences in the use of stance and engagement expressions in the two languages, confirming cultural septicity nature of metadiscourse markers, and that speakers of different languages employ interactional devices according to their context.

کلمات کلیدی:

stance, engagement, metadiscourse markers, motivational speeches, self-mention, attitude markers, reader pronoun

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