

## SOCIO-PRAGMATIC ANALYSIS OF EVENT HOSTING: INPUTS FOR SUPPLEMENTARY MATERIAL ON EFFECTIVE COMMUNICATION

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**Abstract:** This study explored the socio-pragmatic features evident in event-hosting discourse and examined how event hosts use language to manage interaction and achieve communication goals. Specifically, the research analyzed speech acts, politeness strategies, discourse markers, audience engagement, turn-taking, and role performance employed by professional and semi-professional event hosts in Camarines Sur, Philippines. The study utilized a qualitative research design through socio-pragmatic and conversational analysis. Data were collected through direct observation, audio-video recordings, semi-structured interviews, and collection of authentic hosting scripts and program flow materials.

The findings show that hosts use Directive, Expressive, Assertive, Commissive and Declarative Speech Acts during the event to manage interaction effectively. Positive and negative politeness strategies were also consistently observed to maintain social harmony and professionalism during events. Common discourse markers such “and,” “so,” “lets,” “thank you,” “please,” “okay,” “of course,” “now,” “ladies” and gentlemen,” and “alright” helped organize discourse and sustain audience attention. study further found that hosts used various interactional strategies such as code - switching, acknowledgement and recognition, directive - based audience engagement, energy checks, narrative transition, interactive questioning, humor, and game facilitation to sustain audience participation and interest. Turn-taking was observed through speaker selection, initiating participation, transition cues, feedback/closure, and collective turn - taking. In terms of role performance, hosts simultaneously functioned as facilitators, audience engagers, information givers, and entertainers to maintain both order and rapport through the event. Based on the findings, supplementary instructional materials were proposed to enhance learners’ socio-pragmatic awareness and public speaking skills.

**Keywords:** *socio-pragmatics, event hosting discourse, speech acts, politeness strategies, discourse markers.*

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### Introduction

Communication is an essential component of human interaction and language learning. In applied linguistics, communicative competence extends beyond grammatical knowledge and involves the ability to use language appropriately in social contexts. According to Dell Hymes, effective communication requires sensitivity to contextual and sociocultural norms. This perspective highlights the importance of socio-pragmatics, which examines how language functions in actual communication settings.

In the Philippine educational system, English is widely used as a medium of instruction, and students are expected to participate in various oral communication activities such as speeches, reporting, and event hosting. Republic Act No. 10533 mandates the development of communicative competence under the K-12 curriculum, emphasizing the enhancement of students’ speaking skills, discourse strategies, and pragmatic competence through real-life communication tasks, including public speaking and event hosting. Furthermore, SDG 4 highlights the need for students to develop communicative competence, enabling them to convey ideas clearly, participate actively in communicative discourse, and engage meaningfully in both local and global

communities. However, many learners still encounter difficulties in organizing ideas, sustaining audience engagement, and using socially appropriate language during formal speaking situations. These challenges highlight the need for contextualized instructional materials grounded in authentic communication practices to help students improve their oral communication competence.

Event hosting discourse provides a rich communicative context because hosts strategically use language to facilitate interaction, sustain audience attention, and achieve communication goals. Event hosts utilize speech acts, politeness strategies, discourse markers, audience engagement techniques, and turn-taking mechanisms to manage live communication effectively. Despite the increasing relevance of public speaking and event hosting in educational and professional settings, limited studies have explored event-hosting discourse from a socio-pragmatic perspective.

Anchored in Communication Accommodation Theory, Speech Act Theory, Politeness Theory, and Fraser’s Pragmatic Marker Theory, this study examined the socio-pragmatic features evident in event-hosting discourse. Specifically, it analyzed speech acts, politeness strategies, discourse markers, audience

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engagement, turn-taking, and role performance employed by event hosts during actual hosting situations.

The study aimed to answer the following research questions:

1. What socio-pragmatic features are evident in event-hosting discourse in terms of:
  - a. Speech acts
  - b. Politeness strategies
  - c. Discourse markers
2. How do event hosts use language to manage interaction and achieve communication goals in terms of:
  - a. Audience engagement
  - b. Turn-taking
  - c. Role performance
3. What supplementary instructional materials may be developed based on the findings?

## Methodology

### Research Design

This study employed a qualitative research design with conversational analysis design. The qualitative approach enabled an in-depth examination of authentic event-hosting discourse in natural communication settings. The discourse was analyzed through a socio-pragmatic lens to determine how meaning is constructed through interaction, context, and communicative intention.

### Participants

The participants consisted of twelve professional and semi-professional event hosts from Camarines Sur, Philippines. Participants were purposively selected based on their experience in hosting various events, including weddings, government programs, cultural activities, and community celebrations. All participants

possessed at least two years of hosting experience and demonstrated communication competence in English, Filipino, and local dialects.

### Data Gathering Procedures

Data were collected through direct observation, audio-video recordings, semi-structured interviews, and collection of authentic hosting scripts and program flow materials. The researcher attended actual hosting events and documented participants' utterances and communication strategies during live interactions.

An observation checklist was utilized to assess communication strategies such as engagement techniques, politeness strategies, speech acts, discourse markers, and interaction management practices such as engagement techniques, turn-taking and role performance.

### Data Analysis

The collected data were transcribed and analyzed using socio-pragmatic analysis. Speech acts, politeness strategies, discourse markers, audience engagement, turn-taking, and role performance were identified, classified, and interpreted according to communicative function and social context.

### Ethical Consideration

The researcher secured formal approval from the University of Saint Anthony before conducting the study. Permission was obtained from the event hosts, and informed consent was secured to ensure that participants understood the study's objectives and procedures. Ethical standards were strictly observed by maintaining anonymity and confidentiality of participants' information. Audio and video recordings were stored securely and used solely for research purposes, in compliance with institutional and professional research ethics guidelines.

## Results

### Speech Acts in Event Hosting Discourse

Table 1 presents the distribution of speech acts used by event hosts

Speech Act Type	Hosts and Sample Utterances	General Function/Purpose
<b>Directive</b>	“Can I have a resounding round of applause?” - Host Ian//“Make some noise!!” - Host Donna	To encourage audience participation, provide instructions, regulate behavior, and maintain program flow and engagement
<b>Expressive</b>	/“Love makes the world more colorful...” - Host Donna//“Diyos mabalos po saindo Banwaan ning Tinambac “Host Orlando	To express gratitude appreciation, emotional connection, and establish rapport with the audience
<b>Assertive</b>	“This is the annual celebration of beauty, grace, and women empowerment” Host Llenel//“We are here to witness the unity of John and Sheryl” Host Mitch	To provide information, establish event context, announce transitions
<b>Commissive</b>	“Hopefully ay matapos po tayo ng ating program celebration earlier than 8 PM.” - Host Donna// “We prepared a game for everyone!” - Host Mitch	To promise rewards, reassure the audience, and express commitment to future actions
<b>Declarative</b>	Tapos na po ang ating programa...” - Host Donna	To officially close/open the program.

The findings show that hosts use Directive, Expressive, Assertive, Commissive and Declarative Speech Acts during the event.

**Politeness Strategies**

Table 2 presents the distribution of politeness strategies used by event hosts.

Politeness Pattern	Sample Utterances and Hosts	Politeness Strategy
Giving instruction and request politely	“Huwag po nating kalimutan na tumungo sa registration area “Host Carlo //“Pakiayos po ang saindong mga linya...” - Host Xernan	Negative Politeness
Expressing gratitude	“Maraming maraming salamat po...” - Host Audrey//“Diyos mabalos po saindo gabos...” - Host Xernan	Positive Politeness
Welcoming the audience	“Magandang gabi po sainyong lahat... malugod po namin kayong tinatanggap...” - Host Carlo//“Welcome again to the wedding reception...” - Miss Donna//“Hello, Ma’am, Sir. Welcome!” - Host Mitch	Positive Politeness
Showing inclusion/importance	“Kayo po ang napili nila namakasama ngayon...” - Host Audrey//“Pinili po tayong lahat...” - Host Mitch//“Ganun po tayo kamahal ng bagong kasal...” - Host Mitch	Positive Politeness
Reassuring the Audience	“Huwag po kayong mag alala dahil hindi po masyadong mahaba ang programa natin...” – Host Donna//“Konting pasensiya lamang po...” - Host Donna//“Kayo po ay may hinandang sorpresa sa aming lahat...” - Host Mitch	Positive Politeness

The findings show positive and negative politeness strategies employed by event hosts. Negative politeness was evident in polite instructions and requests while positive politeness was frequently observed through expressions of gratitude, welcoming statements, inclusion, and reassurance .

**Discourse Marker**

Table 3 presents the distribution of discourse markers used by event hosts.

Discourse Markers	Sample Utterances	Function & Communicative Role
And	And of course, ladies and gentlemen...” Host Ian//“And that will serve as your photo souvenir...” Host Donna	<b>Additive / Transition</b> Connects ideas and maintains continuity
So	So, let’s start our Trivia Game...” - Host Ian	<b>Transition</b> Signals movement to the next segment”
Let’s	“Let’s all welcome John and Sheryl...” - Host Mitch	<b>Directive</b> Encourages participation
Thank you	Thank you so much, hotbodies dancers...” - Host Jake	<b>Closing /Expressive</b> Expresses gratitude and signals closure
Please	“Please stay until the end of the celebration...” - Host Mitch	<b>Directive</b> Politely instructs audience behavior
Ok	“ok, dj, hit it!” - Host Mitch “Okay, so now let’s continue our program...” - Host Aubrey	<b>Transition / Control</b> Manages audience readiness and flow
Of course	“Of course, nanjan din ang kapehan...” - Host Ian	<b>Emphasis</b> Highlights important information
Now	“Okay, so now let’s continue our program...” - Host Aubrey	<b>Transition</b> Signals immediate shift of activity
Ladies and gentlemen	“Ladies and gentlemen, good evening, Municipality of Pili!” Host llenel	<b>Interactional marker</b> reinforced the host’s institutional role as facilitator

<b>Alright</b>	“Alright .. thank you so much and also our bride and groom wants to thank everyone for coming here...” (Host Aubrey )	<b>Conversational cue</b> regulate the flow of communication
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The findings show discourse markers employed by hosts such as “and,” “so,” and “now,” “let’s,” “please” “thank you,” “ladies and gentlemen,” and “alright” used for coherence, audience engagement, and effective program management.

**Audience Engagement**

Table 4 presents the distribution of discourse markers used by event hosts.

Engagement Technique	Sample Utterance	Function
<b>Code-Switching (CS)</b>	“Good afternoon, ladies and Gentlemen, Magandang magandang hapon po sainyong lahat.”Host Donna	Enhances relatability and audience comprehension through multilingual interaction.
<b>Acknowledgment and Recognition (AR)</b>	“Maraming maraming salamat po for making me part of this event...” Host Llenel //“Diyos mabalos po saindo gabos.” – Host Xernan//“Acknowledging our ninang and ninong – “Host Aubrey	Recognizes guests, expresses gratitude, and strengthens social connection
<b>Directive-Based Engagement (DBE)</b>	“May we request to please stay until the end of the celebration.” – Host Mitch “Pakiayos po ang saindong mga linya.” – Xernan Paul Casyao; “Tumayo po kayo ahh.” – Host Aubrey	Directs audience behavior, movement, and participation
<b>Energy Check / Crowd Activation (EC)</b>	“Wala Po Bang Palakpakan D’Yan!” ” I can’t hear you “-Host Mitch Palakpakan po nating muli “ Host llenel “Wala la bang isang masigabong palakpakan muna d’yan?” – Host Aubrey	Stimulates audience enthusiasm and activeness
<b>Narrative Transition (NT)</b>	Well, that concludes the 1st part of our program.” – Host Mitch “Let’s continue our program...” – Host Aubrey	Maintains discourse flow and transitions between program segments.
<b>Interactive Questioning (IQ)</b>	Ready Na Po Ba?” Host Mitch “Paano nagkakilala si Nathan and Ann?” Host Aubrey	Encourages audience interaction and response.
<b>Humor and Light Banter (HLB)</b>	“House and lot pero ‘yong nasa paso!!” Host Mitch “Sigurado ka? Baka magbalik ang bagyo...” – Host Orlando	Creates humor, reduces social distance, and builds rapport
<b>Game Facilitation (GF)</b>	“Please get ready for our Trivia Game “Host Aubrey “	Facilitates audience participation through games and activities.

The findings indicate that event hosts employed Code-Switching , Acknowledgment And Recognition, Directive-Based Engagement, Interactive Questioning ,Energy Checks, Humor, And Light Banter ,Narrative Transitions and Game Facilitation to maintain audience participation, interaction, and enthusiasm throughout the program.

**Turn - taking**

Table 5 presents the distribution of Turn-taking used by event hosts.

Turn-Taking Category	Sample Utterances	Function
<b>Managing Speaker Selection</b>	“Now join me down here, candidate no. 16...” Host Llenel	Controls or selects the next speaker
<b>Initiating Participation</b>	“Who wants to answer? Host Mitch	Encourages audience participation and responses
<b>Transition Cues</b>	“Ngonian sa punto pong ini mga tugang ” (Host Jake)	Shift interaction
<b>Feedback / Closure</b>	“Correct!” (Host Donna) “Maraming salamat po...” (Host Carlo)	End speaker turns
<b>Collective Turn-taking</b>	“Make some noise!” (Host Mitch) “Palakpakan ta daw po... (Host Jake)	Engage audience

The findings indicate that event hosts employed turn-taking strategies under Managing Speaker Selection, Initiating Participation, Transition Cues, Feedback / Closure and Collective Turn-taking.

**Role Performance**

Table 6 presents role of event hosts

Role Category	Sample Utterance	Function
<b>Audience Engagement</b>	“Wala po bang palakpakan jan “Host Mitch //“Excited na ba kayo?” (Host Aubrey)	Encourages audience participation and energy
<b>Instruction / Facilitation</b>	““Please join me dito po sa unahan.” (Host Ian) //Form your line in orderly manner.” (Host Donna)	Organizes behavior, direct movement and maintains order
<b>Information-Giving</b>	“Igwa pong ID digdi na nawawara...” (Host Xernan)//Yaon na po ang satuyang gobernador “(Host Jake)	Provides announcement, reminders, and event related information
<b>Rapport / Entertainer</b>	Mukhang nagdalawang isip pa siya...” (Host Ian) //Padala natin sa PDEA!” (Host Aubrey)	Build rapport through humor and personalization

The findings show role of event host under Audience Engagement, Instruction / Facilitation, Information-Giving and Rapport / Entertainment.

**Supplementary Material**

Table 7 presents suggested supplementary materials based on the findings

Socio-Pragmatics and Interactional Features	Competency Developed	Proposed Learning Activity	Suggested Instructional Material
<b>Speech Acts</b>	Pragmatic competence	Speech Act Identification and hosting simulations	Module on Speech Acts in Event Hosting
<b>Politeness Strategies</b>	Sociolinguistic competence	Role-playing respectful communication	Activity sheets on politeness strategies
<b>Discourse Markers</b>	Discourse organization	Script-writing and transition exercises	Lesson on discourse markers and transitions
<b>Engagement Techniques</b>	Audience interaction skills	Audience participation drills and interactive speaking activities	Interactive Communication Activities
<b>Turn-taking</b>	Interaction management	Pair-hosting simulations and conversational tasks	Module on Turn-Taking and Interaction
<b>Role Performance</b>	Public speaking and facilitation skills	Event hosting performance tasks and role-playing	Event Hosting Simulation Module

Table 7 presents suggested supplementary materials based on Speech Acts, Politeness Strategies, Discourse Markers, Engagement Techniques, Turn-taking and Role Performance.

**Discussion**

1. The findings reveal that different speech act types were utilized by event hosts to fulfill various communicative purposes during the program. Directive speech acts were commonly used to encourage audience participation, provide instructions, and maintain the flow of the event. Expressive speech acts allowed hosts to convey gratitude, appreciation, and emotional connection, helping establish rapport with the audience. Assertive speech acts were employed to provide information, introduce event contexts, and facilitate transitions between program segments. Meanwhile, commissive speech acts reflected commitments and reassurances made by the hosts, while declarative speech acts were used to formally open or close the program. These findings are further supported by related studies by Al-Masaeed (2023) and Narayana et al. (2024), which emphasized that directive utterances in public discourse are commonly moderated by politeness and audience-oriented strategies. The studies further explain that speakers in institutional and public settings use language strategically to

encourage cooperation, maintain authority, and foster interaction, as evidenced by the communication practices of the event hosts examined in this study. Overall, the use of varied speech acts contributed to effective audience interaction, smooth program management, and engaging event communication

2. The data reveal that event hosts commonly employed both positive and negative politeness strategies to maintain respectful and engaging communication with the audience. Negative politeness was evident in polite instructions and requests, showing the hosts’ effort to avoid imposing on participants while maintaining program order. Meanwhile, positive politeness was frequently observed through expressions of gratitude, welcoming statements, inclusion, and reassurance, which helped establish rapport, warmth, and a sense of belonging among the audience. The findings strongly support Brown and Levinson’s Politeness Theory, which posits that speakers use positive and negative politeness strategies to manage face-threatening acts (FTAs) in interaction. The frequent use of negative politeness in directives aligns with Brown and Levinson’s claim that speakers soften

impositions to protect the listener's negative face or freedom from coercion. Similarly, the use of positive politeness strategies supports the theory's assertion that speakers establish solidarity and closeness through expressions of appreciation, inclusion, and friendliness. The present findings are consistent with the study of Haryanto et al. (2024), which examined politeness strategies in the political talk show Mata Najwa and found that positive politeness was the most frequently employed communication strategy. Expressions of familiarity, appreciation, and inclusion help speakers build and maintain social relationships while reducing face-threatening acts in communication. Similarly, the present study revealed that event hosts frequently utilized positive politeness strategies through welcoming remarks, gratitude, reassurance, and inclusive expressions to establish rapport and maintain audience engagement. Furthermore, the use of negative politeness through polite instructions and requests reflects the hosts' effort to maintain order while showing respect to the audience. Overall, the findings suggest that politeness strategies play a significant role in creating a friendly, respectful, and interactive atmosphere during event hosting.

3. The findings show that discourse markers played an important role in organizing and sustaining the flow of communication during event hosting. Additive and transitional markers such as "and," "so," and "now" were commonly used to connect ideas and smoothly shift from one program segment to another. Directive markers like "let's" and "please" encouraged audience participation and guided audience behavior politely. Expressive and interactional markers such as "thank you," "ladies and gentlemen," and "alright" helped establish rapport, maintain audience attention, and reinforce the host's role as facilitator of the event. The findings are also supported by Farahani and Ghane (2022), who found that discourse markers organize spoken discourse, manage interaction, and maintain listener comprehension. Overall, the use of discourse markers contributed to coherence, audience engagement, and effective program management.

4. The findings indicate that event hosts employed various engagement techniques to maintain audience participation, interaction, and enthusiasm throughout the program. Code-switching enhanced relatability and comprehension among multilingual audiences, while acknowledgment and recognition strengthened social connection and appreciation. Directive-based engagement and interactive questioning encouraged audience participation and guided behavior effectively. Additionally, energy checks, humor, and light banter created a lively and enjoyable atmosphere that reduced social distance between hosts and participants. Narrative transitions and game facilitation also helped sustain program flow and audience involvement. The dominance of interactive engagement aligns with Zainuddin et al. (2025), who highlighted that effective hosts balance structured delivery with audience interaction to sustain rapport. Moreover, the integration of humor and improvisation is consistent with the findings of Dedace et. al (2023), who affirmed that such strategies enhance audience connection and communicative impact. Overall, these engagement techniques contributed to effective communication and interactive event hosting.

5. The findings reveal that turn-taking strategies played a significant role in maintaining organized and interactive communication during event hosting. Hosts managed speaker selection by directing attention to specific participants, ensuring

smooth coordination of program activities. Participation was encouraged through audience invitations and collective responses, which promoted interaction and engagement. Transition cues were also used to signal shifts between segments and maintain the continuity of the program. Meanwhile, feedback and closure expressions helped conclude speaker turns politely and acknowledge audience participation. The findings of the study are strongly supported by recent studies which confirm that turn-taking is a structured and goal-oriented process in communication. The presence of initiating participation, particularly through question-response and directive strategies, is consistent with the findings of Fatimah, et al (2025), who emphasized that turn-taking and adjacency pairs help organize interaction and maintain coherence in online discourse. Overall, the use of turn-taking strategies contributed to effective interaction management and audience involvement throughout the event.

6. The findings indicate that event hosts performed multiple communicative roles to ensure effective program management and audience engagement. Hosts actively encouraged participation and enthusiasm through audience engagement strategies, while instruction and facilitation roles helped maintain order and guide audience behavior during the event. Information-giving functions were also evident through announcements, reminders, and updates relevant to the program. In addition, hosts established rapport and entertained the audience through humor and personalized remarks, which helped create a friendly and interactive atmosphere. The role of the host in facilitating engagement and entertainment is consistent with the study of Li, et al. (2025) showing that the use of humorous language significantly enhanced audience engagement by positively influencing their enjoyment. The findings align with studies on classroom discourse of Muluneh, et al.(2025) which highlight the facilitator role of communicators in sustaining interaction and participation. The Ethiopian tertiary EFL study demonstrated that teachers facilitate communication through informing, questioning, and feedback strategies that guide learner involvement. Likewise, the event hosts in the present study acted as facilitators by encouraging audience participation, managing interaction, and maintaining audience engagement throughout the program. Overall, these communicative roles demonstrate the importance of flexibility and interpersonal skills in successful event hosting.

7. Table 7 presents suggested learning activities and instructional materials highlight the importance of socio-pragmatic and interactional features in developing learners' communicative competence in event hosting. The findings suggest that speech acts, politeness strategies, discourse markers, engagement techniques, interaction management, and role performance contribute to the enhancement of pragmatic, sociolinguistic, and public speaking skills. Through simulations, role-playing, script-writing, and interactive speaking activities, learners are provided with meaningful opportunities to practice appropriate language use in real-life communication contexts. Furthermore, the use of targeted instructional materials such as modules and activity sheets may help strengthen learners' confidence, audience interaction skills, and overall event-hosting performance.

## Conclusion

1. Event hosting discourse is socio - pragmatic in nature because hosts strategically use speech acts, politeness strategies, and discourse markers to manage interaction, maintain respect, and ensure effective communication during live events.

2. Event hosts effectively use language as an interactional tool to manage participation, sustain audience engagement, organize communication flow, and achieve communicative goals during the event.

3. Authentic event discourse may serve as an effective instructional resource in teaching Oral Communication and Effective Communication because it provides learners with authentic and practical examples of real-life language use and audience interaction.

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