

การใช้ภาษาโน้มน้าวใจในรอบบลาต์ออดิชั่น  
ของรายการเดอะวอยซ์ไทยแลนด์ ฤดูกาลที่ 5 และ 6  
Persuasive Language Strategies Used in the Blind Audition  
of the Voice Thailand Season 5 and 6

สุวิทย์ ติคำ<sup>1</sup>

Suwit Tikham

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### บทคัดย่อ

การวิจัยครั้งนี้มีจุดมุ่งหมายเพื่อ 1) ศึกษากลยุทธ์การใช้ภาษาในการโน้มน้าวใจในรอบบลาต์ออดิชั่น เดอะวอยซ์ไทยแลนด์ ฤดูกาล ที่ 5 และ 6 และ 2) เพื่อวิเคราะห์การใช้ภาษาในการโน้มน้าวใจแต่ละประเภท กลุ่มตัวอย่างที่ใช้ในการศึกษาวิจัยครั้งนี้คัดเลือกมาจากรายการเดอะวอยซ์ไทยแลนด์ ในรอบบลาต์ออดิชั่น ฤดูกาลที่ 5 และ 6 ในแต่ละฤดูกาลประกอบด้วย 6 ตอน รวมทั้งหมด 12 ตอน สถิติที่ใช้ในการวิเคราะห์ข้อมูล คือ ค่าเฉลี่ย และค่าร้อยละ ผลการวิจัยพบว่า ภาษาที่โค้ชใช้ในการโน้มน้าวให้ผู้เข้าแข่งขันร่วมทีม คือ กลยุทธ์ความคิดเห็นจากผู้เชี่ยวชาญ รองลงมา คือ กลยุทธ์การตั้งคำถามเชิงโวหาร และกลยุทธ์การเชื่อมโยงหรือให้เป็นที่ชื่นชอบ ตามลำดับ ในขณะที่กลยุทธ์การใช้ภาษาในการโน้มน้าวใจที่พบน้อยที่สุด มี 4 ประเภท คือ กลยุทธ์การแสดงความคิดเห็นเชิงบวก, กลยุทธ์การให้หรือการยื่นข้อเสนอ, กลยุทธ์การกล่าวเกินจริง และกลยุทธ์การใช้สถิติเป็นหลักฐานประกอบ อย่างไรก็ตามกลวิธีทางภาษาดังกล่าว เป็นกลวิธีที่ทำให้การใช้ภาษาในการโน้มน้าวใจของโค้ชมีความน่าเชื่อถือ และมีผลต่อการตัดสินใจในการเลือกเข้าอยู่ในทีมของผู้เข้าแข่งขันแต่ละคน

**คำสำคัญ:** ภาษาที่ใช้ในการโน้มน้าว กลยุทธ์ในการโน้มน้าว เดอะวอยซ์ไทยแลนด์ ฤดูกาลที่ 5 และ 6

### Abstract

The purposes of this study were 1) to study the use of persuasive language strategies in the Blind Audition of the Voice Thailand Season 5 and 6, and 2) to analyze the use of persuasive language strategies in each type. The samples in this study were selected from the Blind Audition of the Voice Thailand Season 5 and 6. In each season,

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<sup>1</sup>อาจารย์ประจำสาขาวิชาภาษาอังกฤษ คณะศิลปศาสตร์ มหาวิทยาลัยพะเยา อำเภอเมือง จังหวัดพะเยา 56000 e-mail: boysuwit2@yahoo.com

it consisted of six episodes and the total numbers were twelve episodes. The mathematics use in this research included means and percentage. The study found that the most frequent use of persuasive language strategy that coaches used to persuade the competitors to be in a team was Expert Opinion Strategy, followed by Rhetoric Questions, and Linking or Ingratiation respectively. While the persuasive language strategies found in the least use were Positive Expertise, Gifting or Pre-giving, Exaggeration and Statistical Evidence. However, persuasive language strategies from the coaches could help promote the coaches' speeches more reliably and affect the competitors' decision making to choose to be in the team members.

**Keywords:** Persuasive Language, Persuasive Strategies, The Voice Thailand Season 5-6

## Introduction

Contemporaneously, communication process refers to the interchange of message or information from one person to another which two people impact messages to interact to each other (Sheveleva, 2012, p. 53; Wongthai, 2013, p. 79). Moreover, Water (2009, p. 2 as cited in Puttarak, Dechaboon, & Oupra, 2011, p. 1414) reveals that “persuasive language strategies aim to engage people feelings not logic or reason.” Persuasion basically means trying to influence the way someone thinks or behaves. For example, the language used in advertisement can be very persuasive, and a lot of people are influenced by it. Furthermore, Kenechukwu, Asemah & Edegoh (2013, p. 952) describe that the language of persuasion aims to change or strengthen opinions, attitudes or beliefs in a systematic and skillful method which creates consciousness and brings more positive outcomes. However, persuasive language has been used in many fields such as commercial business, advertisements or television programs.

In Thailand, the Voice Thailand is a reality television series that becomes a new trend of reality show in singing in Thailand due to the slogan of this show aiming to find the real voice (Paprach, 2015, p. 152). The Voice Thailand is a famous reality show which the reason that the uniqueness of this show only focuses on the voice of singing. The competitions of the Voice Thailand consist of the Blind Audition, the Knockout Round, the Battle Round, the Live Show and the Final Show. The Blind Audition is the first round of the singing competition which the coaches cannot see the competitors. They sit on their own chairs back onto the stage and listen to only the voice of the competitors. Therefore, if the coaches want to choose a competitor to be in their teams, they have

to choose from the voice they like (The Voice Thailand, 2019).

Considering the language used among the four coaches in the Voice Thailand in all seasons, it shows that mostly the language used aims to persuade the competitors to imagine about being in the team and in their persuasive language always brings some examples of advantages to be in the team. In the first round, the Blind Audition, it aims to find the singers from listening to only the voice without seeing faces or appearance. Moreover, the language used by the coaches reveals that they used persuasive language to influence the competitors in making decisions. The reasons that the researcher chose the Blind Audition of the Voice Thailand Season 5 and 6 for this study because these two series contained the four same coaches on which the researcher focuses the use of languages of four coaches used in the conversation to invite the competitors to be in their team by using persuasive language strategies. All persuasive languages present the ways that all coaches tried to show they want to be closely acquainted towards them and the competitors. Additionally, the data sources of this study were collected from two series in the Voice Thailand Season 5 and Season 6 by purposive sampling, and it focuses upon the competitors that the coaches press the button-press “I want you” button for more than two coaches (Thamkaew & Sompalboon, 2015, p. 73).

Interestingly, there are many studies related to persuasive language strategies including Viriyaraks (2015, p. 78) who studied the discourse of sexual harassment on the web board; Saneha’s study (2014, p. 46-47) which is about political discourse from talk shows; Kringram’s study (2012, p. 46) that focuses in general campaign speeches from the prime ministers in Thailand, and Chamlai, Sukaranandana, & Hunnapha (2015, p. 81) studied persuasive language in the advertisement of powdered dairy products. However, there is no study related to the use of persuasive language in TV show particularly The Voice Thailand.

Therefore, the researcher would like to put an emphasis on studying an analysis of persuasive language strategies used by all coaches in The Voice Thailand Season 5 and Season 6 in terms that they can invite the competitors to be in the team.

## Research Objectives

1. To study the use of persuasive language strategies in the Blind Audition of the Voice Thailand Season 5 and 6
2. To analyze the use of persuasive language strategies from the coaches in the Blind Audition of the Voice Thailand Season 5 and 6

## Researchable Problems

Persuasive language strategies are commonly used in the Voice Thailand Season 5 to Season 6 from the coaches to persuade and invite the competitors to be in their teams. Furthermore, it could be affected to the competitors' decision making to choose their coaches. In addition to this, this study aims at analyzing the use of persuasive language in the way that it could be affected to the competitors' decision making.

## Research Questions

1. What kind of persuasive language strategies do the coaches use during communication with the competitor in the Blind Audition of the Voice Thailand Season 5 and 6?
2. What are the uses of persuasive language strategies analysis from the coaches in the Blind Audition of the Voice Thailand Season 5 and 6?

## Research Scope

This research explores the persuasive language strategies used in the Blind Audition of the Voice Thailand Season 5 and 6 that the four coaches used to persuade fifty-eight competitors to be the team members. The total number of dialogues in this study was from the conversation that the coaches talked to the competitors including thirty-five competitors in Season 5 and twenty-three competitors in Season 6. Furthermore, the Blind Audition of the Voice Thailand Season 5 was broadcasted from 11 September 2016 to 20 November 2016, and Season 6 was broadcasted from 12 November 2017 to 17 December 2017. Moreover, the persuasive language strategies were Reward or Promise, Positive Expertise, Linking or Ingratiation, Gifting or Pre-giving, Debt, Moral Appeal, Expert Opinion, Attacks, Emotive Appeals, Rhetorical Questions, Exaggeration, and Statistical Evidence.

## Literature Review

### Persuasive Language Strategies

Persuasive language has been defined as the process that a speaker and a listener work together which the speaker attempts to influence the listener from transmitting persuasion. Likewise, the effectiveness of persuasive strategy can be successful in some people but it might be failure in another (Altikriti, 2016, p.48). Moreover, Dastpak & Taghinezhad (2015, p. 14) demonstrates that persuasive language is a systematic and skillful method of creating awareness that aims to change or strengthen opinions, attitudes, beliefs or values. In addition to this, it can change for more positive outcome towards the sender and receiver. Furthermore, Chamlai, Sukaranandana, & Hunnapha

(2015, p. 81) reveals that persuasive language is a presentation of ideas and messages which aims to produce the desired result and it also relates to the intention of making the recipient to accept or internalize new ideas, beliefs, values, and attitudes toward communication.

The use of language for communication particularly persuasive language is one of language strategies that attract audiences' interests, thus; the users of the language as the speakers can use language as a tool to persuade the audiences' mind to believe or trust in their speaking. Persuasive language could convince others to accord with real situations or argument, and change ways of thinking (Cirugeda & Ruiz, 2013, p. 87). Furthermore, the use of persuasive techniques can also involve an appeal. The examples of persuasion are: desiring to seem intelligent, needing to protect their family, desiring to fit in, to be accepted, to be loved, and desiring to protect animals and the environment (Khattiyanon, 2011, p.13; Painton & Zelle, 2005, p. 105; Perloff, 2003, p. 35). Moreover, the use of persuasive language in the advertisements is to induce and attract clients to buy products or services from the design of language of persuasion. Thus, before the clients make their own decisions to buy products, they will react to persuasive language in the advertising first due to the message in the advertisements. Hence, the goal of message in the advertisement itself could persuade the clients to believe or to do something because they understand the purpose of the message from advertisements (Kaur, Arumugam, & Yunus, 2013, p. 63; Thinchana, 2019, p. 152).

As a result of the study of persuasive language, there are many researchers studied the use of persuasion in various ways including Viriyarak (2015, p. 78); Saneha's study (2014, p. 46-47); Kringam's study (2012, p. 46) and Chamlai, Sukaranandana & Hunnapha (2015, p. 81); First, Viriyarak (2015, p. 78) studies the discourse of sexual harassment on the web board on pantip.com from eight main strategies used by the harassers are: 1) modification, 2) using words for body parts, 3) slang, 4) spoonerism, 5) word play, 6) Metaphor, 7) speech act, and 8) laughing off the harassment. Moreover, Saneha (2014, p. 46-47) studied political discourse in Chuthong and Silorfar Talk Shows during the political situation in 2013 within five attack strategies used on the Chuthong and Silorfar political talk show: name calling, negative acting lexical, insults, metaphors and the use of speech acts. Additionally, Kringam (2012, p. 46) studied persuasive language used by Former Prime Minister Miss Yingluck Shinnawatra and Mr. Abhisit Vejjajiva in the 2011 general election campaign speech through the framework in lexical strategies and discourse-pragmatic strategies. Last, Chamlai, Sukaranandana and Hunnapha (2015, p. 81) studied the persuasive language use and the concepts conveyed

in the advertorial of powdered dairy products from Ruk Luke magazine published in 2012 from four aspects of persuasive languages being conveyed by the advertorials: reasonable, emotional, reasonable and emotional, and moral persuasions.

Finally, this study emphasizes persuasive language strategies used by coaches in The Voice Thailand Season 5 and 6 and analyzed the use of persuasive language strategies to invite the competitors to be the team members.

### Conceptual Framework

To identify the use of persuasive language strategies, the conceptual frameworks were employed from strategies for complaining-gaining strategies of Marwell & Schmitt (1976, p. 357-358 as cited by Wichakphaisan, 2013, p. 14-15), persuasive language techniques by Kubicová (2013, p. 20) and the use of Persuasion by Creative Content Australia (n.d, p. 5-6). In addition, the selected theories were chosen based on the scope of the current paper.

The first framework was compliance-gaining strategies by Marwell & Schmitt (1967), the theory main concept of this theory was convinced the use of persuasive language that affects the listeners' decision making in six sub-categories. Therefore, the researcher employed six strategies of the language of persuasion in this study. First, Reward or Promise Strategy is promised that brings return for desired action. The second strategy of persuasion that used in this research is Positive Expertise Strategy. In addition to this, the role of this strategy is to take the position of an expert, speak with unchallengeable authority about reward that will be gained when the desired action is taken. Besides, Liking or Ingratiation Strategy involves being friendly in order to get the person into a good frame of mind for believing in you, for instance, the clients decide to buy products from you. Likewise, Gifting or Pre-giving Strategy is given to the person before trying to persuade them then give something to you in return. Then, Debt Strategy is obliged to repay you for some past help you have given them. Last, Moral Appeal Strategy is the way in decision making that requires thing that would be moral, or that not doing so would be immoral.

The second theoretical framework employed from Kubicová (2013, p. 20), it demonstrated the power of language of persuasion in many effective ways. For instance, the main use of Expert Opinion is that it is one of the useful ways from the speaker that use for inviting and persuading listeners. In this study, Expert Opinion Strategy was used to make a writer's position seem more credible, they may quote the opinions of experts that correspond with their own.

Last, the theoretical framework on the use of persuasion particularly in conversation by the Creative Content Australia (n.d., p. 5-6) is illustrated about the powerful from the language of persuasion in five strategies. The first strategy of the language of persuasion is Attacks Strategy. It is the use of the language that tries to get an audience to agree with a speaker's argument. Furthermore, attack can take away from the issue itself and put on to the personality. The second strategy is Emotive Appeals Strategy. It is one of the persuasive languages that aim to engage people's feelings, not logic or reason. Thirdly, Rhetorical Questions Strategy is one strategy of persuasion in which the answer is so obvious it is not required but it aims to reinforce a point, not to receive an answer. Fourthly, Exaggeration Strategy is the language that describes a situation in forceful, overblown language in order to make the issue seem more important or urgent than it may otherwise be considered. Lastly, Statistical Evidence Strategy is the strategy that uses statistics to make an argument to be more conclusive to make a writer's opinion more valid. These strategies were chosen as it could be more powerful in the use of persuasion and all strategies were shown in the Table 1 below:

**Table 1** The Conceptual Framework of the Study

Main Categories	Sub-categories
1. Strategies for compliance-gaining strategies (Marwell & Schmitt, 1967, p. 357-358 cited by Wichakphasian, 2013, p. 14-15)	1.1 Reward or Promise 1.2 Positive Expertise 1.3 Linking or Ingratiation 1.4 Gifting or Pre-giving 1.5 Debt 1.6 Moral Appeal
2. Persuasive language techniques (Kubicová, 2013, p. 20)	2.1 Expert Opinion
3. The Language of Persuasion (Creative Content Australia, n.d, p. 5-6)	3.1 Attacks 3.2 Emotive Appeals 3.3 Rhetorical Questions 3.4 Exaggeration 3.5 Statistical Evidence.

Furthermore, the theoretical framework of persuasive language this study is selected from Marwell & Schmitt (1967, p. 357-358) as cited by Wichakphasian (2013, p. 14-15) including Reward or Promise, Positive Expertise, Linking or Ingratiation, Gifting or Pre-giving,

Debt, and Moral Appeal. Moreover, the framework of Kubicová (2013, p. 20) was selected in Expert Opinion. Lastly, the theory by Creative Content Australia (n.d, p. 5-6) was included Attacks, Emotive Appeals, Rhetorical Questions, Exaggeration, and Statistical Evidence.

Nevertheless, this study used twelve strategies to analyze the use of persuasive language towards the coaches in persuading the competitors to be the team members.

## Research Methodology

### Population and Samples

The population was selected from the video clips from the Voice Thailand Season 5 and 6 in only the Blind Audition round. For the Voice Thailand Season 5, it was selected six episodes on [www.youtube.com](http://www.youtube.com) from September 11<sup>th</sup> 2016 to November 20<sup>th</sup> 2016, and the Voice Thailand Season 6 was also selected on for six episodes from <http://tvshow.guchill.com> from November 12<sup>th</sup> 2017 to December 17<sup>th</sup> 2017. Therefore, the total numbers of clips were twelve episodes in this study.

For the samples in this study, the video clips were selected by purposive sampling from the conversation that the coaches pressed the button-press and spun around the chair to persuade the competitors to be in the team. Thus, the total clips used in this study were the conversation of the coaches with the thirty-five competitors in the Voice Thailand Season 5 and twenty-three competitors in the Voice Thailand Season 6. Moreover, the clips in each episode last about eighty minutes, and the total time in each season lasts about eight hours. To sum up, the total time of the clips was sixteen hours.

### Data Collection Instruments

The data was collected from the website of the Voice Thailand Season 5 from September 11<sup>th</sup> 2016 to November 20<sup>th</sup> 2016 for six episodes from [www.youtube.com](http://www.youtube.com). Moreover, the Voice Thailand Season 6 was collected data from <http://tvshow.guchill.com> between November 12<sup>th</sup> 2017 to December 17<sup>th</sup> 2017. Thus, the total numbers of the clips were twelve episodes. The instrument in this research was a table for analyzing the frequency of persuasive language strategies used in the Voice Thailand Season 5 and 6 that the coaches used in conversation with the competitors. In addition, it was checked by the three experts of linguistics. After that, all transcribed dialogues were analyzed the use of twelve persuasive language strategies from the theories of Marwell & Schmitt (1967, p. 357-358 as cited by Wichakphaisan, 2013, p. 14-15); Kubicová (2013, p. 20); Creative Content Australia (n.d., p. 5-6).



### Data Analysis and Interpretation

The collected data was analyzed quantitatively from using mathematics to find out frequency and percentages. The result and discussion were based on the result of the persuasive language strategies gained score of the transcribed dialogues. Moreover, this study used the framework of persuasive language employed from Marwell & Schmitt (1967); Kubicová (2013, p. 20); Creative Content Australia (n.d., p. 5-6).

### Research Results

The study of persuasive language strategies used in the Blind Audition of the Voice Thailand Season 5 and 6 was selected from the transcribed dialogues that four coaches used to persuade the competitors to be the team members. The results were presented based on the quantitative data and qualitative data as the following:

**Research Objective 1:** To study the use of persuasive language strategies in the Blind Audition of the Voice Thailand Season 5 and 6

The table 2 shows the frequency and percentage of persuasive language strategies used in the Blind Audition of the Voice Thailand Season 5 and 6. The results were divided into the score from the highest to the lowest as shown below.

**Table 2** Persuasive Language Strategies Used in the Blind Audition of the Voice Thailand Season 5 and 6

Strategies of Persuasion	Frequency	Percentage
1. Expert opinion	98	21.21
2. Rhetoric question	68	14.72
3. Linking or ingratiation	66	14.29
4. Attacks	61	13.20
5. Emotive language	49	10.61
6. Reward and promise	49	10.61
7. Debt	34	7.36
8. Moral appeal	9	1.95
9. Positive expertise	7	1.52
10. Gifting or pre-giving	7	1.52
11. Exaggeration	7	1.52
12. Statistical evidence	7	1.52
Total	462	100%

Table 2 illustrated the entire frequency of total use of persuasive language strategies in the Blind Audition, the Voice Thailand Season 5 to the Voice Thailand Season 6. Moreover, it revealed that the highest strategy used was Expert Opinion Strategy accounted for 21.21%. In addition, Rhetoric Question Strategy was the second high used at 14.72%. Furthermore, 14.29% of Linking or Ingratiation Strategy was used at the third rank. Likewise, the Attacks Strategy accounted for 13.20%. However, Emotive Language Strategy and Reward and Promise Strategy were at the same percentage pointed at 10.61% individually. For Debt Strategy, it accounted for 7.36%. Additionally, the Moral Appeal was at 1.95%. Also, Positive Expertise, Gifting or Pre-giving, Exaggeration and Statistical Evidence were at 1.52 equally.

**Research Objective 2:** To analyze the use of persuasive language strategies from the coaches in the Blind Audition of the Voice Thailand Season 5 and 6

According to the study of persuasive language used in the Blind Audition of the Voice Thailand Season 5 and 6, the total persuasive language strategies used in the Blind Audition of the Voice Thailand Season 5 and 6 were twelve strategies; *Expert Opinion Strategy, Rhetoric Question Strategy, Linking or Ingratiation Strategy, Attacks Strategy, Emotive Language Strategy, Reward and Promise Strategy, Debt Strategy, Moral Appeal Strategy, Positive Expertise Strategy, Gifting or Pre-giving Strategy, Exaggeration Strategy and Statistical Evidence Strategy* respectively.

First, *Expert Opinion Strategy* was the highest frequency use towards persuasive language strategies. It is a strategy that shows the ability of the speakers so the coaches used it to show their competency towards the competitors. The examples are as follows:

Extract 1: “I like your voice. When you sing, everything is real. Your voice is similar to many famous singers. When you sing, your voice is similar to many famous singers. Your voice is ready to be recorded. I want to listen to your voice in the album.” (Season 6, Episode 1)

Extract 2: “Your voice is like listening to music from a record player. It’s very classic. I know that you’re very superb!” (Season 6, Episode 2)

From the examples above, the coaches used the Expert Opinion Strategy to show the competitors about their thoughts towards the singing performance.

Second, *Rhetoric Question Strategy* is the most second use of language of persuasion. The samples are as follows:

Extract 3: “Can I ask? Which coach do you want to be with? (Season 5,

Episode 1)

Extract 4: “So cute.. Brilliant! Will you be in my team?” (Season 6, Episode 2)

Due to the above samples, the coach wanted the competitor to be in his or her team without receiving the answers.

Third, to illustrate *Linking or Ingratiation Strategy*, the coaches wanted to make good relationship with the competitors. The coaches used this strategy as shown in the following statements:

Extract 5: “Are you from Udon Thani? It’s close to my hometown. (Season 5, Episode 3)

Extract 6: “ We will be happy and take photos together because we are women” (Season 5, Episode 4)

From the samples mentioned above, the coaches tried to get the competitors involve with them by showing that they are from the same region, same gender and can play the same musical instrument.

Fourth, regarding to *Attack Strategy*, it was ranked in the fourth strategy in this study. It can attempt to be tittle or embarrass or just plain insult an opponent and also strengthen your contention appear to the audiences. For instance:

Extract 7: “Come and stay with me in my team.” (Season 6, Episode 1)

Extract 8: “I really want to work with you.” (Season 6, Episode 3)

From the samples above, the coach tried to attack directly by using word that he or she really wanted the competitors to be in the team.

Fifth, for *Emotive Language*, it aims to engage people feelings. This type of persuasive language strategy was used in negotiation from coaches. Furthermore, it was found in all the dialogues:

Extract 9: “ I chose you because I listen to all of your words and I understand you. (Season 5, Episode 3)

Extract 10: “I really like you. I’m very impressive with your singing. I know I’m not the best coach, but if we are in the team I think I will do my best to take care you.” (Season 6, Episode 4)

From the examples, the coach did not only admire the capability of the competitor only, but also demonstrated he or she might try their best to take care this competitor.

Sixth, *Reward or Promise Strategy* is always in return for desirable to audiences. The samples of this strategy are in the following statements:

Extract 11: “If you are in my team, we will cover other singers’ songs.  
(Season 5, Episode 4)

Extract 12: “If you want to have good shows, you’ve to be in my team.”  
(Season 6, Episode 3)

From the sample statements, the coach promised to a competitor if he or she could be in the team.

Seventh, *Debt Strategy* is about the repay for someone you have given them. In addition to this, there is an example of the Debt Strategy used in the show. The following statements are:

Extract 13: “I’m the first person who press the button. I turned around my chair before 1 minute. I heard your professional voice. I really want to invite you to be in my team.” (Season 6, Episode 2)

Extract 14: “I’m the first person who turns around the chair. I’m very impressive so I turn around my chair first.” (Season 6, Episode 4)

The data shows that the coaches told the competitors that they were the first person who presses the button-press, so they decided to spin around the chair and wanted to be the coach.

Eighth, *Moral Appeal Strategy* relates to the decision making whether it is moral or immoral due to the situation and involved people.

Extract 15: “A good daughter should obey parents.” (Season 6, Episode 3)

Extract 16: “If the four coaches press the button, you should pay your respect and honor to the first person who press the button-press.” (Season 6, Episode 4)

From the samples above, the coach used Moral Appeal Strategy to involve the gratefulness with the competitors relating to family or coaches.

Ninth, for *Positive Expertise Strategy*, it is the way that the coach offers something special to the competitor. The samples are as follows:

Extract 17: “We are guitarists. We can talk and share.” (Season 5, Episode 2)

Extract 18: “Sometimes, life doesn’t need reasons. You can do whatever you want without reason. Your life will be funnier.” (Season 6, Episode 2)

Due the above samples, the coach tried to talk by using this strategy to offer something special to the competitors.

Tenth, *Gifting Strategy*, it is a way that can show something that the coaches give to the competitor before he or she chooses them as a coach. The samples are as follows:

Extract 19: “I’ll go and hug you now.” (Season 5, Episode 1)

Extract 20: “If you are in my team. You can take a seat with me and take a selfie.” (Season 6, Episode 2)

From the sample above, the coach offers to give a competitor special offer as a gift to show his or her kindness towards a competitor.

Eleventh, *Exaggeration Strategy* is the use of language that more forceful and more important for instance:

Extract 21: “Your wife is listening to you right now. I’m glad that you speak and do in what you want. Love is beautiful and it is not died.” (Season 5, Episode 2)

Extract 22: “At the age of 25, you’ve to risk with me. Even your breath is beautiful.” (Season 5, Episode 4)

From the statement above, the coaches were exaggerated towards the competitors. For example, the coach mentioned that his wife who died could listen to the competitors’ voice.

Last, *Statistical Evidence Strategy*, it is the way that the speaker shows statistics to ensure the readers to believe in their words.

Extract 23: “You know. Who is the winner of Season 1?” (Season 5, Episode 2)

Extract 24: “All you said is what I’ve done for 4 years as a coach.” (Season 5, Episode 6)

From the samples extracts, it could be seen that the coaches used the word by giving examples with statistics to show the competitors that if the competitors choose the right coach, they will succeed in a singing career.

## Discussion

Within this study, the findings obtained from both the frequency use of persuasive language strategies and dialogue analysis from the coaches. For example, the coaches wanted to show opinions about professional in the singing career, and it helps support language of persuasion towards the competitors to decide to be in the teams successfully. Furthermore, it is a strategy that the coaches used it to show the competitors whether their speech is more credible and it might be corresponding to the competitors’ minds to choose a coach. This finding is in line with Wongthai (2013, p. 103)

who mentioned the use of language that can induce people to believe in speech as well. Thus, one thing is that the qualification of the coach is important. It is because the coaches used this strategy to show their own skills toward singing therefore, the competitors believe in their speech and become in a part of the team. Moreover, this strategy is the main factor that shows they are all specialists. Additionally, the strategy that coaches used to persuade the competitors to adopt a way of thinking is using questions to ask and ensure what the answer would be. Based on the findings from Thinchon (2019, p. 152), it revealed that the speakers wanted the listeners to be accepted from what they think. So, the coaches use this strategy to invite the competitors to be in their teams.

In addition, the use of persuasive language strategies could show real intention and friendliness towards the competitors and coaches. For instance, they showed that they are the team members who have the same value or belief. Furthermore, it involves being friendly in terms of getting the audiences to believe or trust. This issue was supported by Cirugeda & Ruiz (2013, p.90) who described that the use of persuasive language particularly in collectivism can promote the competitors to believe and want to be in the same team with the coaches. In addition to this, the use of this strategy was to establish the closer relationship between the speakers and the listeners. Besides, it was related to Kenechukwu, Asemah & Edegoh's study (2013, p. 952) which described that the role of persuasive language could attack more emotion for the listeners, it, therefore, becomes a more effective way to persuade the listeners by straight to the point immediately. Besides, it is the way to give the message to the competitors directly whether they want the competitors to choose them. This process leads them to think directly to the point of the coaches. Additionally, the work of Puttarak, Dechaboon, & Oupra (2011, p.1413) and Khattiyanon (2011, p.29) demonstrated that the language of persuasion had an effect on the audiences in order to communicate to the competitors. Therefore, the language that moves or changes emotion would help the competitors to trust and believe more and more. Thus, the messages from the senders to the receivers could be conveyed the main idea to persuade the receivers more effectively. For the role of persuasive language, it would be more reliable to the competitors. For instance, it is the language that the coaches try to convince the competitors by using the words that more affect the competitors' decisions (Wichakpaisan, 2013, p. 15; Painton & Zelle, 2005, p. 105).

## Conclusion and Suggestions

### Conclusion

The results of this study reveal that the use of persuasive language strategies can affect to the listener's decision making. Furthermore, in this study, it showed that Expert Opinion Strategy is the most frequent use from the coaches persuading and inviting competitors to be a team member. From the language of persuasion that the coaches used to persuade the competitors demonstrated that persuasion could affect to the competitor's mind in the last minute before choosing a team. For instance, some competitors already had a coach they wanted to be in a team, but they changed their mind because they listened to the coach's offer during the competition. In addition, the importance of persuasive language also attracts to audiences to watch this show and becomes fan clubs. Moreover, the language of persuasion consisted of many strategies that people can use in daily life particularly in negotiation. Due to its influence, it affects people decision making. The persuasive language strategies provided the speakers with fruitful opportunities to persuade the listeners, particularly, it is very useful in business or negotiation. The language is also crucial for communication among the speakers and listeners particularly in negotiation.

### Suggestion for further study

1. The study of persuasive language strategies can be used with other television shows such as reality shows, game shows and talk shows.
2. Within twelve strategies, a person who interest in discourse analysis could be focused in only one theoretical framework.

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