

An Analysis of Moral Values Found in Shah Rukh Khan's Speech at the University of Edinburgh's New College

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ABSTRACT

The purpose of the research is to outline the values found from Shah Rukh Khan's speech at the University of Edinburgh's New College in 2015. This study employs a descriptive and qualitative methodology, drawing on Hornby's moral values theory to determine the form of values in each sentence, phrase, and clause that Shah Rukh Khan lectured. The result showed that there were 6 of the 11 types of moral values captured. The six kinds of moral values have been established by this study cover thankfulness, bravery, humbleness, kind-hearted, steadfastness, and love and affection. The most dominant values captured in Shah Rukh Khan's speech is bravery, captured in 5 utterances.

Keywords: *Speech, Moral, Values, Analysis*

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Introduction

Communication and engagement are essential to human existence. There must be appropriate and inappropriate behaviors in every aspect of human interaction. Values can be used to describe it. Human values often refer to morality and the widely recognized distinction between right and wrong in terms of conduct, demeanor, and standards. (Hidayati and others, 2021). According to Misra et al. (2019), values are the personal philosophy of life that includes our goals, beliefs, and methods of thinking as well as the principles that guide our actions. Since values are applicable on all levels and each individual has unique values that may differ from others', reflecting their personalities and influencing their lives, one may understand other people's values to prevent misunderstandings (Sundaram, 2013). The results of interpersonal interactions are now not only normal, but also necessary (Prayatni et al., 2019). According to a number of studies, human values can be used as a guide to determine people's value priorities that influence their attitudes and behaviors (Fischer, 2017; Tuulik et al., 2016; Schwart, 2012). They are then applied in society through socially shared, teacher, school, family, organization, environment, and communication (Turkkahraman, 2014).

One of the most important symbols of human culture, language is used by humans as a means of communication (Mahyuni, 2007). Through the use of different language styles, including diction, sentence structure, rhyme, figure of speech, and dimension that are related to a literary work, humans can influence others with their speech (Arifiyanto, et al., 2020, Anggraini, 2016). According to Nasip et al. (2019), a literary work is the outcome of the artist's soul being expressed through their experiences, events, and life values.

Literature Review

Definition of Moral

Morality is something that may be evaluated by observation, according to Barcalow in Fajar (2017); people can ascertain what is. Moral values may be taught, according to a common belief. This suggests that we learn them via our experiences and interactions with other people rather than having them from birth. From a young age, we learn how to share, be honest, and look out for others. As we age, we continue to learn new moral values from our family, friends, and the greater society. Among the media that teach us moral values are movies, television, and books.

Definition of Value

Because values articulate our opinions about how we should behave and the final goals we think are worthy or unworthy of achieving, values and attitudes are inseparable. According to Laursen (2018), the findings center on the value creation process and identify four primary actions that generate value: managing value gathered, influencing people's attitudes, developing knowledge, and constructing infrastructure.

Definition of Moral Value

Thien and Tu (2019) stated that humans are social beings who would die without morality, which defines each person's conduct in relation to the norms and principles of good and bad acts. Moral standards are closely linked to religious and cultural ideals. All faiths teach their adherents to preserve the moral standards of acting morally upright toward God and others at all times. Humans must educate themselves and cultivate their morals in order to become decent people since morality is the most valuable thing in life (Thien & Tu, 2019). This is due to the fact that no human being is flawless from birth.

Classification of Moral Value by Hornby

A moral value is one that has to be distinguished from other values. Any value that has a relationship to other values will be considered high quality. One example of a moral value is honesty, which is meaningless without the application of other values. Economic value relate with purpose value, (Rosyadi, 2004:123).According to Hornby's (2010) idea, moral values may be divided into eleven categories. These included: bravery, thankfulness, humbleness, kind-hearted, steadfastness, love and affection, sympathetic, cooperativeness, trustworthiness, sincerity, and honesty.

Definition of Speech

Speaking in front of a large group of people to express opinions, ideas, or even to share a story about one's life using suitable language, effective body language, and body language can be characterized as speech (Arsjad & Mukti, 1998), in which the audience is the receiver and the speaker is the verbal sender (Nistiti, 2021). Today's address is encased in a storytelling and motivational style, rather than constantly being about a highly official state speech. Consequently, speech as literary works becomes more engaging and entertaining to observe (Ramadhan, N. R., et al., 2021). Shah Rukh Khan is an Indian actor and producer who works in Hindi cinema. He is also known by his initials, SRK. Known as "King Khan" and the "Baadshah of Bollywood" in the media. Shah Rukh Khan offers his perspectives on happiness, prosperity, and life. He is a real master of his trade, having produced more than 80 films and won 14 Filmfare Awards. In 2005, he received the Padma Shri, one of India's highest civilian honors, solidifying his status as one of the world's most significant figures. In this 2015 public talk titled "Life Lessons," which was taped at the New College of the University of Edinburgh.

This study uses Hornby's moral value to find the values in the speech of Shah Rukh Khan entitled "Life Lessons". To find values in a subject of literature, a number of studies addressing values have been carried out. *The Breadwinner* movie indicated that eight of the eleven types of moral values found were courage, humility, honesty, sympathy for others, cooperation, thankfulness, kindness, and love and affection. The most prevalent moral value among all the others was courage (Nurullia, et.al 2023). The moral values are also found in "a walk to remember" novel written by Nicholas sparks. Discovered nine different moral qualities, including courage, honesty, steadfastness, empathy, cooperation, trustworthiness, love, and affection. (Pratiwi, 2019). From speech analysis is also studied to find out values as found in Muniba Mazari's speech *We all are perfectly imperfect*. According to this study, moral qualities may be found in the following forms: humility, bravery, respect, responsibility, honesty, prudence, helpfulness, compassion, teamwork, gratitude, and love and affection. Honesty and helpfulness are two examples of social ideals. (Kurniawati.,et.al, 2022). Different study focus was conducted by Suryati (2018). Her study deals with education values taken from the movie Life of Pi. The results of this research are some educational values in the "Life of Pi" movie like: never give up, grateful, religious, peace, loyalty, diligent, not selfish, purity, respect. Furthermore, there are three benefits of watching "Life of Pi" movie; they are medium of education, medium of entertainment, source of inspiration. Previous studied have identified about the kinds of moral values found in some movies and in a speech. The current study is also in the same focus but with different subject it addresses. Here, it focuses on Shah Rukh Khan, the famous Bollywood actor who has different point of view of defining a life lesson taken from his experiencing of his movies and many stories beyond it that he was inspired by.

Methods

The descriptive qualitative methodology and documentation method are used in this study. An investigative technique that presents and interprets objects as facts is known as descriptive. The documentation approach seeks to get data directly from YouTube video and other materials. Shah Rukh Khan's speech video, "Life Lesson" that consists of sentences, phrases, and clauses, serves as the main source of information. On the other hand, the speech video's transcript serves as secondary data. Primary data is supported by other sources, such as online books, journal references, and other values. The first step in gathering data is to watch the speech video with the English subtitles to gain an understanding of the speech's meaning and context; the second step is to download the speech; the third is to download and print the original transcript to make data collection easier; and the last step is to read the transcript multiple times to become familiar with the words, phrases, sentences, and clauses. The steps to analyse the data include first identifying the utterances (clauses, phrases, and sentences) by providing context for the parts of the utterance that belong to moral values. Then, categorizing the data that has been marked into state of moral value.

Result and Discussion

1. Thankfulness

The trait of being thankfulness is presented in the following utterances:

Utterance 1

"Thank you. Thank you very much everyone. It's a great pleasure today here. Thank you."

Utterance 2

"First of all, it's an honor for me to receive this doctorate today. So thank you everyone who's involved with this."

Those sentences are uttered by Shah Rukh Khan as the opening of his speech. He is gratitude of getting chance to convey his point of view about life. He also feels thankful for attending honorable occasion

involving with the honorable audiences. Therefore, it is a must to be utter at the introduction part of formal occasion.

2. Bravery.

The trait of being bravery is presented in the following utterances:

Utterance 1

“Don’t ever treat your little insanities as if they are aberrations that ought to be hidden from the rest of the world. Acknowledge them and use them to define your own way of living the only life you have.”

Utterance 2

“All the most beautiful people in the world, the most creative, the ones who led revolutions, who discovered and invented things, did so because they embraced their own idiosyncrasies. There’s no such thing as ‘normal’. Normal is just another word for lifeless.”

Utterance 3

“If you ever find yourself cheated of all your money and sleeping on a grave, do not fear, a miracle is near, either that or a ghost.”

Utterance 4

“Don’t let your fears become boxes that enclose you. Open them out, feel them and turn them into the greatest courage you are capable of. I promise you, nothing will go wrong”

Utterance 5

“Instead of trying to protect them from life, the wiser and older version of me grabs every chance to tell them: live as hard as you can in this very moment. Live now. Live today. You may not see it with your youthful eyes, but NOW is as much time as you will ever get.”

Based on the first sentence, it implies that when people have different point of view from the other people, they have to be brave to confess who they really are. No need to be fake among the people. Just find the uniqueness of themselves and develop it and explore it until it has really been good for them. It is also same with the sentence 2 that means everyone is born with their specialty. Do not worry about being different. It can help them to create something new and creative in their life. Sometimes, being “abnormal” can be helpful to get out from their boring life. Once they realize that their “abnormality” vibe will help them to live a life gracefully and they will enjoy their life wholeheartedly. In the utterance 3 is clear to understand that even people are in the worst condition, as long as they have a faith and dare to dream, one day miracle will come into their life. The power of having dream is the last crucial point on his speech about being brave. In utterance 4 is really clear to avoid fear when doing something since it will seize your freedom, your creativity and your extraordinary mind. Finally, in utterance 5, it encourages to grab fast every chance in life. No matter how hard the challenge is, as long as you have a faith and a time within, it will strengthen you.

3. Humbleness

The trait of humbleness is presented in the following utterances:

Utterance 1

“Our values are our values, they don’t make us any better than anyone else, at best they make us different. Always try to see the other person’s truth because like every movie has a story, every human being has one too and you have no right to imagine that yours is better than anyone else’s.”

Utterance 2

“Regardless of how rich, successful and famous you become, don’t ever underestimate the grace that other people bestow upon you just by being the recipient of your kindnesses.”

The utterance 1 means that everyone has their own value. It does not need to argue about their differences since they do their own life. Therefore, no judging them with terrify judgment. Being humble is a must to have in order to keep everyone’s life more calm. It is wisely to confess that everyone has positive sides that we have to agree with and accept. Don’t ever think about being arrogant by claiming no one is perfect except me. Being down-to-earth view of yourself is really wise to live since no body is perfect in this world. In utterance 2, being humble is really helpful for people’ live. The power of humility can activate human’s basic needs, such as to be listened and to be accepted by others.

4. Kind-hearted

The trait of being kind-hearted is presented in the following utterances:

Utterance 1

“Give of yourself to others. And while you’re at it, make sure you realize that you aren’t doing anyone any favors by being kind to them. It’s all just to make you feel that sneaky little twinge that comes from being utterly pleased with yourself.”

Utterance 2

“After all, the one that gets the most benefit out of any act of kindness or charity that you do will always be you.”

This moral value is really helpful to contribute someone’s life better quality. By being generous, people will be more calm and peace. This is what implied in utterance 1. Sacrifice for other people is a nice and a wise thing to do. No kindness will be useless in this world. Even a small kindness will ripple back into your life. By being good and being kind hearted to people, it will return many kindness to the kind givers. It is also implied in utterance 2.

5. Steadfastness

The trait of being steadfastness is presented in the following utterances:

Utterance 1

“Sometimes life’s gifts arrive wrapped in all the wrong damned wrapping, at which point we have to learn to do two things with them: recognize them for what they are and gamble on our fear that they might be disasters.”

Utterance 2

“When life hits you with all the force of its resplendent rage, the Rolls isn’t going to give you comfort. A friend’s grace will, and if you can’t find resolution as easily as you would like to, please don’t panic. Everything evolves as you go along. Even disasters eventually resolve themselves.”

Utterance 3

“Few actors would have willingly switched from romantic heroes to obsessively violent lovers. I took the leap...not because I was particularly brave, but because a very dear director friend of mine sat me down and told me I was extremely ugly.”

“And being ugly necessarily meant – I know, now I know — I do bad guy roles. I wasn’t the romantic hero types, he said, actually he used the words, and that my face was not chocolaty enough.”

“So, I started to eat a lot of chocolate and while waiting for it to take effect, I jumped into bad guy roles. Darr means fear in Hindi and everyone always tells you at speeches like these that you ought to be brave. So I’m not going to bore you with that idea.”

In utterance 1, it means that we have to be aware of the thing comes into our life. The best reaction is by paying attention on it and be aware of each impact possibly coming into our life. Therefore, we can continue to do things in the next step and decide something bravely. In utterance 2, it implies that no need to be panic in situation coming into your life. Just believe that everything will be okay. This mindset must be grown firstly before doing or deciding something. The power of steadfastness mindset is so crucial in the initial step of someone’s life toward many life challenges.

In utterance 3, it means that when Shah Rukh Khan was asked by the film director to change his film role into violent lover, he was claimed that he was too ugly to play the role. Then he tried to do the things until he was deserved to play the role and then he did it. It clearly means that by having good mindset and stable belief of conquering the thing will never be failed. Finally, being constant, faithful and loyal are necessary in life.

6. Love and affection

Utterance 1

“Most importantly, my friends; love yourselves. Embrace all that this life has in store for you, let your heart be as deep as the deepest ocean and as wide as the farthest horizon.”

Utterance 2

“Know that it is limitless. Love is not an excuse to grab or to hold or to own or to barter. It is the only excuse you will ever have to call yourself special. And if someone you love lets you down, don’t fault yourself for not trusting him, fault yourself for not trusting your love enough to forgive his/her trespasses.”

In Utterance 1, it implies that loving yourself first is a must before loving other people. Let all of the things in the world are in your embrace so you will not be terrific. Then you can love the other people after embracing all of the things to make you more satisfying and happier. In utterance 2, it means that by having much love to people will decrease wound in heart. Especially when they make a mistake then we have to give fully forgiveness without any regrets. Because of that huge love remains in heart, no matter how big mistakes/sins they have, it will be nothing for your life.

Impact of Moral Values towards Character Building

From the findings discussed above, it gives many reflections on generation life within character building. From Shah Rukh Khan's moral value speech, it clearly states that before reaching goals in life, it is a must to have such bold characters which need many efforts and sacrifices along the journey. Life is not easy because there are many challenges and problems within life. Therefore, possessing good basic manner or attitude will reach good point not only to survive but also to maintain and to improve someone's life. It needs a character building to make it stable and consistent. Character cannot be inherited from parent. It needs fully awareness and it needs strongly developed as well. Moreover, the other reflection showed that the success in life is not merely just to get material things such as, money, wealth, famous and other prosperity. However, by having stable and consistent good character will be the only permanent way to establish life since it is everlasting being. Nothing can destroy someone's good behavior applied consistently. Character is everlasting process of educating and learning which aims at building human values and behavior during the human's life span. It gives many good contributions for their life to be applied in life. Education as a basis of foundation for future generations to be intelligent and to possess good attitude and behavior. School is the formal place to absorb knowledge about character building. Not only from the teachers who teach about character building but also from many media that they can use at class, such as from movie, book or audio visual to be analyzed from the content, such as by listening to a speech and so on. These media can help students to absorb many values of life to be applied and to help them becoming more beneficial to others. In line with this statement, the value concession is also designed in Law no. 20 of 2003 included in Article 4's principles for education provision state. It has 2 paragraphs concerned, such as in paragraph 1 stated that human rights, religious values, cultural values, and national pluralism serve as the foundation for democratic, egalitarian, and non-discriminatory education. Meanwhile, in paragraph 3, stated that education is carried out as a continuous process to empower students and acknowledge cultural values. Strengthened by the designed law above, it proves that education system becomes the fundamental reference for every teacher to consider many teaching techniques and teaching media for the widely accessed by the students within moral value orientation. Also, it is considered for every student to acknowledge knowledge and absorb good behaviour in their school life to be applied in their daily life. Not only chasing good score or quantitative of score but also chasing qualitative aspect of life, which means character must be built toughly. Being a smart student will be useless unless it balances with a good character as well. Many values must be absorbed and applied in life for their goodness.

Finally, based on the current research result, it is hoped for all people to be conscious fully towards their good behaviour in facing and doing life as good as possible. The moral values within their behaviour will strengthen their character to be useful in life and it will guide them permanently to the peaceful life. At the end, they can be successful people who are not only achieving what they dream of but also they can give more benefits to other people from their achievement.

Conclusion

Based on Shah Rukh Khan's speech given at The University of Edinburgh's New College, it was found that bravery placed dominantly captured in his speech. It covers 5 utterances. Steadfastness covers 3 utterances, thankfulness covers 2 utterances, humbleness covers 2 utterances, kind-hearted covers 2 utterances and love and affection covers 2 utterances.

The theory of Hornby in moral values confirms that many values are captured to explain about the importance of having moral values in life. Because human being is the most special creature on earth, it is supposed to use god's gifts such as logical thinking and feeling. As social human being, it is very wise to understand and to apply moral values in life. Therefore, life will go smoothly and will be peaceful. In a fully awareness of having moral values, we are creature as the perfect creature in god's side. The awareness of having moral values have to be reminded for all people. One of them is by listening to the speech of someone's competent.

Shah Rukh Khan as a famous public figure is a role model for his followers and also for the others. From the stories beyond his movies roles, it gives many lessons to be taken. From his speech in The University of Edinburgh's New College, life lessons that he lectured covered many moral values that can be learned for us. His experience in doing many movies need many sacrifices to reach his goal. Far from his

successful, he began his career from zero. By having bravery for his struggle succeeding in Bollywood, he reaches his success now. Not only bravery, but also by having thankfulness, humbleness, kind-hearted, steadfastness, love and affection can bring his career into the biggest step at the moment in stable way. Therefore, hopefully it will inspire for many readers to hold such these moral values in life. Having moral value means being more valuable person.

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