

**ANALYZING THE CONCEPTS OF CONTEXT AND REGISTER
IN YOUTUBE CONTENT TED TALKS : WHY BROKEN HEARTS HURT –
AND WHAT HEALS THEM BY YORAM YOVELL**

Syafina Hikmah Rahmani¹, Amaryllis Dwi Kurnia², Dwi Noviana³, Siska Puspitasari⁴,

Lutfi Faida Fitriana⁵, Zulfa Nabila⁶

^{1,2,3,4,5,6} Universitas Ma'arif Nahdlatul Ulama Kebumen. Jalan Kutoarjo Km. 05 Jatisari,
Kebumen, Jawa Tengah, 54317

syafinahikmahrahmani@gmail.com

085946044214

Abstract

This study aims to analyze the role of context and register in the TED (Technology, Entertainment, and Design) titled "Why Broken Hearts Hurt - and What Heals Them" by Yoram Yovell. TED Talks, renowned for their educational and inspirational content, often require a delicate balance between formal presentation and personal engagement. This research employs a descriptive qualitative discourse analysis approach to examine how Yovell utilizes contextual elements and linguistic register to enhance the effectiveness of his communication. The analysis focuses on three main components: the physical setting, participant dynamics, and situational factors influencing the talk. It further investigates the lexical choices, tone, and style employed by Yovell. This study highlights the importance of adapting language and style to fit the context and audience, offering practical insights for speakers and educators aiming to communicate complex ideas effectively.

Keywords: TED, Context, Register, Talk, YouTube

A. Introduction

According to (C. Payne), TED (Technology, Entertainment, and Design) is an organization established in 1984 by planner and creator Richard Saul Wurman and his accomplice, broadcast creator Harry Marks. TED Talks may be a well-known stage where specialists from different areas share their information and experiences on a worldwide arrangement. Concurring to (T. Payne), TED Talks are brief introductions that center on innovation, excitement, and plan. These introductions are known for their instructive and motivating substance, covering points such as craft skills, culture, innovation, commerce, science, pharmaceuticals, and mental wellbeing. TED Talks point to spreading thoughts, messages, and stories all-inclusive, so that everybody within the world can pick up a more profound understanding and be motivated to contribute to making a distant better future. In setting and the enroll examination, topic plays a vital part since it decides

the utilization of dialect, word choice, and tone in communication. to the subject alludes to the subject of conversation or content, which is able to shape how the speaker or essayist passes on the message agreeing to the reason of the communication and the group of onlookers. (Halliday (2014), theme is a key element that determines how information is conveyed in communication. This relates to the ways in which discourse forms relationships between ideas and information in various contexts. The article "Why Broken Hearts Hurt - and What Heals Them" by Yoram Yovell, a therapist and neurologist, examines the crossing point of mental and physical torment, drawing from individual involvement and logical inquiry about it.

Issue Explanation

Context and register play an awfully vital part in talked talk, particularly in instructive and motivational discourses such as TED Talks. They impact the way the message is conveyed and caught on by the group of onlookers. By analyzing how the setting and enlist function in Yoram Yovell's discourse, we are able enable more approximately the communication procedures utilized to realize the most extreme effects and adequacy of message conveyance.

This investigation points to recognize and analyze the relevant components that impacted Yovell's TED Conversation; look at to enlist of the conversation, counting lexical choice, tone, and fashion; get it how setting and enlist contribute to the generally affect of the conversation. How setting and enlist contribute to the by and large affect of the conversation. This examination contributes to the consideration of the talk examination by emphasizing the significance of setting and enlist in making viable communication. The investigation too offers down-to-earth bits of knowledge for speakers and teachers on how to adjust their dialect to suit diverse settings and gatherings of people, so that messages can be passed on with more clarity and effect.

B. Literature Review

Context in Discourse Analysis

The setting alludes to the different situational variables that encompass the communication for, counting the physical setting, the people included, the relationship between them, the reason for communication, the communication channel, and the more extensive social and social environment. Talk setting is shaped by different components, such as setting and scene, members, closes, message, key, instrument, standards, and class (Djajasudarma, 2010).

Register and its Components

(Halliday, 1994) characterizes enroll as a semantic concept that can be communicated particularly as a specific course of action of implications in connection to the members, the field, and the implies of communication. Wardhaugh (2006, p. 52) clarifies that an enlist comprises particular dialect components tied to unmistakable word related or social bunches. Halliday (1985/89) characterizes enrollment as "a sort of dialect variety, connected to distinctive circumstances," with the circumstance being deciphered through a conceptual system that consolidates the terms "field," "tenor," and "mode" (p. 29, 38). Enroll examination looks at how components such as gathering of people, field, and implies shape the etymological choices utilized

in communication. It moreover looks at how these choices reflect the eagerness of the speaker and meet the desires of the audience, guaranteeing successful and relevantly suitable communication.

TED Talks as a Genre

TED Talks are an interesting genre of open introduction that combines components of instruction, excitement and motivation. The class affects the speaker's choice of dialect and introduction fashion, regularly making an adjustment between formal and casual tones and coordinating solid accounts and locks in conveyance (Anderson, 2016). TED Talks tend to utilize solid visuals and live exhibits to fortify the message, making it a more immersive and important involvement for the group of onlookers. This approach permits speakers to communicate complex ideas in a way that's simple to get and keep in mind, making TED Talks a successful stage for information sharing and motivation.

C. Method

This investigation employment a qualitative design with talk examination of Yoram Yovell's TED discourse transcripts. The center of the examination is on distinguishing the components of setting (field, tenor, and mode) (Halliday:1994) and how enrollment (lexical choice, tone, and structure) is adjusted to the TED conversation organization, as well as how Yovell presents, explains, and concludes his contention.

The essential information in this ponder is the transcript of Yoram Yovell's TED Conversation entitled Why Broken Hearts Hurt - and What Heals Them. These transcripts give profound bits of knowledge into Yovell's dialect utilization and discourse structure, permitting for the investigation of components of setting and enroll in his conversation.

D. Result and Discussion

I. Context Analysis

i) Contextual Components

Physical Settings

The conversation was conducted in a TED conference arrangement with a formal, however neighborly, climate. This setting empowered Yovell to utilize dialect that was both proficient and locks in, so as to put through with a differing group of onlookers. By making an adjusted atmosphere of convention and reasonableness, Yovell endeavors to make his introduction fabric more significant and accessible to a wide range of gathering of people foundations.

Members

Most members are Yovell as a speaker, as well as the gathering of people, which incorporates both participants in individual and watchers observing online. These differing qualities of gathering of people powers Yovell to adjust the utilization of

specialized dialects with easy-to-understand clarifications, so that the fabric displayed is available and reasonable to all, notwithstanding their foundation information.

Situational Variables

Situational variables in Yovell's conversation included the joining of an individual story approximately his father's disappearance with the coming about of his logical inquiry about. This circumstance makes a twofold layer; a passionate request and mental profundity that improves the substance of the introduction and influences the structure of the conveyance. By bringing together individual and logical components, Yovell made her conversation more resounding and instructive, illustrating how individual and proficient settings can impact communication adequacy. This situational foundation shapes the structure and substance of the conversation.

Example:

"I'm Yoram Youvel. I'm a therapist and neuroscientist at the Hebrew College of Jerusalem. I was sitting in course when my mother and my granddad thumped on the entryway and inquired me out to the hallway. "Your father's very sick," my mother said. "Your father is dead." And then I felt it. A crushing pain in my chest. I can still feel a see of it at whatever point I think of my father. He was a specialist, a researcher, a paratrooper. He was a youthful, solid, cheerful, sound man. He was my hero. And his death broke my heart."

In this conversation, Yovell talks about how catastrophe influences people both mentally and sincerely, centering on both logical viewpoints and individual encounters. He clarifies the relationship between physical and mental torment and the instruments behind it, showing complex neuroscience concepts in a way that's effortlessly caught on by a non-expert gathering of people.

ii) Context Components

Field

(Eggnis, 2004, as cited in Zhang Ling 2013) clarifies the "field of talk as the subject that the dialect is aiming to examine" (p. 90). Yovell's discourse talks about how catastrophe influences people in both mental and passionate terms, centering on both logical perspectives and individual encounters. He clarifies the relationship between physical and mental torment and the instruments behind it, displaying complex neurological concepts in a way that's effortlessly caught on by a non-expert gathering of people.

Example 1:

"I'm Yoram Youvel. I'm a therapist and neuroscientist at the Hebrew College of Jerusalem. And when I was 14 a long time ancient, my father passed on. I was sitting in course when my mother and my granddad thumped on the entryway and inquired

me out to the passage. "Your father's very sick," my mother said. "Your father is dead." And then I felt it. A crushing pain in my chest. I can still feel a see of it at whatever point I think of my father. He was a specialist, a researcher, a paratrooper. He was a youthful, solid, cheerful, solid man. He was my hero. And his death broke my heart."

Example 2:

"Do you remember the pain you felt when someone broke your heart? When your best friend or your mother died? Or the man you cherished told you that he doesn't cherish you any longer. You likely do. But why do we feel mental torment at all? And what's the relationship between physical and mental torment? And most importantly, how can we make mental pain better? Along side numerous researchers and doctors, I went through a long time looking for answers to these questions."

Yovell at that point clarifies how mental torment is a portion of the brain's advanced framework that anticipates advanced harm and how endorphins, or endogenous opioids, act as a normal cure for physical and mental torment. Utilizing individual stories and logical clarifications, Yovell oversees communicate complex concepts in a way that's simple to get communicating, indeed for those without a logical foundation.

Tenor

(Martin, 2001, as cited in Zhang Ling 2013) portrays tenor as "how you lock in with others within the setting of what you're doing, with one viewpoint being status" (p. 153). Yovell's talks are tended to assorted gatherings of people, counting laypeople, teachers, and experts from different areas, with a center on brain research and passionate well-being. Yovell employs easy-to-understand and sympathetic dialect, such as in the event of talking specifically to audience members who need to get their sentiments. As a master, Yovell offers her information, whereas the group of onlookers plays the part of dynamic audience members who want to pick up better a distance;a much better;a higher;a stronger;an improved understanding of the subjects talked about.

Example:

"Do you keep in mind the torment you felt when somebody broke the your heart?" Yovell talks in an compassionate tone that creates the group of onlookers feel that he gets it their involvement, interfacing the logical clarification with the listener's individual enthusiastic involvement.

Mode

Yovell employs formal and organized dialect in his addresses, passing on logical data in a organized and coordinated way. He, too, joins visual and enthusiastic components in his TED Talks, adjusting logical clarifications with locks in stories. His discourses comprise of presentations, in-depth clarifications, and conclusions to teach and lock in the gathering of people.

Example :

"Presently, developing up, I never listened the words, 'We need you to be a specialist and a brain researcher like your father.'"

Yovell employs a clear and organized structure in his conveyance, beginning with individual stories and advancing to logical clarifications. This mirrors the formal but organized fashion of a TED Conversation.

II. Register Analysis

Lexical Choice

Yovell employs a blend of specialized terms like *GPCR* and *mu opioid receptor* with basic clarifications like *comfort molecule* and *natural medicine*. This combination makes it less demanding for the group of onlookers to get complex logical concepts and bridges the crevice between his mastery and the listener's understanding.

Example:

"Endorphins are released in the brain during aerobic exercise or when we're close to someone we love, and immediately after severe injuries."

Yovell employs specialized terms such as *endorphins* and *mu opioid receptors*, but clarifies the terms in easier dialect to ease the understanding of gatherings of people who may not have a logical foundation.

Tone and Style

Within the setting of register, Yovell's tone and talking fashion play a vital part in passing on the message. An empathic tone appears concern and understanding of the audience's encounter, whereas an instructive approach guarantees that the data given is evident and valuable. By utilizing narrating procedures, Yovell makes complex themes more open and relatable to the group of onlookers. At the same time, his definitive fashion makes a difference, keeping up specialists and belief, making the introduction not as if it were locked in, but moreover, solid.

Example:

"Once you embrace somebody you adore who is enduring from serious physical or mental torment, you really cause her brain to discharge endorphins."

Yovell's empathic tone illustrates care and the capacity to relate logical data to the audience's individual encounters. A talking fashion that mixes specialized data with individual stories makes a difference, making complex points more reasonable and important.

III. Interaction between Context and Register

The interaction between context and register in Yovell's conversation is clear in how he adjusts his dialect and talking fashion to meet the desires of a TED Talk group of onlookers that needs an enlightening, however but by and by relatable introduction. The setting of TED Talks, which frequently combine formal components with an inviting approach, impacts the way Yovell delivers scientific fabric. The utilization of individual accounts serves to put through the logical substance to individual encounters, making the fabric more significant and relatable to the gathering of people. This applies to how the setting of the occasion impacts the analyst utilized to guarantee the message is well gotten.

Example 1:

"When I was 14 years old, my father died."

Here, Yovell turns to more specialized terms, clarifying logical concepts in an easy-to-understand way.

Example 2:

"Under his guidance, I studied a receptor. A receptor is a protein that is part of a synapse. And synapses are structures through which nerve cells communicate with each other. Now that receptor was a GPCR. That's a G protein-coupled receptor."

Here, Yovell turns to more specialized terms, clarifying logical concepts in an easy-to-understand way.

Yovell alters his dialect and talking fashion to ensure that the logical fabric is passed on in a way that's actually pertinent and simple to get. The synchronous utilization of individual accounts and logical clarifications reflects how the setting of the TED Conversation impacts the enrollment utilization.

E. Conclusion

Context and register play a critical part in viable verbal communication, as illustrated in a TED Conversation by Yoram Yovell. The formal and inviting TED conference permitted Yovell to form an adjusted air of polished skill and passionate closeness. His individual story around his father's passing captured the audience's consideration and built a solid, enthusiastic association. Yovell employs basic dialect and easy-to-understand clarifications, guaranteeing the message is available to all gatherings of people. He too oversees to bridge the crevice between specialized terms and easy to understand clarifications, making complex logical concepts more open. His empathic tone and story fashion reinforces the enthusiastic association with the gathering of people. The

utilization of individual accounts interfaces logical substance with individual involvement, making the fabric more important and important. This investigation appears that the setting of the occasion impacts to enlist utilized, guaranteeing the message is well gotten. In conclusion, context and register enormously impact the viability of communication in TED Talks. Considering setting and adjusting up to the group of onlookers can progress, gathering of people to understand and engagement with complex subjects, giving commonsense bits of knowledge in speakers and teachers.

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