

## An Analysis of Logical Transitions in Sam Chui's Review of *Emirates Airline*

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### ABSTRACT

This research investigates the use of logical transitions in Sam Chui's reviews of Emirates Airline, which consist of one YouTube video and one blog article. By applying Robert A. Harris's (2018) framework—Metabasis, Procatalepsis, and Hypophora—the study adopts a qualitative approach, supported by quantitative data to address the third research question concerning frequency and distribution. The findings reveal that, although all three types of transitions appear in both platforms, their usage patterns differ. In the video, Metabasis is used most frequently (42.10%), followed by Procatalepsis (31.57%) and Hypophora (26.31%). Meanwhile, in the blog article, Metabasis is more dominant too (69.56%), with Procatalepsis and Hypophora less often at 26.08% and 4.34%, respectively. These variations seem to stem from the inherent differences between spoken and written communication. While blog readers rely on explicit textual signals to navigate content at their own pace, video viewers benefit from visual and auditory cues that ease transitions without requiring overt markers. As such, written discourse tends to emphasize structural cohesion through devices like Metabasis. Although limited in scope, this study offers insights into how rhetorical strategies vary across media formats, contributing to digital discourse and multi-discourse communication studies.

**Keywords:** blog analysis, Hypophora, logical transitions, Metabasis, Procatalepsis, Sam Chui, YouTube

### INTRODUCTION

The rapid evolution of digital media has transformed how audiences consume content, especially through formats such as YouTube and blogs. As digital platforms diversify, content creators must ensure their message remains clear, engaging, and coherent. A key aspect of this clarity lies in the effective use of logical transitions, rhetorical tools that connect ideas, guide the audience, and sustain the narrative flow (Harris, 2018).

While the use of transitions has long been studied in academic and written context, comparatively little research has explored how they function in both video and blog content. With audiences often switching between visual and textual formats, understanding how logical transitions operate in each medium can enhance communication strategies for educators, content creators, and professionals alike.

This study examines the work of Sam Chui, a globally recognized aviation blogger and YouTuber known for his detailed reviews of premium-class airline experiences. By comparing his YouTube video titled "*The A380 is Back! An Emotional Emirates A380 Flight*" and his blog post "*The 2020 Emirates A380 First Class Experience*", this research investigates how logical transitions differ across media platforms.

Previous research (e.g., Barroga & Matanguihan, 2021) has affirmed the role of transitions in enhancing reader comprehension and engagement. However, much of this scholarship focuses on either written or oral discourse in isolation, with limited cross-modal comparison. This study addresses that gap by examining how transitions are shaped by the constraints and affordances of both formats.

The research seeks to answer the following questions:

1. What types of logical transitions are used in Sam Chui's YouTube video review?

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2. What types of logical transitions are used in his blog article?
3. What patterns emerge in how these transitions are used across the two formats?

By providing insight into how rhetorical devices function differently in speech and writing, the study aims to inform future work on digital rhetoric and content design across media platforms.

## LITERATURE REVIEW

Logical transitions have long been a focus in studies of discourse coherence. Transitions serve as bridges between ideas, facilitating reader or listener comprehension by organizing and sequencing information. Harris (2018) identifies three advanced forms of transitions particularly relevant in persuasive and expository writing: Metabasis, Procatalepsis, and Hypophora.

- Metabasis provides a brief summary of previous content and introduces what comes next.
- Procatalepsis anticipates and addresses potential objections. It is often used to strengthen the author's credibility.
- Hypophora asks and immediately answers a question posed by the speaker or writer. This device often functions to engage the audience, simulate a conversational tone, or introduce a topic naturally.

While foundational work on cohesion (Halliday & Hasan, 2014) and discourse markers (Fraser, 1999) has extensively covered the mechanics of transitions, recent studies have focused more on rhetorical transitions in multimodal contexts. Barroga and Matanguihan (2021) emphasized that effective transitions improve knowledge uptake in professional communication. Meanwhile, research by Tannen (2010) and Caldas-Coulthard and Coulthard (2013) has examined how modality affects rhetorical structure, suggesting that written and spoken discourse uses different strategies to achieve coherence. Nonetheless, cross-platform comparisons remain scarce. This study contributes to filling this gap by observing how rhetorical functions shift between video and blog reviews in a naturalistic, real-world context.

## METHOD

This research follows a primarily qualitative approach, as it aims to interpret how rhetorical strategies function in different contexts (Dornyei, 2011). A simple quantitative analysis is used to support qualitative findings, particularly in addressing the frequency of transition types, as recommended by Maxwell (2010).

### Data Sources

Two sources by Sam Chui were selected:

- YouTube video: "*The A380 is Back! An Emotional Emirates A380 Flight*" (14:43 minutes)
- Blog article: "*The 2020 Emirates A380 First Class Experience*" (2 pages)

Although they have different titles, both reviews cover the same flight experience, ensuring consistency in topic and tone across formats.

### Data Collection

The YouTube video was transcribed using YouTube's automatic captions, then reviewed and corrected through multiple playbacks for accuracy. Non-verbal cues and video cuts were noted but excluded from the linguistic analysis. The blog article was also reviewed, with non-textual elements (images, links) removed to isolate written content. Individual sentences formed the unit of analysis.

### **Data Analysis**

Using Harris's (2018) framework, sentences were coded based on the presence and type of logical transition: Metabasis, Procatalepsis, or Hypophora. Each transition was labeled with a source code ("Y" for YouTube, "B" for blog) and sequential numbering (e.g., Y12 or B5). Transitions were italicized in the coded sentences, and examples were selected to illustrate the rhetorical function in context. Frequencies were calculated to observe distribution patterns.

## **FINDINGS AND DISCUSSION**

This study explored how Sam Chui uses logical transitions in two of his airline review formats: his YouTube video and his written blog. The analysis focused on three rhetorical strategies, Metabasis, Procatalepsis, and Hypophora, and examined how these devices function across different media to create coherence, address potential reader or viewer concerns, and maintain audience engagement.

### **Use of Metabasis**

Among the three transitions, Metabasis was the most frequently used in both formats, with 16 instances in the blog and 8 in the YouTube video review. According to Harris (2018), Metabasis refers to a sentence or phrase that provides a brief summary of what has been discussed and signals a shift to a new topic or point. This type of transition is essential for maintaining coherence in longer texts or presentations, as it prepares the audience for a change in direction while reinforcing prior content.

In the blog format, where there are no visual or spoken cues to guide the reader, Metabasis plays a critical role in shaping the flow of the narrative.

For example, in the sentence:

"On my Emirates A380 flight to Cairo, all the usual services in First Class had been returned to their normal standards", Chui summarizes the overall state of the flight experience before transitioning into more specific aspects such as the onboard bar, dining and seating. This sentence fits Harris's definition of Metabasis because it briefly concludes the previous context—referring to the general quality of service—and sets the stage for more detailed descriptions. Technically, it acts as a bridge between general and specific information, allowing readers to process the overarching idea before diving into subtopics.

Another example from the blog states:

"Having covered the boarding process, let's now look at what was offered on board". This sentence clearly marks a shift in focus, signposting to the reader that the previous segment (boarding) is complete and a new section (in-flight services) is beginning. The structure explicitly echoes the rhetorical function of Metabasis, as defined by Harris (2018): reviewing what has just been said and forecasting what is next.

In contrast, in the YouTube video, Metabasis is used more informally and sometimes embedded within casual or spontaneous remarks.

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For instance, Chui says:

“During COVID, the sad thing is, people stopped socialising on the plane”. This sentence signals a shift from a broader historical context (COVID-19's impact) to a more focused point about the in-flight social environment. While it lacks the explicit structure of written Metabasis, it still functions as a rhetorical pivot, acknowledging what came before and introducing a new discussion point. The use of spoken tone, body language, and video cuts often reduces the need for formal Metabasis in video, but the function remains the same: to keep the narrative coherent and understandable.

### **Use of Procatalepsis**

Procatalepsis, which anticipates and responds to possible objections or questions from the audience (Harris, 2018), appeared six times in both the blog and YouTube video. The function of this device is to strengthen the credibility of the speaker or writer by showing awareness of counterpoints and addressing them before the audience can raise them.

In the video, Chui uses Procatalepsis to create a conversational dynamic with the viewer.

For example:

“There's no need any paper anymore”. This functions as a reply to an anticipated viewer question—possibly something like, “Do I still need to print a boarding pass?” Though the question is not stated, the response implies it. This strategy makes the content feel more interactive, mimicking a real-time Q&A and reinforcing the speaker's authority.

In the blog, the use of Procatalepsis is more direct and explanatory.

For instance:

“Due to this being a short sector flight, they reduced the bar offerings”. Here, Chui anticipates a possible reader objection, such as disappointment about limited bar service, and offers an explanation upfront. The structure here is formal and informational, lacking the informal tone of video content but achieving the same rhetorical goal: maintaining reader trust and preemptively resolving confusion or criticism.

### **Use of Hypophora**

Hypophora, where the speaker or writer raises a question and then immediately answers it (Harris, 2018), was used five times in the video but only once in the blog. This reflects the inherently conversational nature of video content, which allows for direct audience engagement, even if imagined.

In the YouTube video, Chui says:

“Oh the menu is the QR code now, right? Yeah, of course”. This moment replicates the rhythm of natural speech and gives the illusion of interaction. The question creates curiosity or anticipation, and the immediate answer delivers resolution. It mimics a real-time response to viewer's thought, enhancing engagement.

In the blog, the only example is:

“What's the best way to celebrate? Flying always makes me happy”, While this technically fits the structure of Hypophora, it reads more as a rhetorical flourish. The lack of real-time feedback in written form makes Hypophora less dynamic here. Rather than engaging the reader in an imagined dialogue, it serves as a stylistic device that adds variety to sentence structure.

### **Patterns and Medium-Specific Adaptation**

Transition Type	YouTube (%)	Blog (%)
Metabasis	42.10	69.56
Procatalepsis	31.57	26.08
Hypophora	26.31	4.34

Chui clearly adapts his rhetorical strategies depending on the platform. In blogs, Metabasis plays a crucial role in structuring the narrative for reader comprehension. In videos, the presence of tone, gestures, and visuals allows for more flexible, informal transitions. Procatalepsis maintains consistent use but shifts tone: explanatory in blogs, interactive in video. Hypophora is rare in text but thrives in speech, offering rhythm and engagement.

## LIMITATIONS AND FUTURE RESEARCH

This study analyzes only two samples from a single content creator. As such, findings may not generalize to all digital reviews. Additionally, rhetorical interpretation involved subjective coding, though guided by Harris's (2018) framework.

Future research could:

- Compare rhetorical strategies across multiple creators and languages
- Examine other transition types of emotional appeals
- Investigate audience perception of these transition' effectiveness

## CONCLUSION

This research examined how logical transitions, Metabasis, Procatalepsis, and Hypophora function across video and blog formats in Sam Chui's airline reviews. The findings show that while all three transitions appear in both media, their usage patterns shift significantly depending on the format's communication needs. Metabasis was dominant, particularly in the blog format, reflecting the necessity of organizing complex information in written text to maintain reader clarity and guide the flow of ideas systematically. Procatalepsis maintained a balanced presence in both formats but shifted in tone and function, serving as a way to anticipate and address potential doubts or objections from the audience, which is crucial in building credibility across both written and spoken contexts. Hypophora proved more suitable for video, where its interactive question and answer style fits naturally with the conversational and engaging nature of spoken reviews, helping to maintain viewer interest and clarity.

The insights contribute to a deeper understanding of multimodal rhetoric by showing how rhetorical strategies are adapted to meet the specific demands of different communication platforms. This adaptation highlights the importance of rhetorical flexibility for content creators aiming to communicate effectively across various media. Practically, the study suggests that mastering the appropriate use of logical transitions can enhance audience engagement and comprehension by aligning rhetorical choices with the strengths of each format. As digital communication continues to evolve, especially with the growing importance of multimodal platforms, the ability to adjust rhetorical devices such as Metabasis, Procatalepsis, and Hypophora according to format will remain key to sustaining clear, persuasive, and audience-centered discourse.

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