AN ARGUMENTATIVE ANALYSIS OF SIR KEN ROBINSON IN TED TALK

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Article History: This research used argumentative discourse which is aimed to find out components of argument and structures of argument that is used by Sir Ken Robinson in TED Talk. Toulmin’s model and Cohen’s theory were used to recognize the components and structures of arguments. The data used for analysis were videos and the transcripts. There are two videos which are being analyzed; “Bring on the Learning Revolution” and “Do School Kill Creativiy?” It presented five data analysis procedures: compiling (choosing data), disassembling (compling data into smaller potion and coding), reassembling (indicating to categories), interpreting( analyzing the data and explaining the data), and concluding (drawing conclusion) The result revealed that from both videos “Bring on the Learning Revolution” and “Do School Kill Creativiy?”, there were several components components that are used; claim, data, and warrant were 100% used in all arguments, qualifier was 55, 56%, rebuttal was 27,80%, and backing was 88,90%. For the structure of arguments that is used by Sir Ken Robinson in both his videos the percentage coherent structure of pre-order was 66,7%, for post-order was 22,2%, and for hybrid was 11,1%. Then, for linguistic clue showed that re- direction clue had 16,7% then connectives had 83,3%. and evidence relationship had 100%.

Keywords: Argumentation; Components; Structures; Argumentative Discourse

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INTRODUCTION

Language has other functions beside communication, for instance to tell others about circumstance, to ask information, and to talk about facts and opinions (Crystal, 1987). Meanwhile, Brown (2010) explained the aim of language is not only to communicate but also to express ideas and feelings, to influence others, to provide information, and so forth. In addition, language describes identity and parts of the culture.

Related to the language, one of the languages’ functions is to influence people in communication situation either in spoken or written. The ability to influence and convince others with particular point of view is called argumentation. Argumentation is a process of reasoning, justifying beliefs, and drawing a conclusion in order to believe and do as the speaker said. Furthermore, Cohen (1987) said that an argument constructed in communicative situation, the speaker tried to convince the audience by particular point of view.

At this point, argumentation is needed in everyday life unconsciously. People may argue about some issues that are contradictive. Either people may have an argument to agree or disagree about the issue. Moreover, this ability encouraged people in public speaking, debating, organization, and presentation, and enhanced their career work. Besnard and Hunter (2008) stated that argumentation is fundamental form of human cognition as people have to deal with contradictive information.

Toulmin’s model provided six components for analyzing an argument, those are claim, data, warrant, qualifier, back up, and rebuttal. Besides understanding the component of an argument; it is necessary to put logical structure as well in order to help the audience analyze it. In analyzing the argument structure, there are some ways are: coherent structure, linguistics clue, and evidence relationship. (Cohen, 1987).

Related to the argumentative analysis, the researcher chose Sir Ken Robinson’s arguments in his speech in TED Talk as the subject of the research. The researcher was interested in Ken Robinson because he is a speaker, an author, and
a professor in Creative Education. He is also an international advisor on education in the arts to government. While, TED Talk is stand for Technology, Entertainment, and Design; it is a media organization that provide inspiring video online and share it freely in internet to people. the researcher is interested in analyzing argument in speech, entitle: “An argumentative analysis of Sir Ken Robinson in TED Talk” to know what are the components of argument that are used by Sir Ken Robinson in TED Talk and what are the structures of argument that are used by Sir Ken Robinson in TED Talk.

**METHOD**

This research is conducted by qualitative research. the method that is used in this research was argumentative discourse. The subject of this research is Sir Ken Robinson’s arguments in TED Talk under the title “Bring on the learning Revolution” and “Do school kill creativity?”. The instrument of this research was the rubric of the Toulmin’s model and structure of argument adapted and modified by Knudson (1992) and iRubric. As the data in the video form and its transcript as texts, so the researcher used document and record analysis techniques, these techniques were used to collect the data are TED Talk: Ken Robinson on “Bring on the learning Revolution” and “Do School kill creativity?” that have been already downloaded from the You Tube and the transcript from TED website. According to Yin (2011) there are five steps that were done to analyze the data. They are compiling, disassembling, reassembling, interpreting, and concluding.

**FINDINGS AND DISCUSSIONS**

In this part, the researcher focused on six components of argument which are claim, data, warrant, qualifier, rebuttal, and backing based on Toulmin’s model of argument. That can be seen that Sir Ken Robinson used six components of argument with distribution are claim, data, and warrant were 100%. It means he used claim, data, and warrant in all his arguments in Video 1 and Video 2. Then, for qualifier was 61, 1% and rebuttal was 27,8%. At last, for backing was 89,9%; because backing is used to support warrant in argument.
The researcher focused on finding of the structures of argument which are coherence of the structure, linguistic clue, and evidence relationship. That is found that the structure of argument that is used by Sir Ken Robinson in Video 1 which are pre-order is 8, post-order are 2, and hybrid is 1. Then, for linguistic clues is found that re-direction are 2 and connectives are 9. Then, evidence relationship are 11. The percentage coherent structure of pre-order was 66.7%, for post-order was 22.2%, and for hybrid was 11.1%. Then, for linguistic clue showed that for re-direction clue had 16.7% then for connectives had 83.3%. At last, evidence relationship was 100%.

Components of argument based on Toulmin’s model are claim, data, warrant, qualifier, rebuttal, and backing. Related to claim, it showed that claim is a thesis statement that can draw conclusion. Data is used as the reason and evidence for the claim. Data in argument could be a fact, narrative, analogy, statistical data and an example. Warrant is a statement that bridge between claim and data. Qualifier that showed the range level of certain and confidence in delivering argument. the rebuttal can counter the claim by giving exceptional condition or situation. Backing has a role to make the warrant is acceptable and give further explanation or elaboration by giving fact, historical fact, information from expert, and so forth. Coherent Structure are found the most structure that is used is pre-order. Those are 8 pre-order structure in Video 1 and 6 pre-order structure in Video 2. Re-direction is used to carry out the audience to previous part of argument. The function of connectives is to reduce process for the hearer and help them to indicate the structure of argument by words or phrases that exist as clue. Evidence relationship is a verification between evidence relation and proposition or claim. The function of this theory is to recognize speakers’ belief.

CONCLUSIONS AND SUGGESTIONS

After analyzing videos of Sir Ken Robinson in TED Talk in order to find out components and structures of arguments that he is used in his speech, the conclusions are components of argument; claim, data, warrant, qualifier, rebuttal and backing. In both of videos Sir Ken Robinson, “Bring on Learning Revolution” and “Do School Kill Creativity?” it is found components that are used are claim.
data, and warrant have 100% used in all arguments, qualifier is 55, 56%, rebuttal is 27,80%, and backing is 88,90%.

The structure of arguments that is used by Sir Ken Robinson in both his videos the percentage coherent structure of pre-order is 66,7%, for post-order is 22,2%, and for hybrid is 11,1%. Then, for linguistic clue showed that for re-direction clue has 16,7% then for connectives has 83,3%. At last, evidence relationship showed that the percentage is 100%.

Based on the findings of the research, the researcher proposed some suggestions. At first for other researchers who interested in conduction about argumentative discourse can do deeper research about all aspect in arguments in other object, for instance type of argument and type of argument component. Second, for students, debaters, and speakers suggested to make every statement in speech, debate, or essay to provide claim with data, warrant, qualifier, and other components of argument in order to strengthen his/her claim and make a coherence argument and valid. The third, for lecturers who taught about argumentation can encourage students by give explanation of Toulmin’s model argument to make lesson be more effective and efficient. The last, for general reader would enrich and improve their knowledge about argumentation.

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