

How to Influence Others? Synthetic Personalization and Social Semiotic Analysis of Genders

Annisa Nurul Firdausi¹, Erna Andriyanti², and Ashadi Ashadi⁴

¹²³⁴Yogyakarta State University

*Corresponding Author: annisa401fbs.2021@student.uny.ac.id

Within the last 20 years, TED has become an influential platform that provides knowledge and education by directing speakers on giving motivational speeches. This paper aims to analyze gender attitudes while delivering the speech and how they influence the audience. This study applied a descriptive qualitative method by using Synthetic Personalization by Fairclough (2001) and a Social-semiotic approach by Van Leeuwen (2008) to the selected TED videos to analyze the data and corpus linguistics, namely AntConc, as the tool to analyze the vocabularies, first-person and second-person concordances presented. The findings show 1.101 vocabularies used by men and 1.156 vocabularies that denote synthetic personalization used by women. Although the strategies they used are different, men's and women's speeches have successfully influenced the audience by immersing synthetic personalization to bring intimate, engagement, and personal relationships towards the mass audience by bringing up the feeling of 'similarity'. The social-semiotic covers social distance and social interaction between men and women toward the audiences. Women are more socially considerate while men are more direct in their speech. The distance and interactions are subjected as a form of representation of closeness.

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Introduction

Principally, the study of men's and women's languages has been strikingly popular during the past few decades (Subon, 2013). Since Lakoff (1973) called attention to linguistic differences between genders, numerous empirical studies have been conducted in examining linguistic features related specifically to men and women. The study of gender is important to the study of language, and the first step to studying gender is to explore the difference and similarities between men and women (Xia, 2013). By doing so, we can grasp a better understanding of how men and women behave and interact in the social world.

Gender identity which includes gender behavior, sex, and attitude might influence one's speech (Weirich & Simpson, 2018). Talking about gender study and language, women and men construct language in their brains differently. Women tend to use language for verbal interactions such as conveying information more than men (Newman et al., 2008). As stated by Newman and others (2008) women use more interrogative sentences and men speak in a more directive way. Thus, women tend to include psychological process words in their speech such as referring to families, friends, and the people that they know (Newman et al., 2008). Rustamov and others (2021) proposed that women are more interested in talking about the future. Women can talk more about what happened in them while men usually are more secretive because they love to talk about politics and work matters (Rustamov et al., 2021). Ozcan (2016) proposed the use of certain pronouns to help referring the audience such as 'us' is used to address audiences as objects. For those reasons, the women's and men's languages differ using words, sentences, and the things they are interested in.

Gender study has always become an interesting field to discuss. The notion of gender is different from sex (Holmes & Wilson, 2017). While sex relies on the biological attributes of humans, Gender as a form of social and cultural construct is addressed to many terminologies in the modern day, but the broad definition is derived to men and women (Putra & Prayudha, 2020). Gender roles, attitudes, and constructs are profoundly applied deep in one's culture. The identifications of speeches and behavior on genders help to supply and contribute to the research of gender studies (Rustamov et al., 2021) and language. In the past, the exclusiveness and the inferiority of women's speech were seen as abnormalities compared to men's speech. However, in his study, Lakoff (1973) describes that the difference in speech between men and women are seen as 'differences', not as 'abnormalities' (Lakoff, 1973). The language that men and women speak relates to power relations and, sometimes, oppression.

Critical Discourse Analysis (henceforth CDA) which was first driven by Fairclough's norm has now become a popular field in the study of language. CDA studies social exclusiveness, power, relations, social, cultural, gender, and ideological equalities in society (Van Dijk, 2001, 2005; Weiss & Wodak, 2007; Wodak, 2004; Wodak & Fairclough, 2013). CDA includes the relationship between discursive practice and wider social and cultural in which those discursive practices and socio-cultural matters are connected and make arise to certain ideologies and power relationships (Fairclough, 2001). The discursive strategy within the text includes text production and consumption.

Technology, Entertainment, Design (TED) is a knowledge-based platform that offers and conducts talks in the form of short presentations on some platforms on the internet which began its existence in 1984. TED offers motivational speeches, educational talks, and informative videos depending on the speakers. The speakers may engage with the topic of technology, entertainment, design, science, and educational topics. TED aims to spread ideas and knowledge across the globalized society on the Internet which covers various fields and indulges on those people with extraordinary businessmen, academia, and politicians as the speakers. The popularity of motivational speech is growing rapidly in the world, mainly in the United States. Interestingly, the growth of technology helps to facilitate this type of speech online by accessing it via online platforms such as YouTube.

This study is situated within the research field of Gender Study and Critical Discourse Analysis. Numerous studies have been done regarding gender (Cranny-Francis et al., 2017; Newman et al., 2008; Pilcher & Whelehan, 2016; Putra & Prayudha, 2020; Weirich & Simpson, 2018) and draws on the theoretical framework of Critical Discourse Analysis (Fairclough, 2001, 2013b, 2013a; Van Dijk, 1993, 2001). Gender and CDA are

two closely related fields. Several studies have been done while combining the two (Lu et al., 2020; Rahimi et al., 2010; Wodak, 2005). Regardless the of main interest in gender studies and CDA, the combination of both in an online context, mainly a in motivational video context has not been analyzed thoroughly.

Focusing on the topic of this research, the work of Fairclough (2001) helps to recognize the use of language in typical marketing as an informative language and the one that he formulates is 'Synthetic Personalization' which is used to control certain targeted people. The term 'Synthetic Personalization' draws from Fairclough's CDA. Synthetic Personalization helps to build a relationship between the actor (the person who does the action) with the public as real induced conversation (Fairclough, 2013b). Previous studies of synthetic personalization were done by some scholars (Matwick & Matwick, 2014; Page, 2012; Wong, 2016). Matwick and Matwick (2014) presented the study of Synthetic Personalization by combining it with Labov's (1972) narrative analysis. Their research focuses on the analysis of cooking tv shows and analyzing the strategies of the hosts to win the viewer's hearts. Wong (2016) conducted a social-semiotic analysis and synthetic personalization of Barrack Obama's speech in 2008. Page (2012) researched Twitter hashtags on influencers. The distribution of hashtags as a tool to influence is also examined. The use of synthetic personalization in a political setting has a discursive effect of making the addressed in the setting feel the personal engagement between the addresser (Fairclough, 2013b). However, the previous studies have not been able to discuss Synthetic Personalization in a motivational speech context. To give a better understanding to the reader of the topic of this paper, the following questions guide the study:

1. How does synthetic personalization used by genders serve to influence others?
2. How does social semiotic serve?

To study synthetic personalization and social-semiotic analysis in motivational speech, namely TED, the paper notes how each gender; men and women, uses synthetic personalization to draw attention and influence the audience. Thus, motivational speech is used to uncover the power a person has to influence others by breaking down its pattern of use to attract and captivate *en masse* (Van Leeuwen, 2008). The power being talked about may have a certain relationship with social power in Critical Discourse Analysis without any inequality or any oppressed party but professionally the power is used to enchant and motivate the targeted audience so that they become attached to the content provider. Furthermore, from a social-semiotic point of view, we can see how the speakers engage with the audience in a great sense of attraction toward them.

Based on the backgrounds, this study presents gender-based analysis using synthetic personalization combined with the social-semiotic study by analyzing genders' languages and gestures. This study focuses on the analysis of language use in men and women speakers in TED videos. The spotlight of gender study has only been focused on power and inequality and rely focuses on how genders build interactions with the public. This synthetic personalization combined with social-semiotic analyzes the power influence both men and women have in using certain language and gestures. Thus, the study is necessary to conduct to provide variations of mode and themes in gender study which motivational speech has rarely been considered as the mode to analyze behaviors and effects each gender carries whilst its significant effect on the public.

Method

This study used a qualitative design with quantified data to obtain the objective. The purpose of this study was to analyze the gender attitudes and influences toward certain specific audiences in an online motivational platform namely TED (www.ted.com). The data consisted of a total of 20 videos taken from TED's YouTube Channel that are also available on their website. The data were taken from 10 male speaker videos and 10 female speaker videos. The videos are those from 2006-2016 which are labeled as the most watched TED videos of all time with views ranging from 9.8 Million to 22 million viewers on the TED YouTube channel. The data were collected by selective viewing to see the gestures of each speaker, replaying, and transcriptions of speeches delivered by 20 speakers.

The data were analyzed using micro-text analysis by Fairclough (2013). The analysis focused on the vocabulary of the speakers. Thus, macro-text analysis which includes socio-cultural practice is combined with Van Leeuwen's strategy. The analysis of the sociocultural data involves interpretation and later on, the hidden elements are revealed (Fairclough, 2001). Corpus linguistics (CL) and Critical Discourse Analysis (CDA) may adopt a critical approach (Baker et al., 2008). The data was processed using AntConc, an analysis tool for carrying out corpus linguistics research (Anthony, 2014). The data collected were transcribed. To analyze the concordance of each speaker, the data were analyzed using Corpus.

The corpus tool was used based on McEnery and Hardie (McEnery & Hardie, 2011). The data collected were transcribed and the transcript is processed in TXT format. TXT format is a simple format text that can directly be used and applied in AntConc. After that, the data were analyzed and selected by using the search tool to find concordances. The concordance software in AntConc facilitates the user to have a powerful method to analyze text, find and relate relationships within the data, and discover the data (Borhani, 2019). The proportion of Male and Female concordances was calculated by identifying the first-person pronouns and second-person pronouns concerning Synthetic Personalization (Fairclough, 2013b). Afterward, Critical Discourse Analysis namely Synthetic Personalization derived from Fairclough's theory (2001) and social-semiotic study derived from Van Leeuwen (2008) were used.

Result

How Genders Engage with Audiences by Using Synthetic Personalization

To begin the analytical discussion, a corpus data result is presented in Table 1. Vocabulary Distribution on Men and Women. The pronouns found in men's and women's speeches are you, your, yours, yourselves, we, us, our, ours, and my. The choice of pronouns followed Newman et al. (2008) classifications along with Fairclough's (2001) to disclose the distance and social relations in which the speakers addressed the audiences.

Table 1. The frequency of vocabulary distribution in men and women

Vocabularies	Men	Women
You	543	571
Your	132	133
Yours	2	1
Yourself	10	13
Yourselves	1	1

We	314	333
Us	38	33
Our	60	104
Ours	1	0
My	117	164
total	1.218	1.320

Table 1 shows the frequency distribution of men's and women's speech by pronoun categorizations. Women have the highest frequency of pronouns with 1.320 data and men with 1.218 data. First, 'you' is placed in both men and women, however, women with 571 data have a higher frequency than men with 543 data. Second, 'we' is placed the second with women 333 data and men 241 data, still with women has a higher frequency than men. Third, 'your' is placed third with women 133 data and men 132 data. Thus, women are only higher by one data. Next, 'my' placed fourth with women's 164 data surpassing men's with only 117 data. Coming after that, 'our' is placed fifth with women in 104 data and men in 60 data. Yours, yourselves, and ours can rarely be found with two, one, and even zero data each. Thus, the analyses began by calculating Men and Women's vocabulary distributions using a corpus to see the frequency of you which has the highest frequency.

Figure 1
Concordances of 'You' in Women's Speech

and you're staying. You're going to stay, and this is what	you'	re going to do. You are going to fake it. You're
entire semester, who I had said, "Look, you've gotta participate or else	you'	re going to fail," came into my office. I really didn't
was like, "Yes, you are! You are supposed to be here! And tomorrow	you'	re going to fake it, you're going to make yourself powerful,
are supposed to be here! And tomorrow you're going to fake it,	you'	re going to make yourself powerful, and, you know -- (Applause) And you'
you're going to make yourself powerful, and, you know -- (Applause) And	you'	re going to go into the classroom, and you are going to
lie more to protect other people. If you're an average married couple,	you'	re going to lie to your spouse in one out of every 10
year-olds, masters of the cover-up. By the time you enter college,	you'	re going to lie to your mom in one out of every

Figure 2
Concordance of 'You' in Men's Speech

carefully to see if you can notice a difference. I know that if	you'	re not a trained brain expert, it's not that obvious, but
s not a good idea to diagnose yourself with a mental disorder if	you'	re not a trained professional, or maybe the psychiatry profession has a
is the same thing as being creative. What we do know is, if	you'	re not prepared to be wrong, you'll never come up with
prepared to be wrong, you'll never come up with anything original -- if	you'	re not prepared to be wrong. And by the time they get
re not often at dinner parties, frankly. (Laughter) If you work in education,	you'	re not asked. (Laughter) And you're never asked back, curiously. That'
never get a job doing that. Is that right? *Don't do music,	you'	re not going to be a musician; don't do art, you
re at a dinner party, and you say you work in education -- actually,	you'	re not often at dinner parties, frankly. (Laughter) If you work in

Women's speech mostly consists of interrogative sentences (Newman et al., 2008). Women's frequency of the second-person pronoun 'you' in the interrogative sentence to create an equal conversation between the audience:

1. "We are going to have to start all over again. **You** are not very good at this, are **you?**"
2. "If **you** don't want to be deceived, **you** have to know, what is it that **you** are hungry for?"
3. "What do **you** do before **you** go into a job interview?"
4. "Why don't **you** have the farmers do that?"
5. "Can **you** spot a fake smile here?"

While women's speech consists of interrogative sentences, men's speech uses more references and consists of imperative sentences (Newman et al., 2008) as to show the tendency of power and control (Rustamov et al., 2021).

1. "Now that **you're** done, close them down."
2. "Tell them **you're** mad, **you'll** get sent to some cushy."
3. "Then I learned that **you** have to take a huge breath."
4. "I realize I'm asking **you** to do that while **you...**"
5. "I want **you** to take a look carefully to see..."

The use of interrogative in women's speech and imperative in men's speech is to get the audience's attention as the audience wonders about the implication of the speech. Communication between the speaker and the audience is used to engage the personal audience by asking questions, giving orders, and showing empathy (audience's response) (Matwick & Matwick, 2014). The second-person pronoun of 'you' is used to influence the mass audience by drawing them to focus and participate in the topic of discussion. The use of second-person pronouns such as 'you' tend to add equality and social intimacy in which the audience could engage with the speaker better as the speaker gets rid of the distance between them although they do not know each other personally (Matwick & Matwick, 2014). Thus, getting rid of the distance between the speaker and the audience's purpose is to create influence and to enclose distance between them.

Figures 1 and 2 are men's and women's concordances of 'you'. As shown in the figure, women use more 'you're going to' and men use 'you're not'. The use of S + are + going to + Infinitive shows the use of future tense while S + are + not shows present tense with negation. The use of future tenses which indicate future plans in women is in line with what Rustamov and others (2021) said. According to Newman and others (2008), women show more psychological processes while men use more negation. The use of 'future tense' reoccurring expectations and future plans. The women speaker involves the audience in the manner of building social interactions while men speak in a more direct sense without including the audience's future expectations and plans.

Thus, talking about the next data. The interactive relation is used by the female speakers by using the inclusive first person 'we' to address the audience and themselves, by including both in reference:

1. '**we** were, how we wish we could be, with what **we're** really like'
2. 'because **we** think liars fidget all the time'
3. 'what **we** do doesn't have an effect on people. **We** do that in our personal lives'
4. '**we** make ourselves small. **We** don't want to bump into the person next to us'
5. 'don't be too aggressive, it doesn't work. Now, **we've** talked a little bit about...'
6. 'It is possible that **we** could get people to fake it and would it...'
7. 'so, if someone is being really powerful with us, **we** tend to make ourselves smaller'

Interactive first-person 'we' spoken by the male speakers by including the audience in the reference:

8. 'Now **we**'re going to warm up our lips and **we**'re going to go ba, ba, ba....'
9. '...the sake of the big picture. And that's when **we** have a conflict.'
10. '...it won't serve us. **We** have to rethink the fundamental principles on which **we**'re educating...'
11. 'So those are the kind of things **we** need to deal with an epidemic.'
12. 'and **we** need to help each other feel self-motivated....'

Men's and women's concordances of 'we' regenerated in Antconc corpus are shown in Figures 3 and 4.

Figure 3
Men Concordances on 'we' Pronouns

is extraordinary. And the third part of this is that	we'	ve all agreed, nonetheless, on the really extraordinary c
the world. Excuses. We've all met this guy. Maybe	we'	ve all been this guy. Some people have a
breathing sunshine and lightness in the world. Excuses.	We'	ve all met this guy. Maybe we've all
in the hand. Did you see it go? Yeah, funny.	We'	ve got a little guy. He's union, works
all the science and technology that we talk about here.	We'	ve got cell phones to get information from the
it will work, third question: is it worth it? So	we'	ve had a training question, we've had an
it worth it? So we've had a training question,	we'	ve had an educational question; this is the motivationa
wisely, and that we avert some of the scenarios that	we'	ve talked about. And the only way we'll

Figure 4
Women's Concordances on 'We' Pronouns

Laughter) Masters and Johnson. In the 1950s, they decided, okay,	we'	re going to figure out the entire human sexual
going to show you two patterns of deception. And then	we'	re going to look at the hot spots and
overdo the Botox; nobody will think you're honest. Now	we'	re going to look at the hot spots. Can
smile is known in the trade as "duping delight." And	we'	re going to see that in several videos moving
going to see that in several videos moving forward, but	we'	re going to start -- for those of you who
experimenter has been trained to harass you during it. Now	we'	re going to all do this together. It's
to pay attention to what you're doing right now.	We'	re going to come back to that in a
hot spots and see if we can find them ourselves.	We'	re going to start with speech. (Video) Bill Clinton:

The use of inclusive first-person 'we' which includes both the speaker and the audience as reference cause an influencing effect on the audience. Going in line with Hakanson (2012) and Newman et al. (2008), the audience, which is put as a subject (we) is being situated and stimulated to think, feel and reenact how they would feel and do if they were put in the certain situation that the speaker is talking about and is referred to a 'shared reality' where the audience is subjected and included in the story. The strong 'we' as subject controls and stimulates the audience as they listen to what kind of story the speaker delivered. The use of it also requires the audience to participate in the story by bringing their point of view and sympathy by using the story. This may influence the audience better as they are being pulled to the topic directly. Thus, the use of 'we' could help to stimulate the audience's reaction, as if they are responsible for the story. The use of we instead of 'you and I' employs a deeper relationship between speakers as Newman

et al. (2008) said. Both men and women use ‘we’ to bring the audience closer to them so that the influence effect can reach the targeted audience. However, women used the pronoun ‘we’ more than men. Women tend to build social interaction by putting their audiences as a subject. By putting the audience as the subject, they will feel closer and more included in the speech.

The next is inclusive first person ‘us’ used by female speakers. In this part, the audience was situated as an ‘object’ (Özcan, 2016). They are not the doer but the object.

1. ‘We think of how we judge others, how they judge **us**’
2. ‘Now this brings **us** to our next pattern, which is body language.’
3. ‘we’re kinder and gentler to the people around **us**’
4. ‘Our manic tweeting and texting can blind **us** to the fact that...’

Inclusive first-person ‘us’ used by male speakers:

5. ‘...the order of the information. What it proves to **us** is that people don’t buy what you do’
6. ‘If I go down here in my throat, which is where most of **us** speak from most of the time...’
7. ‘stay aware of the Instant Gratification Monkey. That’s a job for all of **us**’
8. ‘We don’t want to listen to people we know are lying to **us**’

men and women’s concordances of ‘us’ generated in Antconc corpus is shown in Figure 5 and 6

Figure 5

Men Concordances on ‘us’ Pronouns

those leaders, those teachers, those supervisors, those parents who inspire	us	to go beyond the call of duty, to do
workers into these countries. And a large epidemic would require	us	to have hundreds of thousands of workers. There was
and nobody will believe he’s sane. Do you want	us	to try and get you into Broadmoor to meet
Instant Gratification Monkey. That’s a job for all of	us.	And because there’s not that many boxes on
want to listen to people we know are lying to	us.	And finally, dogmatism. The confusion of facts with opinions.
hands, were you right? Interesting, isn’t it? Some of	us	are a little bit more perceptive than others, it
the side, when actually the things right in front of	us	are often the hardest to see, the things that
range of it. The second is that it’s put	us	in a place where we have no idea what
anything but 20/20. We forget vast amounts of what happens to	us	in life, and sometimes memory is downright creative. But

Figure 6

Women Concordances on ‘us’ Pronouns

after they would leave, my mother would come over to	us,	and she’d say, “Do you know who that
listening, we’re kinder and gentler to the people around	us,	and we’re kinder and gentler to ourselves. That’
we think of how we judge others, how they judge	us	and what the outcomes are. We tend to forget,
in this much noisier world, it might make sense for	us	to be just a little bit more explicit about
who’s chattering with his fingertips. (Laughter) Now this brings	us	to our next pattern, which is body language. With
s not honesty. Our manic tweeting and texting can blind	us	to the fact that the subtleties of human decency --
News of the World. (Laughter) Lying has evolutionary value to	us	as a species. Researchers have long known that the
these technologies are going to be marketed to all of	us	as panaceas for deceit, and they will prove incredibly

The use of first-person ‘us’ is more like an object-derived conversation. The audience was put in a situation where they become the object of the story. While the inclusive ‘we’ is used in an active form to put and include the audience actively, the inclusive ‘us’ created the effect of the passive one. The passive effect of ‘us’ is used to influence the audience by projecting how would they do if they were treated in a certain way. However, men used ‘us’ more than women. Men tend to put the audience as an object

rather than as a subject. According to Newman et al. (2008), this has a relation to men's sense of power in dominating their audience.

In comparison, men and women speak differently even though the same words are used. They use the same pronoun 'you' thus for different purposes. While women try to build social interactions by using words, men refer to the audience using 'you' to direct them over socially interacting. Thus, 'we' pronouns are used by both genders even though women use them more than men, to integrate closer relations by including the audience in their speech and putting them as the subject or the doer. While the use of 'us' is positioned as the object which helps to refer to a certain distance among speakers and audiences. Men tend to use 'us' more than women to engage with power to control and dominate the audience more. Finally, the use of synthetic personalization in first-person and second-person pronouns on gender speech helps to analyze their differences by inferring the contexts following them. Women tend to include personal and private matters in their talks and talk about the same thing continuously to manipulate the audience's perceptions. On the other hand, men are more private, power engaged, and diverse in the topic they talk about. Being less open and talking about various contexts indicates men's directive tendencies in their speeches.

Social Semiotic Study to Bring a Sense of Closeness

Thus, to address the given social context, Van Leuween's (2008) theory on Social Distance is applied. Women and men have different attitudes toward this. Distance between the audience and speaker can be brought closer by using possessive pronouns as Wong (2016) proposed. A comparison of social distance in men's and women's speeches is given in the following paragraphs.

The female speakers in TED relate themselves to the audience that they are the same by using "like us" phrases by mentioning and telling stories about their family to bring a sense of closeness to the audience:

1. 'When I didn't finish my dinner, **my mother** would say, Finish your food!'
2. 'I brought these books with me because they were written by **my grandfather's** favorite authors.'
3. 'Now, what if **my roommate** knew about **my friend Funmi Iyanda**, a fearless woman who hosts a TV show.'
4. '**My husband** left town with the kids because I always go into this...'
5. 'Just like the rest of **my family**, **my grandfather's** favorite thing to do in the whole world....'
6. '**My father** was a professor.'

The male speakers in TED relate themselves with possessive pronouns 'my' followed by their own experiences toward something. Most of them do not mention their relatives or any family members in their speech to engage with the audience even though they do mention some family or their close relationship to people. Only 10 concordances out of 115 concordances found in the possessive pronouns that mention the close relationship toward others:

1. 'Actually, **my son** didn't want to come.'
2. 'When **my son** was four in England.'
3. 'I've got two kids; he's 21 now, **my daughter's** 16.'
4. '...checking all my messages. **My brother** had a picture of it.'
5. '**My mother**, in the last years of her life became very negative.'
6. 'If **my wife** is cooking a meal at home.'

7. 'There was one person there that was not impressed. it was **my ex-girlfriend.**'
8. '**My parents** bought me a beatable drum at an auction and they said to me'
9. '**My parents** asked me, "Hey, Scott. How would you like to get drum lessons?"'
10. 'I've got parent-child relational problems, which I blame **my parents** for.'

Men's concordances on possessive pronouns are shown in Figure 7 and women's concordances on possessive pronouns are shown in Figure 8.

Figure 7

Men Concordances on 'my' pronouns

underwater for the first time, she was sifting through	my	Blackberry, checking all my messages. (Laughter) My
path checklist, basically turning it into "Who Moved	My	Cheese?" (Laughter) But I did notice something happ
to define him by his maddest edges. And I realized,	my	God -- this is what I've been doing for 20
the blood run from their face. They're like, "Oh	my	God. Why me?" (Laughter) "My one night out all
have ringing in my ears, and I started to feel	my	arm going numb. And I'm a hypochondriac, and
have a surgery where it was a tube going into	my	artery, and then appear to not breathe while they
years ago, I decided to write about procrastination.	My	behavior has always perplexed the non-procrastinato

Figure 8

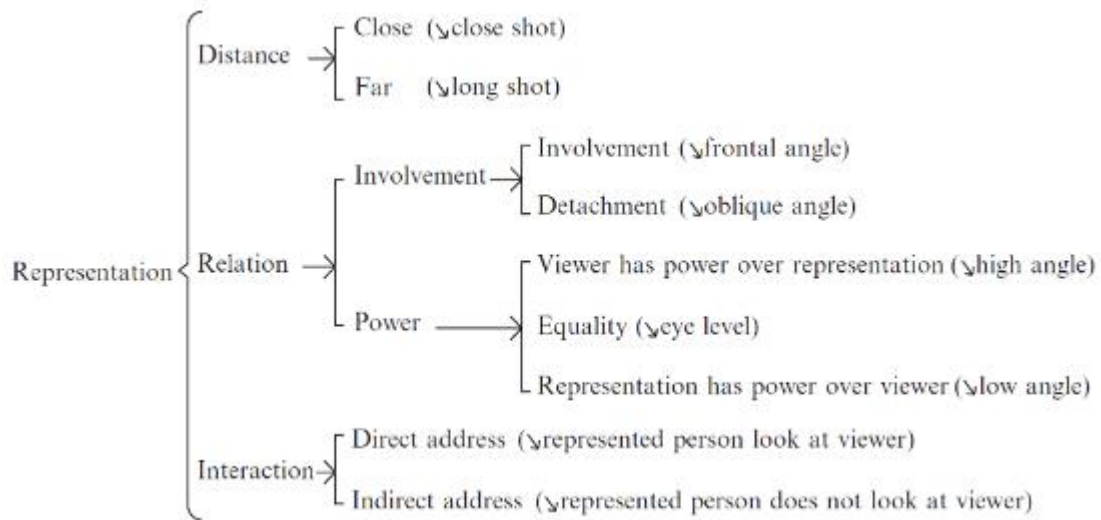
Women Concordances on 'my' pronouns

talk to my grandparents, and after they would leave,	my	mother would come over to us, and she'd
his family. And when I didn't finish my dinner,	my	mother would say, "Finish your food! Don't you
both sides, the U.S. and the Mexican? What if	my	mother had told us that Fide's family was
I grew up on a university campus in eastern Nigeria.	My	mother says that I started reading at the age
us about him was that his family was very poor.	My	mother sent yams and rice, and our old clothes,
new house boy. His name was Fide. The only thing	my	mother told us about him was that his family
dle-class Nigerian family. My father was a professor.	My	mother was an administrator. And so we had, as

Women use more possessive pronouns 'my' and followed by the people who are closely related to them such as father, mother, grandfather, roommate, my family, and my friend. Indeed, its use is to create a form of closeness and to engage between the speaker and the audience (Van Leeuwen, 2008). While men use fewer possessive pronouns related to family relationships than women to get rid of the gaps between the speaker and the audience. However, men use storytelling as proposed by Labov (1972) to gain trust and to blend in with the audience (Labov, 1972). Thus, women talked about the same topic repeatedly and men tend to talk about various topic related. These findings go in line with Newman and others (2008) who stated that men talked more about various concerns.

Women talked about the story of their families more often than men. It is because women can freely express their feelings and disclose their private matters as Rustamov and others said (2021) while men talk less about their family or relatives and mostly talked about work, politics, or career related. In the data, men talk more about the things happening in their surroundings and rarely talk about their families compared to women. Women's speeches are about making social relations while men tend to treat it as work matter.

Figure 4
Representation and Viewer Network by Van Leeuwen (2008)



Derived from Figure 4., within the representation and viewer network by Van Leeuwen, the social interaction involves distance, relation, and interaction in which the shot, gaze, and angle are determined (Van Leeuwen, 2008). Figure 4 is taken into consideration of online social interactions. Some examples of deictic gestures are given in Table 2.

Table 2
Gender and Gesture

No	Gender	Gesture
1	Man	

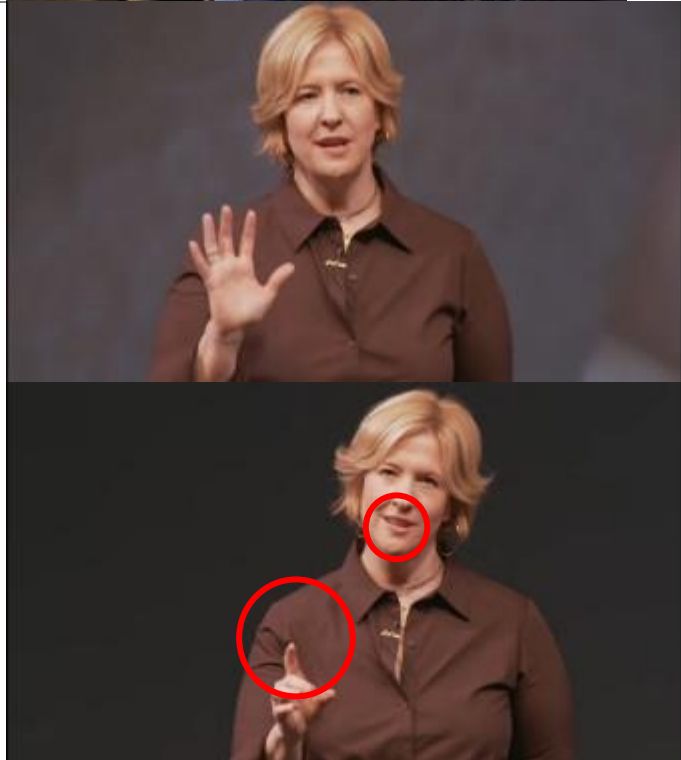
2

Man



3

Woman



4

Woman



In Table 2, data 1 and 3, the speakers and the audience's distance are close signaled by the close shot which is used to create a closer or intimate effect to the audience. In data 2 and 4, a long shot was applied which indicates a far-away distance or creates distance between the speaker and the audience. The same image can show exclusion by the employment of distance, angle, and gaze (Fairclough, 2013b; Van Leeuwen, 2008). Power can also be inclusively analyzed, derived from Figure 4, that the angle of gaze whether it is high angle, eye level, or low angle may indicate power. The data represented in Table 2 shows Power even though the shots are varied on close and far shots. However, the angle that the speakers deploy are all low angles.

The speakers of both genders are all looking down at the audience. That means the representation, or the speakers have power over the viewer. In terms of interaction, the represented people are looking directly at the viewers. This concludes a direct address from the speakers to the audience or viewers. Men are better at maintaining their expressions than women. They keep straight faces while women are more expressive indicated by the difference in facial expressions between both genders.

Discussion

Synthetic personalization involves strategies to influence a mass audience. Audiences can be persuaded to see a portrayed social actor using either the keywords "us", "you", or "we" depending on how closely linked they are to speakers in the social distance (Djonov & Van Leeuwen, 2018). In line with what Matwick and Matwick (2014) said about synthetic personalization with first and second pronouns, women's and men's vocabularies are classified into first-person and second-person pronouns in correspondence with Fairclough's (2001) Synthetic Personalization which the first and second-person pronouns are used to create a manipulative strategy in talking to a mass audience by addressing it as if talking to the broad audience personally. Synthetic personalization allows the speaker to address a broad audience as a single individual

(Fairclough, 2013b). Synthetic personalization is giving the impression of one's ability to give a direct treatment *handled en masse* as a single person as Matwick and Matwick (2014) said. Related to that, in a motivational speech, the speakers are expected to handle and communicate with a huge audience and make them pay attention to them while they deliver the speech. The use of synthetic personalization can stimulate intimacy, fellowship, engagement, and a closer relationship between the speaker and the audience.

It is important to highlight that men's and women's language usage is different. Interestingly, women use second-person pronouns 'you' more than men. The pronoun 'you' is used to narrow the gaps between the addressee and the addresser and create a more personal conversation whilst speaking to a wide audience and it might feel as if they are speaking 'personally' face to face (Fairclough, 2013a). In line with what Newman and others (2008) that women tend to use "verbal interaction" for social purposes. Women use interrogative forms more than men. Women are more likely to use polite, interactive forms of speech, and less 'individualistic or selfish' first-person pronouns but employ personal pronouns more often than men. On the other hand, men are less likely to talk about private matters. They like to talk about various contexts as shown in Figure 3 even in motivational contexts.

The existence of distance in a public context is proof of the closeness between one another (Van Leeuwen, 2008). In the social semiotic study, which Van Leeuwen (2008) referred to as Social Distance, considering how the analyzed or depicted people are related to people, three dimensions of social distance are offered. The three dimensions include the social distance between people, the social actor and the viewer, the social relationship between the social actor and the viewer, and the last social interaction between the social actor and the viewer (Van Leeuwen, 2008). This 'social distance' term makes the audience relate with the speaker even more. By showing the audience a general-known experience in a certain place or discourse, it might provide a sense of engagement to the audience so they may feel what the speakers refer to (Van Leeuwen, 2008) and make them feel "like us". The use of 'social distance' is presented as someone or people the viewers can identify. The audience perceives any other people that they have known; family members, friends, or someone closely related to them.

Derived from Van Leeuwen's (2008) term which analyzes how social actors (speaker and audience) are connected, social interaction works to connect the speaker and audience in a close and related way. The process of social interaction requires an address form since the address term reflects the social relationship between the speaker and the audience (Özcan, 2016). Address form is determined by the speaker's culture and social values since the characteristics of the address form are socially driven and have communicative value within the speaker's social setting (Murphy, 1988; Özcan, 2016). To maintain stable social contact with the audience, an address form is observed to have been used by the speakers of TED. The speakers enact interactive relations (Kress & Van Leeuwen, 2002) by using addressing terms. The social interaction described by Van Leeuwen is also canalized by the 'deictic gesture'. In the process of deictic gesture, the gesture is used as a form of 'interaction'. "Deictic or pointing gestures are gestures that populate the space between the speaker and the addressee" stated Cassel in Wong (2016).

In terms of social interactions, both genders signaled the same criteria using inclusive 'we' and 'us' in the same way. The social interaction between the audience and both genders, male, and female, indicates the same criteria and pattern. The speakers in TED, both men and women, hold power over the audience. This is proven by their representation of the audience in the matter of distance, angle, and gaze (Van Leeuwen,

2014). In the so interaction, the crucial matter is where the gaze is directed as spectacles which make the speakers as if they are aware of them. By employing facial expressions, gestures, and angles we would know what people want from us (Van Leeuwen, 2008).

Altogether, women's speeches involve social relations, and their sole purpose is to engage more with the audience. On the other hand, men tend to interact in a direct manner that offers social relations aside from only getting the audience to pay attention to them. These are supported by the findings that women mentioned more about the story of their families and relatives to make the audience feels more included and tend to enhance the future senses by using future tenses in their speeches. While men interact with the audience accordingly only to deliver the information in the speech. As in the visual relation, women are more expressive by showing various expressions such as smiles while showing gestures to the audience. Meanwhile, men kept more straight faces and closed mannerisms than women. These conclude how different men and women are in delivering speeches even though the influence they carry is the same.

Conclusion

Drawing on the respective theoretical assumptions on the different social interaction that is constructed within public speech, the present study attempts to provide new insight into Gender study in terms of their attitudes and influences toward the preferred audience on the online platform TED. It is shown that both genders hold power over the audience. The use of synthetic personalization is to unveil the strategies and agenda that the speakers have over the viewer by bringing in the term 'close to us' and intimacy within the addresser and addressed. The use of synthetic personalization is in fact, to hold a specific controlling way towards the audience. The study found that in the use of first-person pronouns and second-person pronouns, women tend to use synthetic personalization more than men. The use of synthetic personalization in female speech includes the use of second-person pronouns 'you' to address the viewers and get rid of the gap between them. Thus, numerous ways of strategies are found in the interactions of speaker and audience in a public speech, namely a motivational speech. Social distances and social interactions are viewed as a tool to create a manipulative strategy for the audience or viewers. The use of social distance brings closeness and engagement. For that reason, the preferred audiences feel closer to the speakers and are easy to be influenced.

Therefore, men and women engage in different social interactions. Within the interactions, deictic gestures are found. Deictic gestures attempted to refer and point to the viewer to create the preferred visual representation. Women are more expressive than men who kept a closed mannerism in delivering their speeches. The use of discursive strategies such as camera angles and shots in both men and women are the same as the platform providing engagement in the same concept, motivational videos. The difference in men's and women's speech is reflected in the way they deliver information by using the same words; you, my, we, our, us. Women bring a sense of social interaction and relations to the audience by including their families and stories about their past to motivate the audience to focus on the topic of the talk even though their private stories can rarely be found while men tried to take over the power in controlling the audience. Hence, both women and men successfully influenced the audience even though their strategies are different.

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