

**SPEECH AS TEXT FOR TEACHING: AN ANALYSIS OF LINGUISTIC AND
STYLISTIC MANEUVERINGS OF STEVE JOBS' FAMOUS SPEECH *STAY
HUNGRY STAY FOOLISH* AND EXERCISES FOR ENHANCING
STUDENTS' LANGUAGE SKILLS**

MANOJ KUMAR¹ & SANJAY KUMAR²

¹Research Scholar, JK Lakshmi Pat University, Jaipur, Rajasthan, India

²Associate Professor, JK Lakshmi Pat University, Jaipur, Rajasthan, India

ABSTRACT

Analysis of speeches offers more opportunities for the learners to grasp all the nuances of a given text of a speech in comparison to prose, poem or story. Usually students find the exercises on prose passage or poem stanzas somewhat cumbersome. Comparatively the diction in speeches is more comprehensible and approachable to the students than the diction and discourse in prose or poem. Further, the analysis of a speech helps them explore the style of the speaker, the language used, the sentence structure, the use of figures of speech and the lexical and grammatical elements used by the speaker. Since speeches are delivered in any age, place and situation, they reflect the exigencies and milieu of that era, context and country. Helping students explore speeches linguistically and stylistically therefore, we can help them conceptualise the social, cultural and political perspectives of a time, nation, and context.

The present paper analyses a speech of a young business icon Steve Jobs and devises exercises based on it. This speech has been chosen for analysis on the basis of its motivational touch, inspirational content and organisational relevance. Jobs delivered this speech in 2005 at Stanford University. Though this speech was addressed to university graduates and undergraduates, it seems to serve a great purpose in establishing organisational set up, for individual inspiration and for renewal of sick projects. The speech throws a great lesson of sustenance, perseverance and patience for all including the businessmen. It also offers suggestions for facing the challenges of life for students, tackling them and not getting frustrated.

The stylistic and linguistic analysis of the language of text offers to study those nuances of the speech which render it an all time famous speech. Steve Jobs, through his speech, presents a beautiful picture of style, structure and substance which has proved itself a milestone in the journey of inspiring the student community before and after his demise. In most of the stylistic analysis considerable attention is paid to figures of speech while in linguistic analysis weightage is given to lexical and grammatical elements.

KEYWORDS: Analysis, Stylistic, Linguistic, Figures of Speech, Motivational, Lexical etc

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