

BRNO UNIVERSITY OF TECHNOLOGY

Faculty of Electrical Engineering  
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BACHELOR'S THESIS

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# **BRNO UNIVERSITY OF TECHNOLOGY**

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# **ENGLISH AS A LINGUA FRANCA IN IT ADVERTISING CAMPAIGNS**

ENGLISH AS A LINGUA FRANCA IN IT ADVERTISING CAMPAIGNS

## **BACHELOR'S THESIS**

BAKALÁŘSKÁ PRÁCE

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**Abstract:** In the 21st century, we can undoubtedly speak about a significant growth in the number of people who either use English on a daily basis or learn it intensively. English has become a global language of science, technology, education and business. As a main tool for communication, English has been granted the status of a Lingua Franca (ELF). Used by the representatives of various cultures, English has developed into a supranational language which has implemented authentic characteristics of different languages and cultures. Although ELF research is still considered to be in its initial phase, I will endeavor to identify specific features of ELF in IT advertising campaigns, using press releases of leading international IT corporations.

**Keywords:** English as a Lingua Franca, English as a Global Language, native speaker, cross-cultural communication, press release, English for advertising

**Abstrakt:** Ve 21. století můžeme s jistotou hovořit o významném počtu lidí, kteří používají angličtinu, ať už v každodenní komunikaci, nebo se jí intenzivně učí. Angličtina se stala světovým jazykem vědy, techniky, vzdělávání a podnikání a jako hlavní komunikační nástroj získala status Lingua Franca (ELF). Anglický jazyk využívají představitelé různých kultur, a proto se angličtina vyvinula na úroveň nadnárodního jazyka, který propojil vlastnosti různých jazyků a kultur. Ačkoli je výzkum v oblasti ELF stále ještě v počáteční fázi vývoje, pokusím se v této semestrální práci o identifikaci jeho specifických rysů, a to v reklamních kampaních v IT sektoru s využitím tiskových zpráv od předních světových IT společností.

**Klíčova slova:** angličtina jako Lingua Franca, angličtina jako světový jazyk, rodilý mluvčí, komunikace mezi kulturami, angličtina v reklamě

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## DECLARATION

I hereby declare that I have worked on this thesis independently, using the resources listed in the bibliography.

## PROHLÁŠENÍ

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.....  
(podpis autora)

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## **List of abbreviations**

ELF – English as a Lingua Franca

ENL – English as a native language

ESL – English as a second language

EFL – English as a foreign language

EIL – English as an international language

EWL – English as a world language

HFWs – High frequency words

VOICE – the Vienna-Oxford International Corpus of English

ELFA – English as a Lingua Franca in Academic Setting

AmE – American English

KoE – Korean English

ChE – Chinese English

TwE – Taiwanese English

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## **Introduction**

For the past decades, people all over the world have been learning English intensively. This was caused by immense scientific progress affecting the extension of the number of English speaking individuals. Unfortunately, due to incorrect approach to teaching languages, the first generations of English learners were convinced that their main aim while learning English is to reach the level of a native speaker (preferably British or at least American), notwithstanding an obvious difference in accents/pronunciation or inability to follow trendy expressions and slang when foreigners start learning English in a distant way.

Research made by modern linguists allowed to introduce a new branch of English called English as a Lingua Franca (ELF). In the theoretical part of my thesis, I will analyse the features of this type of English and its main differences from English as a Foreign Language (EFL). Although this topic became extremely popular within a short period, in most cases the subject for analyses was oral communication of ELF representatives. However, in my bachelor thesis I would like to determine the influence of English as a Lingua Franca in official business-oriented journalistic style. The aim of this study is to define key characteristics of ELF used for marketing purposes and create profiles of the representatives of ELF community.

As a source for such a research, I have used press releases published by four leading corporations on IT arena: Apple Inc., an American multinational technology company, which will represent native level of English proficiency; Samsung, a South Korean conglomerate, whose one of the main domains is consumer electronics; Huawei, a Chinese company focused on production of network and telecommunications equipment and AsusTek Computer Inc (Asus), a Taiwanese computer hardware and electronics company. In order to get trustworthy and reliable results of investigation into the topic, I tried to find the most related analysis samples. Next chapters contain a multi-tier research, focused on comparison of press releases presenting flagman tablets of each company as of 2015-2016. The chosen methodology of a combined formal and functional analysis will allow to describe use of ELF for a specific purpose.

The last chapter summarises the identified features of English as a Lingua Franca in IT Advertising Campaigns and reveals similarities and differences in usage of English language for such a specific purpose. The summary of the linguistic features typical for each representative of ELF community will allow the creation of profiles of a typical ELF user in the given field.

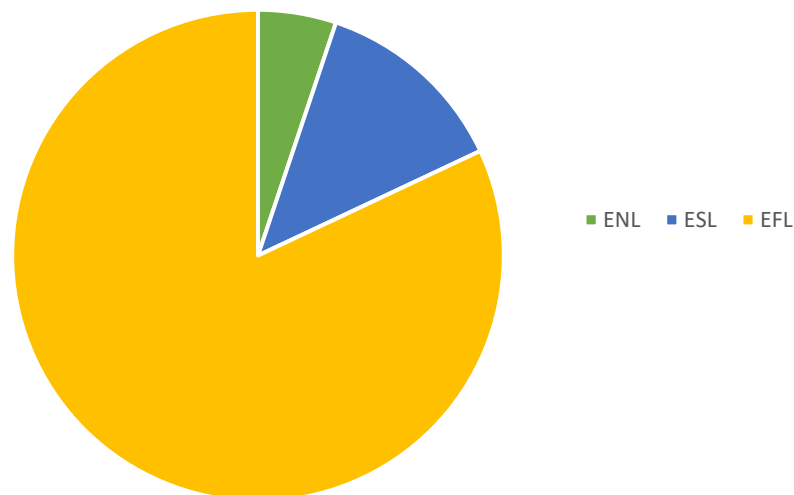
# 1. World Englishes

In terms of globalization and severe competition among IT companies, knowledge of foreign languages and especially English has become a critical skill that each applicant should possess. Being the language of science and technology, English has adopted a position of the world's main language of communication. Such a tendency has led to rapid increase of English speaking individuals, who use English on a daily basis. Evidently, the expansion of learners finds reflection in non-native speakers prevailing its native speakers. Concerning purpose and frequency of use, English is currently used as a fundamental tool for international communication. Due to wide usage all over the world, it has started incorporating patterns of other cultures and has developed into a universal language – Lingua Franca.

In order to characterize the influence of English as a Lingua Franca (ELF) and its scope of use at the beginning, it is necessary to define such a phenomenon and clarify its properties and functions.

Considering that the term ELF has been implemented for only last couple of decades, preceding classifications of “World Englishes” should be mentioned in order to identify their insufficiency.

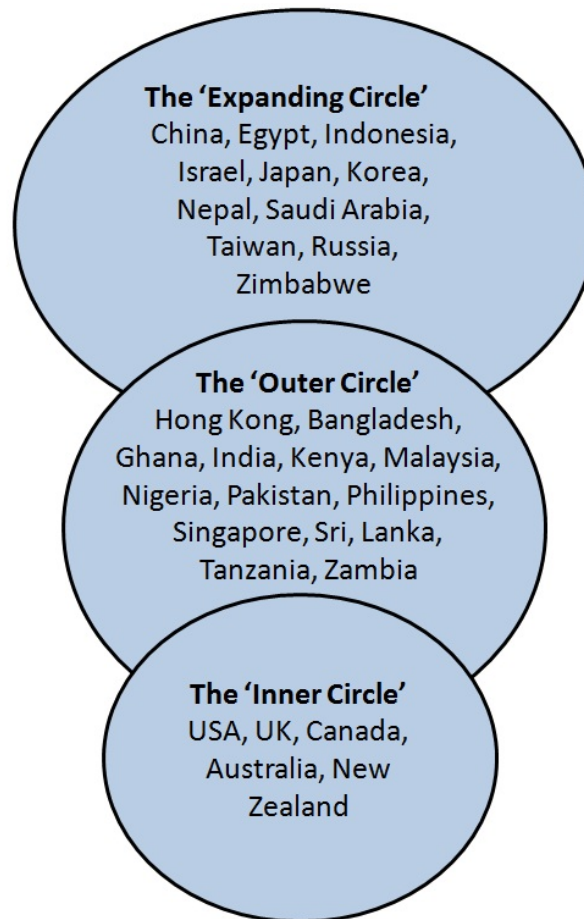
One of the standard classifications was analysed by Jenkins in her article: “Who Speaks English today?” in the book “World Englishes.” In this classification, the division is based on a territorial criterion that aggregates countries with a majority of people for whom English is a native language in a descending order. (See Figure No. 1).



*Figure 1. English speaking World*

- First group includes users, those who speak English as a native language (ENL). Usually it refers to the UK, USA, Canada, Australia, and New Zealand.
- Second group refers to the countries where English is a second language (ESL) and has a status of co-official language of either majority or minority of citizens. This term is usually used for Nigeria, Singapore, Philippines, Malaysia, India and more than 50 other countries.
- The last and most expanded group includes individuals for whom English is a foreign language (EFL).

The following classification like that corresponds with the taxonomy offered by a distinguished linguist, Braj Kachru, who explained distribution of English language using three Concentric Circles: the Inner Circle, the Outer Circle and the Expanding Circle (See Figure No. 2).



**Figure 2. Kachru's three-circle model**

(adopted from Alchetron – Free Social Encyclopedia for the World)

- The Inner Circle represents countries where English is a native language.
- The Outer Circle matches an ESL group. In these countries, English is used as a tool for domestic and international communication or is a language of business, government and education. In the Outer Circle English is gradually changing his form to Lingua Franca status. In this group, English fulfils both functions: a tool for internal and external communication.
- The Expanding Circle includes all other countries where English is taught as a foreign language. The main purpose for learning English in these regions is international communication.(Jenkins,2009)

With the development of technology and an increase in international communication related to it, it became clear that previously suggested classifications of English are not sufficient. Jenkins underlines that Kachru's theory has a variety of weaknesses. For instance, it is hard to define the boundaries between the nearest circles. Moreover, in such classifications differences in use of English within a circle (such as a difference between British and American English) are not taken into consideration. Speaking of the Expanding Circle, the level of an individual who can be recognized as a representative of the Expanding Circle is not clarified.

The term English as a Lingua Franca allows closing the gaps left by standard classifications, uniting speakers with a different first language and identifying features specific for the following type of English speakers.

## **2. Definition of English as a Lingua Franca.**

Implementing English as a Lingua Franca, it is necessary to begin with the main definitions given by the leading linguists in this domain.

- Barbara Seidlhofer in her article "Introducing English as a Lingua Franca" provides the following definition: "ELF(English as a Lingua Franca) is a "contact language" between persons who share neither a common native tongue nor a common(national) culture, and for whom English is the chosen foreign language of communication".
- Jennifer Jenkins refers to a specific communication context while defining the term English as a Lingua Franca: "English being used as a lingua franca, the common language of choice, among speakers who come from different linguacultural backgrounds."

It is possible to conclude from the definitions that fundamental features of ELF are usage of language for specific purposes and lack of common language that can be used for communication. Although ELF as a category sounds reasonable and logical in terms of a globalized world and multinational corporations, this type of English is still considered as a debatable one. Several misbeliefs are usually associated with the term ELF:

- ELF is a simplified and downsized version of a standard English;
- ELF is conducive to making mistakes and diverging;
- As ELF is taken for granted by many specialists as an optional version of English, in future it would be considered as the main standard, so that decline in the level of academic English will occur;
- ELF will be taught to all individuals for whom English is considered as a second or foreign language; therefore, no choice will be given. (Jenkins, 2008)

Considering various approaches and attitudes towards ELF, it is possible to conclude that those who refer to ELF as a future standard of teaching do not distinguish ELF and EFL, as ELF is focused on communication among individuals, who do not share a common first language and use English for intercultural communication. Although native speakers may participate in such interaction and their accents might be difficult to understand, they are not prevailing. In EFL the primary aim of study is blending with that of ENL. Moreover, ELF with its tolerance towards partial insertions of features that belong to the native language of ELF speaker facilitates effective communication, as a person will focus on the content rather than on quantity of speech/writing. Psychologically, it will be easier to overcome the language barrier if the person knows in advance that they would not be evaluated depending on their language skills.

ELF has influenced language on all levels, and due to its ascendancy, various studies were made in order to identify general features of ELF communication in accordance to branches of linguistics.

### **3. Overview of ELF patterns in specific branches.**

In order to define different categories of a new phenomenon, functional and formal methods of ELF analysis were established by VOICE, the Vienna-Oxford International Corpus of English. Although some specialists argue that functional perspective is even greater in case of ELF, formal

analysis of ELF forms allows to identify specific patterns of ELF regardless context and local distinctions and to identify common variations used by a majority of ELF speakers.

### 3.1 Lexico-grammatical aspect of ELF

As VOICE members agree, at the moment ELF is in its primary phase and it is too early to provide official report on lexico-grammatical patterns. However, Jenkins in her article for Humanising Language teachers refers to Seidlhofer (2004) when she has distinguished key lexico-grammatical characteristics of ELF:

- 'dropping' the third person present tense -s (as in *She look very sad*)
- 'confusing' the relative pronouns who and which (*a book who, a person which*)
- 'omitting' definite and indefinite articles where they are obligatory in ENL, and inserting them where they do not occur in ENL
- failing to use 'correct' forms in tag questions e.g. *isn't it?* or *no* instead of *shouldn't they?* (as in *They should arrive soon, isn't it?*)
- inserting 'redundant' prepositions (as in *We have to study about...* and *can we discuss about...?*)
- 'overusing' certain verbs of high semantic generality, such as *do, have, make, put, take*
- 'replacing' infinitive constructions with that-clauses, as in *I want that....* (e.g. *I want that we discuss my dissertation*)
- 'overdoing' explicitness (e.g. *black colour* rather than *black* and *How long time?* instead of *How long?*)

Several linguists also mention prevailing usage of non-finite forms instead of gerund (e.g. *I look forward to hear from you*). However simultaneously, Seidlhofer also refers to Ranta, whose research indicates the ELF speakers' tendency to use progressive forms regardless of context and its function, which can be considered as another lexico-grammatical pattern. (Seidlhofer, 2008)

### 3.2 Pragmatic aspect of ELF

Pragmatics identifies meaning hidden between the lines, so that presupposition and contextual background plays a crucial role in understanding utterances. According to Hall's perspective recapitulated by Peter Grundy in his work, the problem lies not in the linguistic code, but in the context.



Without common background, it may be difficult to recognise specific metaphors used by participants of ELF communication. Subsequently, two different approaches may be applied in case of ELF interaction: representatives of the first approach suggest that more language is required to convey meanings, whereas the opponents believe that it needs to be possible for the addressee to infer these meanings with the help of a readily available context(Grundy, P. 2004).

Analysing pragmatic aspect of ELF, we raise a question of language “ownership” Most of the linguists agree that in the world where native speakers represent a minority of English speaking individuals it is no longer possible to refer to British or American standards of English. As an example, it is possible to imagine a conversation between ENL and ELF representatives. The problem resides in different attitudes towards communication from the side of a native-speaker and their ELF opponent. While the native speaker uses accustomed language without allowance for his partner’s level of understanding, ELF representative generally simplifies his language in order to avoid ambiguity. Seidlhofer and Widdowson’s research shows that ELF speakers tend to be more flexible facing a problem of idiomaticity and prefer to create and negotiate idiomatic expressions rather than use potentially problematic phrases which would require further explanation. (Seidlhofer,2008)

Another disputed point in terms of pragmatics is a phenomenon of code-switching. Such a peculiarity was identified by several specialists (Jenkins, Klimpfinger) and can be discussed in both pragmatic and lexical aspects of ELF. The phenomenon of code-switching can serve several purposes ranging from appeals for assistance to signalling cultural values (Klimpfinger, 2007). However, this pattern, which is indicative for ELF, is rarely supported by ENL representatives within intercultural communication and can be even reported as a mistake. Jenkins in her article for online journal Humanising Language Teaching (Jenkins, 2007) used as an example an Italian compound *antistress* for which there is no exact equivalent in ENL. Were an Italian-English speaker to use this word in communication with a native speaker, however, the latter's assumption would be that the speaker had intended to say 'stress-free' but had made an error.

From the examples above it is possible to deduce that the common background and insertions of international neologisms play a decisive role in ELF communication and can cause several problems in understanding between interlocutors.

### **3.3 Lexicological aspect of ELF**

A common misconception of ELF speakers is that they are in the phase of learning a language repertoire, whereas in fact they are active language users (Seidlhofer, 2008). A distinctive mark of ELF interaction is a usage of tacit vocabulary which includes a list of words linked to various aspects of intercultural communication. ELFA and VOICE carried out several lines of research in order to identify similarities and differences in vocabulary use and then analysed gathered the data. Leah Gilner summarized key results of both independent investigations and came to a conclusion that ELFA's findings supported outcomes of VOICE research. A term HFWs (High Frequency Words) emerged as a consequence of identified shared vocabulary.

Among lexicological patterns of ELF belongs a tendency to replace less frequent items with more frequent ones. For instance, ELF speakers prefer to use an expression *so to say* rather than *so to speak*, replacing less frequent in ELF communication word *speak* with more frequent one *say* (Carey, 2013). Gilner in her article refers to the results of the investigation of lexical innovations illustrated in ELF interaction. As an example, researchers identified that many of the lexical innovations in the subcorpus exploit HFWs as, for example, base forms for affixation. Examples include *increase, gather, imagine, prefer, and work*. The addition of a suffix often served to make the meaning more overt and explicit. Another innovation analysed in VOICE research was the frequent use of the prefixes "non-" and "re-", especially in the words *formal, read, send, and confidence*. (Gilner, 2014)

Even though it is accepted that ELF representatives' English skills are far above the level of beginner, a tendency to simplify their speech and accommodate each other by relying on common repertoire can be traced in all stages of research.

### **3.4 Phonetic aspect of ELF**

Assuming that intercultural communication generally consists of spoken and written interaction, many specialists address ELF mainly in terms of oral communication. Apparently, verbal communication enables the investigation of several patterns of English as a Lingua Franca including influence of different accents and spontaneous communication. However, in my thesis, this branch of linguistic will not be analysed, as investigation of ELF in IT Advertising campaigns will be based on comparison of press releases which presented a frozen, formal genre.

## 4. Implementation of ELF

Nowadays, ELF is not only the language used by non-native speakers, it has become the main tool for communication between millions specialists all over the world and altered boundaries of global integration.

In business area ELF is primarily adopted either for communication between employees from different countries within an international company or for cooperation with foreign partners. Moreover, in marketing and advertising it is used as a channel for communication between suppliers and consumers. For the companies it is a great chance to extend customers' awareness of the products and services and increase sales. Additionally, ELF allows to get feedback from consumers and partners from all over the world using various surveys and social networks.

ELF communication has also addressed the issue of communication between specialists in the field of science and technology. Implementation of ELF has allowed a better distribution of information between various innovative centres. Specialists have an opportunity to share their ideas with the foreign colleagues and it has enabled a rapid development in numerous fields of technology.

It is necessary to admit that during the past decades ELF has significantly influenced our life at several levels. However, ELF is consistently discussed within the scope of informal oral interaction, whereas definition of the impact on written style is an important step for analysis of specific features of ELF. However, in order to estimate a degree of integration of ELF it is necessary to apply a different approach in comparison to the analysis of oral ELF communication. It is necessary to accept that most probably there will be no grammatical or lexical mistakes common for spontaneous ELF interaction, so that investigation will be conducted on a completely different level. Usage of various lexical forms (such as antonyms/synonyms), sentence structure and pragmatic aspect will be observed.

My bachelor thesis is dedicated to the analysis of the press releases in the field of IT technology. In order to estimate influence the of English as a Lingua Franca on a journalistic-style text, it is necessary to consider various aspects that may have an impact on the language used. As three out of four press releases were written by representatives of ELF community, some unusual features may occur in these press releases. Additionally, the language used in the press releases might be influenced by three main aspects of language: combination of a standard journalistic style and language for advertising as well as implementations of language for specific purposes, mainly science and technology. For further evaluation of the degree to which ELF is implemented into formal register, it is necessary to identify patterns of the style of press releases and to describe which parts of it remain

constant and which of them are coming under influence. From a theoretical analysis of press release as a genre, it is possible to infer areas of ELF impact.

## 5. Characteristic of a genre “Press Release”

At the beginning, I would like to mention a definition of press release given by a well-known online magazine Entrepreneur. According to their definition, press release is a “public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments”. Clearly, it is possible to assume that press release belongs to a hybrid genre which combines patterns of both business-oriented administrative style and the language of promotion. In my bachelor thesis, I will analyse press releases of four widely known companies. The difference is that one of the materials will be based on ENL, whereas three other samples might be influenced by ELF. In order to identify specific features of each press release it is necessary to define main linguistic properties of press release as a genre. Konstantina Zefkili, a Ph.D. Candidate has analysed linguistic features of press releases and identified several characteristics common for press releases. Among them:

- Time or place deixis, e.g. *London, today announces*.
- Preformulation. Press releases constitute that type of discourse where conventions dictate that another person’s (i.e., journalist’s) point of view should be major. The linguistic features discussed in this study facilitate the alignment of different points of view (and frames).
- Third-person self-reference prevalent in the press releases and achieved through the repeated reference to the company’s proper name, as in *The company* and definite descriptions.
- Inclusive language *we/our* when an employee's statement is provided verbatim (in the form of an extract), which serves solidarity, persuasion and advertising.
- First- and third-person self-reference (referential alteration), interchangeable in cases of citations, enables companies to praise themselves publicly (prestige) while building a ‘we’ feeling which leads to a strong association with the organization through solidarity (Zefkili, 2014)

A press release is a tool used by various companies to help the readers and potential customers to remember the product. Even though images and visual content is important, textual content plays the main role. The language used in press releases should advertise the product or service so it should be creative, simple and catchy. Among the main patterns common for the language for advertising purposes identified by Duncan Grey on his portal dedicated to use of English it is possible to mention:

- Neologisms – very often can be even rhyming compounds or have novelty effect for memorability.
- Simple catchy sentences or phrases for the headlines or subheading used to get readers' attention.
  - Long nominal groups containing chains of adjectives and adverbs used for the description of a product or service.
  - Avoidance of negatives, as press releases are often published by the company itself and their aim is to emphasize the strengths of the product.

Multi-level research of the chosen press releases will allow to identify the following properties and extend the list of similar features or to prove the opposite.

## **6. Comparison of structural elements of press releases**

As the main purpose of all advertising campaigns is to draw attention of the targeted audience, clear and simple structure is an essential point which should be considered while creating and editing a press release. Generally, it is possible to divide the whole document into the following sections:

1. Headline.
2. Dateline.
3. A “Hook”, the first intriguing sentence that should capture readers' attention.
4. The first paragraph: announcement of a new product/service.
5. Description of the product: key features, benefits, product's niche.
6. Customer/analyst/CEO quote.
7. Specification of the product
8. Pricing information
9. Availability information
10. Contact information for further enquires
11. Information about the company

Below (See Table 1) it is possible to see which elements were identified while comparison of the press releases.

Structural element	The USA: Apple Inc.	South Korea: Samsung	China: Huawei	Taiwan: Asus
Headline	+	+	+	+
Dateline	+	+	+	+
A “Hook”	+	-	+	* analyzed below
Announcement	+	+	+	+
Description: key features	+	-	-	+
Customer/analyst/CEO quote	Apple’s senior vice president of Worldwide Marketing <hr/> Customers’ quotes	CEO and President of IT&Mobile Division in Samsung Electronics	CEO, Huawei Consumer Business Gropu	-
Extended specifications	+	+	+	+
Pricing information	+	-	+	+
Availability information	+	+ (stated in the text, no special paragraph)	+	+
Contact information	Redirection to the website	Redirection to the website	-	PR department, Redirection to the website
Information about the company	+	-	-	+

**Table 1. Comparison of structural elements of press releases**

From the table it is possible to conclude that most of the key elements were found in all the press releases. The press release that was lacking more information than the other analysed samples was a Chinese Press release. It is possible to arrive at a conclusion that the release form is not considered as an important point, whereas technical specifications and pricing information are accentuated. Apart from a missing description of the product key features, in a Chinese press release along with the South-Korean one the information about the company was omitted. It might be explained by the fact that in Asian cultures self-reference/self-addressing/self-pointing can be considered as inappropriate behaviour. A preference for gradual and explicit rather than short and catchy product description is another tendency identified in the press releases published by ELF representatives (South Korean and Chinese press releases). Even though in the introductory abstracts of both publications some of the features are generally described, the information is not proven by the technical parameters in contrast with the American and Taiwanese releases where the key product advantages are mentioned from the very beginning. As the press release is a genre that belongs to the journalist style focused on promotion of the product or the company, it is atypical that representatives from South Korea and Taiwan did not use a “hook” in their press releases. It is omitted in the South Korean one, and in the Taiwanese press release it is not catchy and the font used visually diminish the importance of the message itself.

As an indirect consequence of the results of structural analysis, it is possible to assume that for native speakers it is easier to follow the standards of particular genre. However, the mentioned differences might be influenced by socio-cultural peculiarities of the countries where the press releases were published.

## **7. Analysis of the press releases’ layout**

Press releases are commonly written in order to be published or even printed; consequently, the design of the layout should complement the content and fulfil the same functions. As we are speaking about the journalistic style, the usage of the fonts and their size may play a great role and catch readers’ attention. The manner how the information is divided into sections and what is the graphical outline of the text might produce a specific effect on the readers. The usage of pictures, charts and tables is sometimes as important as the content of the text, especially in cases when the topic is related to the technical field.

The analysis of the samples revealed both similarities and differences in usage of various graphical tools. The same approach was used in all cases with regards to the headline design. Headlines of all four press releases are written in a bold font and their size is a few times bigger than the font size used for subheading. The “hook” was used only in American and Chinese press releases and in both cases the font was bold and the size only a few pixels less.

One of the important differences is in the way the headings of the subsections were designed. In the American press release, the subheadings are made in bold font and the paragraph is following the subheading without paragraph spacing. In contrast, in the Chinese sample the subheads are not only in bold but also with the additional spacing that should catch the readers’ attention to the most important characteristics of the product. Surprisingly, in the South Korean and Taiwanese press releases, there was no proper accentuation of the subheading. In the Taiwanese sample, there was no subdivision and as for the South Korean one, even though the subheads were published in a bigger font size in comparison to the text and with the paragraphs spacing, such a design is insufficient for visual emphasis.

Among other graphical tools used, it is possible to notice that different font colours were used only in South Korean and Taiwanese press releases. The only press release in which the italic font was used was a South Korean one; there it was used for accentuation of the product key features.

As for the other graphical representations of the text, bulleted lists, tables and product pictures were used in the analysed press releases. While the Apple press-centre representatives decided to use a bulleted list for a description of pricing and availability, their Taiwanese counterparts decided to use the bulleted list for accentuation of the key product features.

The tables were used in three out of four press releases. The same approach was used by Taiwanese and South Korean specialists, in both press releases similarly designed tables with invisible borders were used for the technical specifications of the new product. In contrast, the Chinese representatives decided to use a table with visible borders for information about pricing and availability and a table with invisible borders for a price range of the accessories available for the main product.

In the press releases written by the ELF representatives, product pictures were provided. In the Taiwanese press release it was a picture showing the design of the product, in case of Chinese sample, the picture shows the optional usage of the product and its accessory and in the South Korean one, the picture is accompanied by the description of the technical parameters of the product.

As an interesting distinction between the representatives of the native speaking community and ELF representatives it is necessary to emphasize the fact that while the ELF representatives supplied



the text with complementary graphical tools such as tables and pictures, the representatives of the “Inner Circle” rely solely on the text and its content.

## **8. Overview of specific patterns identified in press releases**

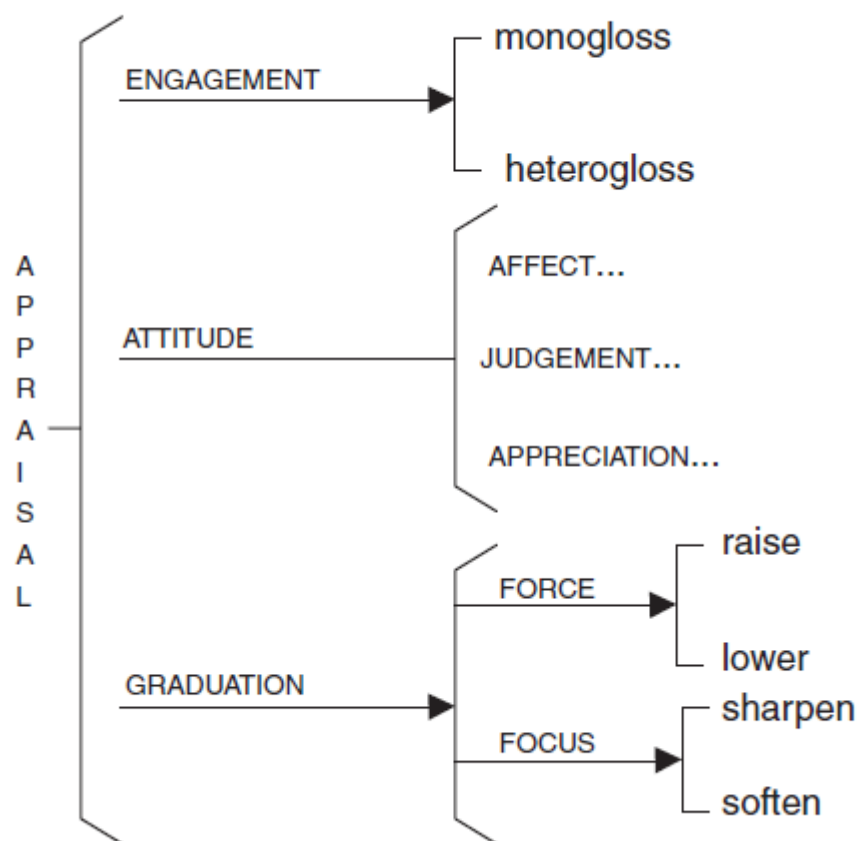
### **8.1 Lexicological aspect of ELF**

As Laurie Rozakis mentions in her book (2005), press releases adhere to an expository writing style, as it provides the information or explanation about a specific topic. However, being a marketing tool, press releases also contain the elements of persuasive texts. The analysed samples are the press releases related to the field of technology and, consequently, due to their function involve several vocabulary layers. The press release is an announcement made by the representatives of the company and forwarded to the news media for the purpose of informing the consumers about the product or service. Being a text written to be published, it should fulfil several requirements including the high level of the language used. The vocabulary represented in the press releases is Standard English typical for books, television and official documents. The level of formality is high as the press release should follow the rules of the journalistic style. Serving the aim to provide a general description of a product and its specific features, a press release is informative. As the analysed press releases are related to the sphere of technology, they also comprise specialized terminology. Due to the technological progress that took place during the last couple of decades, the average level of society awareness of technological characteristics of the devices such as tablets or laptops has increased significantly, so that part of the specialised vocabulary used is well known to the audience; however, some of the expressions still require deeper knowledge.

Being a tool serving for marketing purposes, a press release should give a lot of information within the format limit. At the same time, it is necessary to lay emphasis on the main product characteristics, attract the potential customers and, on the other hand, not to overload the text with technical details. This factor is reflected in lexical density of the texts.

As the main purpose of a press release is to promote a product, appraisal theory developed by Martin and White (2005) and described in their book “The language of evaluation: Appraisal in English” can be fully applied in case of a press release analysis. The theory is important for the analysis, because it describes how company’s stance is formulated and expressed. Moreover, the theory explains how initial idea is expressed by using particular linguistic means. Martin and White established three

main sources of appraisal: engagement, attitude and graduation, that are further divided into subcategories. “Engagement” mainly represents how the stance is formed: it can be either monogloss, consisting of the single opinion or heterogloss, providing references to the opinion of other authorities. “Attitude” resource deals mainly with the feeling and emotions during the process of evaluation. It is divided into three sub sources: affect, describing the emotions of the person, judgement, evaluating a subject in accordance with standard norms of society and appreciation, expressing aesthetic perception. “Graduation” refers to the level, degree to which the feelings are either amplified or diminished. Both categories of graduation, force and focus, can be used in both ways according to the authors aim. (See Figure No. 3)



**Figure 3. An overview of appraisal resources**

(adapted from Martin and White, 2005)

Following the idea of press release genre patterns, it is possible to infer that key resources that could occur in the text would be *heterogloss* variation of engagement, as it was described in the

previous subchapters, most of the press releases include references to other authorities; *appreciation* as a main characteristic of the attitude that expresses aesthetic feelings and both sub-sources of graduation: *force* and *focus*, oriented on positive sides of a product. Examples of appraisal language features identified in the analyzed samples is listed below:

#### The USA – Apple:

- Heterogloss engagement: four citations
- Attitude:
  - Affect: -
  - Judgement: *True Tone display*, the way how this type of display is called should evoke association that color rendering is “correct”, natural
  - Appreciation: *incredible, perfect*
- Graduation:
  - Force: *greater (brightness), wider (color gamut)*
  - Focus: *all-new, breakthrough, groundbreaking*

#### South Korea – Samsung:

- Heterogloss engagement: one citation
- Attitude:
  - Affect: *comfortable, intelligently (adjust)*
  - Judgement: *easy (access), best-in-class, true-to-life (colors)*
  - Appreciation: *stunning, fashionable, stylishly (designed)*
- Graduation:
  - Force: *deeper (contrast), the most complete, ultimate*
  - Focus: *the world thinnest and lightest (metal tablet frame)*

#### China – Huawei:

- Heterogloss engagement: 3 citations
- Attitude:
  - Affect: *(to be) thrilled*
  - Judgement: *environmentally friendly*, considering the fact that the problem of the impact of technological processes on environment is described as an

important issue nowadays, the statement that a product is environmentally friendly is the way to express that it is „right“

- Appreciation: *beautiful, stylish*

— Graduation:

- Force: *the most innovative, the most rigorous*
- Focus: *the best of the legendary productivity*

#### Taiwan – Asus:

— Monogloss engagement: no citations

— Attitude:

- Affect: -
- Judgement: *Tru2life+ (technology), TruVivid*
- Appreciation: *gorgeous, classy styling*

— Graduation:

- Force: *the smallest (details), higher (transparency)*
- Focus: *flagship, there is nothing else like the Asus ZenPad*

As a summary of the above-mentioned examples, it is necessary to mention that the only sample that contains no reference to other authorities was the one written by the representatives of ELF community, namely the Taiwanese press release. This press release was lacking not only citations, but also there were no expressions reflecting customers' emotions and feelings and only a negligible amount of comparative constructions that influenced lack of force raise.

Analysing the press releases on lexicological level, it is possible to conclude that it is typical for all of the examined materials to consist of the repeated words and expressions. For instance, for an American version of the press release, among the most frequently used words were *new* (24 times), *breakthrough* (4 times + 1 cognate word), *advanced* (6 times), whereas South Korean specialists preferred the words *offer* (4 times), *deliver* (4 times). *Feature* (5 times), *provide* (3 times) are the words prevailing in the Chinese press release. The Taiwanese sample can be marked as the only one where there were not many repeated expressions. The only word that was used several times was *stunning* (3 times). Among the words that were frequently used in all press releases are *feature, adjust, provide, ultimate, immersive, deliver, provide*. As all the press releases were dedicated to the same topic, the following synonyms chains were identified:

- AmE *introduce* – KoE *unveil, announce* – ChE *launch, introduce*, TwE – *announce*
- AmE *deliver, provide* - KoE *deliver, offer, present, provide* – ChE *provide, deliver, offer* – TwE *provide, deliver*
- AmE *improve, optimize* – KoE *improve* – ChE *enhance*, TwE *improve*
- AmE *new, all-new, breakthrough, groundbreaking*.

As a specific feature, it is necessary to mention the use of the verbs, which are intended to show an interaction between a company and its customers. In comparison to American version of the press release, “audience-oriented” verbs prevail in the South Korean, Chinese and Taiwanese statements. For an example, it is not possible to find the words like *offer* or *present, help* or *enjoy* in the American text. The difference can be explained by cultural diversity, as from the point of cross-cultural business behaviour, South Korea belongs to relationship-oriented countries, whereas the USA is a part of deal-focused community. (Gesteland, 2002)

## **8.2 Lexico-grammatical aspect of ELF**

Press releases should serve as a tool for brand-management and creation of customers’ awareness of the company’s latest products and services, so that the language of a press release has a descriptive character. Consequently, among the word classes that frequently occur in this genre are adjectives and adverbs, which aim is to illustrate the product’s main features. In most cases, adjectives provide qualitative evaluation of the product and have an attributive position. Accompanying technical characteristics of the product, almost all adjectives can be divided into several categories such as size and weight description, color characteristics, material, sound, time frame, access or availability and quality. Due to the fact that my research is dedicated to similar products, the list of the most frequently used adjectives within each press release was analogous in comparison to other samples. (See Table No. 2)

Types of descriptive adjectives	The Usa – Apple	South Korea – Samsung	China – Huawei	Taiwan – Asus
Size/weight	Wider, thin	The thinnest, light	Lightweight, ultraslim	Wide, the smallest
Time	New, all-new	The newest	New	New
Color	White, paper-white, bright, space grey, rose gold	Bright, vivid, true-to-life	True-to-life	-
Material	Metallic, silicon, polyurethane	Metal	-	Metallic
Sound	Clear, rich	-	-	High-fidelity
Access	Easy	Easy, quick	Quick	-
Quality	Incredible, creative	Stunning, comfortable, stylish	Portable, smart, exciting	Outstanding, unmatched, gorgeous

**Table 2. Comparison of descriptive adjectives used in the press releases**

Among other means of a comparative description of a product, it is necessary to mention the use of adverbs of manner and degree. Such a method is used to enhance readers' perception and build positive attitude towards the product. Moreover, adverbs of manner and degree and descriptive adjectives not only complement with each other, but also create chains used for amplification of appraisal. However, analyzed samples illustrated that this tool was used only by American and South Korean representatives. Although adverbs of manner were present in Taiwanese and Chinese press releases, the total amount was significantly lower than in the other two samples. Another difference identified was the meaning of the adverbs used. Whereas in the American and Korean press releases the emphasis was placed on the degree to which one of the product's properties was developed, in the Chinese press release perception of the user was accentuated. As a result, the most frequently used adverb in the press release of the Huawei product was "seamlessly". If we compare the American and South Korean press releases that encountered greater amount of adverbs used, in the press release published by Apple, the total number of used adverbs by far exceeds that of Korean equivalent. The

most commonly used adverbs of degree are *fully, completely, extremely*; adverbs of manner *incredibly, dynamically, automatically*.

One of the main purposes of a press release is to announce a new product, service or technology. However, it is not sufficient to introduce a product with the emphasis on the fact that it is the latest version; a company should also announce key features and benefits of the product. Resulting conclusion is that in the genre of a press release comparative constructions will be frequently used. This idea was completely proven by the analysis of the chosen press releases. The difference is that in the American text comparative forms are predominant: *greater brightness, wider color gamut, lower reflectivity, more natural and accurate*. In contrast, superlative forms of adjectives *thinnest and lightest* are used in South Korean version. In Chinese press release superlative forms of adjectives are used more frequently than comparative forms. Additionally, adjectives carrying a meaning of “absolute” degree *premium, legendary, perfect, and leading* were used to strengthen the value of the product. Another identified peculiarity is the use of usage of the prefix *ultra* (“ultra-narrow”) which meaning is “above and beyond something in a range”. Even though in the Taiwanese press release several comparative forms and, similarly to Chinese one, words carrying the meaning of “leading position” such as *perfect* and *superior* were used, the press release is not saturated with comparative constructions in contrast to the other analyzed samples.

### **8.2.1 Word Formation**

One of the main roles of a press release is to evoke associations with the product and make it easy to remember. For this purpose, various creative approaches and tricks are used to get or, what is even more difficult, to keep readers’ attention. Word play is among the most popular and effective options, due to the extensive English vocabulary and flexibility of word formation processes, marketing specialists and journalists can create words or adjust the existing ones upon their needs. In order to identify specific features of word-formation used by representatives of ELF community, it is necessary to analyze each sample, compare the results and select ways of word-formation preferred by ELF representatives.

### The USA – Apple:

— Derivation:

- Prefixation: *ultrafast, pro-quality*
- Suffixation: *brightness, reflectivity*

— Compounds:

- Closed form: *breakthrough, groundbreaking*
- Hyphenated form: *all-new, 9.7-inch (display), four-channel (sensors)*
- Open form: *True Tone (display)*

— Acronyms: *MIMO (technology)*

— Initials: *PCs, TFT, LTE*

— Abbreviation: *iPad, iSight, iMac*

— Neologisms: *note-taking*

### South Korea – Samsung:

— Derivation:

- Prefixation: *pre-installed, anti-malware*
- Suffixation: *effortlessly, brightness, manageability*

— Compounds:

- Closed form: *newsfeeds, webpages, trackpad*
- Hyphenated form: *best-in-class, on-the-go, true-to-life*

— Acronyms: *AMOLED (display), RAM (availability)*

— Initials: *CEO, RGB (display)*

### China – Huawei:

— Derivation:

- Prefixation: *ultra-low*

— Compounds:

- Closed form: *flagship, MateBook*
- Hyphenated form: *multi-touch, on-the-go, high-end (consumer devices)*
- Open form: *True Tone (display)*

— Acronyms: *OEM (marketing)*

— Initials: *MWC*

— Abbreviation: *Corp. , ecosystem*



## Taiwan – Asus :

— Derivation:

- Prefixation: *redifines*
- Suffixation: *responsiveness, sharpness*

— Compounds:

- Closed form: *flagship, ZenPad*
- Hyphenated form: *life-like, four-layer (design), blazing-fast*

— Abbreviation, acronym: *ASUS*

— Initials: *IPS (display), DTS (sound)*.

To conclude the results of word-formation analysis, it is necessary to mention that derivation is used in all press releases mainly for creation of abstract terms and properties. Typically for English in the field of science and technology, all the prefixes used for creation of new words have Latin or Greek origin: *pre-* has the meaning “before”, *re-* “again”, *ultra-* “beyond” or “extremely”, *anti-* “against”. Even though there are no strict rules defining the spelling of such a words, several researches have shown that in American English there is a tendency of writing in one word what is frequently hyphenated or spelled separately in British English. Considering this tendency and comparing the use of the words with the prefix “ultra-”, it is necessary to emphasize the fact that while in the American press release *ultrafast* is spelled in one word, Chinese counterparts preferred to spell the word *ultra-low* with a hyphen and *ultra slim* separately following the traditions of British English. Moreover, separate spelling of the word *ultra slim* can be explained by the location of the word in a subheading, otherwise, in such a case it may lead to reduced visibility.

The reason why acronyms and initials are widely used in the press releases can be also explained by its technical-oriented content. Nowadays, most people, especially the young one, have greatly adopted technological progress so that there is no need to expand abbreviations of every technique or technology used in the device. IF the authors know that text of the press release will be spread among targeted audience and there is an assumption that the readers already have minimal background knowledge, it is possible to use shortened forms without significant losses in the transmitted message.

Compound nouns and adjectives play an important role in the press release genre. On the one hand, it serves as a tool for a description of various technical terms and characteristics *12-megapixel iSight camera, true-to-life colors*, on the other hand, it gives freedom in creativity allowing the use of

catchy and memorable expressions that can be further associated with the product, e.g. *hassle-free authentication, users on-the-go, life-like images*. Such expressions, more colloquial rather than formal, allow to attract potential customers.

### **8.2.2 Syntactic structure analysis**

Describing the syntactic structure of the press releases, it is necessary to consider the fact that several patterns identified follow the standards of a journalistic text. Three out of four press releases contain date and place deixis expressed differently using various instruments of syntax and punctuation. In the press release written by native speakers, place and dateline are expressed using dashes, whereas in the Chinese and Taiwanese press releases dateline is enclosed in parenthesis.

Press releases serve for products and services advertisement so a title plays an important role being the main instrument to attract readers' attention. Analysis of the titles of the press releases showed that in all press releases the same sentence structure was chosen. SVO structure consisting of subject, verb and direct object was considered as the most effective strategy in this particular situation as it allows to mention company's name, verb indicating announcement of the product and the product itself. The only press release that has extended structure was the one written by the representatives of ELF community (South Korea). Their title contains besides SVO structure also a noun phrase. Describing visual effect, it is possible to mention that being written in bold long titles seems to be less catchy than the opponents' ones.

Another tool used to attract attention is a "hook" – the first intriguing sentence. This strategy was used in three press releases. Two ELF representatives chose the SVO structure similar to the one used in the title. However, for the hook, this structure was extended and either complex object or parallelism were used. For instance, in the Taiwanese press release repetition of the word *new* accentuates parallelism between subject and object.

A subheading is another structural element that is as important in a press release as in other genres. Its function is to give a gist, a brief explanation of what the reader can expect in the next abstracts. In three press releases, subheadings' structure was represented by mononuclear nominative sentences that emphasize the theme. The only press release, whose structure is different is the Chinese press release. In this press release, each subheading is represented by elliptical construction with omitted auxiliary verb and various types of predicates including nominative and adjective predicates.

Both methods, an ellipsis and mononuclear nominative sentences, simplified the structure of the subheading and made it easier to understand for the readers.

In the press releases, descriptive language is used to promote properties of a product. Therefore combination of the construction “verb + direct object” is frequently used. In all press release except for the Taiwanese one, chains of the homogeneous direct objects are used to describe characteristics of a product related to the similar fields, such as audio, video or device’s memory availability. Moreover, various homogeneous elements of the sentence serve the purpose to put related patterns in a logical groups. Such arrangements exert an influence over the readers’ perception of the whole text and ensure a complex structure of the text. The only press release that is not saturated with homogeneous clause elements is the Taiwanese one, where these are replaced with compound and complex sentences.

As the purpose of any advertisement is to keep the readers engaged and involved, all the press releases analysed predominantly use present tenses. It also helps to keep the dynamics of the text. However, while American, Taiwanese and South Korean specialists used mainly present simple tense, their Chinese counterparts chose to use present continuous tense in order to accentuate sustainable development of the company.

Among other syntactic features of the press releases it is necessary to mention long nominal constructions comprising chains of adjectives or nouns acting as adjectives. Their function is to provide an expanded specification, so that each element of the chain may give a more narrow explanation of the term. In addition to long nominal constructions used for product description, product features or characteristics are also expressed using present participle clauses. Those were frequently used in all the press releases.

Nowadays millions of specialists all over the world are involved in manufacturing process, but in the end only the brand name is important for customers. Various manufacturing stages are commonly mentioned in the press releases using passive voice as the whole attention is paid to the final product not to the one who prepared it. Apart from the situations when a narrative describes the process of design, representatives of American, Chinese and Taiwanese communities preferred to use active voice. However, the Korean press release differs from the others. While other press releases contain from two to five passive constructions, the Korean press release is full of passive voice, as in example phrases *is designed*, *is built* were taken from the Samsung press release. This specific property can be again explained by cultural difference. The phenomenon has its own term “face saving” and is defined as self-esteem or an act of preserving one’s own reputation as well as showing respect to others. As

reputation is overestimated within the context of Asian cultures (including South Korea), passive constructions allow representatives of the above mentioned cultures to be as tolerant, tactful and diplomatic as possible, trying to avoid direct active behaviour in order not to be considered aggressive and impolite.

### **8.2.3 Analysis of the press releases at semantic level**

As previously mentioned, all the press releases contain a great amount of adjectives and adverbs and their comparative forms. This intensity results in exaggeration of the product's qualities. The aim of hyperbole in the given context is to show the advantages of the product in comparison to known competitors. Due to ethical reason in all press releases only "open" comparatives were used, meaning that the competitor remains unnamed, it helps to evoke strong positive feelings about the product's strength and advantages.

Intertextuality is provided by citations used in three press releases, namely American, South Korean and Chinese. Quotes of employees, partners and media authorities considered to be standard in the genre of a press release. However, a careful choice of the appropriate referees is extremely important for brand's image and social status of the company. It is expected that one of the main representatives of the company such as CEO (Chief Executive Officer) or Vice President will say a few words about the product. What is even more valuable is the opinion of the special "guests" with worldwide reputation whose names usually arise positive associations. Positions of the referees mentioned in the press releases are listed below:

#### The USA – Apple:

- Apple's senior vice president of Worldwide Marketing
- Chief Creative Officer, Pixar and Walt Disney Animation Studios
- Head of Design for Rapha
- U.S. Head of Design for Citi Global Consumer Banking

#### South Korea – Samsung:

- CEO and President of IT & Mobile Division at Samsung Electronics

#### China – Huawei:

- CEO, Huawei Consumer Business Group
- Senior Vice President and General Manager, Client Computing Group, Intel Corporation
- Vice President, Worldwide OEM Marketing, Microsoft Corp.

Although it is considered more typical for the representatives of Asian or Eastern cultures to refer to respectable authorities, from the illustrative examples it is possible to conclude that their American counterparts included in their press release quotations of four leading specialists. American press release is the only one where each referee represented a specific business area such as sportswear and lifestyle, banking, and media and movie making. In contrast, representatives of ELF community preferred to share references from the specialists in IT sphere.

Describing peculiarities of the language used in the press releases, it is necessary to mention creative approach used by Chinese representatives. In several subheadings alliteration, a stylistic literary device, is used. Consonantal alliteration can be found in the following expressions:

- Alliteration of the sound [f]: *Fusion of Fashion; the Fastest Fingerprint Recognition*
- Alliteration of the sound [m]: *Made for Mobility.*

Moreover, in one of the subheadings parts of the elliptical sentences are rhymed *High-efficiency and Agility – Built for Productivity*. Even though these literary devices were used solely in Chinese press release, they are considered typical for language of advertising as such tricks allows to catch readers' attention and makes the phrase memorable.

#### **8.2.4 Analysis of the press releases at discourse level.**

Press release is a text written to be published and similarly to the other genres that belong to the written discourse it should be as clear and precise as possible. There is no possibility to monitor readers' feelings and the level of understanding, so that the structure of the text and the language used should be able to transfer the original message in the way that will evoke planned or desirable reaction. The participants involved in the communication via press release are the publisher, usually represented by the company, and readers or, speaking in a business-oriented way, potential customers. The tenor aspect of the discourse can be described as a public formal communication between people who do not know each other. Nevertheless, they may share common cultural background that can be driven by mutual interest in regards to the same topic, particularly IT technologies. With regards to the domain or the context in which the participants may interact, distant communication between participants may occur when the readers either see the press release for the first time or when they provide feedback regarding their perceptions and attitude towards the product. The mode of the communication is defined by the main function of a press release. This genre is a combination of two text types: persuasive and informative. Firstly, it can be classified as news announcements. As it serves for

marketing and advertising purposes the second aim of this genre is to ensure the reader that the company's product is better than others. Consequently, the reader should be persuaded that they need this specific product.

Being published in mass media, press releases are always very elaborate, their structure is complex, the ideas are expressed in a logical order, and each word is chosen carefully. The use of parallel constructions in the texts only raise structural cohesion. Parallelism is a device frequently used in the analyzed press releases. For instance, most of the quotations in the press releases have the same structure: the beginning of the quote is interrupted by the reference to the cited person and their position after which the quotation continues. Parallelism can also be traced in the prevailing use of SVO structure of the sentences.

Lexical cohesion is provided by continuous repetition of the product's name. The purpose of the product's name reiteration is to make the readers remember a new device or service announced by the company. Another category that is frequently repeated is adjective. It is possible to conclude from the analysis conducted that each company chose several adjectives and used them for the description of their products. In the American press release among the most frequently used adjectives were *new* (and its variations), *breakthrough* and *powerful*. In the press releases written by representatives of ELF community, the adjective that occurred more frequently in the text was *stunning*.

Grammatical cohesion is supported at different sublevels. Among the cohesive devices that were prevailing in the press release are different types of reference. In the South Korean press release demonstrative *this reading-optimized ration* and personal *Smart Manager – it* references were used whereas in Taiwanese one personal reference was replaced with comparative one *devices such as*.

All the cohesive devices used resulted in logical and coherent texts, where transition between subtopics is performed smoothly. Linguistic patterns identified showed correspondence with the theoretical description of the press release genre and its specific features. The chosen press releases contain the most important structural elements that should be present. Being lexically dense, the text of the press release combines patterns of both language of promotion and language for specific purposes, namely science and technology. Stylistic markers are represented by the structure common for this genre and the vocabulary used.

It is possible to conclude that even though specific features of ELF variety of English can be identified, in general the use of English is influenced by the rules and standards of the press release genre.

## **9. Profiles of the users of National Varieties of English based of the results of the press releases analysis.**

The research conducted in my bachelor thesis was dedicated to the deeper analysis of the linguistic patterns of ELF community present in the written discourse. However, summary of the linguistic features typical for each national variety and the comparison of the profiles of ELF representatives and their counterparts of a native variety of English will give a background for future analysis of ELF in written discourse.

### The USA:

- Use of comparative forms of adjectives rather than superlative forms
- Frequent use of homogeneous elements of the sentence
- Heterogloss – reference to the several authorities in the form of quotations
- Use of compound nouns and adjectives
- Use of neologisms, more flexible attitude towards the rules of word formation

### South Korea:

- Prevailing use of superlative forms of adjectives
- Frequent use of passive constructions
- Use of verbal ellipsis
- Tendency towards using complex sentences rather than compound sentences

### China:

- Parallelism
- Lexical repetition resulting in creation of parallel constructions
- Frequent use of present continuous tense
- Use of stylistic literary devices such as alliteration and rhythm
- Reference to British English spelling norms

### Taiwan:

- Lexical repetition
- Simpler syntactic structures
- Prevailing use of positive forms of adjectives rather than comparative or superlative forms.
- Frequent use of present participle.

## Conclusion

With the development of science, technology and international business cooperation, English has become a Lingua Franca – a bridge language that allows individuals who do not share common first language to communicate with each other. The aim of my bachelor thesis was to define the phenomena of English as a Lingua Franca and identify its influence on the journalistic style of press release.

From the theoretical part of my bachelor thesis, it is possible to conclude that English as a Lingua Franca has extended the boundaries of British or American English by adopting new stylistic, lexicological and even grammatical features which were brought by ELF community. Even though there is no precise picture of ELF influence yet, it is possible to estimate the impact of ELF on the manner of communication in English. It is possible to classify the identified differences according to the following categories: lexicological, pragmatic, lexico-grammatical and phonetic aspects of ELF.

The development of ELF enables the extension of business contacts all over the world and influences the manner of building brand awareness. The analysis of the press releases written by native and non-native speakers facilitates identification of differences between the way of writing or presenting typical for the native and non-native speaker. Various interpretations of a structure of the press release, dissimilar usage of synonymic rows, different manner of presenting advantages of the product were identified while analyzing two press releases.

Most of the ELF patterns that were supposed to be present in the press releases according to existing theoretical assumptions were not confirmed. It can be explained by the fact that most of the existing researches are based on the analysis of oral communication of ELF representatives, whereas written discourse and impact of ELF on it remains underestimated. However, the differences identified lead to the conclusion that there is a certain impact of the national varieties of English language on standardized written discourse.

The research conducted for the bachelor thesis may be extended in future. In order to arrive at a better understanding of the degree to which ELF has already influenced written discourse, it is possible either to analyze press releases written by ELF representatives from a wider range of countries or to analyze other genres of written discourse.

Linguistic profiles of different ELF representatives depending on their national variety may also allow creation of systematic overview of ELF patterns.



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## Appendices

# I. Apple Introduces 9.7-inch iPad Pro Breakthrough Pro Features & Advanced Display Technologies Come to the Most Popular iPad Size

CUPERTINO, California — March 21, 2016 — Apple® today introduced the all-new 9.7-inch iPad Pro™ — at just under one pound it features a new pro Retina® display with greater brightness, wider color gamut, lower reflectivity, Night Shift™ mode and introduces new True Tone® display technology to dynamically adjust white balance. The new iPad Pro delivers incredible performance with the 64-bit A9X chip that rivals most portable PCs, along with a four-speaker audio system that is twice as powerful,<sup>1</sup> new 12-megapixel iSight® camera for shooting Live Photos™ and 4K video, 5-megapixel FaceTime® HD camera, and faster wireless technologies. And iPad Pro includes support for the breakthrough Apple Pencil™ and a new Smart Keyboard™ cover designed to fit the new 9.7-inch iPad Pro.

“iPad Pro is a new generation of iPad that is indispensable and immersive, enabling people to be more productive and more creative. It’s incredibly fast, extremely portable, and completely natural to use with your fingers, Apple Pencil and Smart Keyboard. And now it comes in two sizes,” said Philip Schiller, Apple’s senior vice president of Worldwide Marketing. “The 9.7-inch iPad Pro has a new Retina display with True Tone technology, four-speaker audio system, blazing fast A9X chip, 12-megapixel iSight camera, 5-megapixel FaceTime HD camera, faster wireless, and support for Apple Pencil and Smart Keyboard. It is the ultimate upgrade for existing iPad users and replacement for PC users.”

Designers, illustrators and businesses have quickly adopted iPad Pro and it’s changing the way they work:

“People don’t realize how much hand drawing is needed to produce computer animation,” said John Lasseter, Chief Creative Officer, Pixar and Walt Disney Animation Studios. “iPad Pro and Apple Pencil are the closest we’ve ever been able to get in the digital world to actually drawing on paper.”

“I’ve done everything including designing the latest cycling collection on iPad Pro,” said Alex Valdman, Head of Design for Rapha. “It goes with me everywhere, and has not only replaced my laptop, but my paper notebook as well. For the Rapha design team, iPad Pro will become standard issue.”

“At Citi, iPad Pro is truly transforming how we work,” said Stephen Gates, U.S. Head of Design for Citi Global Consumer Banking. “iPad Pro and Apple Pencil have played a huge part in the new Citi Design team’s work to create new innovative customer experiences. We use iPad Pro for sketching out new design concepts, presenting our work, answering our emails, working with our design files on Adobe Creative Cloud and participating in FaceTime meetings with our other design teams all over the world.”

### **Pro display**

The 9.7-inch iPad Pro features advanced display technologies, including a True Tone display, which uses new four-channel sensors to dynamically adjust the white balance of the display to match the

light around you for a more natural and accurate, paper-white viewing experience. The advanced Retina display is 25 percent brighter and 40 percent less reflective than iPad Air® 2, making content even easier to see indoors and out. It uses the same wider color gamut as the iMac® with Retina 5K display, delivering 25 percent greater color saturation<sup>1</sup> for more vivid colors. A custom timing controller, photo alignment and oxide TFT deliver incredible color, contrast and clarity. Night Shift in iOS 9.3 uses iPad Pro's clock and geolocation to automatically adjust the colors in the display to the warmer end of the spectrum after dark and may even help you get a better night's sleep.

### **Pro performance**

The new iPad Pro is just 6.1mm thin and weighs just under one pound, yet delivers groundbreaking performance, connectivity and versatility so you can tackle the most demanding tasks wherever you go. The powerful A9X chip with third-generation 64-bit architecture provides performance that rivals many laptops and console-class graphics, while also delivering all-day battery life.<sup>2</sup> Ultrafast wireless connectivity keeps you connected wherever you go with 802.11ac Wi-Fi with MIMO technology, support for even faster LTE Advanced with up to 50 percent faster cellular connectivity<sup>3</sup> and the most LTE bands supported by any tablet.<sup>4</sup> Now with Apple SIM embedded directly in the new iPad Pro, it's even easier to connect to wireless data plans right from your device when traveling in more than 100 countries and territories.<sup>5</sup>

iPad Pro has an advanced 12-megapixel iSight camera sensor featuring Focus Pixels for fast focusing, an Apple-designed image signal processor, advanced noise reduction, third-generation local tone mapping and better face detection, all resulting in sharp, detailed images, 63-megapixel panoramas and Live Photos. A True Tone flash improves low light shots and document scanning. The new iSight camera shoots 4K video, making the new iPad Pro the perfect device to shoot, edit and share pro-quality video. The improved 5-megapixel, front-facing FaceTime HD camera makes the new iPad Pro perfect for videoconferencing or connecting with loved ones.

### **Pro audio**

The four-speaker audio system provides powerful, clear and rich stereo sound for more than twice the audio output.<sup>1</sup> Built-in sensors automatically adjust and optimize the audio no matter which way you're using it. iOS 9.3 also adds support for playing video encoded with Dolby Digital Plus audio streams with support for multichannel output using the Apple Lightning® Digital AV Adapter.

### **Pro accessories**

Apple Pencil and Smart Keyboard, available for purchase separately, bring breakthrough levels of precision and utility to iPad Pro. Advanced sensors in Apple Pencil measure both pressure and tilt for a natural drawing, annotating and note-taking experience. A new Smart Keyboard is custom-designed for the 9.7-inch iPad Pro, offering a thin yet durable keyboard that never needs to be charged or paired over Bluetooth and is easily foldable into a protective Smart Cover®. The new Lightning to SD Card Camera Reader and Lightning to USB 3 Camera Adapter make it easy to download photos and videos from a digital camera to iPad Pro, while a new Lightning to USB-C Cable and Apple's 29W USB-C Power Adapter enable faster charging.

### **Pricing & Availability**

- The 9.7-inch iPad Pro comes in silver, space gray, gold and a new rose gold metallic finish, and starts at \$599 (US) for the 32GB with Wi-Fi model and \$729 (US) for the 32GB Wi-Fi +

Cellular model. Both iPad Pro sizes are available in offerings of 32GB, 128GB and a new 256GB capacity, the highest of any iOS device. For more information, please visit [www.apple.com/ipad](http://www.apple.com/ipad).

- The 9.7-inch iPad Pro will be available to order beginning Thursday, March 24, from Apple.com, and in Apple's retail stores, through select carriers and Apple Authorized Resellers on Thursday, March 31, in Australia, Canada, China (Wi-Fi models only), France, Germany, Hong Kong, Japan, New Zealand, Puerto Rico, Singapore, the UK, US Virgin Islands and the US.
- The 9.7-inch iPad Pro will be available in early April in Albania, Anguilla, Antigua and Barbuda, Austria, Belgium, Bosnia, Bulgaria, Cayman Islands, Croatia, Czech Republic, Denmark, El Salvador, Estonia, Finland, Greece, Greenland, Guam, Guatemala, Hungary, Iceland, India, Ireland, Isle of Man, Italy, Kosovo, Latvia, Lichtenstein, Lithuania, Luxembourg, Macedonia, Macau (Wi-Fi models only), Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand (Wi-Fi models only), Turkey and UAE.
- Apple Pencil is available for \$99 (US) and Smart Keyboard in charcoal gray for \$149 (US). The Polyurethane iPad Pro Smart Cover and Silicone Cases for the 9.7-inch iPad Pro are available for \$49 (US) and \$69 (US), respectively, in a range of new vibrant colors.
- The Lightning to SD Card Camera Reader is available for \$29 (US), Lightning to USB 3 Camera Adapter for \$39 (US), Apple 29W USB-C Power Adapter for \$49 (US), Lightning to USB-C Cable (1 m.) for \$25 (US) and Lightning to USB-C Cable (2 m.) for \$35 (US).
- Every customer who buys an iPad Pro from Apple will be offered free Personal Setup, in-store or online, to help them customize their iPad Pro by setting up email, showing them new apps from the App Store® and more.
- Anyone who wants to learn more about the new iPad Pro or iOS 9 can register for the free workshops offered at every Apple Store®.

<sup>1</sup>Over iPad Air 2.

<sup>2</sup>Battery life depends on device settings, usage and other factors. Actual results may vary.

<sup>3</sup>Based on theoretical speeds, actual speeds may vary.

<sup>4</sup>Data plan required. LTE is available in select markets and through select carriers. Speeds vary based on site conditions. For details on LTE support, contact your carrier and see [www.apple.com/ipad/LTE](http://www.apple.com/ipad/LTE).

<sup>5</sup>Embedded Apple SIM in iPad Pro (9.7-inch) may be disabled when purchased from some carriers. See your carrier for details. Apple SIM and embedded Apple SIM not available in China.

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. Apple's four software platforms — iOS, OS X, watchOS and tvOS — 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.

Apple, the Apple logo, iPad Pro, Retina, Night Shift, True Tone, iSight, Live Photos, FaceTime, Apple Pencil, Smart Keyboard, iPad Air, iMac, Lightning, Smart Cover, App Store and Apple Store are trademarks of Apple. Other company and product names may be trademarks of their respective owners.

## II. Samsung Unveils Galaxy Tab S2, the Essential Tablet for Experiencing Digital Content

on July 20, 2015

Samsung Electronics announced the global launch of the [Galaxy Tab S2](#), the most immersive Samsung tablet to-date. Samsung's newest Galaxy tablet continuously delivers a stunning Super AMOLED display perfectly optimized for reading and viewing any type of digital content. The Galaxy Tab S2 is stylishly designed with the thinnest and lightest metal frame of its size on the market and packs powerful performance features to offer enhanced usability, empowering users with new and improved choices in productivity and multitasking.

"The Galaxy Tab S2 is not only our thinnest and lightest tablet of its size ever, it also gives users quick, easy access to a wealth of superior viewing and productivity features," said JK Shin, CEO and President of IT & Mobile Division at Samsung Electronics. "We believe the Samsung Galaxy Tab S2 is the most complete personal visual device designed for consumers to carry and use anywhere."

### Newly Optimized Super AMOLED Display for the Best Content Viewing

At just 5.6mm thin and only 389g (9.7 -inch) and 265g (8.0 -inch) weight\*, the Galaxy Tab S2 is perfectly designed for reading and consuming content due to its stunning Super AMOLED Display. By recreating the same viewing experience of browsing through traditional print media, the Galaxy Tab S2 also makes it comfortable to read digital content, including e-books, magazines, webpages and newsfeeds. This reading-optimized ratio allows the user to enjoy a seamless reading experience without unnecessary scrolling.

The tablet also presents deeper contrast and more precise detail to provide a best-in-class reading experience with the Super AMOLED display delivering 94% of natural tones to show true-to-life colors (Adobe RGB color standard). Users can now enjoy galleries of vividly detailed photos and effortlessly shop online while viewing the most accurate images on the Galaxy Tab S2.

In addition, the Galaxy Tab S2 continually offers its advanced screen technology to display bright and natural content for a more comfortable visual experience.

*Adaptive Display* intelligently adjusts gamma, saturation, and sharpness based on the application, the color temperature of the viewing environment and ambient

lighting. Also, *Reading Mode* modifies the screen's brightness level to help users to read content for longer periods of time without straining their eyes.

Packaged within the world thinnest and lightest metal tablet frame of its size, the Galaxy Tab S2 is portable enough to easily carry around all day. Also, the fashionable and stylish design is suitable for any purpose or setting, so user can enjoy the best viewing experience anywhere, anytime.

## Ultimate Productivity and Connectivity Features for Users On-The-Go

The Galaxy Tab S2 delivers unmatched mobility to cater to high-efficiency users seeking maximized productivity. The tablet comes fully equipped and preloaded with Microsoft Office Solutions\*\* for ultimate productivity on the road, such as creating and editing documents, while conveniently storing up to 100GB of files on the cloud via OneDrive for two years for free. Also, it's compatible with the advanced *Book Cover Keyboard* that delivers the same convenience of a standard PC keyboard with a built-in trackpad for executing tasks on-the-go.\*\*\*

For enhanced manageability, the Galaxy Tab S2 is built with a touch-enabled *Fingerprint Scanner* for hassle-free authentication. A built-in advanced security sensor now offers easy access to the personal device with a simple press against the home key. For the most streamlined device management options, the Galaxy Tab S2 features *Smart Manager* which displays the device's settings automatically, including battery power levels, storage and RAM availability for users to efficiently manage their devices. It is also pre-installed with anti-malware for an extra layer of protection.

In addition, the Galaxy Tab S2 offers *Multitasking*, allowing users to view and run two apps simultaneously. Also with *Pop-Up Window*, users can easily navigate between multiple apps at once. The Galaxy Tab S2 also provides an improved storage structure that makes locating files simpler than ever.

The Samsung Galaxy Tab S2 will come in a variety of connectivity, storage and size options: 9.7-inch and 8.0-inch versions with Wi-Fi, or Wi-Fi and LTE, available in 32 or 64GB with MicroSD up to 128GB. It will be available in global markets, starting from August, 2015.

*Full details and product images are available at [www.samsungmobilepress.com](http://www.samsungmobilepress.com).*

*\*Device weights are measured with Wi-Fi only version of Galaxy Tab S2 9.7-inch and 8.0-inch*

*\*\*Microsoft Word, Excel, PowerPoint, and OneNote will be provided, and may differ by the regions.*

*\*\*\* Accessories are not included in the Galaxy Tab S2 in-box items and can be purchased separately.*



SAMSUNG TOMORROW

## Galaxy Tab S2 9.7-inch Product Specifications



Network	LTE : 700/ 800/ 850/ 900/ 1800/ 1900/ 2100/ 26003G : 850/ 900/ 1900/ 21002G : 850/ 900/ 1800/ 1900
AP	Quad 1.9GHz + Quad 1.3GHz, Octacore application processor
Display	9.7” 2048×1536(QXGA) Super AMOLED
OS	Android 5.0 (Lollipop)
Camera	8MP AF(rear), 2.1MP(front)
Video	H.263, H.264(AVC), MPEG4, VC-1, WMV7, WMV8, VP8Recording: QHD(2560×1440)@30fpsPlayback: UHD(3840×2160)@30fps
Audio	MP3, AAC, AAC+, eAAC+, WMA, Vorbis, FLAC
Google Mobile Service	Chrome, Gmail, Google Search, Maps, YouTube, Hangouts, Play Store, Play Movies & TV, Play Music, Drive, Photos
Connectivity	Wi-Fi 802.11 a/b/g/n/ac MIMO (2.4GHz/5GHz), Wi-Fi Direct, Bluetooth®4.1 BLE
GPS	GPS, GLONASS
Sensor	Accelerometer, Finger Scanner, Gyroscope, Compass, Hall Sensor, RGB Sensor
Memory	3GB(RAM) + 32/64GB internal memorymicroSD up to 128GB
Dimension / Weight	169 x 237.3 x 5.6mm, 389g(Wifi)/392g(LTE)

*\* All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

# III. Huawei Launches MateBook at MWC 2016

2016-02-21

## New Flagship Mobile Productivity Tool Introduces the New Style of Business

[Barcelona, Spain, February 21, 2016] At Mobile World Congress 2016, Huawei launched the HUAWEI MateBook, a 2-in-1 device designed to meet the evolving demands of today's modern business users. Building on Huawei's success in delivering beautiful and powerful high-end mobile consumer devices, the MateBook defines itself as a mobile productivity tool that seamlessly integrates mobility, high efficiency, work and entertainment.



Starting at \$699/€799, the MateBook is answering the demand for portable, stylish smart devices that allow users to stay connected in any setting. Designed as a total solution for consumers who enjoy the flexibility of a convertible device, the MateBook is a premium product that perfectly balances mobility, productivity and design.

“With this landmark device, Huawei is demonstrating our industry-leading design and manufacturing expertise by bringing a beautifully crafted flagship product to market that is redefining the new style of business – connected computing across all devices in almost every scenario,” said Richard Yu, CEO, Huawei Consumer Business Group. “Huawei has successfully channeled its comprehensive experience and excellence in building premium mobile products into the needs of the modern business environment by introducing a highly efficient device, seamlessly capable of integrating work and entertainment functions.”

With the MateBook, Huawei is continuing its strategy of partnering with the most innovative market leaders. The device features a 6th Generation Intel® Core™ m-series processor to handle the most rigorous business demands in a stylish,

thin and lightweight fanless design. “This is an exciting time for Huawei to enter the market with its powerful new MateBook,” said Kirk Skaugen, Senior Vice President and General Manager, Client Computing Group, Intel Corporation. “By designing with the Intel Core m processor, Huawei is delivering a premium 2-in-1 experience that offers a compelling combination of mobility combined with full PC productivity. We are thrilled to extend our partnership with Huawei in this growing 2-in-1 market.”

Built to operate on Windows 10, the MateBook also delivers the best of the legendary productivity tools and features offered by Microsoft Corp., including its latest browser, Microsoft Edge and the Cortana digital personal assistant.

“Our collaboration with Huawei offers consumers a new way to experience Windows 10 on a beautifully designed device,” said Peter Han, Vice President, Worldwide OEM Marketing, Microsoft Corp. “Huawei appreciates how consumers want to interact with devices, and is bringing a fresh perspective to this space. Our relationship with Huawei is a great example of the growing ecosystem of premium portable Windows 10 devices.”

### **Ultra Slim – A Unique Device with an Innovative Design**

Combining the mobility of a smartphone with the power and productivity of a laptop, the MateBook is designed with simplicity in mind. With minimal embellishment and a sleek appearance, the device is made of high-quality aluminum unibody that is both elegant and sophisticated. The MateBook features a strong protective body to withstand the rigors of an on-the-go lifestyle, and its slim profile and ultra-low weight of just 640g makes it ideal to take anywhere.

### **Keyboard Case, Keyboard and Touchpad – Fusion of Fashion and Usability**

The MateBook keyboard case is made of environmentally friendly, soft PU leather, the perfect choice to match style with functionality. The durability of the keyboard case also provides an ideal level of protection. The keyboard features a 1.5mm keystroke and a chiclet keycap design, which allows for larger key surfaces to minimize typing errors. The built-in touchpad uses multi-touch technology that supports smooth and precise finger movements, combining comfort and utility.

### **True-to-Life Colors – Vivid, Immersive Experience**

The MateBook’s 12-inch IPS multi-touch screen is further enhanced by an ultra-narrow frame and a screen-to-body ratio of 84 percent. The screen boasts a resolution of 2160x1440 and a 160-degree wide angle for an immersive experience. The color gamut reaches an impressive 85 percent, capable of displaying true-to-life colors.

### **Long-lasting Battery – Made for Mobility**

To ensure the MateBook delivers optimal performance as a mobile device, battery life and power were a top priority throughout the design process. Its 33.7Wh high-density Lithium battery provides enough power for nine hours of work, nine consecutive hours of Internet use and 29 hours of music playback. The device also features Huawei’s exclusive power-saving technology to meet the needs of business users. The MateBook’s battery can attain a full charge in just two-and-a-half hours. When there is not enough time for a full charge, the device can power up to 60 percent battery strength in just one hour.

### **High-efficiency and Agility – Built for Productivity**

The MateBook runs on Windows 10 and is powered by a 6th Generation Intel Core m-series processor, putting high-speed processing power and the most essential business productivity tools, including Microsoft Office, at users’ fingertips. The device offers up to 8GB of LPDDR3 memory and a solid-state hard drive with capacity up to 512GB. Utilizing a unique stacked hardware process, Huawei is able to deliver a fanless design, ensuring zero noise when the MateBook is in use.

### **MatePen – More than a Stylus**

When only a hand-written note will do, the accompanying MatePen stylus offers 2,048 levels of sensitivity, perfectly capturing users’ subtle and diverse pen-tip actions with zero delay. For advanced business functions, MatePen supports graphics and mathematic functions, and can be used as a laser pointer for delivering presentations.

## World's First One-touch Unlock – The Fastest Fingerprint Recognition in the Industry

The MateBook provides security while maintaining quick access through the fingerprint recognition feature that supports 360-degree sensitive identification for fewer authentication failures. It takes only one touch to unlock the MateBook's screen – the fastest fingerprint recognition in the industry.

## The Best Connectivity – True Convenience

Additionally, the MateBook features a Wi-Fi mobile hotspot for users to stay connected when a traditional Internet connection is not available. Other features that ensure an efficient mobile experience include a seamless data transfer capability that allows drag-and-drop document transfer to and from Android smartphones.

The MateBook will be available in Asia, Europe and North America in the coming months and will be available in two elegant colors: grey and golden.

Processor	RAM	Storage SSD	USD(excludes tax)	EUR (includes tax)
6 <sup>th</sup> Core™ m3	4 GB	128 GB	\$699	€799
6 <sup>th</sup> Core™ m3	4 GB	256 GB	\$849	€949
6 <sup>th</sup> Core™ m5	8 GB	256 GB	\$999	€1,149
6 <sup>th</sup> Core™ m5	8 GB	512 GB	\$1,199	€1,349
6 <sup>th</sup> Core™ m7	8 GB	256 GB	\$1,399	€1,599
6 <sup>th</sup> Core™ m7	8 GB	512 GB	\$1,599	€1,799

	USD	EUR
Keyboard	\$129	€149
MatePen	\$59	€69
MateDock	\$89	€99

## IV. ASUS Announces Flagship ZenPad S 8.0 Z580CA

2015/08/17

-- New ZenPad S 8.0 Z580CA combines stunning form with outstanding function --

### KEY POINTS

- Premium high-performance tablet with stunning 2K IPS display
- ASUS Tru2Life+ and DTS Premium Sound technologies for amazing visual and audio fidelity
- 4GB of RAM for outstanding multi-tasking capabilities
- New USB Type-C connector

**Fremont, Calif. (Aug. 17, 2015)** - ASUS today announces the new flagship ZenPad S 8.0 Z580CA tablet that combines stunning form with outstanding function into a portable device perfect for work and play. The new ZenPad S 8.0 Z580CA, inspired by the spirit of Zen, redefines the tablet experience with premium materials and classy styling that fits your personal sense of fashion and professionalism.



There's nothing else like the ASUS ZenPad S 8.0 Z580CA, which fuses a clean design with unmatched performance. Clean lines with a metallic finish, hairline pattern, diamond cut edges and a soft-touch leather-pattern material defines the look and feel of the ZenPad S 8.0 Z580CA for unique style with a touch of luxury.

A gorgeous 7.9-inch 2K QXGA (1536x2048) IPS display with wide viewing angles and an incredible 324ppi pixel density delivers a beautifully detailed viewing experience whether you're watching videos, viewing images, playing games or being productive. ASUS True2Life+ technology brings advanced image-processing technology to create dynamic life-like HDR images and video from any source. True2Life+ technology analyzes each pixel in an image before it's displayed and performs intelligent contrast and sharpness adjustments to boost dynamic range, revealing even the smallest details to ensure an incredibly realistic viewing experience.

ASUS TruVivid improves screen clarity, brightness, and touch responsiveness by transforming the conventional four-layer display design — composed of cover glass, a touch panel, air gap, and LCD module — into a two-layer, fully-laminated design that eliminates the air gap, resulting in higher optical transparency for brilliant color and improved brightness.

Complementing the stunning display is DTS Premium Sound™ technology for incredible audio. DTS-HD technology provides high-fidelity sound from all types of multimedia content, and lets users play back or stream movies and music with up to 5.1 virtual channels of DTS surround sound to a connected audio system. The ZenPad S 8.0 Z580CA also includes DTS Sound Studio™ to transform stereo audio into virtual surround sound that's enjoyable through the ZenPad S 8.0 Z580CA speakers or using headphones for immersive entertainment experiences at home or on the go.

Powering the ZenPad S 8.0 Z580CA is a 64-bit quad-core Intel Atom Z3580 with PowerVR G6430 graphics for superior system responsiveness and 3D gaming capabilities, 4GB for blazing-fast multi-tasking performance – a first for a tablet, and 64GB of internal storage for unrivaled work and play capabilities.

A new USB Type-C connector enables users to plug-in cables into the tablet in any direction. The reversible connector makes connecting the charging cable in the dark a breeze – there's simply no wrong way to plug it in. Users can also use the USB Type-C port with an optional USB Type-C to USB Type-A (USB 2.0) adapter to connect USB devices such as Ethernet adapters, keyboards, mice and audio devices to the ZenPad S 8.0 Z580CA.

An optional ASUS Z Stylus transforms the ZenPad S 8.0 Z580CA into the perfect device for creative expression. The Z Stylus provides a natural writing and drawing experience that is as easy as using a pen thanks to pinpoint accuracy and sensitive multi-touch technology. It's also perfectly suited for creative tasks such as sketching, painting, and design work with support of up to 1024 levels of pressure sensitivity and up to a 1.2mm writing tip.

### **AVAILABILITY & PRICING**

The ASUS ZenPad S 8.0 Z580CA is available immediately for \$299 USD at Amazon, B&H Photo Video, Newegg, Tiger Direct and the ASUS Store while the optional ASUS Z Stylus arrives early September for \$29.99 from the ASUS Store. It joins the previously released ASUS ZenPad family that consists of the ZenPad C 7.0 (Z170), ZenPad 8.0 (Z380CX), ZenPad 10 (Z300) and ZenPad S 8.0 (Z580C).

## PR Contacts:

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## Specifications

<b>Model</b>	Z580CA
<b>Operating system</b>	Android 5.0 with ZenUI
<b>CPU</b>	Intel Atom Z3580 (quad-core, 64-bit, up to 2.3 GHz)
<b>Graphics</b>	Imagination Technologies PowerVR G6430
<b>Memory</b>	4GB
<b>Display</b>	7.9-inch QXGA (2048x1536) IPS Corning Gorilla Glass 3 ASUS Tru2Life+ technology 64GB eMMC
<b>Storage</b>	Micro SD slot (SDXC) (up to 128GB)
<b>Connectivity</b>	802.11a/b/g/n/ac + Bluetooth 4.0 Rear: 8MP
<b>Camera</b>	Front: 5MP 1 x Headphone/microphone jack
<b>I/O ports</b>	1 x USB Type-C (USB 2.0) 15.2Wh
<b>Battery Pack</b>	Up to 8 hours 8" x 5.3" x 0.3"
<b>Dimensions &amp; weight</b>	10.5 oz.
<b>MSRP</b>	\$299

\* Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.

Full specifications are available at <http://www.asus.com>

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## About ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,326 awards in 2014 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 13,600 employees around the globe with a world-class R&D team of 4,500 engineers. Company revenue for 2014 was approximately US\$14.5 billion.