



Grammatical Cohesion Analysis of Susan Cain's Speech "The Power of Introverts"

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ARTICLE INFO	ABSTRACT
Received: 24 May 2024	This study analyzes grammatical cohesion in Susan Cain's speech with the title The Power of Introverts. This study is addressed to figure out the types of grammatical cohesion and how are the used of grammatical cohesion in speech. In this study, the researcher used descriptive qualitative as the method of analyzing the data. The researcher uses a theory from Halliday and Hasan (1976) to analyze the types of grammatical cohesion and to investigate the use of grammatical cohesion in speech. The finding of this study shows there are two types of grammatical cohesion used in Susan Cain's speech entitled "The Power of Introverts" namely reference and conjunction. There are three types of reference found in Susan Cain's speech "The Power of Introverts," namely personal reference, demonstrative reference, and comparative reference. Next is conjunction, which is divided into four types such as additive conjunction, adversative conjunction, temporal conjunction, and causal conjunction. However, in this study temporal conjunction is not found in the speech. A personal reference is the type of grammatical cohesion that is the most used in Susan Cain's speech "The Power of Introverts," with the number of occurrences 124 items, and the least type of grammatical cohesion found in the speech is a comparative reference with the amount of data 13 items. In conclusion, this study shows that grammatical cohesion is useful in connecting every part of the speech, making the speech easy to understand for the audience or listener, and conveying the information properly.
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1. Introduction

Language is a sound device to express thoughts and ideas and a tool to communicate in daily life (Morgan, 2014; Ritchie, 2013); and also language is a system of symbols that

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are meaningful and articulate sounds that are arbitrary and conventional (Baker & Hengeveld, 2012; Fabb, 2006), which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts (Holmes, 2013). To convey information, language can be divided into two, namely spoken language and written language. These two types of language are studied in discourse analysis. McCarthy (2000, p. 5) stated that discourse analysis is a study of written, spoken, and signed language; the objects of discourse analysis are discourse, writing, conversation, and communicative events. Yule (1996) said that discourse structure is very important because it focuses on the main elements that could form a well-stretched text. The structural connections between sentences create cohesion.

Cohesion is a term in linguistics in which the elements of a text are linked together to create meaning. Cohesion occurs where the interpretation of some element in the discourse is dependent on that of another (Jones, 2012). The one presupposed the other, in the sense that it cannot be effectively decoded expect recourse to it. When this happens, a relation of cohesion is set up, and the two elements, the presupposing and the presupposed are thereby at least potentially integrated into a text (Halliday & Hasan 1976, p. 4). Cohesion is divided into two parts, namely grammatical cohesion and lexical cohesion.

Grammatical cohesion is constructed by the grammatical structures in the text. Halliday and Matthiessen (2004) classify grammatical cohesion into four major classes: references, substitution, ellipsis, and conjunction. Reference is the specific information that is used by the reader/listener to identify something. Three kinds of reference are personal reference, demonstrative reference, and comparative reference (Halliday & Matthiessen, 2014). Halliday and Hasan (1976) stated that substitution holds a text together by preventing repetition and creating connected grammatical cohesion, not in meaning but in wording, between words, clauses, and sentences. There are three types of substitution they are nominal, verbal, and clausal substitution. Ellipsis are used to indicate omissions of information or pauses. According to Cook (2006), ellipsis is omitting part of the sentence on the assumption that an earlier sentence or the context will make the meaning clear. Ellipsis can be divided into three parts, namely nominal, verbal, and clausal ellipsis. A conjunction is linking devices between sentences or clauses in a text. Halliday and Hasan (1976, p. 238) adopt a scheme of four categories of conjunction that are additive, adversative, causal, and temporal.

Speech is the expression of or the ability to express thoughts and feelings by articulate sounds (Oxford Dictionary). Speech refers to the production of sounds that compose words and sentences. Besides, speech aims to procure the means of communication that are to persuade, inform, and entertain the audience. Through the speech, the audience is expected to know, understand, accept, and carry out what is conveyed to them (Haugh, 2015; Hymes, 2012; Joseph & Janda, 2003). Thus, speech has to be well organized to obtain the goals of communication and draw attention from the audience. There are several examples of speech such as graduation speech, birthday speech, educational speech, political speech, and entertaining speech. These example of

speech aims to educate, motivate, influence, and give important information. In this study, the writer tries to analyze the application of grammatical cohesion in Susan Cain's speech; the writer has taken the speech text from the TED YouTube channel. This research is beneficial to the readers of how grammatical cohesion is important in speech and could help to improve the coherence of speech to make a meaningful message to the audience.

2. Literature Review

Several previous studies have examined grammatical cohesion; there are many data sources that the researchers used, such as movie scripts, speeches, short stories, novels, etc. The first article is from Hizbullah et al. (2022). This article has the purpose of finding out the types of grammatical cohesion devices in Barack Obama's speech. The finding shows there are four types of grammatical cohesion, namely reference, substitution, ellipsis, and conjunction. The most frequent strategy used by Barack Obama is references and conjunction (see also Malik, 2013).

The second study was done by Rishi and Wardhana (2022). This study analyzes the grammatical cohesion reference of Jack Ma's speech text "Believe in your dreams". The purpose of this study was to figure out the types of reference in the speech text "Believe in Your Dreams." The finding showed there are two types of reference found in Jack Ma's speech text "Believe in Your Dreams" 30 data of personal references and 6 data of demonstrative references. The most dominant type of reference in this study is personal reference.

The third study was done by Indriani et al. (2021). This study was about finding the types of grammatical cohesion used in "The Yak" Magazine and the function of grammatical cohesion used in "The Yak" magazine. The findings show there are two types of grammatical cohesion used in "The Yak" magazine, namely reference and conjunction. The data were collected using the observation method and analyzed using the descriptive qualitative method. Oktavia and Suprayogi (2021) conducted the following study: This study analyzed grammatical cohesion in Boris Johnson's speech entitled Coronavirus Spread in the UK. The research aims to determine which types of grammatical cohesion are most commonly used in speech. The results show that reference is the dominant type of grammatical cohesion in this study.

The last article from Al-Khalidy (2018) is a study of the use of conjunctions as grammatical cohesion in the speeches of Her Majesty Queen Rania of Jordan. The finding of this study shows additive conjunctions were the most frequent conjunctions, followed by adversative conjunctions, causal conjunctions, and temporal conjunctions.

Based on several previous studies, we can conclude that this study is similar in studying grammatical cohesion. The difference between this study from the previous study is that it focused on analyzing the types of grammatical cohesion used in Susan Cain's speech "The Power of Introverts" and how grammatical cohesion is used in Susan Cain's Speech.

3. Method

This study utilizes descriptive qualitative with focusing on the content analysis (Krippendorff, 2004). The data source of this study is a speech from Susan Cain with the title “The Power of Introverts.” it is a speech about how an introverted person finds it difficult to live in the middle of a social environment and social interaction. The data was collected through the observation method by watching the speech from YouTube and reading the script to find out the types of grammatical cohesion in the speech text. The data was analyzed by using qualitative methods using theories from Halliday and Hasan (1976) to find out the types of grammatical cohesion. The researcher uses an informal and formal method to present the data contained in the speech. In the informal method, the researcher will present the data informally by narratively conveying the data (see Miles et al., 2014). The researcher provides a clear and concise description to present the data. For the formal method, the researcher classified the data in the table. After that, the data will be described using the informal method.

4. Results and Discussion

4.1 Types of Grammatical Cohesion Found in Susan Cain’s Speech “The Power of Introverts

The following section shows there are two types of grammatical cohesion found in Susan Cain’s speech “The Power of Introverts,” i.e., reference and conjunction. Reference was divided into three types: personal reference, demonstrative reference, and comparative reference. Then, the conjunction was categorized into four types, i.e., additive conjunction, adversative conjunction, temporal conjunction, and causal conjunction. Nevertheless, in this study temporal conjunction is not found in the speech. Further explanation of the data can be seen in the following Table 1.

Table 1. Types of Grammatical Cohesion

No	Category	Data	Percentage
1	Personal reference	124	35%
2	Demonstrative reference	91	25%
3	Comparative reference	13	4%
4	Additive conjunction	83	23%
5	Adversative conjunction	25	7%
6	Causal conjunction	22	6%
	Total	358	100%

From Table 1 above, the total data for grammatical cohesions are 358 items, found in Susan Cain’s Speech entitled “The Power of Introverts”. Personal conjunction is the type of grammatical cohesion that is the most used within the speech, with the number of occurrences 124 items, followed by demonstrative reference 91 items, additive conjunction 83 items, adversative conjunction 2 items, causal conjunction 22 items, and

last comparative reference 13 items. All the types of grammatical cohesion are explained in the following section. Nonetheless, only 14 selected examples were presented in the discussion.

1. Reference

Reference is the relation between elements of the text and interpreted by the participants (Halliday & Hasan, 1976). There are three general types of referencing: Homophoric referencing, which refers to shared information through the context of culture; exophoric reference, which refers to information from through the context of the situation; and endophoric referencing, which refers to information that can be retrieved from within the text. In this study, the writers have found the data of personal reference, demonstrative reference, and comparative reference.

a) Personal reference

Data 1

I always sensed deep down that this was wrong and that introverts were pretty excellent just as they were. But for years I denied this intuition, and so I became a wall-street lawyer of all things, instead of the writer that I had always longed to be, partly because I needed to prove to myself that I could be bold and assertive too. The use of personal reference I within the sentence has the function.

In Data 1, the word “I” can be defined as a personal reference, functioning as head. The word “I” refers to Susan Cain as the speaker of the speech, which belongs to the tenor and has explained the field of this speech. This speech explained that Susan Cain became a law-street lawyer rather than a writer because she wanted to show that an introvert can be firm and brave. The use of personal reference in this text refers to the speaker, Susan Cain. Thus, this type of reference is known as a person.

Data 2

You need to understand what introversion is, it's different from being shy. Shyness is about fear of social judgment. Introversion is more about how do you respond to stimulation, including social stimulation.

In Data 2, the word “you” within the speech can be classified as a personal pronoun, the personal reference you refer to the hearer or audience. In this part, the speaker wants to interact with the audience through the speech. The speaker and the audience are the tenor. The speaker in this speech has explained the difference between introverts and shy. The word “you” in this part of the speech functions as the subject marker.

Data 3

*So, extroverts really crave large amounts of stimulation, whereas introverts feel at **their** most alive and **their** most switched –on and their most capable when they're in quieter, more low - key environments.*

In Data 3, the word “their” can be classified as a personal reference, which is a possessive determiner. The word “their” refers to introverted people. This speech talked about the introverted person and “their” characteristic. The speaker used personal references within the speech to replace the introverted people to make the sentence more efficient.

b) Demonstrative reference

Data 4

*Our most important institution, our schools and our workplaces they are designed mostly for extroverts and for extroverts need for lots of stimulation. And also we have **this** beliefs system right now.*

In Data 4, the word “this” above is classified as a demonstrative reference. It can be expressed through determiners and adverbs (Halliday & Hasan, 1976, p. 57). The speaker, as a tenor, has explained the field in this speech. This part explained about extrovert persons who have privilege in the life field. The use of the demonstrative reference “this” in this sentence tells the audience the exact thing that is discussed in the speech.

Data 5

*Now I think at this point it’s important for me to say **that** I actually love extroverts. I always like to say some of my best friends are extroverts including my beloved husband.*

In Data 5, the reference “that” in the example above explains that the speaker reaffirmed that she loves extroverts. The speaker, a tenor, has explained the field in this speech. The use of a demonstrative reference in this sentence confirms essential information.

Data 6

*That’s a lot harder for me because as honored as I am to be **here** with all of you right now, so I prepared for moments like these as best I could.*

In Data 6, the word “here” in the sentence was classified as a demonstrative reference. The word “here” refers to the place where the speaker delivers a speech. The speaker, as a tenor, has explained the field in this speech. This speech described a studio where the speaker delivered a speech. The use of the word “here” in the speech has the function of telling the audience the specific place.

c) Comparative reference

Data 7

*I had this idea that camp was going to be just like this, but **better**.*

In Data 7, the word “better” in the sentence above is a form of comparative reference that indicates the likeness between things. In this sentence, the speaker gives her opinion to the audience that camping is not just an ordinary activity, but camping is more than

that. The use of the word “better” in the speech tells the audience that the speaker compares two or more things directly.

Data 8

*Camp was **more** like a keg party without any alcohol.*

In Data 8, the word “more” in the sentence above can be classified as a comparative reference, which is indicated by general comparison words. This sentence talks about how camping will not be complete without alcohol; the speaker talked about his experience of boring camping without alcohol. The word “more” is used in this speech to compare things.

2. Conjunction

A conjunction is a relationship that shows how the next sentence or clause should be related to the previous sentence or part of the following sentence. Conjunction elements are not primarily devices for reaching out into the previous text, but conjunction elements can express specific meanings (Halliday & Hasan, 1976, p. 226).

a) Additive conjunction

Data 9

When I was nine years old, I went off to summer camp for the first time and my mother packed me a suitcase full of books, which to me seemed like a perfect natural thing to do.

The word “and” in Data 9 was an additional conjunction. It is because the word and in the sentence above connect the speaker’s idea. The speaker of this speech, as a tenor, has explained the field of this speech. In the sentence above, the speaker discussed her summer camp when she was nine years old. The use of the conjunction “and” in this sentence is to connect the speaker’s idea.

Data 10

*I couldn’t figure out for the life of me why we were supposed to be so rowdy **or** why we had to spell this word incorrectly.*

The word “or” in the middle of the sentence is an example of an additive conjunction, and the word “or” is a link that also adds information from the previous sentence. The speaker of this speech, as a tenor, has explained the field of this speech. The sentence above talked about the speaker’s opinion of why people spell the word “rowdy” incorrectly; it should be: R-O-W-D-I-E. This statement is according to the speaker’s opinion. The use of the word “or” in this sentence is a link and also adds information from the previous clause.

b) Adversative conjunction

Data 11

*I felt as if the books needed me somehow, and they were calling out to me and I was forsaking them, **but** I did forsake them and I didn't open that suitcase again until I was back home with my family at the end of the summer.*

The word “but” is an adversative conjunction because this conjunction links two different clauses where each clause is in contrast to the other. The speaker of this speech, a tenor, has explained the fields in this speech. The sentence above talked about the speaker, Susan Cain was an introverted child. She loves reading a book, and she felt the books were calling her to read, but she did not open them until she was back home. The use of the word “but” in the sentence above is linked to two different clauses where each clause is in contrast to the other.

Data 12

*Extroverts really crave large amounts of stimulation, **whereas** introverts feel at their most alive and their most switched-on and their most capable when they're in quieter more low-key environments.*

The word “whereas” can be classified as an adversative conjunction because an adversative conjunction links the conditional clause that is contrary to the expectation. The speaker of this speech, a tenor, has explained the fields in this speech. The sentence above talked about the extroverts and introverts have different traits. The use of the word “whereas” in the sentence is to explain the connecting sentences that compare one clause to another.

c) Causal conjunction

Data 13

*And for me, that seven years was like total bliss, **because** I was reading, I was writing, I was thinking, I was researching. It was my version of my grandfather's hours of the day alone in his library.*

The word “because” is an example of causal conjunction, which refers to the reason why the speaker (Susan Cain) is happy to spend time in her grandfather's library reading a book, writing, and researching, so that is why she can publish a book about introverts. The speaker of this speech, a tenor, has explained the fields in this speech. The use of the word “because” has the function of giving clear information to the audience.

Data 14

*Not all the time these things aren't absolute, but a lot of the time. **So** the key then to maximizing our talents is for us all to put ourselves in the zone of stimulation that is right for us.*

The word “so” can be classified into a causal conjunction because it is used by the speaker as a conjunction to describe the cause or impact of the previous sentence. Susan Cain, the speaker of the speech, explained the key to maximizing our talents. The use of

the word “so” is used to strengthen a statement in a sentence.

5. Conclusion

In conclusion, there are 358 data of grammatical cohesion found in Susan Cain’s Speech “The Power of Introverts”. The finding shows there are two types of grammatical cohesion used in Susan Cain’s speech entitled “The Power of Introverts,” namely reference and conjunction. The reference types consist of personal reference, demonstrative reference, and comparative reference. Meanwhile, conjunction is divided into four types such as additive conjunction, adversative conjunction, temporal conjunction, and causal conjunction. However, the temporal conjunction is not available in the speech. A personal reference is the type of grammatical cohesion that is the most used in Susan Cain’s speech “The Power of Introverts,” with the number of occurrences 124 data, followed by demonstrative reference 91 data, additive conjunction 8 data, adversative conjunction 25 data, causal conjunction 22 data, and the least types of grammatical cohesion found in the speech is a comparative reference with 13 data found.

Personal reference is the dominant type of grammatical cohesion. It is because the speaker (Susan Cain) wants to share information about introverts, namely that they have extraordinary abilities that make them special. Moreover, this study shows that grammatical cohesion is useful in connecting every part of the speech, making the speech easy to understand for the audience or listener, and conveying the information properly.

The researcher believes that this study was not perfect enough. For the next researcher who wants to research grammatical cohesion, this study can be used as a reference. The researcher suggests exploring several theories to gain novelty from previous studies and learn new knowledge.

Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

Authors’ contribution

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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