Analysis of Persuasive Language and Speech Acts used by Entrepreneurs in Dragons'Den
วิเคราะห์การใช้ภาษาโน้มน้าวใจและวัจนกรรมของผู้เข้าแข่งขัน ในรายการดรากอนเดน

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Abstract

This article aimed to study the Persuasive Strategies and Speech Acts used by the entrepreneurs in Dragons' Den the 17th Series from Episode 1 to Episode 10, and to identify the use of Persuasive Strategies and Speech Acts used in Dragons' Den. The data was collected from 10 video clips in Dragons' Den which is in the 17th Series from Episode 1 to Episode 10 in the first three minutes of pitching by the entrepreneurs in Dragons' Den Channel. This mixed-method study utilized both quantitative and qualitative research including investigating the frequency of Persuasive Strategies and Speech Acts in each clip. Moreover, all transcribed speeches were analyzed qualitatively by using the Persuasive Strategies theory used by Lucas (2009) and the theoretical framework of Speech Acts used Searle by (1979). From the study, it was found

that the most of Persuasive Strategy used by the entrepreneurs was Logos which was the highest frequency, followed by Ethos and Pathos which was used to persuade the Dragons. Furthermore, the highest frequency of Speech Acts was Assertives, followed by Commissives, Expressive and Directives respectively. However, Declarative was only one strategy of Speech Acts that was not presented in the pitch. Furthermore, the language strategies including persuasive language and speech acts could persuade the judges to accept the xentrepreneurs' presentation that their projects could be further developed the business.

Keywords: Persuasive Language, Speech Acts, Dragons' Den

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการใช้กลยุทธ์การโน้มน้าวใจและวัจนกรรมของ
ผู้เข้าแข่งขันในรายการดรากอนเดน ชุดที่ 17 ตอนที่ 1 ถึง 10 และวิเคราะห์การใช้กลยุทธ์การ
โน้มน้าวใจและวัจนกรรมในรายการดรากอนเดน โดยเก็บข้อมูลจากวิดีโอคลิปจำนวน 10 วิดีโอ
คลิป ในรายการ ดรากอนเดน ชุดที่ 17 ตอนที่ 1 ถึง 10 ในช่วงสามนาทีแรกของการนำเสนอ
แผนทางธุรกิจของผู้เข้าแข่งขัน งานวิจัยชิ้นนี้เป็นงานวิจัยแบบผสมผสานเชิงปริมาณและ
เชิงคุณภาพ ซึ่งประกอบด้วยการหาค่าความถี่ของกลยุทธ์การโน้มน้าวใจและวัจนกรรม รวมถึง
การวิเคราะห์เชิงคุณภาพของถ้อยคำที่ใช้ในการนำเสนอแผนทางธุรกิจในแต่ละวิดีโอคลิป
โดยใช้ทฤษฎีกลยุทธ์การโน้มน้าวใจของ Lucas (2009) และใช้ทฤษฎีกรอบแนวคิดวัจนกรรม
ของ Searle (1979) ผลการศึกษาพบว่าผู้เข้าแข่งขันใช้กลยุทธ์การโน้มน้าวใจโดยใช้ตรรกวิทยา
มากที่สุด ตามด้วยทัศนคติและความเชื่อ และการใช้ความรู้สึก (Pathos) ในการโน้มน้าวใจ
ในด้านของวัจนกรรมพบว่า ผู้เข้าแข่งขันได้ใช้วัจนกรรมบอกกล่าวมากที่สุด รองลงมาคือ
วัจนกรรมผูกมัด วัจนกรรมแสดงความรู้สึก และวัจนกรรมสั่งการ ตามลำดับ วัจนกรรม
แถลงการณ์เป็นวัจนกรรมเดียวที่ไม่ปรากฏในการนำเสนอแผนทางธุรกิจของผู้เข้าแข่งขัน กลวิธี
ทางภาษาดังกล่าวทั้งภาษาในการโน้มน้าวใจและวัจนกรรมสามารถทำให้กรรมการยอมรับการ
นำเสนอจากผู้เข้าแข่งขันและสามารถทำให้กรรมการเชื่อถือว่าสิ่งที่นำเสนอนั้นสามารถต่อยอด
ในธุรกิจต่อไปได้

คำสำคัญ: ภาษาเพื่อการโน้มน้าวใจ, วัจนกรรม, ดรากอนเดน

Introduction

Generally, language is an indispensable tool for communication because people use it to communicate to each other and deliver their thoughts or what they want to others in many purposes which depend upon circumstance such as declaring, teaching, educating, entertaining or even offering or persuading. Additionally, it can convey facts, or express emotions, especially express opinion to get something happen such as, requesting, commanding or advising (Department of Thai for Communication, Faculty of Humanities, University of the Thai Chamber of Commerce, 1998, p.4).

In addition to this, persuasive language is one of language tools which is used to convince addressees, it is divided into three categories: Logos, Ethos, and Pathos respectively. Firstly, Logos refers to convincing by using rational argumentation. Secondly, Ethos refers to persuasion by using reliability and credibility of the speaker. Lastly, Pathos is a way that a speaker tries to induce other people by using emotion in speaking (Aristotle, 1967). Deephadung (2006) mentions that the audiences' action which occurs when the speaker produces utterances which is called "speech acts". It conveys intention of speakers via utterances. Speech acts can be divided into five different types; Assertives, Directives, Commissives, Expressives and Declaratives respectively. Searle (1979) explains the definition of each type of speech acts as follows; first, Assertives refers to giving addressees' information or stating something. Second, Directives involves that the speakers want the addressees to do what they want by using the utterance as a tool. Third, Commissives is about the speakers promise the audiences that they will do something in the future. Fourth, Expressives relates to emotions, feelings and attitudes of the speakers toward the audiences. Last, Declaratives refers to declare something to change the status of something or phenomenon respectively.

In this day and age, there are many television shows which are broadcasted. It relates to sports, sitcoms, documentaries, cartoons, traveling or holidays or even entrepreneurs which have various versions on global such as Startup, Shark Tank, Planet of the Apps, Billion Dollar buyer, Small Business Revolution and Silicon Valley. Moreover, Dragon's Den is one of the most famous reality shows in a BBC television shows. Dragons' Den has been well known around the world. It is firstly broadcasted in January 2005 on the UK's BBC Two. It became popular in British in version Dragons' Den. The pitchers are normally product designers or service operators who invent potentially profitable business idea, but who lack budget (BBC, 2020). The show is successful by giving the golden rule to both Dragons and contestant persuasive pitches, wheeling and dealing. Firstly, pitchers get three minutes to introduce themselves and describe their business ideas. After that, the five Dragons can ask questions freely for more details of business. Finally, the Dragons can express themselves "out" freely if they are not satisfied with business. They can accept the business ideas if it is worthwhile to invest their financial needs (García-Gómez, 2017).

According to the reasons as mentioned in the above, the researcher has a curiosity of studying how the entrepreneurs use persuasive language to persuade the Dragons and investigate the frequency of speech acts used in Dragon's Den.

Objectives of the Study

1. To study persuasive strategy and speech acts used in Dragons' Den

2. To analyze the use of persuasive strategy and speech acts in Dragons' Den

Literature Review
Strategies of Persuasion

The way to success in persuasion is various and different. Johnstone (1989) states that persuasive strategies consist of three types namely; quasilogic, presentation and analogy respectively. Lucas (2015) illustrates that in the persuasion of quasilogical, the speaker uses lexical and structures in formal logic to produce the rhetorical impression as a logical argumentation. The strategy of presentation is used to persuade by using the flow of rhythm in words and sounds. The last strategy is analogy which is used to resemble between the present topics and past vibes. In addition, there are three strategies including Ethos, Logos and Pathos as follows:

1.1 Logos (Logic)

Aristotle (2007) mentions that 'Logos' consists of evidence and reasoning which are produced to assert the speaker's persuasion in term to support materials of evidence are composed of example, statics, and evidence which can be used to verify or disprove something. Furthermore, the evidence is an important part to achieve the reasoning because the reasoning is made up on evidence.

1.2 Ethos (Character)

According to Aristotle (2007) states that Ethos is the ways which can make the speaker become persuasive consist of three reasons: 'good will', 'practical wisdom' and 'virtue'. Lucas (2009) gives the details that the speaker's credibility or Ethos is composed of two main factors; first, competence relates to expertise, intelligence, knowledge and sincerity of the speaker, second, character relates to how the audience consider sincerity, trustworthiness, prestige, and physical appearance of the speaker.

The persuader convinces the audiences by their moral character to confirm his confidence. Furthermore, the persuader can persuade the audiences by the character in basic ground i.e., the persuade relate himself to the value, experiences, attitudes and be amiable. Describing their background is one of the persuasive ways of Ethos that the speaker chooses to convince the audience such as their competence, opinion and experience on the topic.

1.3 Pathos (Passion)

One of the ways that speakers use to convey their purposes of the speech is Pathos which refers to feeling or passion. What the speaker says or does should be pledged by himself. Otherwise the audiences wouldn't be pledged. It is the ways to express feeling and sympathy or suffering (Thompson,1998). In addition to this, the speakers can persuade the audiences "when they are led to feel emotion by the speech". Lucas (2015) records some of emotions in mind consist of calmness, anger, friendly feeling, enmity, fear, shame, shamelessness, pity, emulation, love, goodwill, favor, indignation, envy, contempt, etc.

Concept and Theory of Speech Act

Additionally, speech act is a part of pragmatics that involves an action which occurs when speakers or writer gives an utterance to hearers, readers or recipients in any context. Speech act can be classified into many parts which depend on addresser's intention. For example, assertive, commissive, directive, and question etc. (Deephadung, 2006, p.175, Crystal 1992, p.390, and Yule, 1996, p.14).

John R. Searle's Speech Act Concept

Searle (1979, p.12) divided speech acts into 5 different types followed by:

1. Assertives emphasizes that the speakers believe in the truth of everything, so the speakers want to tell others that information which will be useful for hearers such as, saying, stating, asserting, concluding or reporting etc. In addition, this speech acts can also be benefit for the speakers. For example, boasting – It gives the hearers information, but it also can please the speakers in the same way.

2. Directives illustrates the speakers' attempt that they want the hearers do something for the profit of speakers. The emphasis of the utterances depends on social status and relativeness between speakers and hearers such as, commanding, requesting, suggesting or recommending etc.

3. Commissives is the utterances which were used to express that they will do something for the hearers in the future. For instance, promising, vowing, offering, reassuring, intending, threatening etc.

4. Expressives demonstrates emotion, feeling and attitude of speakers toward the audiences or something surrounded them. The speakers don't want the audiences neither doing anything nor knowing important information. For example, greeting, welcoming, apologizing, thanking or warning etc.

5. Declaratives uses to declare for doing something. It changes the status of person, things or phenomenon. It clearly expresses the intention of the speakers and it is always used in high formal context. For instance, appointing, nominating, firing from employment or sentencing to imprisonment etc.

Furthermore, Inthajak (2007, p.52) and Kheawma (2008, p.16) describe that speech act is a condition to analyze circumstance of language use which

is semi-formal or lower than that. There are four main condition as follows:

1. Propositional content condition is a rule of content expression. It consists of noun, predicate and verb which contain time expression. In this speech act, the speakers must select content and utterance which involves promising. The promising must only relates to acts or event which occurs in the future. The speakers must also produce the utterance by themselves.

2. Preparatory condition is a basic rule which indicates the types of speech acts. It is successful in the appropriate context only. In the Commissives, the speakers must consider that promising should only enhance the audiences and should not involve something usual. For example, the speakers cannot promise that the sun will rise in the east in the morning because it is natural phenomenon which occurs in daily life.

3. Sincerity condition is the utterance which is produced with strong and honest intention of the speakers. If the speakers lack of intention, the utterance will not be successful.

4. Essential condition is that the speakers attempt to succeed in expression of intention. It is intention that the speakers do something which relates to the Commissives.

Dragons' Den

Dragons' Den is one of the TV shows which was created by BBC. Japan is the first country which the show launched. In nowadays, it is airing in many countries around the world. It becomes popular in British version "Dragon's Den" (García-Gómez, 2017). The contestants are commonly innovators who lack of money to invest in their businesses and the five Dragons are businessman who willing to invest their own money in exchange for equity (BBC, 2020).

In the section of the rule for the contestants and dragons is followed

by:

For the first rule, the pitch which refers that the contestants must start with introducing their names, business name, the amount of money they want to get from the dragon and the equity percentage which will be given back to the company. They have three minutes for pitching. If it is over, the dragons can stop the pitch in any time. But at the first of pitch, the dragons cannot interrupt.

For the second rule, the Q&A or Question and Answer, it is that the pitchers do not have to answer any question asked, but the ways that they choose to do or do not might affect their outcome. For example, if they reject to proclaim the profit outcome, they may ask the dragons any question to make the decision whether they are the appropriate investors of their business.

The third rule is Opting Out. It means the contestants' time will be over after the all five dragons have pronounced the word "out". In the same time, he or she who declared themselves "out", they cannot participate in the negotiation even though it is interesting. They should be quiet and let the others to convince the negotiations.

The fourth rule is investments. The contestants must firm their amount of money they asked for at the beginning of the pitch. If one of the dragons offers less than beginning of the pitch, they should remain their amount. Each contestant must get the full money they asked for or they exist of the show by empty. The contestants can gain more money than they asked at the beginning of the pitch.

The fifth rule is multi-dragons investments. Each dragon works as an individual investor. The dragon can invest the business idea less or more than their own money. It is up to the persuasion of the contestants. Therefore, the contestant can find the money from the five dragons to make a full amount required.

Theoretical Framework for the Study

The theoretical framework for this study were the theories of Persuasive Strategy of Aristotle (2007, as cited in Lucas, 2009) consisting of Logos, Pathos, and Ethos and Speech Acts by Searle (1979) including Assertives, Directives, Commissives, Expressives and Declaratives were utilized as a framework in this research. These theories were mainly used to analyze the data from the Dragons' Den, Episode 1 to Episode 10 Series 17th at the first three minutes of pitching.

Persuasive Strategy is the way that speakers use to convince addressees by using lexical and structures in formal logic to make rhetorical impression as a logical argumentation (Lucas, 2015). According to Aristotle's Persuasive strategy (Lucas, 2009), it is classified into three categories as follows:

1. Logos refers to evidence and reasoning which is used to support the idea to persuade addressees such as statistics, example and evidence etc.

2. Pathos refers to the way which the speakers used to convince the addressees by using feeling or passion of speakers. For example, friendly feeling, fear, shame and envy etc.

3. Ethos means that the speakers use their good will, practical wisdom or virtue to convince the addressees such as expertise, intelligence, knowledge or sincerity etc.

In aspect of Speech Act, it is the mean that the hearers do after the speakers produced utterances in any context. It is cited by Searle (1979) which composes of five types as follows:

1. Assertives which means that the speakers believe in the truth, and they want to give the information to the addresses.

2. Directives refers to the way that the speakers have the addressees do something in order to the speakers' profit such as commanding, requesting, suggesting or recommending etc.

3. Commissives which is used to express their commitment that they will do something for hearers in the future such as, promising, vowing, or offering etc.

4. Expressives refers to the ways that speakers use to express their feeling such as greeting, welcoming, apologizing or thanking etc.

5. Declarative which is the utterance produced by the speakers in order to change the world such as appointing, nominating, firing or sentencing etc.

Methodology

The purposes of this research were to study Persuasive Strategy and Speech Acts used in Dragons' Den and to analyze the used of Persuasive Strategy and Speech Acts in Dragons' Den. This chapter aimed to describe the research methodology including population of the study, data collection and data analysis.

Population and Sample

The population in this research was the clips of BBC from Dragon's Den. The samples were the 1st to 10th episode in the 17th Series of UK. All contents deal with pitching in Dragon's Den. For all parts, every part has specific content and theme. The selected clips were purposive sampling in series 17th, the newest contagious Episode 1 to Episode 10 which is broadcasted.

Data Collection

In this study, the researcher collected the data and it was divided into two steps by using the framework as follows:

1. Transcribe the speech from the clips of Dragon's Den, Episode 1 to Episode 10 in series 17th. The clips were transcribed only the first three minutes of contestant' pitch in each clip.

2. Underlying the words, phrase or sentences that show persuasive language and speech acts in each clip.

3. Investigate the frequency of persuasive strategies and speech acts in each clip.

4. Analyze the use of persuasive strategies and speech act into descriptive analysis.

Data Analysis

This research was a mixed-method research. The research analyzes the data quantitative and qualitatively based on the theory of Aristotle's Persuasive Strategy (Lucas, 2009) and Speech Acts (Searle, 1979).

The researcher classified and categorized the types of the persuasive strategies and speech acts into groups of meaning. This statistic in analyzing of persuasive strategy and speech acts in this research consists of percentage and frequency.

In analyzing the persuasive strategies and speech acts, content analysis is used by the researcher.

Results
Persuasive Strategies

The theory of Persuasive Strategy used in this research was collected from Aristotle's Persuasive Strategies (Lucas, 2009) and it consists of Ethos, Pathos and Logos respectively. The tables below show the frequency that the entrepreneurs used Persuasive Strategies in pitching as

follows:

Table 1 The overall use of Persuasive Strategies in Dragon's Den The
Series 17 from Episode 1 to Episode 10

Persuasive Strategy	Frequency	Percentage
Ethos	21	19.44%
Pathos	16	14.81%
Logos	71	65.74%
Total	108	100%

With reference to Table 1, it revealed overall of Persuasive Strategy
which used from the 1st Episode to the 10th Episode. The greater number
of frequencies accounted for 65.74% for Logos, followed by the percentage
of Ethos which accounted for 19.44%, and the last type of Persuasive
Strategies which was used by entrepreneurs was Pathos, it accounted for
14.81%.

Speech Acts

The analysis of Speech Acts which is used by each contestant is
based on the theory of Searle (1979). It consists of Assertives, Directives,
Commissives, Expressives and Declaratives respectively.

Table 2 The Overall Use of Speech Acts in Dragon's Den the Series 17 from Episode 1 to Episode 10

Types of Speech Acts	Frequency	Percentage
Assertives	90	65.69%
Directives	9	6.56%
Commissives	26	18.97%
Expressives	12	8.75%
Declaratives	0	0.00%
Total	137	100%

Table 2 revealed that the greater number of frequencies of Speech Acts which used by all entrepreneurs was Assertives and accounted for 65.69%. The percentage accounted for 18.97% for Commissives. In addition, Expressives was used, and it accounted for 8.75% and followed by the percentage which accounted for 6.56% for Directives. On the other hand, the type of Speech Acts which was not presented by all entrepreneurs was Declaratives and accounted for 0%.

Discussion

The results from this support are in aspect of Persuasive Strategies (Amakali, 2016) and Speech Acts (Tala'a, 2015) which used by the entrepreneurs in the show. The pitchers know how to use Persuasive Strategies and Speech Acts to persuade the dragon via their expression professionally as follows:

Persuasive Strategies

Aristotle's Persuasive Strategies which was classified by Lucas (2009) composes of Logos, Pathos and Ethos respectively. Logos is employed by using evidence and reasoning. Evidence consists of example, statistics or evidence respectively and reasoning composes of specific instances, principle, analogical reasoning and casual reasoning respectively. As well as ethos is the way used to persuade by using good will, practical wisdom and virtue. Pathos is used to persuasive by employing emotion such as calmness, anger, friendly fear or shame etc.

Logos

The entrepreneurs use this persuasive strategy to persuade the dragons by using reason and evidence to support their business ideas. The samples are as follows:

"...So, since trading <u>six months ago</u>, we've turned <u>over five hundred and forty-five thousand pounds</u> with a thirty percent gross profit margin and a twenty percent net profit". (Davis & Watt, 2019, Extract 1)

"Dragons, <u>did you know that in the UK every single year, consumers overpay for mobile phone contracts</u>? They don't know what they use, so they don't know what to buy and the market is deliberately complicated." (Davis & Watt, 2019, Extract 2)

"<u>Following my own diagnosis and treatment with skin cancer six years ago</u>, it led me to have a light bulb moment. I needed to wear sun protection every day, but also like to have some colour." (Davis & Watt, 2019, Extract 3)

Due to the above samples, the pitchers used Logos in aspect of evidence. They used statistics of their achievement to persuade the dragons. For instance, the entrepreneurs mentioned "six months ago,", "did you know

that in the UK every single year, consumers overpay for mobile phone contracts?", and "Following my own diagnosis and treatment with skin cancer six years ago," which is the period of time to show what they do. Furthermore, they also demonstrated the positive side from their evidence. For example, the pitchers mentioned about the income they have gained in pounds and percentage from profit. Additionally, this finding is in line with the theory of Aristotle (1967) that it uses statistics as evidence to help support their speech more effectively. In addition, this persuasive strategy was used the most in the show at 21 time or accounted for 19.44%. It could be guarantee that the total number use by the entrepreneurs to show their thoughts and feelings towards persuasive language to convince the dragons in the show to trust or believe in their speech.

Pathos

Through the speech, the entrepreneurs used Pathos to convince the dragons as well as to emphasize the importance of certain point in their pitching. It involves emotion and express their mind. The entrepreneurs used Pathos in the pitching as shown in the following statements:

"… Thank you very much for your time if you have any questions please feel free to ask and we'll answer the best we can. Thank you". (Davis & Watt, 2019, Extract 4)

"When they were surrounded by a mountain of chocolate that had been given by well-meaning relatives. I thought, well, maybe I should see if I could find a healthier chocolate alternative that we could all enjoy." (Davis & Watt, 2019, Extract 5)

".. so they actually compliment great drinks and we're already selling our range into some of the best beer bars, wine bars, delis and bottle shops where we're establishing a premium snack brand the partners with the

very best drinks bath." (Davis & Watt, 2019, Extract 6)

From the samples above, the entrepreneurs used Pathos to convince the dragons by expressing their friendly feeling and goodwill. From the sample above, the entrepreneurs began using phrases "Thank you very much," "I thought, well, maybe I should see if I could find a healthier chocolate alternative that we could all enjoy," and "so they actually compliment great drinks," to show their kindness for all the dragons at first. Moreover, this strategy also makes the dragons feel relax and do their pitching continuously and smoothly. Furthermore, the entrepreneurs used other words and phrases to help the dragons feel less stressful by using "please feel free to ask and we'll answer the best we can." In addition to this, it could confirm the work of Aristotle (2007) that it helps the dragons to feel comfortable to ask the entrepreneurs if they need more suggestions and helps.

Ethos

Character of the entrepreneurs is known as ethos. It consists of the pitcher's credibility which involves their intelligence, knowledge and sincerity. Furthermore, background is one of the ways that they can use to persuade the dragons. Due to the entrepreneurs' pitching, they used Ethos to persuade the dragons in the pitching:

"Hi, I'm Wayne and I'm the founder of Reehook and I'm looking for £50,000 for a 15% share in the company." (Davis & Watt, 2019, Extract 7)

"Hello, I'm Katy and this is Gillian and we are the founders of Tan Cream - the ultimate safe way to tan. We're here today to ask for £75,000 for 10% of our amazing business." (Davis & Watt, 2019, Extract 8)

"Okay, my name is Alex Hall. I'm the founder of the Big O were looking for a hundred and fifty thousand pounds worth of investment for a 15% stake in our company." (Davis & Watt, 2019, Extract 9)

The pitchers used their credibility and sincerity to persuade the dragons. Due to the samples above, it shows that the entrepreneurs tried to show their qualifications that can support the dragons if he or she wants to work with them. Moreover, these strategies can be used to persuade the dragons to be in the team because the background and qualification of the entrepreneurs might be affected to the dragon's decision. It echoes the work of Lucas (2015) that if the speakers their calmness, friendly feeling, love or goodwill, it will be influenced to the audiences. From this reason, if the entrepreneurs use this strategy, it can encourage the dragon to get involve with the entrepreneurs from their speech.

Speech Acts

Speech Acts is the utterance which is produced by the speaker to get someone to do something what they expect. It is divided into five types: Assertives, Directives, Commissives, Expressives and Declaratives (Lucas, 2009). From the data, all the Speech Acts are used by the entrepreneurs in pitching but the only one which is not presented is Declaratives. Consequently, every types of Speech Acts are shown in this section except Declaratives.

Assertives

The entrepreneurs in Dragons' Den used Assertives to tell the dragons about the information which is helpful to decide to invest in their business ideas. This type of Speech Acts was used to pitch in the highest frequency. Furthermore, it is found in all the pitching. In the following statements:

"…They <u>don't know</u> what they use, so they <u>don't know</u> what to buy and the market <u>is</u> deliberately complicated." (Davis & Watt, 2019, Extract 10)

"…I need to wear sun protection every day, but also like to have some colour." (Davis & Watt, 2019, Extract 11)

"…Rehook is the original tool that gets your chain back on your bike without the mess." (Davis & Watt, 2019, Extract 12)

From the example, the pitchers used Assertives to describe about the target group of their business ideas to the Dragons. The pitchers compared other people's abilities comparing with him or her. In this strategy, this relates to the work of Searle (1979) that the pitcher as the speaker wants to show useful information to audiences. Furthermore, it might be beneficial to the speakers. As mentioned earlier, the pitchers show that other people do not know exactly what to use and what to buy, other people must believe and agree in the pitcher's speech.

Directives

Directives is the way that the contestants used it to get the Dragons to do something whatever they want. It involves commanding, requesting, recommending or suggesting (Searle, 1979). Directives was found at 6.56%. The frequency of it is the nearly last of the speech acts.
In the following statements:

"… Just look in the camera first. You can see which one has got the sun protection on and which one hasn't." (Davis & Watt, 2019, Extract 13)

"…if you have any questions please feel free to ask and we'll answer the best we can. Thank you." (Davis & Watt, 2019, Extract 14)

I have a telephone with me if any of you would like to try the service and see for yourself. (Davis & Watt, 2019, Extract 15)

From sample statements, the pitchers directed the dragons to the points they wanted the dragons to focus in including; "Just look in the

camera first", "please feel free to ask and we'll answer the best we can", and "if any of you would like to try the service." Firstly, the main reason is that looking at the camera reflects to reality. For example, the pitcher shows the advantage for a person who has got the sun protection and the disadvantage for a person who has not got the sun protection. This reveals that the pitchers want the entrepreneurs to accept their negotiation because it brings only profit to them.

Commissives

Commissives is a type of Speech Acts which is used for committing the entrepreneurs to some future action. It relates promises, threat, refusal etc. (Searle, 1979). Commissives is the second most frequency which is used by the contestants in all episode which account for 18.97%. The following statements show that the entrepreneurs used Commissives in the pitching:

"… when <u>we come to you today asking for fifty thousand pounds for a ten percent share</u> in our business". (Davis & Watt, 2019, Extract 16)

"…<u>I'm here today to ask for an investment of £250,000 for a 2.5% equity share</u> in our business, Yboo Limited." (Davis & Watt, 2019, Extract 17)

"…<u>I'm here today to ask for £75,000 in exchange for 7.5%</u> of my business, Pure Heavenly Ltd. Now," (Davis & Watt, 2019, Extract 18)

The data show that the pitchers used Commissives to show the data about business by showing through percentage. From the first sample, the entrepreneurs promise the Dragons that they will get back the portion for ten percent of the business if the Dragons invest in their business. For instance, the pitchers give promise to the entrepreneurs whether they will agree or not.

Expressives

Expressives is the Speech Acts type which concerned about emotion for instance greeting, welcoming or thanking etc. (Searle, 1979). Additionally, the third most frequency of the use of Speech Acts is found in Expressives accounts for 8.75%. The pitchers used it to express their emotion such as pleasure, joy and thanking etc. It can be seen in the following statements:

For example, Stephen Conway,the fourth entrepreneur who is the founder of Rehook company, one of the entrepreneurs used it at the end of the pitch.

"... Thank you for your time". (Davis & Watt, 2019, Extract 19)

"Thank you for listening." (Davis & Watt, 2019, Extract 20)

"Thank you very much for your time" (Davis & Watt, 2019, Extract 21)

From this sample above, the entrepreneurs used Expressives at the end of their pitching and felt thankful to the Dragons before going to end the pitch. The above samples supported by Searle (1979) who mentioned that it is about emotion, feeling and attitude of the entrepreneurs that they do not want the pitchers to know some important information. For instance, "Thank you for your time," is an example of thanking that the entrepreneurs use to end up the conversation.

Conclusion

This research is a mix-method research that aimed to study Persuasive Strategies and to identify the types of Speech Acts used by the entrepreneurs in Dragon's Den from the 1st to the 10th Episode in the 17th Series. The results illustrated that the major type of Persuasive Strategies used by entrepreneur was Logos, and it accounted for 65.74%. However, the most second use was Ethos which accounted for 19.44% and followed by

Pathos which used in the pitching accounted for 14.81% respectively.

Regarding to Speech Acts, it is classified into five categories: Assertives, Commissives, Directives, Expressives and Declaratives respectively. The results revealed that the entrepreneurs used Speech Acts type including Assertives, Commissives, Directives, Expressives except Declaratives. Furthermore, it illustrated the three most frequency types of Speech Acts are Assertives, Commissives and Expressives. The highest frequency was Assertives which the percentage accounted for at 65.69% and followed by the percentage which accounted for 18.97% for Commissives. Lastly, the last most frequency of Speech Acts type which used by the entrepreneurs was Expressives accounted for 8.75%. To sum up, Persuasive Languages and Speech Acts are ways of language communication that can be used to communicate and express thoughts and feelings of the speakers such as requests, promises, apologies, suggestion or offers that aims to responses their purposes. In conversation or negotiation towards the entrepreneurs and the dragons in the show, they try to make their statement more efficiently, productively and powerfully. Therefore, they all used language and it the performance of several strategies from their aspects and intention.

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