

Figurative Language Used in *September Event 2018 - Apple and Apple Event - September 7*

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ABSTRACT

This study investigates how Apple Inc. used metaphorical language in two of its product presentation videos. "*September 2018 - Apple*" and "*Apple Event - September 7*" are the videos that have been studied. They include both live and pre-recorded presentations. The present study employs Harris's (2018) theoretical framework to identify the many forms of figurative language used in the two videos. These forms include simile, analogy, metaphor, catachresis, metonymy, synecdoche, personification, allusion, eponym, apostrophe, and transferred epithet. Video transcripts were examined using a qualitative methodology to find instances of metaphorical language. These results highlight various figurative language kinds and show variations in figurative language use between live and pre-recorded presentations. The findings reveal the insights of the figurative language usage in *September Event 2018 - Apple* and *Apple Event - September 7*. This study also found that the types of figurative language used in *September Event 2018 - Apple* and *Apple Event - September 7* depends on the where and what format the presentation is set. It is also found that not all figurative language types are used in these two videos. There are some similarities where some figurative language is not being used in both videos, namely catachresis, allusion, eponym, apostrophe, and transferred epithet. Also, there are some differences where some types cannot be found in one of the videos, namely simile, analogy, metaphor, metonymy, synecdoche, and personification. It is suggested that this study needs an improvement for other electronic brands that also use product presentation for the launch of the new product.

Keywords: figurative language, live presentation, pre-recorded presentation

INTRODUCTION

Figurative language is a good tool for making language look more beautiful by using figures of speech that make what is conveyed have a more beautiful form (Harris, 2018). Figurative language makes it possible to form a meaning and the meaning gives its own emotions, as well as affecting those who hear and those who read, so that it becomes an important tool in illustrating the message conveyed by a person.

Figurative language is more than just clarity. To be used well, consistency is one of the things that needs to be considered to make the message richer and more engaging. By using imaginative expressions, writing makes people interested and illustrates the message more deeply. There are eleven types of figurative language, namely simile, analogy, metaphor, catachresis, metonym, synecdoche, personification, allusion, eponym, apostrophe, and transferred epithet (Harris, 2018).

This study is about analyzing two product presentation videos, namely *September Event 2018 - Apple* (Apple, 2018) and *Apple Event — September 7* (Apple, 2022). The use of two videos are to compare the use of figurative language in two types of presentations that Apple makes in introducing its latest products live and pre-recorded.

There are several benefits for a company to make a product presentation, such as increasing brand awareness and showing what advantages a company has to potential buyers. These benefits are very important for several companies in selling their product like a big American company, Apple,

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Inc.. Apple, Inc. creates product presentations to show enthusiasm in introducing their products to regular customers and regular users (*How to develop a successful product presentation*, n.d.)

There are two types of presentations, namely live presentations and pre-recorded presentations. A live presentation is a presentation that is attended and watched by an audience in the same place and takes place by a speaker who explains the presentation directly. (*Live presentation definition*, n.d.). Therefore, a pre-recorded presentation is a presentation in which material or talks have been prepared using visual aids so that they can be watched by other people in different locations. (*Pre-recorded presentation*, n.d.).

This study explores the figurative language used in two videos that have different conditions, in which the first video's condition is live, namely *September Event 2018 - Apple*, and the second video which is recorded and edited product presentation video, namely *Apple Event - September 7*. The Apple main event entitled *Apple Event*, is held to introduce their newest physical products. (*Apple event*, n.d.).

This choice of videos allows for a comparison of the use of figurative language in different presentation settings. Live presentations are often delivered spontaneously, so presenters often use their figurative language in real-time which can be directly noticed by the audience. Figurative language in live presentations can have an immediate impact on the audience due to the direct and immediate nature of the delivery. This study uses figurative language by Harris (2018) as the main theory that helps explain the whole analysis of this study.

The writers selected Apple, Inc. as the subject of this study for several reasons. First off, Apple is a major technological corporation that has designed its goods in a way that elevates the use of technology to a status that is valued by several groups in a variety of spheres of life. People now trust the iPhone because it creates a smartphone device that was once seen to be very inventive. It is now simple to use for communication and work assistance, and it is simpler to locate necessities (Wright, 2023). In conclusion, the product introduction marketing strategy serves as the primary representation of this business due to its innovative, comprehensible presentation (*Apple company essay: Apple's impact on society*, 2023)

The writers of this study believe that by learning more about the use of figurative language in product presentation, they would be able to convey their message effectively and pique the interest of the intended audience. The writers aim to use this research to help readers understand the use of metaphorical language in product presentations.

The writers believe that readers will be able to employ figurative language broadly when conveying ideas. Furthermore, the writers expect that this study will serve as an opportunity for future figurative language research.

This study's focus is on rhetoric, particularly on the figurative language employed in Apple Live and pre-recorded presentations. Additionally, there are two restrictions on this study. The first limitation is that the writers can only use two videos, namely *September Event 2018 - Apple* and *Apple Event - September 7* from Apple's official YouTube channel, each of which includes several different presentation styles. The first video is a live product presentation that introduces several 2018 Apple products.

The second video is a presentation that was taped in advance and introduces several of 2022 Apple products. The writers examined the figurative language, paying particular attention to the situations that include the following: personification, allusion, eponym, apostrophe, metaphor, simile, analogy, metaphor, catachresis, metonym, synecdoche, and transferred epithet.

METHOD

The writers of this study used a qualitative approach. The source of data was the transcription of the two videos and excluded the introductory advertisements in the two videos. First, the writers watched the two videos on YouTube. The first video is one hour and forty-seven minutes long (Apple, 2018) and the second video is one hour and thirty-four minutes long (Apple, 2022). Then, the writers took the complete transcription of the two videos from the YouTube transcription feature which is listed in the description of each video. Finally, the writers rewatched the two videos to get a more accurate transcription. Finally, to ensure accuracy, the writers rewatched the two videos, carefully comparing the spoken content to the transcription and making any necessary corrections.

FINDINGS AND DISCUSSION

Findings

In this section, the writers present the research findings. The research findings reveal the types of figurative language from the two selected videos, namely *September Event 2018 - Apple* and *Apple Event - September 7* along with discussing the similarities and differences that exist. To be effective and efficient, an explanation of the types of figurative language used and their functions will be combined in one paragraph.

A. Simile

Harris (2018) states that simile is the way to describe things using comparison with other things that have the same characteristics. Here is an example of an utterance from the *September Event 2018 - Apple*:

- Utterance A.2

“Like this gorgeous store, the Apple Piazza Liberty, it's revitalizing a plaza in the heart of Milan.”

In this utterance, the speaker shares with the audience that Apple Stores have already made adjustments to better integrate with the community. Additionally, the speaker describes how the stores are always open to everyone. The contrast between the stores that represent the entire Milan plaza is shown by the usage of the underlined word in the utterance.

The writers were unable to locate a single simile in the video *Apple Event - September 7*. This has to do with the kind of pre-recorded product presentation. Because there is no audience watching, the speakers in the *Apple Event - September 7* video might not need to compare the products with others in explaining. Instead, the viewers are expected to find out for themselves what they do not understand when watching the video.

B. Analogy

Harris (2018) states that analogy is a way to describe things easier using other things that have the same use as the example. Here is an example of an utterance that contains an analogy:

- Utterance A.10

“Series 4 is just as impressive on the inside.”

In this utterance, the context in this video provides a detailed explanation of the latest Apple Series 4 series' features and physical appearance. The use of the underlined word here highlights the comparison between the outside of the Apple Watch Series 4, which are the display and the body

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material have the same quality as the inside of the watch, which are the processor and the operating system. By providing how the inside of the Series 4 has the same specifications as the exterior, it explains the overall capabilities of the device.

In the video, titled *Apple Event - September 7*, the writer could not find any utterance that used an analogy. This might be because of the way the speakers present the content without the presence of the audience which makes the speakers not deliver a broader explanation regarding the products, instead, the speakers prefer to be more direct and brief in explaining the products.

C. Metaphor

Harris (2018) states that metaphors are used when explaining other things but using a thing that has the same characteristics to produce an explanation that is easier to understand.

- Utterance A.6

“Apple Watch is not only the number one smartwatch in the world, it’s the number one watch period”.

The context of this video is an explanation of the capabilities and advantages that the Apple Watch Series 4 has. The underlined word explains how the Apple Watch Series 4 is in the highest ranking in the world of smartwatches. However, it also explains the capabilities of the Apple Watch Series 4, which is also described as the best watch in all watch categories to explain briefly how great this watch is without having to know the features it has.

In *Apple Event - September 7*, the writers could not find any utterance that contained metaphors. This might be because of how the speakers in this video stay brief and how the speakers often use shorter explanations which leads to not using a metaphor.

D. Metonymy

Harris (2018) states that metonymy can be used to describe an object with objects close to its function and compare it with other objects. Here is an example of an utterance in *Apple Event - September 7* that contains metonymy:

- Utterance B.5

“So you’ve taken up running”

The speaker delivers context for this statement by outlining how the Apple Watch Series 8 can measure distance while running. Since the speaker uses the term "running" in explaining how this feature can track physical activities that also involve running, the word "running" indicates a metonym.

In the *September Event 2018 - Apple* video, the writers could not find any metonymy. This might be because the speakers in this video mostly discuss the details of the products, which makes the speakers have no reason to use metonymy. After all, the explanations about the product have been delivered in a more detailed way.

E. Synecdoche

Harris (2018) States that synecdoche can be used to describe an object without mentioning the whole object. Here is an example of an utterance that contains synecdoche:

- Utterance B.1

“I have received thousands of letters from customers writing about their personal experiences.”

The speaker discusses the upgrades and developments of the three products—the iPhone, Apple Watch, and AirPods—that are shown in the clip in this utterance. The word "letters" is used in this statement, giving it a synecdoche. The speaker used the term to refer to all customer feedback regarding Apple products, which is something Apple considers when developing new products.

There were no synecdoches in the September Event 2018 - Apple video that the writers could find. This could happen since the video is a live presentation, and the presenters mainly discuss the products. It is therefore nonsensical for them to constantly bring up a part of the iPhone, which could lead to misunderstandings for those who are not tech-savvy.

F. Personification

Harris (2018) states that personification is used to describe an object using human attributes. Here are examples of the utterances that contain personification respectively:

- Utterance A.9

“Our Apple Stores are now welcoming over 5 hundred million visitors per year.”

In the context of this utterance, the speaker describes how Apple Stores consistently receive 500 million visits annually. This statement is personified, as shown by the use of the highlighted term. The speaker refers to "Our Apple Stores," indicating that the locations are highlighted rather than the staff. In this instance, the speaker used personification to convey to the audience that their stores are inanimate objects. The speaker then adds a human characteristic—the highlighted word—to give the impression that the stores are people who welcome customers.

- Utterance B.4

”First, it tracked your distance. Now, it's tracking your stride length”

This utterance has a context where the speaker in the video explains the tracking feature on the Apple Watch Series 8 which can detect distance and stride length. The word "tracked" in this utterance gives a human characteristic to the Apple Watch Series 8, which seems like humans can search for things by themselves.

DISCUSSION

No	Types of Figurative Language	<i>September Event 2018 - Apple</i>	<i>Apple Event - September 7</i>
1	Simile	V	
2	Analogy	V	
3	Metaphor	V	
4	Catachresis		
5	Metonymy		V

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6	Synecdoche		V
7	Personification	V	V
8	Allusion		
9	Eponym		
10	Apostrophe		
11	Transferred Epithet		

Based on these results, the usage of personification can be found in the two videos, which are *September Event 2018 - Apple* and *Apple Event - September 7*. This kind of metaphorical language gives new Apple products features and the capabilities of all of the features. The main reason is not all of the audience or viewers always follow the development of smartphones, which can lead the speakers to choose the easiest way to explain the products. That is why the usage of personification is more relevant to the audience and viewer's lives

The second similarity is the use of catachresis. In the *September Event 2018 - Apple* and *Apple Event - September 7* videos, the writers could not find any utterance that contained catachresis. This might be happening in connection with these two videos which the use of catachresis may cause misunderstanding among the audience.

The third similarity is the use of allusion. the writers could not find any utterances that contained an allusion. Considering that the *September Event 2018 - Apple* and *Apple Event - September 7* videos are about a real product presentation and are related to technology, the speaker in the video does not use allusion. This might happen because the speaker explains more about what is happening at that time so there is no need to use an illustration linked to a particular history or story outside Apple.

The fourth similarity is the use of eponym. In the videos, *September Event 2018 - Apple* and *Apple Event - September 7*, the writers could not find any utterance that contained an eponym. This is because the video contains a product presentation that is watched by many people from various countries. This enables the speaker to describe the product in a way that is universally understood, preventing the audience from having to second-guess the meaning of the information being delivered.

The fifth similarity is the use of apostrophes. The writers could not find any apostrophe in the *September Event 2018 - Apple* and *Apple Event - September 7* videos. This might happen because of the speaker in the *September Event 2018 - Apple* prioritizes sending new products directly without referring to someone famous or familiar to the audience.

The last similarity is the use of transferred epithet. The writers could not find a word that indicates a transferred epithet in the *September Event 2018 - Apple* and *Apple Event - September 7*. This is caused by the speaker mostly delivering the message without using adjectives that describe the characteristics of the product being presented.

Several differences can be found between the first video, *September Event 2018 - Apple* and *Apple Event - September 7*. This includes the absence of simile, analogy, and metaphor in *Apple Event - September 7* and the absence of metonymy and synecdoche in *September Event 2018 - Apple*.

The usage of metaphors, similes, and analogies is the first difference. These kinds of figurative language were not present in the *Apple Event - September 7* video. This is because the *September Event 2018 - Apple* is a live product presentation video, which requires the presenters to give deeper clarifications in front of the audience. As a result, they need to be able to explain more simply by drawing comparisons between particular points. Furthermore, the speakers in the video from the *Apple Event - September 7* are shorter and more to the point in their explanations; they are unable to use these kinds of figurative language to cover everything.

The second difference is that, while the writers managed to find metonymy and synecdoche in the *September Event 2018 - Apple* video, the writers were unable to do so in the other video. This is due to the *Apple Event - September 7*, which is more concentrated on providing briefer, more direct explanations. As a result, presenters may choose to minimize the usage of the product by bringing up other items that are connected to one or more than one of its parts.

CONCLUSION

To summarize, this study identified several aspects that contributed to the differences and similarities between the two videos under analysis. First off, these two videos do not employ catachresis, a figurative device that usually dramatizes an idea; instead, something more dramatic and related is used in its place. The two movies under analysis are product presentations, in which the presenters solely concentrate on introducing their latest offering. There are no additional overly innovative components present to encourage the usage of catachresis. Second, since this figurative form is employed by referring to something from history or other literature, there is no allusion used in these two videos. The two videos under analysis are videos of general product demonstrations for electronics; neither one calls for the use of a term connected to any particular historical period. This is also because the speakers in these two videos might utilize straightforward explanations for all audiences to understand them because they are meant for product promotion. Third, because the video, titled *Apple Event - September 7*, has a pre-recorded background and focuses more directly on displaying the product without any direct involvement from the audience, there is no usage of similes, analogies, or metaphors. This forces the presenters in the video to focus more on being brief when introducing their new product than on how the audience will respond. Finally, further study is required to be accomplished regarding this study. This is because figurative language is usually linked with written works such as poetry or various literary studies, hence people need to know whether or not they can apply it in the corporate world. Analyzing the use of figurative language in product presentations by other top tech companies can lead to additional studies.

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