

THE FRAME-SLOT MODEL OF THE CONCEPT OF *MOTIVATION* ON THE BASIS OF MOTIVATIONAL SPEECHES BY PUBLIC FIGURES

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This article introduces the outcomes of the conceptual analysis of motivational speeches delivered by prominent public figures, obtained by means of the UAM Corpus Tool – a cutting-edge software renowned for conducting both automated and manual text annotations. Furthermore, the study is enhanced by a conceptual metaphor analysis, revealing that ontological and structural components are the predominant and efficacious elements in constructing a frame-slot model. In accordance with Minsky's theoretical framework, the frame-slot model consists of the main concept, and frames as complex structures, resembling multi-layered networks. It is figured out that these intricate structures are formed by slots and subplots [17]. Accordingly, the concept of MOTIVATION comprises a combination of frames reflecting embodied speakers' experiences such as A LIVING BEING, DIFFICULTIES, PURPOSE, MATERIAL OBJECT, STATE, COGNITION, MOVEMENT, INSPIRATION, LIFE, WORLD, EDUCATION, and LANGUAGE. These components collectively serve as a comprehensive reflection of the perceptual paradigms employed by the selected public speakers, whose speeches serve as the primary corpus for this research. Consequently, the corpus comprises 20 speeches delivered by eminent male and female public figures, featuring Michelle Obama, Oprah Winfrey, Madonna, Kamala Harris, Melinda Gates, Angelina Jolie Voight, Arianna Huffington, Condoleezza Rice, Sheryl Sandberg, Hillary Clinton, Warren Buffett, Steve Jobs, Jeff Bezos, Elon Musk, Bill Gates, Barack Obama, David Beckham, Mark Zuckerberg, Jay Shetty, and Steven Spielberg.

This research underscores the significance of conceptual metaphors in understanding how motivational speeches shape our perception of the world and influence our actions. By dissecting the linguistic elements that construct these metaphors, the insights into the strategies employed by public figures to inspire and motivate their audiences are received and elaborated.

ФРЕЙМОВО-СЛОВА МОДЕЛЬ КОНЦЕПТУ *MOTIVATION* НА МАТЕРІАЛІ МОТИВАЦІЙНИХ ПРОМОВ ПУБЛІЧНИХ ОСОБИСТОСТЕЙ

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Ключові слова: *концепт, слот, MOTIVATION, фреймово-слотовий аналіз, UAM Corpus Tool, концептуальна метафора, мотиваційні промови.*

У статті представлені результати комплексного концептуального аналізу мотиваційних виступів видатних особистостей, який здійснений за допомогою UAM Corpus Tool – сучасного програмного забезпечення, відомого своєю ефективністю в імплементації як автоматичних, так і ручних текстових анотацій різної структури та форми. У ході дослідження було виявлено, що онтологічні та структурні концептуальні метафори відіграють ключову роль у побудові фреймово-слотової моделі концепту *MOTIVATION*. Згідно з теорією М. Мінські, фреймово-слотова модель містить основний концепт та фрейми як складні компоненти, що нагадують багатопланові мережі. Виявлено, що ці багатоконструктивні структури утворюються за допомогою слотів та підслів [17].

З огляду на це, концепт *MOTIVATION* складається із низки структурних елементів, а саме фреймів *A LIVING BEING, DIFFICULTIES, PURPOSE, MATERIAL OBJECT, STATES, COGNITION, MOVEMENTS, INSPIRATION, LIFE, WORLD, EDUCATION* та *LANGUAGE*. Ці компоненти комплексно відображають парадигми, що використовувалися публічними особистостями, виступи яких взяті за основу корпусу для проведення цього аналізу. Загалом корпус налічує 20 виступів видатних чоловіків і жінок, зокрема Мішель Обама, Опри Вінфрі, Мадонні, Камали Гарріс, Мелінди Гейтс, Анджеліни Джолі Войт, Аріанни Гаффінгтон, Кондолізи Райс, Шеріл Сандберг, Гілларі Клінтон, Воррена Баффета, Стіва Джобса, Джеффа Безоса, Ілона Маска, Білла Гейтса, Барака Обами, Девіда Бекхема, Марка Цукерберга, Джея Шетті та Стівена Спілберга.

Це дослідження доводить, що концептуальні метафори допомагають краще зрозуміти структуру мотиваційних промов та те, що вони здатні впливати на наше сприйняття світу та поведінку після прослуховування публічних виступів. Окрім цього, лінгвістичний аналіз показав, що за допомогою структурних компонентів, які містяться в основі концептуальних метафор, можливо отримати інсайти щодо комунікативних стратегій, котрі використовують спікери для мотивації та заохочення своєї аудиторії.

Problem statement. The examination of the nature, structure, and typology of various concepts takes a solid place within the scientific Ukrainian cognitive linguistics community which is distinguished by the contributions of prominent scholars such as A. M. Prykhodko [4], V. M. Manakin [2], S. A. Zhabotyńska [1], O. O. Selivanova [5], A. P. Martunyk [3], O. M. Tzapok [6], etc. Meanwhile, a plethora of scholars concentrate more on analyzing concrete, but not abstract concepts that have divergent structures and are realized through various linguistic dimensions and text planes, one of which is public discourse. With the latter, taking into account the common tendency and peculiarities of construing public speeches, particularly motivational ones, the concept of MOTIVATION as a psychological term is well-elaborated and examined, meanwhile, from the linguistic perspective, it requires a more diligent overview. Due to its intricate nature, the concept of MOTIVATION reflects the speakers' worldview to the fullest extent. Accordingly, its frame-slot model encompasses the most crucial elements influencing the speech perception by the audience and the interconnection of the speakers' consciousness with language. In the article, an attempt is made to investigate the verbalization of the concept of MOTIVATION through conceptual metaphors and to construe its frame-slot model on the basis of the most structurally essential components in the framework of motivational speeches.

The **aim** of the article is to examine the distinctive features and structural components of the concept of MOTIVATION that is verbalized through conceptual metaphors within motivational speeches delivered in English by public figures.

The principal **tasks** of the article are the following:

- to investigate the verbalization of the concept of MOTIVATION through conceptual metaphors represented in motivational speeches;
- to single out the most structurally significant concepts out of the structural and ontological conceptual metaphors;
- to construe and describe the frame-slot model of the concept of MOTIVATION on the basis of the research outcomes;
- to analyze the nature and structural peculiarities of the concept of MOTIVATION.

Research material. Our research is founded upon a corpus comprising 22 speeches delivered by distinguished male and female public figures who have contributed visibly to the development of various domains that are crucially important for social growth. The roster of female speakers encompasses Michelle Obama, Oprah Winfrey, Madonna, Kamala Harris, Melinda Gates, Angelina Jolie Voight, Arianna Huffington, Condoleezza Rice, Sheryl Sandberg, and Hillary Clinton. Prominent male figures in this context include Warren Buffett, Steve Jobs, Jeff Bezos, Elon

Musk, Bill Gates, Barack Obama, David Beckham, Mark Zuckerberg, Jay Shetty, and Steven Spielberg. Within the realm of public discourse, each of these speakers leaves an indelible mark on how the concept of MOTIVATION is articulated.

The **object of the research** is motivational speeches.

The **subject of the research** is the frame-slot model of the concept of MOTIVATION on the basis of motivational speeches in English represented by public figures.

Presentation of the main material. Around the turn of the 20th and 21st centuries, global scientific interest underwent a significant shift towards cognitive insights that illuminated the intricate relationship between mental processes and language. In response to this vibrant and prolific intellectual wave, Ronald Langacker founded a novel scholarly endeavor known as the “Cognitive Linguistic Society” in 1989 [9]. On these grounds, then, the research interest has been raised in the investigation of the distinctive features and forming various concepts and conceptual metaphors within different types of linguistics texts. Thus, the peculiarities of the concept typology and nature are studied by G. Miller and P. Johnson [13], El. Rosch [16], N. Enfield [7], E. Margolis & S. Laurence [11], D. Medin [12], et al. Accordingly, the study of the conceptual metaphor has become on the verge of the interest of a plethora of scholars such as G. Lakoff and M. Johnson [8], M. Reddy [15], Kövecses, Z. [10], et al.

The modeling of the MOTIVATION concept serves as a crucial methodological step that allows delving into the intricate facets of speakers' experiences that are reflected in motivational speeches and the precise manner in which these facets are conveyed. This process of reconstructing the MOTIVATION concept unfolds systematically in two distinct interconnected stages.

In the initial stage, the UAM Corpus Tool is employed to undertake a comprehensive analysis of all corpus data, aimed at identifying linguistic expressions that align with cognitive metaphors, a framework originally proposed by Lakoff and Johnson [8]. In the light of that, ontological and structural metaphors embedded within the 22 motivational speeches delivered by the distinguished public are meticulously identified and analysed. Furthermore, a comprehensive table is compiled that catalogs all five types of conceptual metaphors commonly found in the domain of public discourse.

It is noteworthy that, among these five types of conceptual metaphors, the ontological and structural metaphors emerge as the most enlightening due to their profound and multifaceted nature, deeply rooted in the lived experiences of the esteemed speakers. While conduit, building, and ontological metaphors

offer supplementary tools for enriching the primary content with nuanced layers, they are selectively employed. Our focus remains steadfast on the nuanced interplay of abstract and concrete elements that tangibly reflect the rich tapestry of the speakers' experiences.

Subsequently, it becomes imperative to meticulously develop a comprehensive spectrum of structural elements within these conceptual metaphors, meticulously delineating their presence in both target and source domains. These domains stand as the primary canvas upon which the intricate tapestry of the MOTIVATION concept is formed.

The frame-slot model of the MOTIVATION concept, in keeping with Minsky's theoretical framework, envisions concepts as intricate structures, akin to multilayered webs. These structures, composed of frames, slots, and subplots, form the foundation upon which our research is constructed [17].

As it was mentioned before, the framework for conducting cognitive analysis of motivational speeches through metaphors is built upon George Lakoff and Mark Johnson's Conceptual Metaphor Theory (CMT) as outlined in their work "Metaphors We Live By" [8]. According to these scholars, conceptual metaphors, renowned for their role in encapsulating speakers' experiences and facilitating the understanding of one concept through the lens of another [8; 15; 10], provide the most fertile ground for the construction of the frame-slot model. Accordingly, metaphors are comprised of two key components: the TARGET DOMAIN and the SOURCE DOMAIN. Broadly, they categorize conceptual metaphors within the linguistic domain into three primary types. The first type is orientational metaphors, which are intricately linked to the "spatial orientation" of reality [8, p. 14–21].

The second category encompasses Ontological metaphors, which draw upon a broad spectrum of human experiences. Within this category, there is a prevalent usage of abstract nouns combined with concrete nouns [8, p. 25–29]. Furthermore, within the ontological metaphor category, two subtypes are identified: container and personification. Container metaphors conceptualize human beings as "containers", suggesting movements in and out of restricted areas. This classification also includes bounded objects. Personification, on the other hand, is a common subtype of ontological metaphors. It involves interpreting a significant portion of human experiences from a human-centered perspective [8, p. 29–31].

The third type, known as structural metaphors, is the most frequently observed. In structural metaphors, one term is comprehended or defined in relation to another [8, p. 7–9].

Nevertheless, it was found that structural and

ontological metaphors are viewed to play the most important role in transmitting the speakers' thoughts within motivational speeches. Initially, ontological metaphors predominate due to their vast classification into two primary categories: container metaphors and personification metaphors.

Structural metaphors, as outlined by Lakoff and Johnson [8], are characterized by their unique ability to define one intricate concept in terms of another, often involving the juxtaposition of two abstract concepts. These metaphors contribute to a layered and nuanced representation of meaning within motivational discourse. Below, the comprehensive breakdown of the structural components is proposed that underpin the construction of both structural and ontological metaphors within motivational speeches. On these grounds, structural metaphors are introduced first.

Ariana Huffington. LIFE IS A JOURNEY, INSPIRATION IS LIGHT, CHANGES ARE MOVEMENTS, VALUE IS SIZE, STATE IS WAR, A LIVING BEING IS LACK OF ENERGY, CAREER IS A JOURNEY, LANGUAGE IS FRAGILITY, MOTIVATION IS A JOURNEY, VALUES ARE FORCES, HEALTH IS SCIENCE, ATTENTION IS LENGTH, LIFE IS SCIENCE, LIFE IS GAME, CAREER IS A JOURNEY, TIME IS LIGHT.

Angelina Jolie. CAREER IS LIQUID, CHANGES ARE MOVEMENTS, LIFE IS WAR, DIFFICULTIES ARE BLOCKAGES, FREEDOM IS LACK OF IMPEDIMENTS TO ACTION, SUCCESS IS FEAST, LIFE IS GAME.

Bill Gates. VALUE IS SIZE, CAUSES ARE FORCES, LIFE IS A JOURNEY, MONEY IS POWER, MOTIVATION IS MOVEMENT, CHANGES ARE MOVEMENTS, LIFE IS WAR, LIFE IS FEAST, SUCCESS IS LENGTH, MOTIVATION IS PLANNING, LIFE IS GAME.

Barak Obama. VALUE IS SIZE, CAUSES ARE FORCES, LIFE IS A JOURNEY, MOTIVATION IS MOVEMENT, LIFE IS WAR, LIFE IS SCIENCE, CHANGES ARE MOVEMENTS, LIFE IS GAME, DIFFICULTIES ARE FRAGILITY, CAREER IS GAME, PURPOSE IS AGRICULTURE, LIFE IS AGRICULTURE, EDUCATION IS A JOURNEY.

Condoleezza Rice. LIFE IS AGRICULTURE, CHANGES ARE MOVEMENTS, LIFE IS WAR, POWER IS FRAGILITY, LIFE IS A JOURNEY, SUCCESS IS AGRICULTURE, DIFFICULTIES ARE LACK OF ENERGY SOURCES, MOTIVATION IS MOVEMENT, LIFE IS SCIENCE, VALUE IS SIZE, LIFE IS STORY, MOTIVATION IS BELIEF, MOTIVATION IS ENERGY, CAUSES ARE FORCES, MOTIVATION IS RISK.

David Beckham. VALUE IS SIZE, CAREER IS A JOURNEY, LIFE IS WAR, CAUSES ARE FORCES, LIFE IS GAME, LIFE IS A JOURNEY,

CHANGES ARE MOVEMENTS, LIFE IS AMBITION.

Elon Musk. LIFE IS WAR, CHANGES ARE MOVEMENTS, MOTIVATION IS AMBITION, LIFE IS A JOURNEY, LIFE IS A JOURNEY, LIFE IS LENGTH, MONEY IS SIZE, LIFE IS GAME, VALUE IS SIZE, POWER IS COUNTERFORCES.

Hillary Clinton. LIFE IS FEAST, CAUSES ARE FORCES, VALUE IS FEATURE OF TERRAIN, CHANGES ARE MOVEMENTS, LIFE IS SCIENCE, LIFE IS WAR, VALUE IS SIZE, LANGUAGE IS MUSIC, LIFE IS GAME .

Jeff Bezos. CHANGES ARE MOVEMENTS, LIFE IS A JOURNEY, VALUE IS SIZE, LIFE IS WAR, LIFE IS FEAST, LIFE IS LENGTH, MOTIVATION IS AMBITION, CAUSES ARE FORCES, TIME IS LENGTH, CAUSES ARE COUNTERFORCES.

Jeff Shetty. A LIVING BEING IS LACK OF ENERGY SOURCES, CAUSES ARE FORCES, LIFE IS A JOURNEY, CHANGES ARE MOVEMENTS, LIFE IS SCIENCE, VALUE IS SIZE.

Kamala Harris. CHANGES ARE MOVEMENTS, VALUE IS SIZE, LIFE IS WAR, LANGUAGE IS NATURE, LANGUAGE IS LACK OF ENERGY SOURCES, LIFE IS A JOURNEY, CAUSES ARE FORCES, LIFE IS SCIENCE, MOTIVATION IS AMBITION.

Madonna. CAREER IS A JOURNEY, LIFE IS GAME, LIFE IS WAR, CAUSES ARE FORCES, LIFE IS A JOURNEY.

Melinda French Gates. CHANGES ARE MOVEMENTS, LIFE IS WAR, CAUSES ARE FORCES, MONEY IS MOVEMENT, SUCCESS IS LENGTH, LIFE IS A JOURNEY, MOTIVATION IS MOVEMENT, VALUE IS SIZE, MOTIVATION IS INSPIRATION, LIFE IS FEAST, HEALTH IS NATURE.

Michelle Obama. CAUSES ARE FORCES, MOTIVATION IS MOVEMENT, VALUE IS SIZE, LIFE IS A JOURNEY, CAREER IS GAME, LIFE IS GAME, LIFE IS FEAST, MOTIVATION IS AMBITION, MUSIC IS LIGHT, LIFE IS COUNTERFORCES, MIND IS LIGHT, LIFE IS SCIENCE, LIFE IS WAR, CHANGES ARE MOVEMENTS, CAREER IS A JOURNEY,

CAREER IS COUNTERFORCES, LIFE IS STORY, EDUCATION IS A JOURNEY, COGNITION IS AGRICULTURE, LOVE IS A JOURNEY.

Mark Zuckerberg. LIFE IS WAR, CAREER IS A JOURNEY, VALUE IS SIZE, CAREER IS A JOURNEY, CAUSES ARE FORCES, CHANGES ARE MOVEMENTS.

Oprah Winfrey. LIFE IS A JOURNEY, CAUSES ARE FORCES, CHANGES ARE MOVEMENTS, LANGUAGE IS POWER, LIFE IS STORY, INSPIRATION IS A JOURNEY, LIFE IS GAME, LIFE IS WAR.

Steve Jobs. LIFE IS STORY, VALUE IS SIZE, CHANGES ARE MOVEMENTS, CAUSES ARE FORCES, LIFE IS A JOURNEY, LIFE IS SCIENCE, LIFE IS WAR.

Steven Spielberg. CAUSES ARE FORCES, LIFE IS A JOURNEY, VALUE IS SIZE.

Sheryl Sandberg. VALUE IS SIZE, LIFE IS GAME, LIFE IS WAR, CAUSES ARE FORCES.

Warren Buffet. VALUE IS SIZE, LIFE IS A JOURNEY, CAREER IS LANGUAGE, CHANGES ARE MOVEMENTS, LIFE IS A GAME.

Following the proceeding stage, all structural metaphors are split into two parts, namely constituencies of target and source domains. Table 1 is created to reflect the research outcomes on the basis of structural metaphors.

The following ontological metaphors, rooted in abstract concepts, are elucidated and comprehended through the lens of concrete, tangible entities. Lakoff and Johnson [8] suggest that ontological metaphors provide a means for speakers to draw upon their experiential knowledge and manifest it in discourse. Thus, the following ontological metaphors were found in motivational speeches.

Ariana Huffington: MEANS ARE PATH, ATTRIBUTES ARE POSSESSIONS, PURPOSES ARE DESTINATIONS, LIFE IS BURDEN, LIFE IS MATERIAL OBJECT, TIME IS MONEY, TIME IS MATERIAL OBJECT, SUCCESS IS FEATURE OF TERRAIN, CAREER IS MACHINE, CAREER IS MATERIAL OBJECT, HABIT IS BURDEN, DIFFICULTIES ARE BLOCKAGES, A LIVING BEING IS FRAGILITY, HEALTH IS MATERIAL OBJECT, STATES ARE MATERIAL OBJECTS,

Table 1

Constituents of the structural metaphors

TARGET DOMAIN	SOURCE DOMAIN
LIFE, INSPIRATION, CHANGES, VALUE, STATE, A LIVING BEING, CAREER, CAUSES, LANGUAGE, MOTIVATION, VALUES, HEALT, ATTENTION, TIME, DIFFICULTIES, FREEDOM, SUCCESS, PURPOSE, EDUCATION, POWER, MONEY, POWER, HEALTH, MUSIC, COGNITION, LOVE	JOURNEY, LIGHT, MOVEMENTS, SIZE, WAR, LACK OF ENERGY, JOURNEY, FRAGILITY, JOURNEY, FORCES, SCIENCE, LENGTH, GAME, LIQUIT, BLOCKAGES, LACK OF IMPEDIMENTS TO ACTION, FEAST, PLANING, MOTIVATION, AGRICULTURE, JOURNEY, STORY, BELIEF, ENERGY, RISK, AMBITION, FEAST, MUSIC, NATURE, INSPIRATION

TIME IS A VALUABLE THING, TIME IS BURDEN, VALUE IS MATERIAL OBJECT, DIFFICULTIES ARE BLOCKAGES, COGNITION IS PERCEPTION, LIFE IS STORY, DIFFICULTIES ARE BURDENS.

Personification. TIME IS A LIVING BEING, MATERIAL OBJECT IS A LIVING BEING, STATE IS A LIVING BEING, LANGUAGE IS A LIVING BEING, LIFE IS A LIVING BEING, SOCIETY IS A LIVING BEING, SCIENCE IS A LIVING BEING.

Container. TIME IS A CONTAINER, STATES ARE LOCATIONS, LANGUAGE IS A CONTAINER, LIFE IS A CONTAINER, A LIVING BEING IS A CONTAINER, HABIT IS A CONTAINER, COUNTRY IS A CONTAINER, MIND IS A CONTAINER, CAREER IS A CONTAINER, SUCCESS IS A CONTAINER.

Angelina Jolie: ATTRIBUTES ARE POSSESSIONS, MIND IS CLOTHES, DIFFICULTIES ARE BLOCKAGES, MOTIVATION IS MATERIAL OBJECT, PURPOSES ARE DESTINATIONS, LIFE IS MONEY.

Personification. LANGUAGE IS A LIVING BEING, LIFE IS A LIVING BEING, AND FREEDOM IS A LIVING BEING.

Container. CAREER IS A CONTAINER, LIFE IS A CONTAINER, A LIVING BEING IS A CONTAINER, WORLD IS A CONTAINER.

Bill Gates: LIFE IS THEATRE, INFORMATION IS MATERIAL OBJECT, DIFFICULTIES ARE BLOCKAGES, ATTRIBUTES ARE POSSESSIONS, TIME IS MONEY, CAREER IS FOOD, PURPOSES ARE DESTINATIONS, COGNITION IS PERCEPTION.

Personification. MONEY IS A LIVING BEING, HEALTH IS A LIVING BEING, SOCIETY IS A LIVING BEING, COUNTRY IS A LIVING BEING, TECHNOLOGY IS A LIVING BEING, CAREER IS A LIVING BEING, MATERIAL OBJECTS ARE A LIVING BEING.

Container. SOCIETY IS A CONTAINER, COUNTRY IS A CONTAINER, CAREER IS A CONTAINER, SUCCESS IS A CONTAINER, MONEY IS A CONTAINER, CAUSE IS A CONTAINER, TIME IS A CONTAINER.

Barak Obama. ATTRIBUTES ARE POSSESSIONS, TIME IS MONEY, MEANS ARE PATHS, MOTIVATION IS MUSIC, DIFFICULTIES ARE BLOCKAGES, COUNTRY IS FAMILY, A LIVING BEING IS FEATURE OF TERRAIN, SUCCESS IS MATERIAL OBJECT, LIFE IS THEATRE, CHANGES ARE FEATURES OF TERRAIN, MEANS ARE PATHS, LIFE IS PERCEPTION, PURPOSES ARE DESTINATIONS, LIFE IS FOOD, CAREER IS MONEY, MOTIVATION IS A VALUABLE THING, DIFFICULTIES ARE BURDENS, CAREER IS MATERIAL OBJECT, LIFE IS BURDEN.

Personification. SUCCESS IS A LIVING BEING, STATES ARE A LIVING BEING, TIME IS A LIVING BEING, WORLD IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING, COUNTRY IS A LIVING BEING, MONEY IS A LIVING BEING, VALUE IS A LIVING BEING, BELIEF IS A LIVING BEING.

Container. STATES ARE LOCATIONS, BELIEF/RELIGION IS A CONTAINER, COUNTRY IS A CONTAINER, LIFE IS A CONTAINER, TIME IS A CONTAINER, LANGUAGE IS A CONTAINER, CAREER IS A CONTAINER, A LIVING BEING IS A CONTAINER, WORLD IS A CONTAINER, VOICE IS A CONTAINER, POWER IS A CONTAINER, TIME IS A CONTAINER.

Condoleezza Rice. LIFE IS MUSIC, DIFFICULTIES ARE BLOCKAGES, COGNITION IS PERCEPTION, ATTRIBUTES ARE POSSESSIONS, SUCCESS IS BURDEN, TIME IS MONEY, DIFFICULTIES ARE BURDENS, VALUE IS MATERIAL OBJECT, PURPOSE IS MATERIAL OBJECT, MONEY IS FEATURE OF TERRAIN, BELIEF IS A VALUABLE THING, PURPOSE IS MONEY, PURPOSES ARE DESTINATIONS, MONEY IS MOVEMENT, A LIVING BEING IS CLOTHES, TIME IS BURDEN, A LIVING BEING IS MATERIAL OBJECT, LIFE IS BURDEN.

Personification. TIME IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING, COUNTRY IS A LIVING BEING, FREEDOM IS A LIVING BEING, WORLD IS A LIVING BEING, VALUE IS A LIVING BEING.

Container. STATES ARE LOCATIONS, COUNTRY IS A CONTAINER, LIFE IS A CONTAINER, TIME IS A CONTAINER, SUCCESS IS A CONTAINER, WORLD IS A CONTAINER.

David Beckham. DIFFICULTIES ARE BLOCKAGES, ATTRIBUTES ARE POSSESSIONS, COGNITION IS PERCEPTION, A LIVING BEING IS MACHINE, PURPOSES ARE DESTINATIONS, LANGUAGE IS MUSIC, LIFE IS MATERIAL OBJECT, CAREER IS BURDEN.

Personification. CARRIER IS A LIVING BEING, MATERIAL OBJECT IS A LIVING BEING, TIME IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING.

Container. WORDS ARE CONTAINERS, CAREER IS A CONTAINER, COUNTRY IS A CONTAINER, LIVING BEING IS A CONTAINER, TIME IS A CONTAINER, LIFE IS A CONTAINER.

Elon Musk. ATTRIBUTES ARE POSSESSIONS, DIFFICULTIES ARE BLOCKAGES, LANGUAGE IS MATERIAL OBJECT, TIME IS MONEY, COGNITION IS PERCEPTION, WORLD IS MATERIAL OBJECT, LIFE IS BURDEN.

Personification. COUNTRY IS A LIVING BEING, TECHNOLOGY IS A LIVING BEING, MATERIAL OBJECT IS A LIVING BEING.

Container. LIFE IS A CONTAINER, TIME IS A CONTAINER, A LIVING BEING IS A CONTAINER.

Hillary Clinton. LIFE IS MATERIAL OBJECT, COGNITION IS PERCEPTION, CAREER IS MATERIAL OBJECT, DIFFICULTIES ARE BLOCKAGES, ATTRIBUTES ARE POSSESSIONS, TIME IS MATERIAL OBJECT, LIFE IS A VALUABLE THING, FREEDOM IS MATERIAL OBJECT.

Personification. CAREER IS A LIVING BEING, COMMUNICATION IS A LIVING BEING, WORLD IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING.

Container. COUNTRY IS A CONTAINER, LIFE IS A CONTAINER, SOCIETY IS A CONTAINER, COMMUNICATION IS A CONTAINER, DEPRIVITY IS A CONTAINER, CAREER IS A CONTAINER, WORLD IS A CONTAINER.

Jeff Bezos. LIFE IS BURDEN, LIFE IS MATERIAL OBJECT, CAREER IS MATERIAL OBJECT, ATTRIBUTES ARE POSSESSIONS, JOURNEY IS MATERIAL OBJECT, PURPOSE IS DESTINATION, COGNITION IS PERCEPTION, A LIVING BEING IS MATERIAL OBJECT.

Personification. MATERIAL OBJECTS ARE LIVING BEINGS, COGNITION IS A LIVING BEING, TECHNOLOGY IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING.

Container. MONEY IS A CONTAINER, TECHNOLOGY IS A CONTAINER, DIFFICULTIES ARE LIVING BEINGS, MOVEMENT IS A CONTAINER.

Jeff Shietty. TIME IS MONEY, TIME IS MATERIAL OBJECT.

Personification. MATERIAL OBJECT IS A LIVING BEING, COGNITION IS A LIVING BEING, LIFE IS A LIVING BEING.

Container. TIME IS A CONTAINER, LIFE IS A CONTAINER.

Kamala Harris. COGNITION IS PERCEPTION, DIFFICULTIES ARE BLOCKAGES, VALUE IS MONEY, LIFE IS MATERIAL OBJECT, ATTRIBUTES ARE POSSESSIONS, EDUCATION IS MONEY.

Personification. TIME IS A LIVING BEING, HEALTH IS A LIVING BEING.

Container. TIME IS A CONTAINER, WORLD IS A CONTAINER, COUNTRY IS A CONTAINER, CAREER IS A CONTAINER, LIFE IS A CONTAINER, A LIVING BEING IS A CONTAINER.

Madonna. MEANS ARE PATHS, DIFFICULTIES ARE BLOCKAGES, ATTRIBUTES

ARE POSSESSIONS, LIFE IS A VALUABLE THING, INSPIRATION IS A LIVING BEING, INSPIRATION IS MATERIAL OBJECT.

Personification. LIFE IS A LIVING BEING, MATERIAL OBJECT IS A LIVING BEING.

Container. TIME IS A CONTAINER, LIFE IS A CONTAINER, CAREER IS A CONTAINER.

Melinda French Gates. ATTRIBUTES ARE POSSESSIONS, COGNITION IS PERCEPTION, PURPOSES ARE DESTINATIONS, TIME IS MATERIAL OBJECT, MONEY IS DESTINATION, LIFE IS BURDEN, MOTIVATION IS MATERIAL OBJECT, LIFE IS MATERIAL OBJECT, HEALTH IS MATERIAL OBJECT.

Personification. MATERIAL OBJECT IS A LIVING BEING, SUCCESS IS A LIVING BEING, CAREER IS A LIVING BEING, LIGHT IS A LIVING BEING, SOCIETY IS A LIVING BEING, LIFE IS A LIVING BEING, HEALTH IS A LIVING BEING.

Container. COUNTRY IS A CONTAINER, MATERIAL OBJECT IS A CONTAINER, CAREER IS A CONTAINER, SUCCESS IS A CONTAINER, WORLD IS A CONTAINER, LIFE IS A CONTAINER, LANGUAGE IS A CONTAINER, HEALTH IS A CONTAINER, A LIVING BEING IS A CONTAINER, SOCIETY IS A CONTAINER, TIME IS A CONTAINER.

Michelle Obama. MEANS ARE PATHS, LOVE IS MATERIAL OBJECT, COGNITION IS PERCEPTION, CAREER IS BURDEN, TIME IS MATERIAL OBJECT, DIFFICULTIES ARE BLOCKAGES, PURPOSE IS MATERIAL OBJECT, MOTIVATION IS MATERIAL OBJECT, LIVING BEING IS MATERIAL OBJECT, SOCIETY IS NATURE, ATTRIBUTES ARE POSSESSIONS, SUCCESS IS MACHINE, A LIVING BEING IS CLOTHES, COGNITION IS PERCEPTION, EDUCATION IS MATERIAL OBJECT, EDUCATION IS MACHINE, LIFE IS A VALUABLE THING.

Personification. INSPIRATION IS A LIVING BEING, EDUCATION IS A LIVING BEING, COUNTRY IS A LIVING BEING, POWER IS A LIVING BEING, LANGUAGE IS A LIVING BEING, IDEAS ARE A LIVING BEING, SUCCESS IS A LIVING BEING, LIFE IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING.

Container. STATES ARE LOCATIONS, COUNTRY IS A CONTAINER, TIME IS A CONTAINER, LIFE IS A CONTAINER, SOCIETY IS A CONTAINER, MIND IS A CONTAINER, INSPIRATION IS A CONTAINER.

Mark Zuckerberg. MEANS ARE PATHS, COGNITION IS PERCEPTION, TIME IS MONEY, ATTRIBUTES ARE POSSESSIONS, LANGUAGE IS MATERIAL OBJECT, INFORMATION

IS MATERIAL OBJECT, LIFE IS BURDEN, INFORMATION IS FOOD.

Personification. TECHNOLOGY IS A LIVING BEING, DIFFICULTIES ARE A LIVING BEING, COUNTRY IS A LIVING BEING, POWER IS A LIVING BEING, INFORMATION IS A LIVING BEING, LIFE IS A LIVING BEING.

Container. POWER IS A CONTAINER, TIME IS A CONTAINER, CAREER IS A CONTAINER, SOCIETY IS A CONTAINER, COUNTRY IS A CONTAINER, LIFE IS A CONTAINER, TECHNOLOGY IS A CONTAINER, WORLD IS A CONTAINER.

Oprah Winfrey. TIME IS MATERIAL OBJECT, A LIVING BEING IS FEATURE OF TERRAIN, TIME IS MACHINE, VALUE IS MATERIAL OBJECT, DIFFICULTIES ARE BLOCKAGES.

Personification. VALUE IS A LIVING BEING, LIFE IS A LIVING BEING.

Container. TIME IS A CONTAINER, LIFE IS A CONTAINER, CAREER IS A CONTAINER.

Steve Jobs. COGNITION IS PERCEPTION, DIFFICULTIES ARE BLOCKAGES, MEANS ARE PATHS, ATTRIBUTES ARE POSSESSIONS, CAREER IS BURDEN, COGNITION IS PERCEPTION, A LIVING BEING IS BURDEN, SUCCESS IS BURDEN, TIME IS MACHINE, TIME IS MATERIAL OBJECT, LIFE IS CLOTHES, TIME IS MONEY, LITERATURE IS PERCEPTION.

Personification. INSPIRATION IS A LIVING BEING, MIND IS A LIVING BEING, SCIENCE IS A LIVING BEING, CAREER IS A LIVING BEING, LIFE IS A LIVING BEING.

Container. WORLD IS A CONTAINER, TIME IS A CONTAINER, COUNTRY IS A CONTAINER, LIFE IS A CONTAINER, CAREER IS A CONTAINER, STATES ARE LOCATIONS.

Steven Spielberg. VALUE IS MONEY, ATTRIBUTES ARE POSSESSIONS.

Personification. LIFE IS A LIVING BEING.

Container. CAREER IS A CONTAINER.

Sheryl Sandberg. LIFE IS THEATRE, LIFE IS BURDEN, ATTRIBUTES ARE POSSESSIONS,

VALUE IS MATERIAL OBJECT, MEANS ARE PATHS, POWER IS MATERIAL OBJECT.

Container. CAREER IS A CONTAINER, SOCIETY IS A CONTAINER, LANGUAGE IS A CONTAINER, SOCIETY IS A CONTAINER, LIFE IS A CONTAINER.

Warren Buffet. EDUCATION IS MATERIAL OBJECT, ATTRIBUTES ARE POSSESSIONS, DIFFICULTIES ARE BLOCKAGES, CAREER IS MATERIAL OBJECT.

Personification. IDEAS ARE A LIVING BEING, MATERIAL OBJECT IS A LIVING BEING.

Container. WORLD IS A CONTAINER, MIND IS A CONTAINER, EDUCATION IS A CONTAINER, LIFE IS A CONTAINER, TIME IS A CONTAINER, LIVING BEING IS A CONTAINER, COUNTRY IS A CONTAINER, CAREER IS A CONTAINER.

After the selection of these ontological metaphors, their consistencies are divided into two parts, namely target and source domains. It allows examining the most prominent concepts taking part in the formation of the ontological nature of conceptual metaphors. Accordingly, it was revealed that particular concepts such as MATERIAL OBJECT, MONEY, LIVING BEING, and MOVEMENTS are repeated in both target and source domains over the course of the division stage.

Thus, Table 2 is developed to provide a clear vision of the most frequent and essential structural elements of the ontological metaphors within motivational speeches.

On these grounds, the structure of the concept of MOTIVATION is constructed. It relies on both the target and source domains within structural and ontological dimensions as the basis for constructing this concept. Consequently, frames emerge as the most frequent and logically significant elements, while slots and subplots are regarded as less structurally crucial components. Figure 1 is elaborated to demonstrate the multifaceted structure of the concept of MOTIVATION, comprising a wide range of frames, slots, and sub-slots.

Table 2

Constituents of ontological metaphors

TARGET DOMAIN	SOURCE DOMAIN
MEANS ATTRIBUTES PURPOSE LIFE TIME SUCCESS CAREER HABIT DIFFICULTIES LIVING BEING HEALTH STATES VALUE COGNITION MATERIAL OBJECT LANGUAGE SOCIETY SCIENCE COUNTRY MIND MOTIVATION PURPOSES FREEDOM WORLD INFORMATION COGNITION MONEY TECHNOLOGY CAUSE CHANGES BELIEF VOICE POWER WORDS COMMUNICATION DEPRIVITY JOURNEY MOVEMENT EDUCATION INSPIRATION LOVE IDEAS POWER INFORMATION LITERATURE INSPIRATION	PATH, POSSESSIONS, DESTINATIONS, BURDENS, MATERIAL OBJECT, MONEY, FEATURE OF TERRAIN, MACHINE, BLOCKAGES, FRAGILITY, VALUABLE THING, PERCEPTION, A LIVING BEING, CONTAINER, LOCATIONS, POSSESSIONS, CLOTHES, MONEY, THEATRE, FOOD MUSIC FAMILY, MOVEMENTS NATURE



Figure 1. The frame-slot model of the concept of MOTIVATION

Thus, in the category of LIVING BEING, it is found five distinct slots: (1) COUNTRY, (2) SOCIETY, (3) HABIT, (4) HEALTH, and (5) FAMILY.

The frame of DIFFICULTIES consists of eight slots: (1) WAR, (2) FRAGILITY, (3) BLOCKAGES, (4) LACK OF IMPEDIMENTS TO ACTION, (5) DEPRIVITY, (6) LACK OF ENERGY, (7) RISK, and (8) BURDENS.

The frame PURPOSE encompasses six slots: (1) MEANS, (2) CAUSES, (3) ATTRIBUTES, (4) POSSESSIONS, (5) CHANGES, and (6) FORCES.

Within the frame of MATERIAL OBJECT, you will find six slots: (1) CLOTHES, (2) MONEY, (3) MACHINE, (4) A VALUABLE THING, (5) CONTAINER, and (6) FOOD.

The frame STATES is composed of four slots: (1) LOVE, (2) FREEDOM, (3) POWER, and (4) SUCCESS.

The frame COGNITION consists of four slots: (1) VALUE, (2) PERCEPTION, (3) MIND, and (4) BELIEF.

The frame MOVEMENTS is elaborated with four slots: (1) PATH, (2) DESTINATIONS, (3) LOCATIONS, and (4) JOURNEY.

The frame INSPIRATION is formed around three slots: (1) MOTIVATION, (2) IDEAS, and (3) PLANNING.

The frame LIFE includes five slots: (1) GAME, (2) THEATRE, (3) FEAST, (4) TIME, and (5) MUSIC.

The frame WORLD is structured by six slots: (1) NATURE, (2) ENERGY, (3) LIQUID, (4) LIGHT, (5) SIZE, and (6) FEATURE OF TERRAIN.

EDUCATION encompasses four slots: (1) SCIENCE, (2) LITERATURE, (3) INFORMATION, and (4) CAREER.

The frame LANGUAGE incorporates four slots: (1) COMMUNICATION, (2) WORDS, (3) STORIES, and (4) VOICE.

Thus, the frame-slot modeling of the concept of MOTIVATION is characterized by a multitude of frames as pivotal elements and slots as additional constituents. It is worthwhile to mention that slots serve to complement and enrich the inherent nature and multifaceted structure of frames.

Conclusions and further discussions. In the course of the following research, it was revealed that the interface of the UAM Corpus Tool and embedded working scheme based on the Conceptual Metaphor Theory [8] are the most effective combination and tool for conducting cognitive analysis of motivational speeches.

In accordance with the research outcomes, it has been discerned that structural metaphors and ontological metaphors are the most prevalent in motivational speeches and are viewed to be the

most informative in terms of transmitting speakers' thoughts in motivational discourse. Their constituents forming target and source domains construe the foundation for frame-slot modeling of the concept of MOTIVATION.

In the light of that, the concept of MOTIVATION comprises 12 frames such as EDUCATION, LANGUAGE, LIVING BEING, DIFFICULTIES, PURPOSE, MATERIAL OBJET, STATES, MOVEMENTS, INSPIRATION, LIFE, and WORLD. Accordingly, all these frames consist of multifaceted slots that enhance their structure and nature. Nevertheless, this model may be more extended and complemented by concepts taken from the marginal structural material, particularly orientational, building, and conduit metaphors.

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