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ÚSTAV JAZYKŮ

LINGUISTIC ANALYSIS OF THE PRESS RELEASES OF A SELECTED IT COMPANY

JAZYKOVÁ ANALÝZA TISKOVÝCH ZPRÁV VYBRANÉ IT SPOLEČNOSTI

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BAKALÁŘSKÁ PRÁCE

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Cílem práce je identifikovat typické jazykové prostředky používané v tiskových zprávách vydávaných studentem zvolenou IT společností. Zvláštní zřetel bude brán na evaluativní a manipulativní jazyk. Práce bude zahrnovat teoretická lingvistická východiska, která budou následně aplikována při analýze korpusu vytvořeného z dohodnutého počtu tiskových zpráv vybrané IT společnosti.

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ABSTRAKT

Tato bakalářská práce je zaměřena na analýzu tiskových zpráv. Jedná se o tiskové zprávy čtyř vůdčích IT společností, které jsou rozdělené do dvou skupin. V první skupině je Apple a Samsung. Tato skupina je zaměřena na spotřební zboží s krátkou generační životností. V druhé skupině se nachází NVidia a AMD. Tyto firmy produkují moderní grafické výpočetní procesory které pohání širokou škálu věcí od domácích počítačů po superpočítače modelující komplexní vesmírné projekce.

Cílem této práce je zanalyzování celkové struktury tiskových zpráv se zaměřením na manipulativní jazyk. Dále jsou popsány kulturní rozdíly v tiskových zprávách a vliv cílové skupiny na použitý jazyk.

KLÍČOVÁ SLOVA

Manipulativní jazyk, hodnotící jazyk, tisková zpráva, přesvědčování, cílená komunikace, Apple, Samsung, NVidia, AMD, produkt, kulturní vliv

ABSTRACT

This bachelor thesis focuses on an analysis of press releases. Press releases are from four leading IT companies divided into two groups. The first group is represented by Apple and Samsung. This group is focused on consumer products with short generation cycles. The second group is represented by GPU manufacturers NVidia and AMD. These two produce modern graphic processing technologies that power a broad range of device from personal home computers to supercomputers modeling complex space projections.

The goal of this thesis is to analyse the overall structure of press releases with the focus on manipulative and evaluative language. Furthermore are described cultural heritage in press releases and differences between press releases for professional and consumer audience.

KEY WORDS

Manipulative language, press release, persuasion analysis, powerful communication, Apple, Samsung, NVidia, AMD, product, cultural background.

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V Brně dne 26.05.2016

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Tomáš Přidal

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INTRODUCTION

Business is nowadays modern religion. If it were possible, the earth would move around a pile of cash instead of the Sun. Basically, everything we do is connected with the business. To do business, you have to have a good product or be master of language. It is commonly known among businesspeople and salespersons that 80% of successful trade depends on the seller and the rest on a product. Modern companies are well aware of this philosophy. Consequently, they spend huge amount of money to improve their image. Public relations departments are up to speed to come up with something new to sell their products. IT field is particularly interesting because it produces dozens of new products every year and these products must be sold. Companies have various ways to introduce their products. Some focus on individuals while others try to lead customers to better tomorrows.

This thesis is focused on mobile and graphic processing units industry. Namely on Apple and Samsung, major players in mobile devices business, and NVidia and AMD, who compete on the field of graphic microchips.

The goal of this thesis is to analyse the overall structure of press releases with the focus on manipulative and evaluative language. Furthermore are described cultural heritage in press releases and differences between press releases for professional and consumer audience. It will answer questions: What language do they use in their press releases? How much do they use? Is it necessary to use manipulative language? Can you build your image on boring facts? Who is the best in such manipulation?

1 THEORETICAL PART

1.1 Press release

Press release is a short, compelling announcement written by public relation professionals sent to targeted members of media. It announces news, new product, scheduled events, personal promotions or awards.

1.1.1 History

On October 1906, Ivy Lee created the first ever published public release. Its purposes were to inform about a tragic accident that happened in Atlantic City. Ivy Lee was working for Pennsylvania Railroad Company at that time. He convinced them to release first press releases to a journalist. This statement stopped any possible rumors that could harm the company. Lee created a public statement about the accident and presented it at the location of the incident. Pennsylvania Railroad Company was considered trustworthy and gained a good reputation among the public for its openness about the crash. [1]

1.1.2 Benefits

Press release is a mighty tool for every company. Main reasons to publish press release are listed below [2]

- inexpensive distribution,
- a boost of company visibility,
- attract customers,
- attract investors,

- can spread far and wide.

1.1.3 Fundamentals.

List of fundamental elements of the press release. All of these essential elements provide necessary information for successful message transition. [2]

- headline – good headlines catch readers attention,
- dateline – contains release date and city of origin,
- introduction – the first paragraph should provide answers to fundamental questions,
- body – further information,
- boilerplate – information about company,
- close – indicate end of release usually indicated by ### symbol.

1.1.4 Reverse pyramid scheme

A reverse pyramid scheme is crucial when writing a press release. It has an enormous impact on the success of press release. It determines if the reader will get the right message or not. Reader or journalist stops reading if he finds press release uninteresting or boring. Therefore, it is crucial to put as much relevant information on top of the article. This part of the pyramid is called the Head. In this part, we put the critical info to catch reader's eye. It is vital to provide answers to five basic questions;" *Who? What? Where? Why? When? How?"* By offering answers for all of this reader will know what further text is about. Following part, called Body, is sort of pillar for the head. Here can be found supporting information about the main topic of an article. Information must provide further

fundamentals to back up statement from the head. This can be achieved by providing details of announced product or by quoting reliable magazines or persons. Often is used a combination of these two.

The very last part of a press release is background. Here are provided details of the company. It mostly contains headquarters location, offices, number of employees and occasionally some glittering generalities or footprints providing additional information (these terms are further explained in chapter: manipulative language) [3].

1.1.5 Cultural influence

Knowledge of the audience is a crucial element needed to write a proper press release. It is the key factor to gain publicity and getting the right type of attention that leads to sales. The message can be easily lost in the audience if a company does not understand its customers. When companies craft their press release, they are targeting the person that speaks to their target audience. The person knows the audience and knows customers wants and can craft press release in the way that it is able a to light a fire in a client's belly. There are two types of different approaches when crafting a press release. Fact-based marketing and storytelling. Fact-based cultures, like Germans or Japanese, are far more interested in facts rather than design. They compare a device performance with other devices and make choices based on acquired data. On the other hand, Americans prefer to see improved image of themselves. They want to feel better with a new product. This is a subtle but significant difference. As will be further explained, it affects companies more than we think.[4]

1.1.6 Product

Press release is a byword for marketing. A Product is anything that can satisfy wants and needs of a customer. A product can be described as a tangible and an intangible. A

tangible product is a physical object that can be perceived by a touch such as a vehicle, a piece of clothing or a gadget. Intangible products are perceived indirectly and refer to services like insurance. Furthermore, intangible products are in information technology sphere classified as Virtual Digital Gods (VDG) and Real Digital Gods (RDG). VDG refers to products located on a computer OS and accessible to users as file types (PDF or MP3). These files do not require further application process or transformational work by programmers. Use of such may be subject to license and/or rights of digital transfer. RDG may exist within the presentational elements of a program data independent of a conventional file type. These are for example 3-D objects or a presentational item subject to user control or virtual transfer within the same visual media program platform. Open source Android may manipulate VDG into process-oriented RDG, as a complete service that may be viewed on a smartphone.[5]

1.1.7 Product planning and strategy

According to Wheelwright [6] a product strategy for business addresses four important question:

- What products will be offered (i.e., the breadth and depth of the product line)?
- Who will be the target customers (i.e., the boundaries of the market segments to be served)?
- How will the products reach those customers (i.e., the distribution channels to be used)?
- Why will customers prefer our product to those of competitors (i.e., the distinctive attributes and value to be provided)?

From the product and process development point of view, the critical issues in the product/market strategy are the number of platform or core products and the frequency of new product introductions. There are a variety of patterns of a platform and derivate projects. The company decides whether to focus on many core products offering that is infrequently replaced or offer a range of product variations based on the core product or choose to have a few core products that change much more frequently. The first option corresponds to product policy of AMD and NVidia, where they produce not only graphic processing units with clearly stated short generation lifespan but also technologies which are supported for a longer period. The second option is a specific example of company policy of the mobile department of Apple and Samsung. They have a broad portfolio of products with short periods between each generation.

1.2 Coherence

Language has the same importance in writing a press release as a general concept of a press release. The way the statement is written is almost more important than actual product, and its success directly relies on it. Therefore, it is crucial to keep the text not only persuasive but also readable. If sentences, ideas, and details fit together apparently, readers can follow along easily, and the writing is coherent. To establish the links and tie ideas together writers use these methods. The First one is called repetition of a key term or phrase. Constant repetition keeps a reader engaged in a text. Synonyms have the same effect as repetition. Furthermore, they provide variety in word choices which helps the reader to stay focused on the idea. Pronouns are used to refer to something mentioned before, but it is crucial to keep the referring clear, so it does not mislead the reader. Transitional words are words that cue

readers to a relationship between sentences and join sentences together. A vocabulary of transitional words is extensive, but the most used are: however, therefore, also, etc. [7]

1.3 Powerful communication

Let's have a look at Frank Lutz's ten rules of powerful communication. Frank Lutz is an American political consultant. He has years of experience in the field of selling language. His experience helps many people develop their business or start political careers. For press release, we won't be needed all of them.

The first case is *simplicity*. It is advised to use simple words and phrases. When a reader is confused or can't grasp a meaning of a word while he reads you release he will reject the message immediately. The easiest way to understand this method is for example; "*Our new device is fitted with a brand new microprocessor which possesses two single cores and four threads.*" Here we can see that ordinary person with no experience from IT field has no clue what two cores and four threads mean and therefore have no chance of understanding how could this improve his life or why should he buy a newer model. Another example; "*Our new processor is more powerful so you can enjoy new games and exciting applications.*" Now reader knows that he can enjoy new more powerful device and what's more he know how to use it.

Next case of powerful communication is *a novelty*. Novelty aims at creatively crafted press releases. Product must be branded as a new even if it is five years old. Readers don't like boring ads and products. So it is crucial to keep them engaged. For example making a customer smile is a big advantage because the reader will associate your message with

positive emotion. This a results in a higher chance of remembering advertised product or idea. This brings us to another case.

Aspiration creates a connection between readers mind and product. Aspiration strikes at emotion and tries to evoke the feeling that reader will have when using product or idea. The technique usually uses words or phrases; "*you love*" "*you want*" or "*experience*". Those words are used to create feeling that you want these things, but you don't know it yet. The last case of powerful communication is content and relevance. Everything said should be relevant to customers need. Decisions are made based on what course of action will provide us with the optimum benefit. For this reason, a conversation should revolve around their business, needs or feels. Products should be mentioned concerning how they can help customers. Anything that can't be directly tied to the client is irrelevant. [8]

1.4 Manipulative language

Manipulative language has numerous forms. We encounter such manipulation every day. It is in news, magazines, on the internet. Almost every medium use manipulative language in some way. It is not necessary for malignant intention. However, the differences have an enormous impact on our mind and changes overview of the problem. According to UFA, there are twelve types of manipulative language. Only some of them are used when creating a press release.

The first one is the most obvious. It is that little-tagged message hidden on the bottom of the text. Such form of manipulation is used to cover the fact that can undermine initial statement. It is mostly used to supplement information regarding of dates such as date of release or expiration date. The second form of manipulation in press releases is Bandwagon.

Bandwagon as the name suggests puts reader in some particular wagon or group. In this group is assumed that if something or someone is popular and we refer to him or it, followers of that must like it too. We use a form of the bandwagon in our lives even though we do not know about it. Almost everyone once assumed that member 1 of group A is a good person because in group A are only good characters. Nevertheless, member one can be evil. This is a form of the bandwagon that we most likely encounter in everyday life. The last type of manipulative language we can find in press releases is called Glittering generalities. It is words that look beautiful and upbrining like "*we make the world better every day*".

In fact, its actual meaning is vague and is very far from reality. This kind of language bending is very popular among all writers. It does not matter if an author writes for a company selling arms or for a radical political party. Every message can be wrapped in a fancy cover. [9]

1.5 Persuasion

One of the key features of the press release is to persuade readers into buying announced products. Persuasion technique called intensifying was developed to achieve persuasion. The author focuses primarily on increasing elements connected with the main topic. Persuasion is adamant technique. However, it is easy to recognize this pattern. It is mostly built on three pillars, but it is possible to use only two of them.

The first pillar is called Repetition. It is very straightforward and efficient method. A key factor in repetition is repeating. Words, visual element or ideas are directly repeated or substituted by synonyms. This behavior results in greater awareness of the main topic.

The second pillar is based on association. It is surprisingly called Association. It builds on a method that links dreams and fears with the main subject. "80% of us is an emotion; only 20% is intellect." [10] We can conclude from this statement that association with emotion is a strong weapon of persuasion. There are two factors of association. First, one presents ideas, words or visuals that symbolize abstract ideas (*light bulb representing new idea*). Next factor uses allusions and references to people or events. The most used are popular culture associations.

The third pillar focuses on composition. Word placing is important on the overall appearance of a message. Crucial information with tremendous impact is mostly placed on top while drawbacks are hidden on the bottom or in a small footprint or in a note. The key factor is a position of words, visual elements, and ideas. It is also advisable to notice how much space these items take up. [10]

1.6 Analysed companies

For my analysis, I have chosen four companies, which are top manufacturers in two different fields, with different target groups. These are Apple, Samsung, American micro devices and NVidia. These companies are selected with a focus on their products. Apple and Samsung press releases relate to tangible goods with short market lifetime period. The lifetime of each generation is between 12 to 24 months. The target group of these companies is large and cover a vast group of people with different, colors, beliefs and education levels. Therefore, companies have to find perfect combination words and phrases representing novelty of the product, capable simplicity and storytelling aspiration to sell these products to masses.

AMD and NVidia press releases relate to tangible products, like supercomputers and wide-ranging chips and real digital gods in the form of modern modeling technologies. These products have a significantly larger lifespan and their target group mostly consist of professionals and potential investors.

Each company creates some image of themselves based on the products they are proud off. Their signature can be found in each press release. It is around hundred words long paragraph named *about*. Next part contains an analysis of these company names.

1.6.1 Apple and Samsung

“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.”[11]

Apple currently possesses an enormous amount of financial resources. Its financial reserves are one of the highest in the industry. Despite the fact that Apple focuses only on high-end products with prices highly exceeding costs of a device with similar or even better technical specifications. Apple is very proud of this fact. An excellent example of such proudness can be found in their signature. Here they claim that they are making the best products across different markets and that they are defining future of modern mobile media and computing devices. This is supported by portentous glittering generalities like: *we are*

defining future of this, or we revolutionized that. What is more, Apple is supported by a huge number fans. Those people support image based on novelty, bandwagon, and aspiration.

The vast majority of consumers today know the strange feeling when peeling a thin protective foil from the surface of a new gadget. Smiley faces and huge doses of enthusiasm during launches create an attractive environment which draws a lot of desired attention. Apple also likes to present its devices as simple and compact yet full of "unlimited" capabilities.

Truth to be said Apple device are really on a high level and I would not mind saying about some devices that they are the best in class. What is more the overall hype is also based on some level of stylishness of Apple products. Apple also likes to claim that an iPad is the bestselling tablet in its category. On the other hand, if we look at overall sold devices based on used operational system Apple has the lowest share of the market. This is an excellent example of well-crafted manipulation and persuasion. Apple also omitted from this signature a lot of other products they also design and manufacture.

“Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home, and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion.

To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com “[12]

Samsung is in an entirely different situation. They produce a vast variety of products with conclusive results. They provide goods from each price category; therefore, they cover whole price range of every product. What is more, in the mobile segment, they manufacture devices that use the most spread mobile operating system Android.

What is important, Samsung does not rely only on stylish products. It is clear that it would be a great success and wishful thinking of many Samsung managers to success on the field of stylish products. On the other hand, Samsung cover a wider range of the market, as it can be seen in their signature. Samsung rather focuses on glittering generalities, novelty, and facts. This can be rooted in Asian mentality. Korean or Japanese are fact based cultures, and glittering generalities focus rather on the group than on the individual. *“Inspiring the world”* refers to a reader as a member of a big group while *“you will enjoy”* focuses directly on a personal story. This fact can affect usage of glittering generalities or aspiration. While Apple strength is in one stable platform and uniformity supported by a strong fan base. Samsung is strong in different aspects because it produces so many various products. Sales of these products are based on quality and functionality rather than on story and stylishness.

1.6.2 NVidia and AMD

“Since 1993, NVIDIA (NASDAQ: NVDA) has pioneered the art and science of visual computing. The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More

information at http://www.nvidia.co.uk/page/press_room.html and
blogs.nvidia.com." [13]

NVidia is graphic processing unit manufacturer. They control a vast majority of the market, and their revenues are one of the highest in industry. The company, therefore, can afford to invest an enormous amount of money in research and development. This results in huge technological advance against its main rival on GPU field AMD. Their signature can be considered pretty modest. Other companies like to brag about their current successes. I did some further research for better understanding of overall company image policy. Latest NVidia press conference is an excellent example of their approach to their image creation. Apple likes to glorify their products in each aspect. Samsung has so broad portfolio that each presenter representing their division has very few time to announce their product properly. Nevertheless, both mentioned companies use multiple forms of manipulation and persuasion. NVidia has a different approach. It seems that they don't need to use such phrases. Instead, they use pure fact. They present a new device or technology followed by an extensive list of actual capabilities. Its pattern can be described as "*We have the new device called XYZ. This device is capable of modeling this and that and also that. Furthermore, it can render and top quality that. Our new models are based on this physical law and in the VR environment it works like that*". It is hard for a reader or a hearer to keep engaged. On the other hand, there is no other option if you build your reputation on actual capabilities.

"For more than 45 years AMD has driven innovation in high-performance computing, graphics and visualization technologies — the building blocks for gaming, immersive platforms, and the data center. Hundreds of millions of consumers, leading Fortune 500 businesses and cutting-edge

scientific research facilities around the world rely on AMD technology daily to improve how they live, work and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, and Facebook and Twitter pages." [14]

AMD is in the worst position among other mentioned companies. Their financial results are worse and worse every year. They compete on two fronts with adamant opponents. They are being humiliated by NVidia on the field of graphic processing units. Nowadays they control the only fraction of the whole market. They fell in sales from 35% of the market in 2011 to only 10% in 2015. What is more, they are not doing well on the field of central processing units. This market is ruled by Intel as their units are better in every aspect. AMD experiences very hard times and desperately wait for some killer product.

With new CEO comes new ideas. AMD tries to focus more on professionals and universities. This can be seen in their Signature. What is more, AMD does not host big spectacular shows. This is a result of two factors. First reason is that they do not have enough money to arrange such events. Second reason is even worse, and they do not have proper mind-blowing material to show off. In this case, they are completely overshadowed by NVidia.

1.7 Methodology

In this chapter is explained the method used to analyze press releases. Firstly overall structure and visual style are discussed. Forms of information exchange are described,

whether the text is in coherent form or bullets. Visual aspects contain a number of heading, highlights of crucial information and alignment. Then is each part analyzed from press release pattern point of view. Each part is separately examined and described its function in an article.

To determine the number of manipulative and evaluative cases. Let's start with novelty. To determine such manipulation I have chosen words like: *new, more*, words with preposition *re-* like *reinvented, redesigned*, and words representing improvements like *better, faster, longer*. Simplicity is expressed by words *powerful, fast, high quality, thin* and so on, connected with nouns such as *a display, design* or *chip*. Words that can be supplemented by technical parameters but adjectives are used instead. The bandwagon is the easiest form to determine. It is easily recognizable by phrases in quotation marks followed by information about utterer.

Aspiration is defined mostly by phrases containing the word *you* in any form, basically, every phrase that makes a connection between product and user's emotion and imagination. Word *customer* is omitted from aspiration because *a customer* can be seen as the third person and therefore readers could not relate to this term as themselves. The term glittering generalities are the hardest to define because it cannot be determined by any keyword. To determine glittering generalities I used my intuition.

2 PRACTICAL PART

2.1 Analysis of press release

Here is done an analysis of the Apple press release. The article is about an introduction of the new Apple music service [15]. The press release is divided into three parts. Each part is analyzed separately.

2.1.1 Head

First thing for analyzing are first two paragraphs and heading. This part is called Head and states the most crucial information to create an overall image of the described product.

„ *Introducing Apple Music — All The Ways You Love Music. All in One Place.* “

Worldwide Debut June 30

SAN FRANCISCO — June 8, 2015 — Apple® today unveiled Apple Music™, a single, intuitive app that combines the best ways to enjoy music — all in one place. Apple Music is a revolutionary streaming music service, a pioneering worldwide live radio station from Apple broadcasting 24 hours a day and a great new way for music fans to connect with their favorite artists. Apple Music combines the largest and most diverse collection of music on the planet with the expertise of world-class music experts who have programmed playlists for your iPhone®, iPad®, iPod touch®, Mac®, PC, Apple TV®

and Android phones. Apple Music will be available starting on June 30 in over 100 countries.*

“We love music, and the new Apple Music service puts an incredible experience at every fan’s fingertips,” said Eddy Cue, Apple’s senior vice president of Internet Software and Services. “All the ways people love enjoying music come together in one app — a revolutionary streaming service, live worldwide radio and an exciting way for fans to connect with artists.”

“Apple Music is Apple going to move the needle for fans and artists,” said Jimmy Iovine. “Online music has become a complicated mess of apps, services, and websites. Apple Music brings the best features together for an experience every music lover will appreciate.”“

We start the analysis with the first paragraph of our press release PR. As we can clearly see it is the first step of reversed pyramid scheme. Basic questions are answered. From the first sentence is obvious *who* did *what* and *where*. In the middle of the paragraph, it is written *why* and *how* they did it. In the end, we find *when* it will be done. Next thing that comes to mind is heading. Here are examples of simplicity and aspiration. It is a combination of simple words starting with capital letters that force you to read one by one. Further, it implies an emotional connection between customer, music and comfort. From persuasion analysis view it has intensify scheme. It is clear that author primarily focuses on increasing positive qualities of the service. Synonyms like *revolutionary-pioneering* or on

the *planet-world class* are clear examples of the first step of intensifying scheme called repetition. Second and third paragraphs have further appended bandwagon. Quotation of various people from popular culture indicates an intention to evoke feeling that someone from popular culture or high society said it is good therefore it is good.

2.1.2 Body

This is the middle part of the press release. For our analysis, we will need only first and last paragraph of this part.

„Apple Music

Apple Music is a revolutionary streaming service and app that puts the entire Apple Music catalog at your fingertips across your favorite devices. Starting with the music you already know — whether from the iTunes Store® or ripped CDs — your music now lives in one place alongside the Apple Music catalog with over 30 million songs. You can stream any song, album or playlist you choose — or better yet, let Apple Music do the work for you.

Curation is the soul of every playlist created on Apple Music. Apple has hired the most talented music experts from around the world, dedicated to creating the perfect playlists based on your preferences, and they become better curators the more you listen. The "For You" section of Apple Music provides a fresh mix of albums, new releases, and playlists, which have been personalized just for you. In addition to human curation, Siri® is also dedicated to helping you enjoy great music and have fun with Apple Music. Ask Siri to, "Play me the best songs from 1994," "Play the best FKA twigs song," or "What was the number one song in February 2011?" “

For the body analysis, we have the first quarter of the body part. The body works as a support pillar to the head. In the first paragraph is given evidence why customers should buy announced product. To provide such evidence; a combination of simplicity, aspiration and content relevance is again used. Strongest element of powerful communication is the constant repetition of „you” in various forms and words combinations. This evokes a feeling in the customer that this service is made exactly for him and that it will satisfy his needs and feels in given way. Last paragraph challenge user to use their new service based on a prediction that reader already have one of their devices. This is also a form of association as we can see reference to current devices and services to support the first step of persuasion analysis. The first phase introduced new service while in the second we can find details and reasons to use the new service.

„Pricing & Availability

*Starting on June 30, music fans around the world are invited to a 3-month free membership, after which a \$9.99/month subscription fee will apply. There will also be a family plan providing service for up to six family members available for just \$14.99/month. *Apple Music is available on your iPhone, iPad, iPod touch, Mac, and PC starting June 30. Apple Music will be coming to Apple TV and Android phones this fall. “*

This is last quarter of the body. This paragraph is about payment methods. It is deliberately written on the bottom of the body. Paying is a matter of concern therefore there exist a chance that reader could stop reading. There is also an example of disclaimer. Even though the first paragraph stated, the service will be available for all listed device on 30th June. On the bottom of the body is a disclaimer saying that some devices will be able to use the service some time later.

2.1.3 Background info

„Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, the Mac and Apple Watch. Apple’s three software platforms — iOS, OS X and watch OS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple’s 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.”

In the last paragraph of the whole press release is not much space for creativity. The section contains regular contact information. Yet we can find example of glittering generalities the in last paragraph. Further it validates statement that this is the form of Reversed pyramid scheme. The very last thing is contact for possible questions towards the company.

2.2 Apple

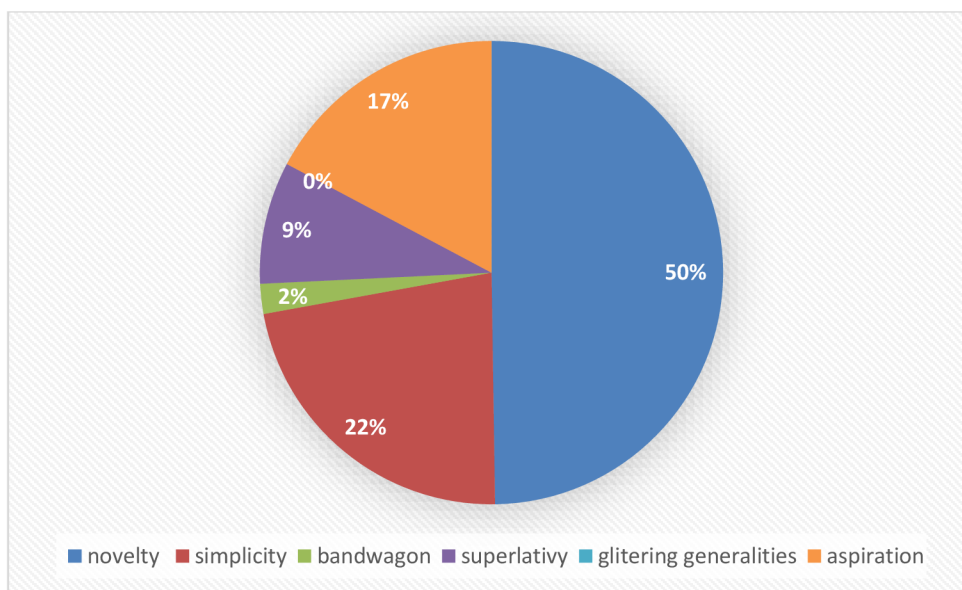
Apple press releases analysis is done on eight different articles. For analysis I have chosen press releases related to two products, various generations of an iPhone and an iPad. The overall look of press release can be consider as sleek and convenient. Press release is divided into paragraphs. Headings appear irregularly and vary in number. Some articles contain no headings except the main heading and subheading. While other has one heading per three paragraphs. Paragraphs are in form of coherent text.

First paragraph answers fundamental questions who did what, where they did it and when it will be done. Last question why they did it is not answered, however the motive of this press release is apparent, to sell announced product. Second paragraph contains statement form one of department presidents. This paragraph appear in every article and has always same pattern. The utterance is divided into two parts and between them is information about utterer and his position in company.

Overall structure of every article can be considered as a typical example of proper press release. Releases shows forms of persuasive schemes. Primary information is stated in headline. In this case it is an announcement of a new iPhone or an iPad.

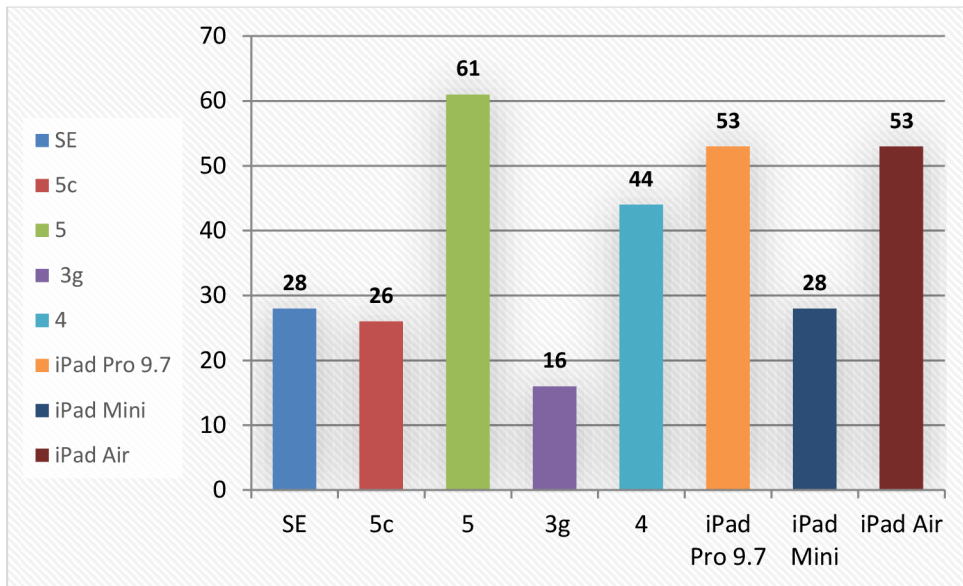
Body paragraphs contain information to support head paragraph. Here are stated information about new features and specifications. Seldom has been technical specifications displayed. Only crucial and eye candy specifications are presented numerically, usually a resolution of a display or a camera pixel number. Apple focus on comparison with preceding generations of its devices. The comparison is usualy represented by percentual increase or multiplication of previous specification with combination of adjectives like thinner, faster, longer linked with nouns like chip, display, or design.

On the bottom of the body are paragraphs containing pricing and availability. It is either in form of coherent text or longer bullet points. This is followed by references to hidden messages. Which are written in significantly lower font. Press release contains 1200 words in average, plus up to 100 words long paragraph containing company information and press contact. This article is analysed separately and it is not included in a total amount of manipulative and evaluative terms. Knowledge requirements to understand used language are low. Average user of these devices understands what processor, display, resolution or number of pixels stand for. If not, Apple uses huge amount of simplicity and novelty to tell reader that it is the best for him. From cultural point of view Apple's press releases are in form of storytelling rather than fact based.

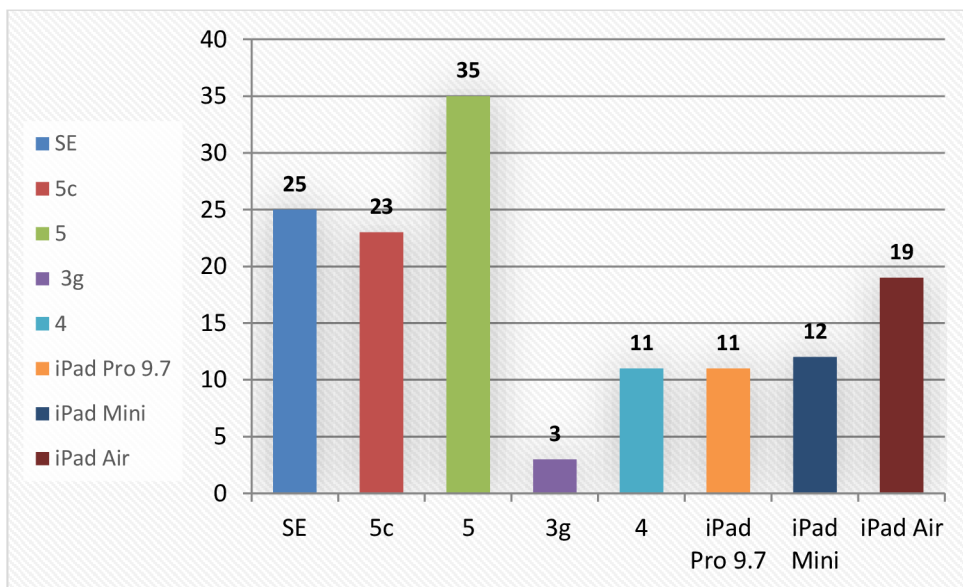


Graph 1 Percentual graph of manipulative language cases in Apple press releases

The total amount of manipulative and evaluative cases is 621. Around 50% of cases is taken by novelty. Second most used form of manipulation is simplicity with 22%, followed by aspiration with 17%.



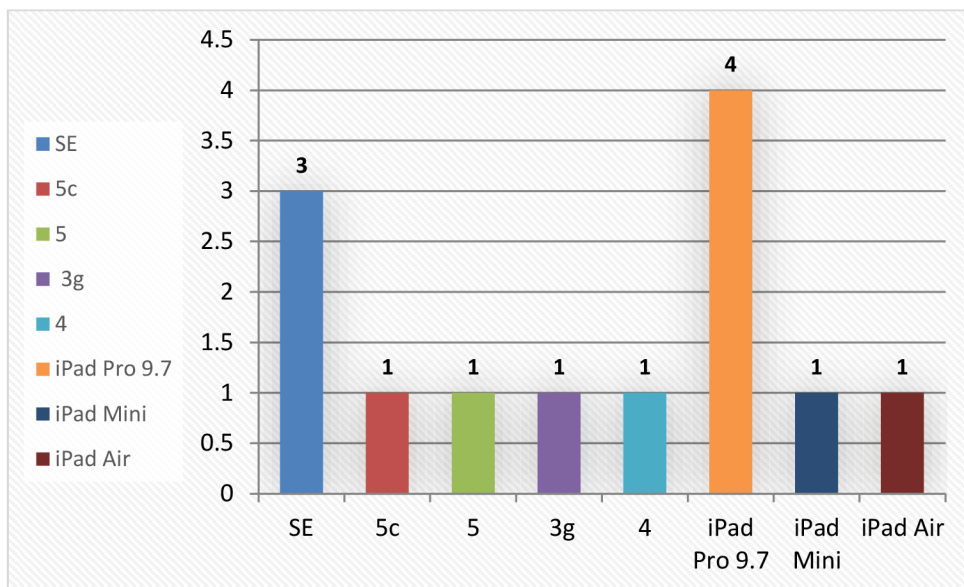
Graph 2 Usage of novelty in Apple press releases



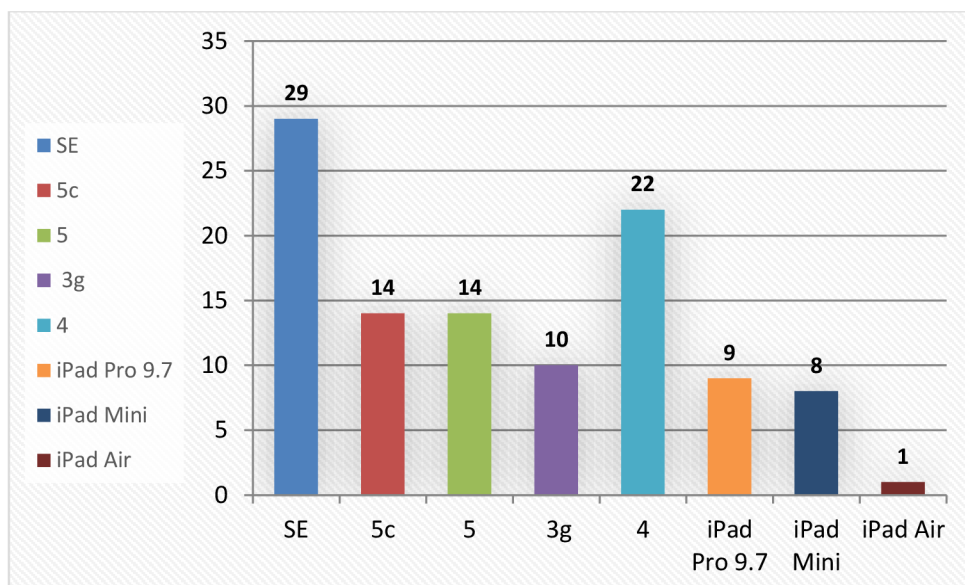
Graph 3 Usage of simplicity in Apple press releases

The fluctuation between usage of novelty and simplicity can be observed in the announcement of different generations of products. While entirely new generation of products such as iPhone 5 or 4 tends to use more novelty compared to simplicity. Subsequent generation such as iPhone SE or 5C are more balanced and use a roughly same amount of both terms. Surprising results come from the article about an iPhone 3g where the total sum

of manipulative and evaluative terms is only 34. In iPad territory, we can see bigger differences between novelty and aspiration. The announcement of iPad Pro 9,7 used almost five times more novelty than simplicity. A similar situation is in an article about iPad Air. iPad Mini shows same results as iPhone 3g.



Graph 4 Usage of bandwagon in Apple press releases



Graph 5 Usage of aspiration in Apple press releases

Glittering generalities are entirely omitted in Apple press releases. A similar situation is with the bandwagon. The majority of press releases contain one quote from CEO. It is always a combination of promoting phrases and prediction how a particular product will enhance our lives. We can see a drift towards higher usage of the bandwagon in iPhone SE and iPad Pro articles which are most recent. There are also used quotes from famous bloggers or magazine editors. Use of aspiration is closely connected to American cultural background. The whole press release is built around a story that will customer experience while using Apple devices. Apple uses around 10 cases of aspiration per article. However, there are exceptions. First is in iPad AIR article where is only 1 case used. On the other hand, enormous 29 cases were found in iPhone SE article.

2.3 Samsung

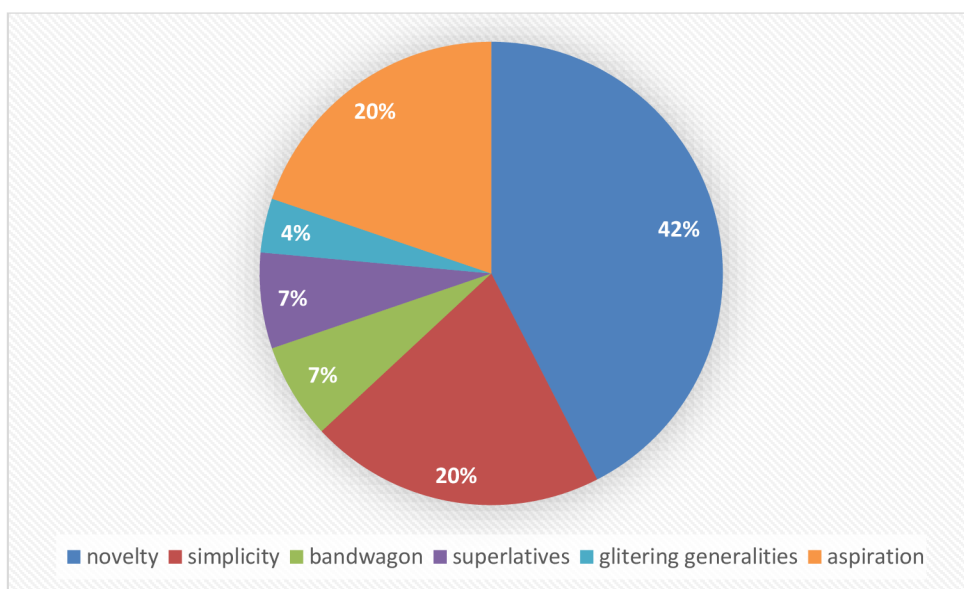
Samsung press releases analysis is done on eight articles. The main aim of these releases is to announce Samsung Galaxy mobile phone series and Galaxy Tab tablet series. Articles are divided into short paragraphs. Sometimes each paragraph has a headline. Press releases contain typical press release scheme. The first section answers questions who, what, when and where. The last question why is not answered, but its purpose is clear, to sell the product. The second paragraph always contains statement form the CEO. This paragraph is in every press release with the same pattern. The body provide information to support statements in the head.

Samsung frequently changes forms of exchanging information. One article contains short paragraphs with coherent, average 120 words long text while other present information in short bullets. The visual style is also unstable. Sometimes are crucial information highlighted, and each paragraph has its heading. In other cases, it is bold text in paragraphs with no significant visual elements. Paragraph length depends on a number of described

features. If there are a few new features, paragraphs are longer and more detailed. Paragraphs are followed by a table containing technical specifications. Under technical specifications is press contact presented. Sometimes the article provides a note to editors. The note includes statements from mobile operators. However, the note cannot be used for advertisement or other marketing purposes.

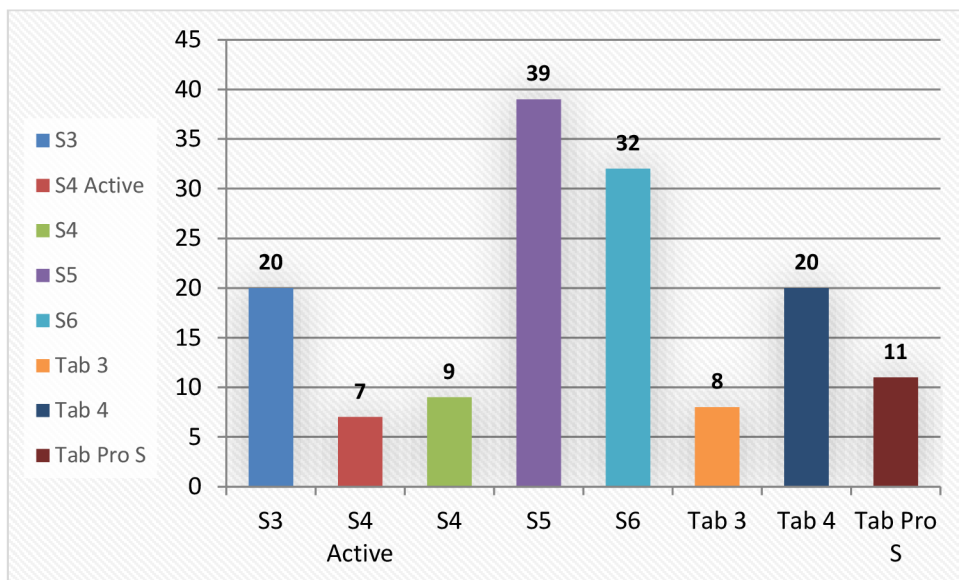
Forms of persuasion scheme are present. Constant repetition of the main topic keeps readers mind engaged in described product. The whole article focuses rather on technical data than storytelling. One of the reasons for this is different cultural background. Koreans focus rather on technical data than the story. Therefore, every statement about performance is immediately supported by numbers and explanations

The total number of manipulative and evaluative cases is almost half smaller than in Apple press releases, even though the average number of words is the same or even higher.

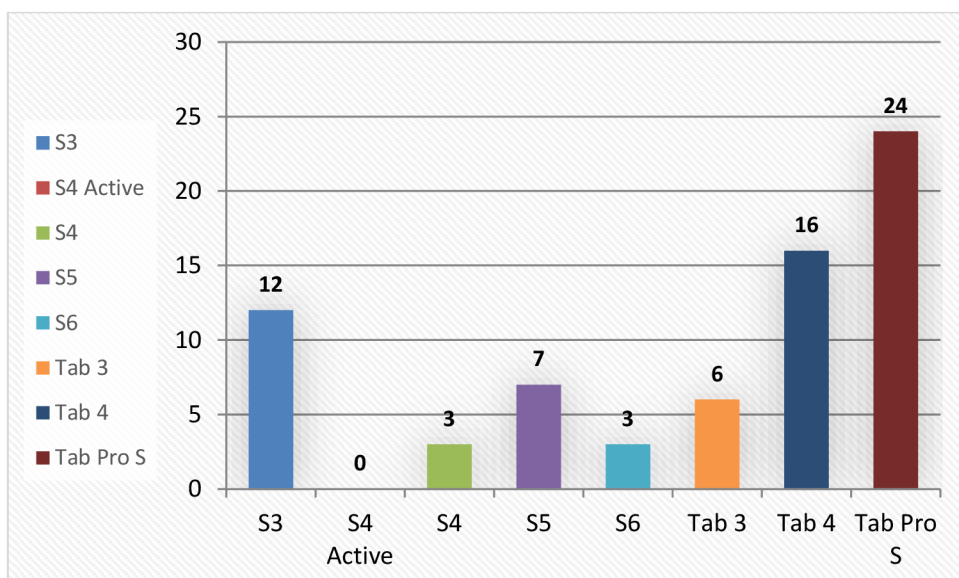


Graph 6 Percentual graph of manipulative language cases in Samsung press releases

The most used form is again the novelty. However in Samsung case, it only takes up 42%. Second place is split between aspiration and simplicity. This result, however, is not very accurate as one press release contained almost 60% of total aspiration. This fact proves instability in Samsung press releases.

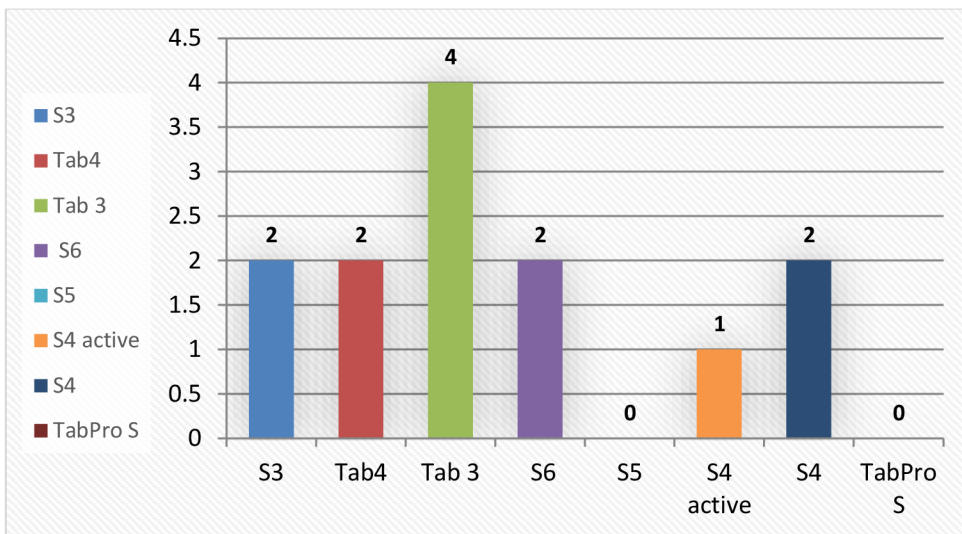


Graph 7 Usage of novelty in Samsung press releases

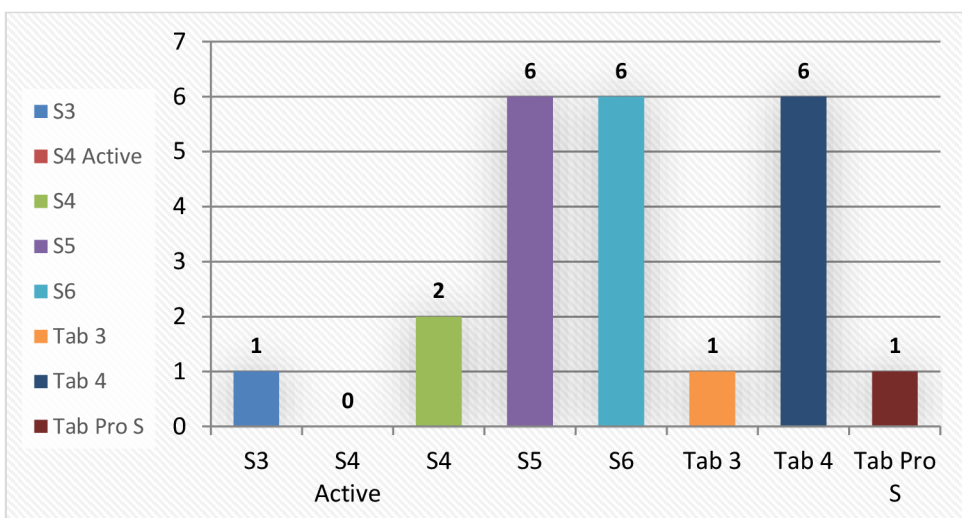


Graph 8 Usage of simplicity in Samsung press releases

Instability can be also observed in the ratio between usage and novelty. While in Apple press releases usage of novelty was always larger than the usage of simplicity. In Samsung's press releases it is different. Usage of novelty is usually larger than a usage of simplicity for example in the case of Samsung Galaxy S5 but, sometimes it is smaller, like in the article about Samsung Tab Pro S.

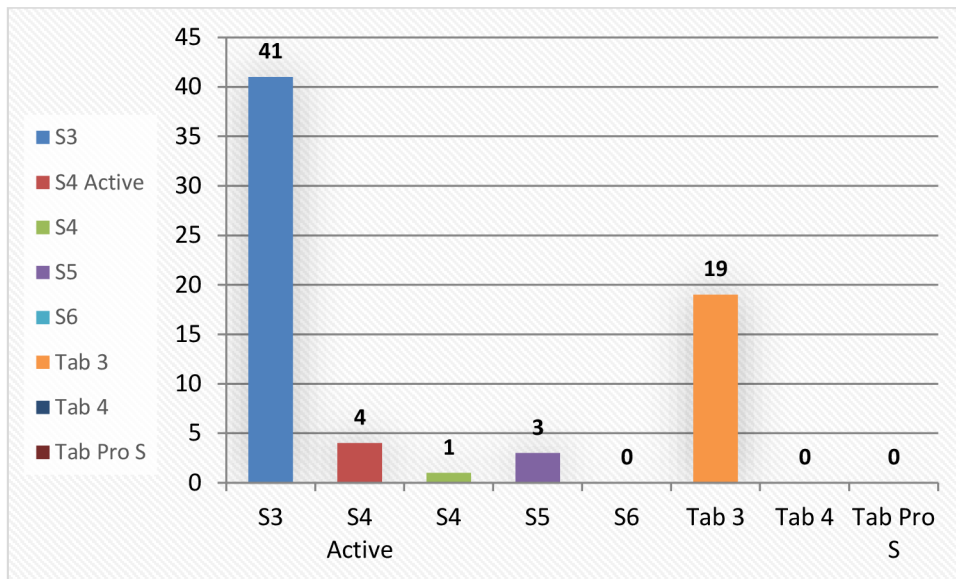


Graph 9 Usage of glittering generalities in Samsung press releases



Graph 10 Usage of bandwagon in Samsung press releases

Samsung also tend to use more bandwagon. Almost every article contains a statement from CEO of Samsung. However, the rest bandwagon in other articles does not come from bloggers and magazine editors but from mobile operators which stated how the product fits their mobile networks. Usage of Glittering generalities is significantly higher than in Apples releases.



Graph 11 Usage of aspiration in Samsung press releases

As can be seen in graph Samsung decided not to use Aspiration. Yet, there is an exception in the case of Samsung Galaxy S3 and Tab 3. Both products were released in approximately the same time. From this fact can be deduced that Samsung made some personal changes or completely press release writing strategy.

2.4 AMD

For an analysis of American Micro Devices (AMD) press releases I have chosen seven articles. These articles focus on the announcement of AMD success in the professional and academic field. Aim varies from announcement of new graphic memory technology to an

article about AMDs products powering complex universe modeling. Some articles are focused on plans of AMD.

Articles start with a big heading. The font of the heading is significantly larger than in press releases of previous companies. On the other hand, subheading is not highlighted and has the same font as the rest of the release. The article is divided by headings into three parts and text is aligned to the left. First is main heading, followed by supporting resources and an information about compay. Sometimes are supporting quotes used. These contain coments from proffesionals from high IT industry and university spheres. Comments are related to announced topic. In the case of future predictions, Cautionary statement for potential investors are included.

The first part, the summary, start with a paragraph that answers fundamental questions: who did what, where they did it and when. Question why? Here does not remain unanswered and is explained in last rows of the first paragraph or in a smaller second paragraph. Following paragraph in the most cases containt coment from employe of AMD or co-working institution. The rest of text is divied into short 6-7 paragraphs. The Text is writen in a coherent form and require certain IT knowledge of given problem. Reader should be able to tell what terms GPU, APU, cluster or petaflops mean. Such knowledge is common among people intrested in modern computer technology and can be acquired easily. However for person not intrested in such field can find text hard to understand. If needed, AMD include additional info: list of sponsors or location of instalation of its products. This references are in a form of short buletts. Title of sponsor or product is highlighted. In the case of AMD product, it also contains link for further information.

Next part containt supporting resources. It has its own heading. The heading font is significantly larger, but it is not as big as the main heading. Supporting resources are in a

form of bullets referring to mentioned technologies, products, projects or social media pages. Each bullet contain direct live link. Supporting resources are followed by company information. It is paragraph containing arou 80 words. AMD has three different company information. This depends on which AMD department releases the Article. It is either general infromation, mobile division or graphic processing unit divison. If AMD cooperates with the other main companies it allso provides their info.

Last part is either supporting quotes or cautionary statement. This part is not used regularly. Its usage dependes on announced topic. Supporting qoutes are in a form of short paragraphs. Quote is always divided into two parts and in the middle is palced information about an utterer.

The cautionary statement is a long obfuscatory paragraph. The text explains previous declarations. Its primary purpose is to explain that the main topic is the only prediction, and final results may vary from this statements. By final results, it is meant the final performance of the product or fulfillment of proclaimed date of release. By this paragraph, AMD transfers responsibility of potential financial loses, in a case of technological development delays, to investors. Particularly interesting is the phrase: *“Forward-looking statements are commonly identified by words such as “would“, “may,” “expects,” “believes,” “plans,” “intends,” “projects,”* . From this phrase, we can deduce that AMD has experience with such problems, and therefore it decides to warn investors in advance.

AMDs press releases contain typical persuasion scheeme. Awarnes of the main topic is continually increased by constant repetiton of the main subject. The article also fullfils requirements for reversd pyramid scheeme as the main subject is widely drawn in the first paragraph. Following paragraphs then display deeper information about a subject of the press

release. Unwanted but crucial information like cautionary statements are deliberately hidden on the bottom of the article.

The overall article is strongly fact based despite the American cultural background. This is mainly due to the target audience. Professionals and universities focus rather on facts than stories. What is more, the further reason for such form is money. The amount of money spent on a supercomputer is significantly higher than on a mobile device, and generation cycles are counted in years and not in months.

AMD uses a tiny amount of manipulative and persuasive terms. The most used terms are novelty and bandwagon. Novelty is used when describing new product or technology. However, it is not followed by the same type of simplicity as in the case of Samsungs or Apple press releases. Instead, it is followed by a long description of capabilities of the device or description how the technology is used. The text tries to be simple but requires a certain level of knowledge to understand. Bandwagon usually refers to professionals in IT programming industry.

AMD also do not forget to tell us if the product is in some aspect the best. However, this is a very competitive field, and companies like to sue each other if some incorrectnesses occurs in utterances about how the product surpass others, therefore AMD uses modesty while Aspiration is not included at all. This is due to focus on professionals and not regular people.

2.5 NVidia

Analysis of NVidia's press releases is done on seven articles. These articles focus on technology announcement, technological successes or company future predictions. Subjects

vary from the announcement of installing supper computer to cooperation with Honda Car division on chips which power Hondas cars virtual user interface.

At the first sight, it may seem that NVidia uses a different press release pattern. It starts with a heading in a medium sized green font and a small subheading which is in an italic font. Here comes the difference because under the heading is presented press contact. NVidias press office does not use the summary to tell us what is going to happen or what is happening. Instead, they use small up to four rows paragraphs. Therefore, first two or three paragraphs contain answers to fundamental question *who, what, where, when, why*. The date and place of the release are highlighted, and the first paragraph in an each article always states this information.

As mentioned above, information exchange is in short paragraphs. These paragraphs contain coherent text with highlighted products and technologies. This highlights also work as links for further details. If the press release contains more information on a different topic, the article is divided into parts. Parts are separated by small headings which are in bold font.

All previous companies had at least one bandwagon in first two or three paragraphs. NVidia, however, does not use such form of product or technology promotion in the first part of the text as other companies. These statements are included in the text but in most cases are embedded in the second half of the article.

On the bottom are presented three paragraphs. The first one usually contains information about cooperation between NVidia and company interested in described technology. This is followed by references to NVidia social sites and an RSS reader. These references are in forms of short bullets. Names of social sites are highlighted in green font and work as a clickable link. Below this referrer is displayed basic info about NVidia

Some articles contain text similar to cautionary statements mentioned in AMD analysis. These statements are located on the bottom of the page. They are written in a significantly smaller font with tighter spacing to make text look obfuscatory. NVidia transfers potential responsibility for financial losses on investors. They warn about the unexpected condition on global market like economic situation, third parties manufacturer's delays or the impact of technological development and competition. However, this statement is significantly shorter than in the case of AMD.

NVidias articles are fact based. This is obviously required by the target audience. NVidia uses manipulative terms modestly. Constant repetition of the main topic is a standard. All new products are described as new, faster, better, etcetera. However, they are again followed by a long description of capabilities. Information and technical specifications are not camouflaged by adjectives. Capabilities are usually stated as a list of actual performance and potential usage. NVidia clearly states technical specifications in numbers. In a case of comparison with other devices, NVidia uses multiplication.

NVidia also tends to use quite some glittering generalities. This could have various reasons. First, it looks good if you use science to make a better world. Secondly, the CEO who is uttering such glittering generalities is from Asia. Thanks to cultural background the vast majority of Asian CEOs tend to use glittering generalities instead of Aspiration. Aspiration is not included at all in any article.

CONCLUSION

To sum it up. All analyzed companies use standard press release scheme. Even though NVidia made some visual changes and Samsung's press release were visually and coherently unstable, all businesses used persuasive scheme with a combination of a pyramid scheme. The main topic was always repeated, and information to support it were gradually intensified. Each company used manipulative language, but they differed according to the target audience. NVidia and AMD use manipulative language more modestly while Apple implemented as much as possible. The most used term was Novelty followed by Simplicity.

Mobile manufacturers Apple and Samsung used simplicity to present capabilities of their devices to a broad audience. Nvidia and AMD also used simplicity, but it was simplicity for professionals. Both of them tried to make their press releases as simple as possible, but a regular reader would struggle to acquire the overall meaning of mentioned terms and products. Apple was the only company which used Aspiration. The rest of enterprises focused rather on glittering generalities.

The best example to observe cultural differences is a comparison of Apple and Samsung. Apple focuses on individuals, tries to bring them new and better experience. Samsung wants to lead customers to a better tomorrow and refers to customers as a group. A further difference can be seen in presenting facts. Apple wraps facts in fancy covers and spectacular comparison with the previous generation. Samsung is much more straightforward and implements raw facts directly in an article. As mentioned above, the reason is cultural background. Asians are much more straight forward, and their culture is oriented on the group. Americans prefer individuality, and they do not want to think about why they should buy the product. They need to know it. As Elizabeth Bear wrote in her story Skin in the game

“part of turning people into consumers is making them think your product will make them like themselves better, not ask themselves harder questions.”

In the end is time to answer questions. Who has the best press releases? Apple. Who has the most unstable press releases? Samsung. Does Samsung care? I doubt that. Does it matter on quality of press releases placed on manufacturer's site? I think that not that much. Very few people reads press releases directly on manufacturer website. Press releases are intended for editors of magazines. These editors are actual messengers who deliver a new message to the audience.

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