

A rhetorical analysis of the video of the new iphone 5's keynotes

[Linguistics](#), [English](#)



Module A Rhetorical Analysis of the Video of the new iPhone 5s Key s The speakers' goal is to persuade as well as motivate the audience to purchase the new iPhone 5. The primary message being delivered is on the new iPhone 5. The message is being delivered by the Senior Vice President of Worldwide product marketing to instill confidence to the audience about the quality of the product. After updating the audience on the Apple store that was constructed within a range of two and half years, Apple Chief Executive Officer, Tim Cook, paved the way for Phil Schiller, the Senior Vice President of Worldwide product marketing, to give a keynote address on iPhone 5. I think that the keynote address on iPhone 5 by Phil Schiller attained its objective through proper use visual aids, figures of speech and the speaker's confidence among other factors.

Cooks message was related to Schiller's which offered a perfect transition for the audience to interconnect the company progress with the new invention. The introduction of the speaker through stating his position was appropriate for the audience to realize that the information being given is first hand, tested and professional. Schiller's keynote address is a breakdown of three parts namely; the introduction, iPhone demonstration and summary, and conclusion or fade-out. The speaker used various features of language such as rhetoric and comparative analysis to capture the attention of the audience. His prowess in public address is portrayed through the use of rhetoric language. The instances seem to be well organized by a qualified public speaker as indicated by the use of less colloquial language such as " uhs". The introduction is dominated by the speaker's emphasis on the uniqueness and quality of the product through the use of hyperbolic

statements such as; "... it is an absolute jewel." (00: 13: 48) and " ...simply amazing!" (0: 14: 55). Use of hyperbole is meant to exaggerate the quality of the product in relation to other competitors in the market. What an incredible achievement to the company following the invention (0: 12: 36). This portrays the magnificence of the new product in reference to its performance in the industry.

During the introduction, Schiller uses interrogation, "...and boy, they were right!" (00: 12: 53), when emphasizing the popularity that the product has gained in the market. This is in reference to the news on the time magazine that indicated that the phone has changed the phones forever. A detailed presentation of the product is ensured through the use of various technological demonstrations with the obvious use of exaggeration statements. The demonstration is dominated by comparative measures meant to compare the application features iPhone 5 to those of the competitors e. g. he asserts, "...it is 18% thinner than the Samsung Galaxy S3" (0: 1511). The use of comparison and rhetoric demonstrated the high level of confidence that Schiller had on the message he was delivering. The audience is large and anxious to learn on the features of the new product. The audience is composed of business leaders and customers across all age groups interested in the new inventions in technology. Apart from the live audience, the keynote address targets external audience through internet and mass media. The arguments and the anecdotes that were used by Phil Schiller related back to the primary objective. The speech was organized logically with smooth bridging from one part of the address to another. The visual aids used such as how to play the game through the

iPhone complemented and timed well with the speakers arguments. The visual aids applied were simple and easy to see as well as understand. Visual aids attracted arrested the attention of the audience and added the element of persuasion in the presentation. The presentation made me feel convinced that iPhone 5 is a new product worth spending.

Work Cited

YouTube video, Apple Special Event September 2012 - iPhone 5 Full Keynote, Sep. 17, 2012. Web. Sep. 23, 2012.