A MULTIMODAL ANALYSIS OF COVER STORIES ON MOBILE PHONES: AN IDEATIONAL PERSPECTIVE

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ABSTRACT

Cover stories generally contain magazine articles which focuses the subject matter on the cover. The interest of this study is on new products specifically mobile phones presented in *"Mobile World"* magazine as nowadays, there is a competition in selling mobile phones (Ni'Mah, 2012). Therefore, the study will explain on how linguistic and visual features of cover stories could be deciphered as an adverting message through investigating linguistic and visual representation used in magazine cover stories. The data in this study are taken from a magazine of cellular consumer's guidance, namely *"Mobile World"* magazine published by One World Solutions Sdn Bhd. This study attempts to explore cover stories in the first six months of 2013 but only those which focus on Mobile phone rather than Tablet or other devices. To fulfil the aim of this study, first, the linguistic text of the cover stories of the magazines was analysed in terms of process, participant and circumstance through utilizing Halliday's (2004) transitivity system. In the next step, the visual components of cover stories of the magazines were selected to be examined according to Kress and van Leeuwen's (2006) narrative and conceptual representation analysis to differentiate between the visual elements provided in cover stories. The findings found out that material and relational processes are commonly used as these emphasise on the capability and functions of the mobile phone advertised. As such, the highlighted features would draw potential buyers to consider buying the new phones. Similarly, visual findings on Action and Reaction processes were extensively seen in the images of the cover stories. With that, the different life experience of the consumers when using or owning is identified and interaction between the participants of the images plays an important role in consumerism marketing.

ABSTRAK

Secara umumnya, cover story mengandungi pelbagai artikel yang tertumpu khususnya pada kulit muka sesebuah majalah. Kajian ini menekankan pada produk baru khusus, telefon mudah alih yang terdapat di dalam majalah "Mobile World" dan diketahui bahawa persaingan sering wujud dalam urusan jual beli (Ni'Mah, 2012). Oleh itu, kajian ini akan menjelaskan bagaimana ciri linguistik dan visual cover story boleh ditafsirkan sebagai alat pengiklanan melalui perwakilan linguistik dan visual yang digunakan di dalam cover story sesuatu majalah. Data didalam kajian ini diambil daripada sebuah majalah panduan pengguna selular, iaitu "Mobile World" yang diterbitkan oleh One World Solutions Sdn Bhd. Kajian ini bertumpukan pada cover story bagi tempoh enam bulan pertama tahun 2013 dan hanya berfokuskan telefon mudah alih dan bukannya Tablet atau peranti lain. Bagi memenuhi matlamat kajian ini, pertama, teks cover story majalah dianalisis dari segi proses, peserta dan keadaan melalui penggunaan Sistem Transitivity Halliday (2004). Dalam langkah seterusnya, komponen cover story majalah yang telah dipilih akan diperteliti mengikut Kress dan van Leeuwen (2006) Narrative dan Conceptual untuk membezakan unsur-unsur visual yang terdapat didalam cover story. Hasil kajian mendapati bahawa proses Material dan Relational mencatatkan pemerolehan yang tertinggi. Oleh itu, ciri-ciri yang diketengahkan akan menarik para pembeli untuk membeli telefon baru. Begitu juga, penemuan visual pada proses Action dan Reaction yang meluas dilihat didalam imej cover story. Dengan itu, pengalaman hidup pengguna yang berbeza-beza, apabila menggunakan atau memiliki telefon mudah alih dikenalpasti dan interaksi antara peserta daripada imej dan peserta imej memainkan peranan yang penting dalam pemasaran kepenggunaan.

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CHAPTER 1

INTRODUCTION

1.1   Background of the Study

A magazine cover story is known as a story that appears in a magazine through the illustration on the front cover (Webster's Dictionary and Thesaurus, 2006). Cover stories generally contain magazine articles which focus on the subject matter of the cover.

Though webzines or online magazines are prevalent today, print magazines are handy and convenient as it may be read anywhere which features an added value over webzines. Also, the print magazines and newspapers have been around for years and because of that readers signify it as credible means of information. Readers are also engaged with each of the printed pages to read the articles since print magazines are more tangible as compared to online magazines which at times evolve scams.

Print magazines are considered as one of the common print media channels, and the needs of users and the on-going innovation of advertising products and even services are often detailed by marketers to the success of the product development in print magazines. As such, the marketers will possibly be able to create positive influence among consumers to buy their products and even to facilitate the formation of social networks among its consumers. Understanding the products and services attributes is important as it will not only enable information access but benefit the marketers towards the success of their business. Following Marquez (1977), there are two types of advertisement; informative and persuasive. Providing specific and verifiable facts regarding the product, informative ads highlight functional advantages of the advertised product whereas persuasive ads accentuate emotional advantages the consumer might

obtain. Inspired by Marquez' (1977) advertisement categorization; informative and persuasive, the present study aims to investigate cover stories of the magazines in terms of verbal and visual representation which express the experiential meaning of the context. Seemingly, meaning construction of advertisements relies on both inner (emotional advantage) and outer experience (functional advantage) to achieve the desired aim.

As being the important and growing sector that promotes economy growth and a known social networking device, the investigation on mobile phone market specifically Apple, Samsung and BlackBerry would be an important subject of study. All over the world, the need of mobile phones has its own importance. The common means of reaching for information in this ever-increasing demand of smartphones is through the newspapers, magazines, television, radio, and the internet. So it is easily justified that advertising is seen as a tool that enables one to be influenced in a buyer-seller transaction.

However, for the purpose of this study, the interest is specifically on new products specifically recent mobile phones presented in *"Mobile World"* magazine.

The *"Mobile World"* magazine has been chosen as the focus of this study because it presents well-known mobile phone brands, namely Apple, Samsung and BlackBerry. The other types of mobile phones magazines namely PC magazine, CHIP magazine tend to simply co-occur with images of other devices such as electronic gadgets, mobile gear, specific PC components and etc. The *"Mobile World"* magazine also uses real photos which are pictured right at the top of each magazine and this makes it fairly uncommon as compared to other magazines. It seems that an analysis of the *"Mobile World"* magazine from a multimodality perspective would provide focused results in terms of its applicability of these visual forms as compared to other magazines.

The study will explain on how linguistic and visual features of cover stories could be deciphered as an adverting message through investigating linguistic and visual representation used in magazine cover stories.

This chapter is outlined as follows; Section 1.1 presents background of study, Section 1.2 provides the statement of research area, Section 1.3 states the purpose of study, Section 1.4 lists the research questions, Section 1.5 discusses the rationale of the research, Section 1.6 highlights the significance of the study, Section 1.7 outlines the limitation of the study, Section 1.8 describes the organization of the study and this chapter ends with a conclusion in Section 1.9.

1.2   Statement of Problem

Malaysia is a multilingual as well as multicultural country which also embraces a great number of races and foreigners from Western to Middle East countries. Such a fact demands a communicative and accessible medium in order to both satisfy a wide range of such colourful consumers and convey the desired message. The marketers of popular products such as cellular phones hence employ English language, an international language along with visuals to create a persuasive advertisement. As mentioned, the cover story of the mobile magazine is to be examined in this study, provides the details of the recent technologies offered by dominant brands. Therefore, this kind of article is a tool to convince the consumers, including second language speakers, that the presented product bestows a number of merits which outshine products of other brands. Although many studies on magazines have been carried out, reviewing previous literature reflects lack of enough attention on how visual and verbal components of magazine articles specifically cover stories encode the intended messages and how each of these two components appears to complete and complement the other.

1.3   Objectives of the Study

This paper is intended to take into account the ideational perspective of the text which echoes the world experience presented in cover stories of the magazine. According to Halliday (2004), the ideational metafunction is the function that construes human experience and is thus the means of making sense of "reality". In fact, the ideational metafunction also expresses the social actions which are happening.

In this study, the data will be analysed from the ideational perspective which explores the linguistic options in the grammatical system of "transitivity"; that is process types, participant types and circumstance types. In terms of investigating the visual grammar options, the representation analysis (Kress and van Leeuwen, 2006) of images identifies participants and the processes involved in the images to reflect the actions, will be carried out. Therefore, exploring ideational functions can lead us to find out what social actions through what process types are highlighted in verbal and visual texts of cover stories of the mobile magazine to encourage customers to purchase the advertised products.

Thus, this study will delve into visual and verbal representations to understand how the visual and verbal texts construct an intelligible message in order to persuade the English and non-English speakers to purchase the advertised products. Consequently, the objective of the study is to analyze visual and verbal representations of cover stories in magazines.

1.4   Research Questions

Based on the above objective, the following questions are raised;

1. What visual elements are represented in cover stories of the *"Mobile World"* magazine?

2. How are the linguistic elements realised in cover stories of the *"Mobile World"* magazine?

1.5   Rationale for the Study

Image and language are currently two inseparable elements of print media specifically magazines. Combination of image and language contribute to both writers and readers of the text to construct the intended meaning (Guo, 2004). Such texts which include various semiotic modes such as language, image and diagrams are technically categorized as multimodal texts. Multimodality is concerned about social semiotics. Social semiotics deals with the role of individual modes and the relationship between semiotic elements and also the elaboration of the principle entities of multimodal text (Kress, 2010). Kress and Jewitt (2003) refer to "mode" as a "regularised set of resources" such as language, gesture, image, music, sound-effect which construct the meaning of a text. As Hall and Nelson (2005) state, each semiotic mode not only undertakes its own role as per other semiotic resources, but also single modes are able to complete the other modes in relation with each other to make a potent multimodal communication.

As not much research has been carried out on investigating ideational aspect of cover stories, the present study is intended to delve into ideational perspective of cover stories of "*Mobile World*" magazine through representational analysis of visual and verbal

texts to find out what choices are made to build experiential meaning of cover stories that take account of advertising recent products of prominent brands of mobile phones.

Print work advertising, being an aspect of mass communication, creates a medium for understanding how advertisers could persuade the potential readers. Therefore, nowadays, advertising is known for its brand-building which forms the basis of marketing and it seems cover stories could be good examples of such advertisements since the language and images used in cover stories can have a powerful effect on the audience namely the readers and consumers of a certain product. Wang (2008) states that considering needs and wants of various target audiences from different background cultures, do create sensitivity among advertisers towards producing the ads. Various studies in the literature confirm that images, regardless of information related to the product, play a significant role in advertisements, and make the advertisement more persuasive (Peracchio & Meyers-Levy, 1997). It is believed that while conveying meaningful concepts, images are able to stimulate emotional responses of consumers (Mitchell, 1986). It is assumed that visual and verbal message learning and processing can be activated by advertising pictures (Miniard et al., 1991). In other words, advertisements are an integration of both language and image and any analysis of ads should not disregard neither of them (Ndzamela, 2002). The relationship between images and text is also accentuated as a complementary one and believed that the text can act as a key to visual imageries and even is able to describe it (Leiss et al.1990). As it is discussed that visuals and texts have impact on each other, thus, this study attempts to focus on both modes individually to better highlight this relationship between visual and verbal elements.

1.6   Significance of the Study

Since communication plays an essential role in one's life, the underlying meaning that marketers or writers portray need to be learned in-depth to avoid any misconception on how magazine cover stories work. This study attempts to show how visuals and language are aimed at in telecommunication advertising. With a clear understanding of visual or verbal representation elements, one will be able to differentiate the types of communicative purposes of printed media, namely the functions of cover stories. Moreover, this study may beam light on the requisites of professional educators who are willing to pave the way for second language learners regarding how communicative semiotic choices are used in the real world for instance print media. Mobile magazines, as consumer oriented print media, draw the attention of a great portion of people in the world. Therefore, it is hoped that the findings of the present paper can enhance the understanding of the educators about the semantic functions of visual and verbal modes in comprehending the intended message.

1.7   Limitations of the Study

This study exclusively focuses on the cover stories of the *"Mobile World"* magazines which provide advertising information pertaining to the new products of the popular brands such as Samsung, Apple, and BlackBerry.

The selected data will be investigated in terms of ideational perspective to identify visual and linguistic elements using Kress and van Leeuwen's representation analysis and Halliday's Transitivity system respectively. Other aspects such as the layout of the *"Mobile World"* magazine can be analysed in other research to understand how different semiotic elements are put together to convey a cohesive message. Furthermore,

the analysis of the data through modality can be a potential topic for future research to explore interpersonal meaning which is created between authors and viewers.

1.8   Organization of the Study

The present thesis encompasses five chapters. Chapter One to Three are contextualizing chapters which provide the background, literature review and offer detailed explanation of theoretical frameworks and the methodology of the present research. Analytical process and exhaustive discussion around the obtained results will be served in Chapter Four. Chapter Five undertake to present the conclusion of the study.

1.9   Conclusion

The synopsis of this study which intends to analyse the cover stories of the *"Mobile World"* magazines using Systemic Functional Theory as the main tool has been introduced in the current chapter. The following chapter will present previous related studies which are mostly pertaining to advertisements and multimodal texts.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1   Introduction

This chapter covers the concepts and previous literature that concerns with the role of visual imageries in advertisements as well as the incorporation of linguistic and visual texts in advertising texts. The theoretical frameworks used for the purpose of the analysis are also presented in this chapter. The key topics covered are advertisements (Section 2.2.1), multimodality (Section 2.2.2), Systemic Functional Linguistics (SFL) (Section 2.2.3), and theoretical framework (Section 2.3).

2.2   Literature Review

This section reviews the main concepts of this study which are advertisement, multimodality, and Systemic Functional Linguistics (SFL). It specifically elaborates on multimodality and SFL in advertisements to highlight the previous research.

2.2.1   Advertisements

Cambridge Advanced Learner's Dictionary (2003) defines an advertisement as "a picture, short film, song, etc. which tries to persuade people to buy a product or service". In other words, advertising is perceived to be an attempt to convince individual consumers, organizations, and the society. Its goal is also to boost the company image and to maximize the profits as much as possible (Wang, 2008). This is in line with Holmes's (2005) statement that the language choices in any advertisement have a specific aim which is to persuade the audience to buy the product (Sowayan, 2009). Increasing demand for advertising in the early 1900s has led many people to step

into the field of advertising. Nowadays, there is a competition in selling products especially mobile phones (Ni'Mah, 2012). Magazine, television, Internet and newspaper are the mass media where advertisements are usually delivered through (O'Guinn, Allen and Semenik, 2006). Advertisements which have linguistic text topped with visual images such as photos, maps, pictures, cartoons, and etc (Nugroho, 2009) can be currently found in print, electronic and web-based media.

Sowayan (2009) points out that simplicity and being positive are two characteristics of an advertisement since they emphasize the uniqueness of a product. She adds that advertisements need to be effective and creative in order to help the audience to get the point of the advertisements straightaway (p.15). An advertisement could be effective if it is in line with the audience's values, needs, and lifestyles (Kelly and Jugenheimer, 2006). Therefore, advertisers are required to apply strategies (e.g. colours, images, words and product features) to attract the target audiences' attention. Nowadays, the target audiences of advertisements are not limited to a specific geographical region but evoke all over the world and it became more challenging for the firms and companies to distinguish the right target audiences (Wang, 2008). It has been proven that culture plays a significant role in international advertising (Ju-Pak, 1999). Thus, relating the ads to the shared values or beliefs in a culture make people understand the ads better (Frith, 1997). Moreover, the advertisements which include brief and direct information about a product may be more successful than long and wordy advertisements (Sowayan, 2009). On the other hand, advertisers in the first place, according to Hirschman (1991), need to be aware of two parameters; the product type and the way a particular brand is perceived in a variety of cultures in advance of determining how to use images. Moreover, people coming from different backgrounds may perceive visual imageries differently.

Identifying the target audience and their desire and wants is the main aspect of advertising. Advertisements provide functional benefits which are about product performance and emotional benefits which are presented through content to make the audience feel good (Kelly and Jugenheimer, 2006). O'Guinn, Allen, and Semenik (2006), state that copywriting and visuals are two main elements in print media. The value and advantages a product offers through written or verbal statements are referred to copywriting and visuals (e.g. photographs, drawings, and paintings) form the picture in an advertisement.

Layout is another important factor as it determines the place of verbal and visual elements in an advertisement. This element would affect how an individual perceive an advertisement as a whole. Wang (2008) argued that one of these elements (verbal, visual or a mixture of them) would be the focal object in an advertisement as they attract viewers' attention more.

Ni'Mah (2012) explored linguistic forms in Mobile Phones and Cars Advertisement. The researcher discloses the lexical meaning and elaborates on the implicature conveyed in those advertisements. The results of the study show that there are two kinds of linguistic forms found in the Mobile Phone advertisements, phrases and sentences. The results indicate that the Mobile Phone advertisement mostly apply phrases (21) compared to sentences (12). Noun Phrase (18) was the most used phrase and Verb Phrase (1) and Gerund Phrase (2) were found to be infrequent in the data. Moreover, the data displays 6 Declarative sentences and 6 Imperative sentences. The researcher described in detail the implicature of English slogans on electronic product used in mobile phone advertisements. The writer concluded that the implicature of English slogan utilized in Mobile Phone advertisements was clear enough for the readers to comprehend the slogan.

Koller (2008) explores "the functions of the colour pink as a marker of gender and sexuality in cultural models and the multimodal texts they inform". Indeed, the researcher explores how a particular colour (pink) featured in visual texts like magazines, commercial advertisements and non-profit organizations' websites and pamphlets and how linguistic elements in the text contradict or reinforce its use. As an example, Mercedes Smart car and the 'poppy' edition of the Siemens CL75 mobile phone were used in this study.

In these two advertisements, an interaction between colour coding and language was found indicating that the 'written mode and the visual mode reinforce each other" (Kress and Van Leeuwen, 2002: 362). The analysis of the multimodal text and informants' associations indicate that "an emergent schema relates pink to post-feminist femininity." The researcher argues for a combination of cognitive semantics approach with social semiotics. The paper addresses the changing, culturally- shaped associations with the colour pink in the British context. The researcher concluded that the colour pink is the indication of femininity and indexes sexuality and sexual identity.

Following Kress and van Leeuwen (1996), Bell (2001) explored cover page images from Cleo magazine which targeted at female readers from eighteen to thirty-five years of age. The study focuses on Cleo magazine November 1997 issue as Cleo celebrated its twenty-fifth birthday by reproducing all 300 of its front covers with Kylie Minogue as its model on the cover. Specified variables and values were used to code the two sets of twenty cover page images from Cleo magazine. One of the hypotheses was that the interpersonal meaning of Cleo front pages has changed between 1972 and 1997 in different ways. Regarding semiotic hypotheses, the data show that women on the covers of Cleo magazine are represented differently in 1996-7 compared with 1972-4. The researcher exemplified that the later images in the publication are less close-up, more distant, than those of 25 years earlier.

Overall, advertisements are used to persuade the viewers. Thus, advertisers need to be cautious about how to use the visual and verbal elements in an advertisement in order to better attract their target audiences.

2.2.2   Systemic Functional Linguistics Theory

Social semiotic theory of communication was the groundbreaking work of Halliday which is the "springboard of multimodality" (Sørensen, 2011). Halliday (1996: 89) believes that "language is a product of the social process". He emphasizes that in the study of language, there should be a shift from focusing on the sentence to the text since language consists of text, or discourse (ibid). Indeed, how people use language in different situations and how language is constructed to convey the meaning is the focus of SFL (Meurer, 2010). The sequence of the linguistic elements in verbal text is the main concern of SFL, while in image its parts are not perceived primarily and the whole image is considered first (O'Halloran, 2008). The distinct characteristics of each part in image may not lead to perceiving the whole image but the relationship existing between the parts of the image might do so (Wertheimer, 1938). There are some studies which follow SFL to disclose how meanings are manifest in image and language in a multimodal text. Using the systemic functional framework, Kress and van Leewen (1996), Royce (1999, 2007), and Unsworth (2004) focus on the resources of lexical semantics and logico-semantics relations to study intersemiosis. They highlight the invaluable role of the image in meaning construction in a text. Based on the viewpoint of SFL theory, a text has its own specific linguistic form due to the social purpose a text fulfils. In this theory, a sentence is regarded as a textual unit rather than a grammatical unit. Thus, clause, word and morpheme are the basic grammatical units. As SFL theory is rich with a linguistic system, it is therefore applied in this research as it offers the tools for exploring the real language use in our daily lives (Sowayan, 2009).

Meaning and function were the two concepts which Halliday based his approach on. Indeed, understanding how language is structured with the focus on context of situation is what SFL is designed for.

It is believed that Halliday's (2004) metafunction is the most impressive principle of systemic functional theory for multimodal discourse analysis (Liu and O'Halloran, 2009). This is because Systemic Functional Analysis proposes an associated stage to provide theories of the way semiotic choices interact towards meaning making (O' Halloran, 2008). The social semiotic approach to verbal context proposed by Halliday is the focal point which leads to multimodality.

SFL is also suggested by Thompson (1996) as a suitable tool for analysis as it would help us to get to know about the general grammatical resources of the language (Sowayan, 2009).

SFL theory is considered by Halliday (1978) as a social semiotic theory since the meaning depends on context (O' Halloran, 2008). Sørensen (2011) stated that the way semiotic recourses are used in a social context to realize and communicate meaning is the focus of SFL. In SFL theory, meaning is constructed by three main functions which they simultaneously contribute to the meaning of a text as a whole. These metafunctions are known as the ideational, interpersonal, and textual.

Following Halliday's SFL theory, Hashim (1996) explores medical research articles in terms of text organization and syntactic choices. The results revealed that the Mental, Verbal, Material, and Relational process types were more prevalent than the Behavioural and Existential Process Types which were least occurred.

2.2.2.1 Systemic Functional Linguistics Theory and Advertisements

As a form of text media, magazines theoretically seek to represent information efficiently and thoroughly. Cook (1992, p. 48) professes that advertisements are usually

analysed through the meaning it carries. He added that some advertisements are language free but they are able to create complex and powerful messages that can stand alone just through the pictures.

Advertisers are very cautious about choosing a word in an advertisement and they have a reason behind utilizing every word in an advertisement. Verbal or textual information presented in advertisements were the main focus of content analyses.

In verbal text, meaning is gradually developed as a series of elements processed one after the other (O'Halloran, 2008). Words, phrases, clauses and paragraphs are the linguistic parts in which SFL deals with their sequence since they comprise these levels in a text (ibid).

Systemic Functional Linguistics has been used for analysing different types of texts including advertisements. For example, the advertisements of the English Cosmopolitan magazines were analysed by San San, C. (2013) in order to explore the ideology and the process of ideational meaning of the data. The ideology and the process of ideational meaning were the main focus of that study. Prestige, beauty, health and others were four basic assumptions that the writer chooses in analysing the ideology of the data. Systemic Functional Linguistics theory (Halliday, 2004) which discusses six types of processes, was used in analysing the processes of the data. The results revealed that the beauty ideology (45%) and relational process (identifying) (41.4%) fall at the highest rank. The researcher believed that Relational process (identifying) is used more since the advertiser and the producer have knowledge of this fact that they cannot impose their products and services to the consumers. The type of process shows what structure of language encourages the consumers to purchase the products and services offered. The writer concluded that Cosmopolitan, as a female magazine, presents advertisements that offer products or services pertaining to beauty.

In another paper, Alnes (2009) investigate how Billboard represents and creates the categories of man and woman. Systemic Functional Grammar was used as an analytical framework to explore to what extent Billboard can liberate or reinforce stereotypical ideas of gender. 14 reviews for this study were analysed, 6 reviews were of male artists and the remaining 8 reviews were of female artists. These were all solo artists that have been reviewed online within the period of January to July 2009. The main focus of the study was on the processes and participants. Material processes were found predominantly in the reviews of male artists. However, the number of relational processes was infrequent in the whole data. Moreover, the results show that not many transitive clauses were found in the data. Mental clauses have the same tendency though. In reviews of female artists, relational processes were more common.

In the reviews of the male artists, Material processes express goings-on but reviews of the female artists encompass attributive clauses which include explicit descriptions. In that study, the researcher believes that choosing active and passive clauses to express historical and stereotypical idea of men and women is related to cultural patterns. It is obvious that the selection of process types affects the usage of language in different contexts.

Marquez (1977) explored 600 ads published between 1973 and 1976. He classified ads based on 5 categories: 1) basic information, 2) basic persuasion, 3) high in information but low in persuasion 4) high in persuasion but low in information, and 5) mainly intimidation. The results indicate that 73% of the cosmetics and toiletries ads were under the category of basic persuasion, whereas 18% fell in high persuasive/low informative. No sign of high informative/low persuasive was found in the data. Marquez (1977) differentiated between informative ads and persuasive ads. Emotional benefits a reader may gain are usually presented in persuasive ads whereas functional

benefits provided by the products are the main focus of informative ads. Indeed, the verifiable and specific facts about a product are highlighted in informative ads.

In order to comprehend what a text means, as Meurer and Machado (2010) highlighted, both the context of situation and culture should be considered. The latter context, culture, refers to all the possible meanings that can be found in a given culture whereas the former one refers to the concept of register as the interlocutors use language in a more specific context. He added that through the context of language use, we might be able to say how people use language.

Francesconi (2011) investigates the role of visual and verbal modes in destination image formation, with a focus on brochure issued by the Malta Tourism Authority (MTA). Following Halliday's SFL theory, the data were analysed through ideational, interpersonal and textual functions. Moreover, applying Kress & Van Leeuwen's theory (2006) the visual text were thoroughly investigated through observation of represented participants, perspective, frame, social distance, light and colours. The results highlighted that core values were promoted by both visual and verbal texts. Indeed, the tourism texts applied multimodality to communicate and encode the core values to overseas readers. The visual text analysis shows that MTA brochures attempt to set up a relationship between the producer and the reader through different techniques such as social distance, contact and angle. However, the researcher emphasizes that the information first conveyed predominantly visual text and then clarified, elaborated, and expanded through verbal text.

Speech, images and layout have always been under investigation for their meaning potential (Martinec, 1998, 2000, 2001; O' Halloran, 2005; van Leeuwen, 2005). Scant research has been conducted on print magazines pertaining to multimodality and this research will fill this void in the literature. Addressing the area of multimodality, the present study is intended to delve into the ideational aspect of cover stories of "*Mobile*

World" magazine through representational analysis of visual and verbal texts to find out what choices are made to build experiential meaning of cover stories that take account of advertising recent products of prominent brands of mobile phones.

2.2.3 Multimodality

Majority of researchers, specifically Kress and van Leeuwen (1996), O' Toole (1994), and Lemke (1998) have put forward approaches and theories for the analysis of multimodal discourse which are based upon Halliday's (2004) systemic functional linguistics. Halliday's (2004) metafunction is considered as the most pivotal tenet of systemic functional theory to analyse multimodal discourse since it provides a unified phase to offer theories that show how different semiotic resources interact and construct the intended meaning (O' Halloran, 2008). Gunther Kress and Theo van Leeuwen (1996, 2006) are the instances of main scholars who carried out studies towards multimodality. Pictures and visual patterns of a various range of texts including advertisements were the focus of Kress and van Leeuwen's (1996, 2006) research following Halliday's (2004) systemic functional approach.

Language is defined by Eggins (2004) as contextual, functional, semantic and semiotic. She further declares that the most elaborated semiotic system is language as in any interaction, the interlocutors get involved in conveying exactly a message the audience should be aware of as well as the right choice of word. Linguistic resource or the visual resource alone is not as important and effective as when they are together with other resources in a meaning making process (Nugroho, 2009).

Christie (2005) argues that multimodality has been with us since the time people used to draw or paint on the wall to communicate with each other. The 'multimodality' term originated from two groundbreaking works of Kress and van Leeuwen, namely 'Reading Images' (1990) and 'Reading Images: The Grammar of Visual Design'

(1996). Indeed, these two books were the base of multimodality research (Kaltenbacher, 2004).

The interaction between various semiotic modes and their meaning making of each semiotic mode in the design of semiotic product (e.g. magazines, brochures) are the main concern in the study of multimodality (Kress and van Leeuwen, 2001). Indeed, in a multimodal text, verbal and visual elements are brought together to convey the message better. They highlighted that texts have always been multimodal as the written text, for instance, may not exist without spaces, colour and frames (Kaltenbacher, 2004). Indeed, texts with several modes of discourse can be analysed through tools and techniques which are provided by multimodality. The simultaneous presence of image and sound via computer, internet and TV makes multimodality prominent nowadays.

Kress and Jewitt (2003) refer mode to "regularised set of resources" which construct meaning such as gesture, speech, image and etc. Having awareness about restrictions in a culture and being acquainted with the ability of each mode would determine how each individual chooses the modes in order to send a message properly. It is worth mentioning that modes generally accompany and complement each other. This fact makes a more powerful multimodal communication. Different semiotic resources have been analyzed using this theoretical framework to distinguish their meaning in different discourses. Kress and Jewitt (2003) disclose that a combination of different modes would help to convey the message and all the involved modes convey the inferred meaning since each mode is responsible for one part of the message. It has been proven that the viewers' awareness and understanding would increase if there is a fusion of two or more semiotic resources. Each semiotic resource has its own role in developing a text and the way they are integrated together to produce a more comprehensible unified text.

Since the 1990s, different scholars (O'Toole, 1994; Lemke, 1998; Martinec, 1998; Van Leeuwen, 1999; O'Halloran, 2005; and Jones, 2006) explored multimodal discourse

analysis (such as actions, paintings, sculpture and architecture) from Halliday's Systemic Functional perspective. Michael O'Toole (1994), Gunther Kress and Theo van Leeuwen (1996) extended this theory to the interpretation of the ways that visual modes realize their meaning in social contexts and they were actually, the pioneers of the research on multimodality. Their framework is based on semantic relation within semiotic resources in order to make inter-related systems and structures. They explored metafunction and rank in paintings, sculpture, displayed art and architecture. Kress and van Leeuwen (2001) referred to Halliday's theories of social semiotics as the point of departure of social semiotic multimodal analysis. Moreover, O'Halloran (2008) considers Halliday's (2004) metafunction as the most influential part of systemic functional theory for multimodal discourse analysis. Following Halliday's SFL theory Kress and van Leeuwen provide another social semiotics approach to explore the visual mode. Gunther Kress and Theo van Leeuwen (1996, 2006) are the instances of main scholars who carried out studies on multimodality. Pictures and visual patterns of a variety of texts including advertisements were the focus of Kress and van Leeuwen's (1996, 2006) research following Halliday's (2004) systemic functional approach. Their approach highlighted that metafunctions can break down an image or a multimodal text in the process of comprehending meaning from the visual elements presented (Sørensen, 2011).

As it was mentioned, social semiotics is the basis for the theory of multimodality. Siegel (2006) claims that multimodality can be easily understood by semiotics as "it offers a way of thinking about meaning and text that does not privilege language over other sign systems" (Siegel, 2006:68). Van Leewen (2005, p.120) believes that "images are also used to do things to or for or with people: persuade, instruct, explain and so on".

Meurer (2010) argues that advances in new technology bring about a new trend in meaning making which prompt linguistics to respond to this trend by new forms of literacy, for instance multi-literacy, which include both visual and linguistics elements. In this regard, teachers themselves need to be aware of the challenges and difficulties of reading and comprehending a multimodal text. Therefore, to equip students with the skills necessary to read multimodal texts comprehensively and critically, multi-literacy consists of various modes of meaning making and not just language (Meurer, 2010).

2.2.3.1 Multimodality in Advertisements

Print advertising, being an aspect of mass communication, creates a medium for understanding how advertisers could persuade potential readers. As such, nowadays, advertising is known for its brand-building which forms the basis of marketing and cover stories could be good examples of such advertisements since the language and images used in cover stories can have a powerful effect on the audience namely the readers and consumers of a certain product. Hornby (1995:269) defines cover story as the main article in a magazine that elaborates the picture illustrated on the front cover.

It is assumed that visual and verbal message learning and processing can be activated by advertising pictures (Miniard et al., 1991). In other words, advertisements are an integration of both languages and images and any analysis of ads should not disregard neither of them (Ndzamela, 2002). The relationship between images and text is also accentuated as complementary and believed that the text can act as a key to visual imageries and is even able to describe it (Leiss et. al.1990).

Visual is a crucial element of advertisements which stimulates curiosity and attracts the attention of the reader (Wang, 2008). Along with verbal elements in the advertisement, visuals are recently taken into account as a crucial part of any advertisement since they attract the attention while stimulating the curiosity of the consumers. The existence of

visual illustration plays a significant role in affecting readers' attitudes toward the ads. Various studies in the literature confirm that images, regardless of information related to the product, play a significant role in advertisements, and make the advertisement more persuasive (Peracchio & Meyers-Levy, 1997). It is believed that while conveying meaningful concepts, images are able to stimulate emotional responses of consumers (Mitchell, 1986). Mitchell (1986) found that visual-oriented advertisements, unlike text-oriented advertisements, may lead to greater persuasion and attention. Debevec and Romeo (1992) proved the same as they declared that visuals in ads, above other elements such as sentence, language, and text layout, boost the probability of catching readers' attention.

Furthermore, Motes, Hilton, and Fielden (1992) manipulated a print advertisement to see the reader's attitudes towards them. They came up with 24 variations in which 8 of them did not contain any images while the other 16 had an illustration. They concluded that there is a remarkable distinction in readers' attitudes toward the ads when they include or exclude visual images.

Combining Halliday's (1994) linguistic framework and O'Toole's (1994) visual framework, Cheong (2004) analyzes four print advertisements in Singapore. Indeed the ad has two components: the Linguistic and the Visual Images which include the Lead, the Emblem, and the Display. The most salient image in an ad is the lead as it is the primary focus of attention which attracts the audience. The second element is Emblem which is the company's logo. The last one is the Display which represents the characteristics of the Lead in two ways: Explicit – Implicit and Congruent – Incongruent.

She suggested a generic structure of print advertisement which is as follows:

Lead^(Display)^Emblem^(Announcement)^(Enhancer)^(Tag)^(Call-and-Visit Information)

The results show that the Lead and the Emblem are the obligatory components that always occur in print advertisement.

Kress and Van Leeuwen (1996, 2006) describe the 'functional grammar' of the visual elements in a text by exploring pictures and visual pattern. By focusing on the paradigm of images, they intended to come up with an alternative to the traditional French structure which is based on syntagm.

Following Kress and van Leeuwen (1996) who adapted SFL in their analysis of images, Unsworth (2001) found that images, like language, provide three various types of meaning namely, compositional, interactive and representational. The latter one refers to the circumstances, the event and the subjects. The first type of meaning, the compositional, refers to the information values of the elements in the image. The relationship between the viewer and the participants in the image is called interactive meaning (Meurer, 2010).

Martinec and Salway (2005) explored the relation between image and language in different multimodal discourses such as news websites and advertisements, etc. Focusing on logico-semantic relation of image and language and their relative status, they highlighted that the relation between language and image can be "equal" or "unequal". By combination of these two types of relation, they attempted to make the different visual-verbal-linking (van Leeuwen 2005:219) existing in various contexts, more understandable. Using Martinec's (1998) "componential cohesion", they found a connectedness between verbal and image in terms of participants, process, and circumstances.

In another study, Seitz (1998) examined advertisements in Vogue magazines published in different countries (Italy, France, Spain, Germany, U.S. and UK) between November 1991 and April 1992. Seitz conducted a content based analysis of advertisements of the women's apparel (676), perfumes (100), and cosmetics (94). The results show that there

was a balance between verbal and visual elements in cosmetic ads while perfumes and apparels advertisements were image based.

In another study, Maisaroh (2013) examined the elements of verbal and visual language presented in the cover of a cellular consumer's guidance magazine called FORSEL magazines. The researcher compared two issues of this magazine: No. 4 April 2012 edition which contains some brands of Roockies of 2012 and Sony mobile phone to the other one: No.5 Mei 2012 edition which includes a mobile phone from LG brand. The author concluded that the set up and purpose of delivering information and the type of product that was advertised are the same in both editions whereas the illustration of story, the main message presented and the target reader or object of sales marketing are different.

Furthermore, Cutler and Javalgi (1992) explored the visual components of print advertising from the UK, France and the U.S. through cross–cultural analysis. The authors found similarities as well as some differences in the size of the product in the visual, the size of the visual and the use of black and white visuals. They concluded that the advertising agency must be cautious on what elements they should apply in their adverts to convey the message properly and to better attract the target audiences.

2.3   Theoretical Frameworks

This section comprises the theoretical frameworks on which the analysis of this research is based on Systemic Functional Theory, specifically Transitivity System, as well as Representation in Kress and van Leeuwen's Visual Analysis.

Systemic functional theory outlines a pattern which manifests the way contextual variables including field, mode and tenor establish the alternatives in linguistic system for meaning making. Three metafunctions that are delineated in linguistic system by

Halliday (2004) consist of *interpersonal* which concerns about the social relations, *ideational* which expresses the inner and outer world experiences, and *textual* metafunction which embodies the two former metafunctions to create a text.

The interpersonal metafunction is concerned about the relationship between speaker and hearer and deals with the interaction and exchange between them. Indeed, giving and demanding are the most significant speech roles which the producer of the speech or text and the listener/reader in a communicative situation possesses (Halliday, 1994: 68). He emphasizes that the listener or reader has a complementary role towards the giving or demanding information from the producer of the language.

The connectivity and cohesion between the elements of a text is called the textual metafunction (Kress & van Leeuwen, 2006, p.43). Lemke (2009, p.285) proposed that the textual metafunction is the continuity and the relationship between the various parts of a text. Information which has been given somewhere in the text or is familiar from the context is called Theme whereas Rheme is the part in which the Theme is developed.

The ideational metafunction involving the inner and outer world experience patterns probe the linguistic system in terms of "transitivity system". Experiential and logical meanings are the two components of this metafunction. The experiential function deals with ideas or content whereas the relationship between ideas is the main concern of logical function. There is a variety of linking devices in grammar which help us to identify this connection between the linguistic components (Halliday and Hasan, 1976). Transitivity system which experiential meanings are realized through them is elaborated in details below:

Transitivity system analyses verbal texts dependent upon the options in a grammatical system; hence, transitivity is concerned with three elements including *"process";* 'what are the processes' (verbiage of a clause), *"participants"* ''who are the participants'

(nominal group of a clause), and *"circumstance"* 'what are the circumstances' (adverbial group of a clause) (Royce, 2007, p.67).

2.3.1 Transitivity System

Six process types are distinguished in transitivity system of English, namely; material, behavioural, mental, verbal, relational and existential. Table below indicates a summary of categories of processes and their participants.

Table 2.1: Process Types, their meanings and participants (adopted from Halliday, 1994:143)

	Process Types	**Their Meanings**	**Participants**

1	Material:
	        action
	        event
		'doing'
		        'doing'
		        'happening'
			Actor, Goal

2	Behavioural	'behaving'	Behaver

3	Mental:
	        perception
	        affection
	        cognition
	        desideration
		'sensing'
		        'seeing'
		        'feeling'
		        'thinking'
		        'wanting'
			Senser, Phenomenon

4	Verbal	'saying'	Sayer, Receiver, Verbiage, Target

5	Relational:
	        attribution
	        identification
		'being'
		        'attributing'
		        'identifying'
			Carrier, Attribute, Token, Value

6	Existential	'existing'	Existent

2.3.1.1 Material Processes

Material processes are "clauses of doing and happening" and involve physical actions. These processes interpret the procedure as a flow of events. There is usually an actor in the material clause who does the action and causes the changes on some other participants which is impacted by the action and called goal (Martinez, 2001). In transitive Material processes, "the action carries over to affect an additional participant"

(Marin et. al, 1997) which is called scope or beneficiary. It is assumed that the scope, unlike the Goal, is not recognized through asking 'do to' or 'do with' and "is not affected by the performance of the process" (Halliday and Matthiessen, 2004, p.192).

2.3.1.2 Mental Processes

Mental processes are referred to as "our experience of the world of our consciousness" (Halliday and Matthiessen, 2004:197) and "the internal world of the mind" (Thompson, 1996). The participants engaged in the sensing are called the Senser who is usually a human. Indeed, in the Mental clauses, the Senser is a human participant who possesses mind for wanting, feeling and seeing. These processes are distinguished into four subcategories: Perception (Related to five senses: see, notice, sense, etc.), Cognition (Related to mind: think, believe, suppose, etc.), Desideration (wish, want, desire, etc.) and Emotion or Affection (Related to feeling: rejoice, fancy, love, etc.). Another participant is Phenomenon which is described as something 'which is felt, perceived, wanted or thought' (Halliday and Matthiessen, 2004:210).

2.3.1.3 Relational Processes

These processes make a relationship between two different entities and are called processes of being and having. These processes are realized through varieties of verbs 'to be' and 'to have' and can be categorized as Attributive and Identifying. In Attributive processes, a person or an entity that is given an attribute is called carrier. Halliday and Matthiessen (2004:227) believe that one part "is being used to identify another" in Identifying form which means A is the identity of X. Indeed, identifying makes a relationship between Value which is a more general category and the Token "which stands for what is being defined" (Eggins, 2004: 285).

2.3.1.4 Verbal Processes

Verbal processes are known as the processes of 'saying' and are to some extent between mental and material processes. The Sayer is the participant who is always involved to produce the message and the utterance which is called Verbiage. There are two more participants in Verbal processes: the *receiver* and the *target.* The latter, target, refers to an entity that the speech act or verbal process is directed at (Eggins, 1994:252) whereas the former one, the receiver, is the one the saying is directed to (Halliday and Matthiessen, 2004, p.255).

2.3.1.5 Existential Processes

Processes which represent the existence or happening of something are called Existential. The word 'there' is distinguished in these processes as they have the role of subject in the clause (Eggins, 2004).

2.3.1.6 Behavioral Processes

The least distinct processes are Behavioral processes as they have no clear cut characteristics of their own and their boundaries are indeterminate. They are somehow between material and mental processes and just represent the psychological and physiological characteristics (Halliday and Matthiessen, 2004). Thompson (1996:100) argues that "they allow us to distinguish between purely mental processes and the outward physical signs of those processes".

2.3.2   Visual Analytical Framework

The overwhelming importance of visual communication in the modern world leads to attract people's attention towards visual as well as verbal. They even highlighted the importance of implication of visual literacy in education due to the dominance of the verbal over the visual in educational systems. As opposed to Barthes (1977), Kress and

van Leeuwen (1996:17) believe that visual component of a text is not dependent on the verbal text and their message is organized independently. Kress and van Leeuwen modified terms of Halliday's three metafunctions and choose Representational, Interactive and Compositional instead of ideational, interpersonal, and textual respectively to be used in analysing visuals.

2.3.2.1 Representation

Analysing visual components of a text from the ideational perspective, Kress and van Leeuwen (2006) introduced "*representation*" analysis which is drawn on Halliday's metafunctional theory. Representation analysis falls into two categories; Narrative and Conceptual in the sense of the realization of process which identifies participants doing and happenings. These processes are engaged with *represented participants* which can be people, things or places and perhaps with *circumstances* in which the events or actions are being illustrated.

The distinguishing factor between "narrative" and "conceptual" is the presence and absence of vectors respectively. The vector is a diagonal line that is formed by limbs, eyelines, bodies, or tools indicating "is connected to", "is related to" or "is conjoined to" (Kress and van Leeuwen, 2006, p.59).

2.3.2.1.1 Narrative Processes

Like material processes in the transitivity system, Narrative processes have two participants namely, "actor" and "goal". Indeed, Narrative processes are produced when there is a vector connecting two participants and shows they are "doing something to or for each other" (Kress and van Leeuwen, 2006:59). In other words, Narrative processes "serve to present unfolding actions and events, processes of change, transitory spatial arrangements" (Kress and van Leeuwen, 1996:56). They define Actor as "the participants from whom or which the vector departs and which may be fused with the

vector to different degrees" (ibid). The other participant in this process whom the vector is pointed to is called the "goal". In these types of processes, the represented participants are related with some sort of physical action. Transactional and non-transactional are two main categories in these processes. In the latter one, there is no action directed towards anyone or anything as there is only one participant. However, in the former one, transactional, there is more than one participant and something is exchanging between them. According to the participants engaged and the types of vector, Narrative process can be differentiated as follows:

- *Action process:* A vector which is shaped by either an arrow or illustrated element to relate Actor and Goal.

- *Reaction process:* In these processes, there is a reaction between the participants which is realized through the eyeline of a participant (reactor) and is formed by a vector, to the receiving participant which is called *Phenomenon*.

- *Mental process:* Mental processes are referred to the vectors which are being highlighted from speakers to their thoughts and connect the Senser and Phenomenon (Royce, 1999).

- *Verbal process:* Shaping a vector, "an arrow-like protrusion of a dialogue balloon" (Kress and van Leeuwen, 2006:75) connects the Sayer to the utterance.

- *Conversion process:* A process in which a participant "is a goal with of one participant and the Actor with respect to another" (Kress and van Leeuwen, 2006:75).

2.3.2.1.2 Conceptual Processes

Kress and van Leeuwen (1996:56) argue that Conceptual processes "represent participants in terms of their generalised and more or less stable and timeless essence". These processes are to some extent similar to the attributive process in SFL transitivity

system as they manifest "process of being" (Halliday, 2004; Kress and van Leeuwen, 2006). Three types of Conceptual processes in visuals are defined by Kress and van Leeuwen: Classificational, Analytical, and Symbolic Processes. As it is highlighted above, there is not any vector to determine conceptual process of an image.

In Classificational structure, participants are related to each other "in terms of a kind of relation, or a taxonomy" (Kress and van Leeuwen, 2006:79). In such a structure, each of the participants is presented as a *Superordinate* and the other ones will be *Subordinates* of that participant (Royce, 1999).

Analytical processes refer to the relation the participants have in an image "in terms of part-whole structure" (Kress and van Leeuwen, 2006:87). In this case, the participant who represents the 'whole' is called the *Carrier* while the other participants which are the parts of the whole and characterize the Carrier are termed as *Possessive Attributes*.

The final category in Conceptual Representations is *Symbolic* processes. In other words, Symbolic processes are about what a participant means or is in connection with the symbolism or messages conveyed by the participant relations illustrated. In these processes the *Carrier* is the participant whose meaning is established in the relation whereas the participant which represents the meaning or identity is called the Symbolic Attribute (Royce, 1999).

2.3.2.2 Interactive

Interactive meaning deals with attempts visuals make to address their viewers. In other words, there are some resources in visual forms of communication which form and keep the interaction between the producers and the viewers or readers. Contact, distance and point of view are the three elements in which this relationship is interpreted through.

The ways images address their viewers either directly or indirectly and what they simultaneously want them to accomplish is the main focus of the visual resources used

to form and keep *Contact* between the viewer and the image. Indeed, the viewers or readers and the represented participants make a connection through vectors such as eyelines and gestures in order to provide "offer or "demand".

Royce (1999) claims that visual resources would be able to find out to what extent there is a *Social distance* between the represented participants and the viewers. Kress and van Leeuwen argue that the size of frame can be used to convey a feeling to the viewer of their social closeness in terms of the represented participants. Therefore, the variety of shots: very close-up shot, long shot, close-up shot, medium shot can establish the social distance between the image and the viewer. For example, the head and the subject's shoulders are only depicted in close-ups whereas the participant is fully represented in long shots (Francesconi, 2011).

These techniques can also be useful when the participants represented are complete strangers to the viewers. *Power* is another significant element in interaction between the viewers of an advertisement and the represented participants. Therefore, low and high angle shot would highlight the overwhelming power of the represented participants over the viewer and vice versa.

2.3.2.3 Compositional

Kress and van Leeuwen relate the compositional features in multimodal texts to the principles of layout or the "way in which the representational and interactive elements are made to relate to each other, the way they are integrated into a meaningful whole" (Kress and van Leeuwen 1996:181). Information value, salience and framing are three significant criteria in compositional analysis (Kress and van Leeuwen, 1996, 2006)

The horizontal axis in a visual is of importance as they produce a left-right distinction in the structural meanings within multimodal compositions (Royce, 1999). In this regard, the right is referred to New information which is not yet known and need to be

established or to be made explicit. However, Given information is illustrated on the left as they are well-established and known. Indeed, the given is something that has been presented or mentioned earlier. Kress and van Leeuwen claim that sequence of information in verbal is more or less similar to the horizontal structuring of visual layout.

Similar to the horizontal axis, the vertical axis play an important role in visuals as they generate a top-bottom distinction in the structural meanings. This differentiation can be explored through various methods like colour saturation, framing, salience. Kress and van Leeuwen emphasize that the top of the text is a place where the Ideal information (or abstract conceptual) is presented to the viewer or reader while the Real (concrete) information is conveyed through the bottom. Centre and Margin are the terms Kress and van Leeuwen adopt for central spaces and outer edges in visuals and multimodal texts. They are of great importance as they signal the viewer to the nucleus of the information in the text. Besides these elements, Salience refers to the viewer ability in order to find out the importance of various elements in a visual comparing to other elements. Thus, the position of elements in background or foreground, their size, and tonal contrasts make them to be Salient in a text.

Another aspect of composition is *Framing* which deals with the connectedness or boundedness of the elements, the frame or frame lines in a visual. Different graphic techniques are utilized in a text to help the viewer perceive the elements presented as connected or disconnected from each other. There are other ways such as "use of discontinuities of colour hue" or "saturation or the use of empty space". Royce (1999) argues that weak framing in magazines propose that the elements should be viewed together as part of the same piece of information, one completing the other (Meurer, 2010) whereas strong framing would suggest separateness or distinctness and being an independent piece of information (Meurer, 2010). Kress and van Leeuwen (1996)

proclaim that there is an aim behind every choice made by image maker when they put the elements in the top or bottom, left or right in a visual.

According to what has been explained above, investigating the processes in the cover stories of *"Mobile World"* magazines from the systemic functional perspective would help us to better understand the types of communicative purpose imbedded in printed media. It might also highlight what actions are portrayed in language and images to attract the costumers.

2.4   Conclusion

This chapter elaborated the literature pertaining to Multimodality, SFL Theory as well as studies on advertisements. Theoretical frameworks used in this study were also presented in this chapter. Based on the previous studies, it is concluded that scant research has been conducted in print magazine specifically on cover stories pertaining to multimodality and this research will attempt to fill this void in the research.

CHAPTER 3

METHODOLOGY

3.1   Introduction

This chapter sketches the data description and how data analysis of the study will be accomplished. A qualitative approach will be adopted to examine the data and explore the specified objectives.

In this chapter, the methodology of the study is provided. This chapter is organized as follows: Data of the study is presented in section 3.2. In section 3.3 data analysis procedure applied in this study is described in terms of how visual and verbal/textual elements will be analysed.

3.2   Data

The data in this study are taken from a magazine of cellular consumer's guidance, namely *"Mobile World"* magazine published by One World Solutions Sdn Bhd. This study attempts to explore cover stories in the first six months of 2013 but only those which focus on mobile phones rather than tablets or other devices. Therefore, three cover stories from January/February, April, and June 2013 editions (editions 117-119-121) were chosen as the samples of this study. The number of pages for each cover story varies from 3 to 4. These articles present the features of the new products of different brands which are rather well known to costumers. Each article launches with a big picture accompanying a motto that shows what the article aims to offer. For the purpose of this study the cover pages of *"Mobile World"* magazine will be analysed in terms of visual and verbal. Table 3.1 depicts the details of the data.

Table 3.1: The details of the data

	Cover Story	Title	Pages	Visuals
1	Issue No. 117 January/February 2013	What Will Be Hot In 2013? It will be a vintage year for mobile	Page 16 – 18 (3 pages)	1
2	Issue No. 119 April 2013	"The Big 4" Is the Galaxy the greatest phone in the world?	Page 18-21 (4 pages)	5 (Samsung Galaxy S4)
3	Issue No. 121 June 2013	BlackBerry Live 2013 A New Phone And BBM For Everyone	Page 14- 17 (4 pages)	5 (BlackBerry Mobile Phones)

Figure 3.1 is an example of the data taken from *"Mobile World"* magazine, April 2013.

Figure 3.1: Extract from *"Mobile World"* magazine, April 2013

3.3   Data Analysis

This section deals with the way data is analysed according to Halliday's Systemic Functional Theory and Kress and van Leeuwen's Visual Analysis. A detailed description of these frameworks is elaborated in Chapter Two. The analysis of the data will be attained in two phases. In the first step, the verbal elements will be recognized; secondly, the visual representations will be identified based on the processes evident in

the pictures of the cover stories in order to understand the underlying ideational meanings. Figure 3.2 presents Conceptual framework of the study:
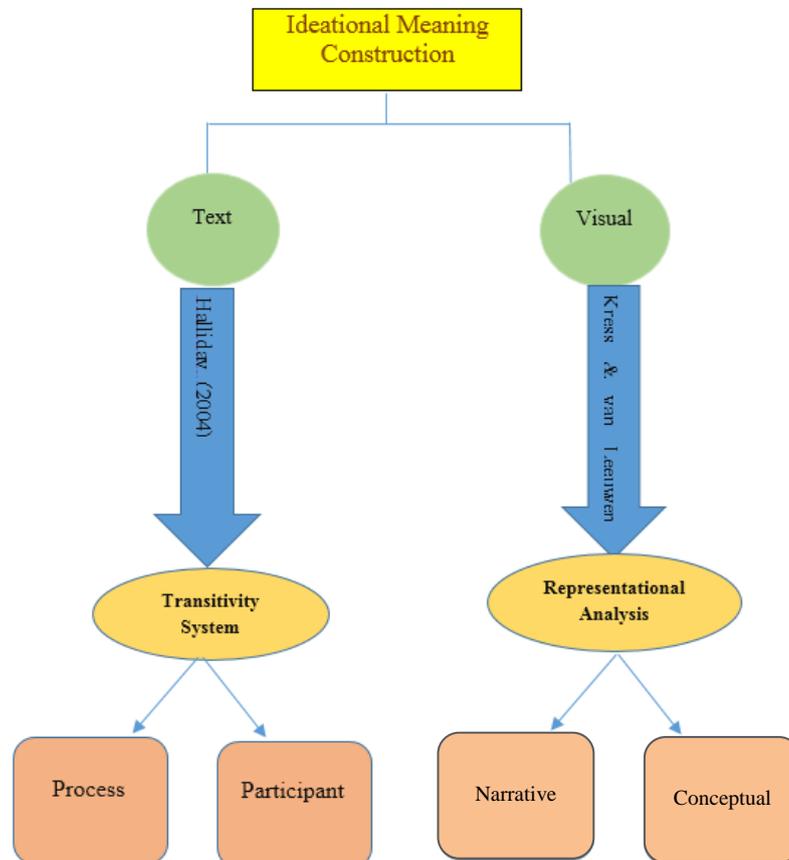
Figure 3.2: Conceptual framework of the Study

Table 3.2 summarizes the theoretical framework of the study.

Table 3.2: Summary of the Theoretical Framework

Research Questions	Theoretical Framework	Data to be analysed	Example of Data
1. What visual elements are represented in cover stories of the *"Mobile World"* magazine?	Kress and van Leeuwen's (2006) Narrative and Conceptual Representation Analysis	Images of the cover stories in the *"Mobile World"* magazine	
2. How are the linguistic elements realised in cover stories of the *"Mobile World"* magazine?	Halliday's (2004) Transitivity system	Linguistic text of the cover stories in the *"Mobile World"* magazine	

3.3.1 Verbal Analysis

Firstly, the linguistic text of the cover stories of the magazines will be analysed in terms of process, participant and circumstance through utilizing Halliday's (2004) transitivity system. Such analysis will reveal the required information concerning various types of verbal elements.

According to Halliday (2004), there are six process types including **Material** process which is concerned with outer experience of human beings such as happenings and doings, **Mental** process that is about inner feelings and depicts the actions occurring in human mind, **Relational** process which forms the relation between two different entities, **Behavioral** process that bears features sharing between Mental and Material processes and portray psychological and physiological characteristics, **Verbal** process that shares characteristics of Mental and Relational processes and is realized as the

process of "saying" and finally **Existential** process which shares the characteristics of Relational and Material processes and depict an experience in the form of existence.

The examples of the linguistic text analysis are presented below:

Extract 1: *You can store or share the album by sending it to Blurb.*

Clause	*You*	*can store or share*	*the album*	*by sending it to Blurb*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

Extract 2: *A still picture in the S4 now can embed sound and voice using 'Sound and Shot'.*

Clause	*A still picture in the S4*	*can embed*	*sound and voice*
Analysis	**Carrier**	**Relational (Attributive)**	**Possessive Attribute**
	Participant	Process	Participant

Extract 3: *Another kind of sharing feature this phone has is 'Group Play'.*

Clause	*Another kind of sharing feature this phone has*	*is*	*'Group Play'*
Analysis	**Value**	**Relational (Identifying)**	**Token**
	Participant	Process	Participant

3.3.2 Visual Analysis

The visual components of the cover stories of the magazines will be selected to be examined according to Kress and van Leeuwen's (2006) narrative and conceptual representation analysis. There are two types of Narrative process namely **Action** process that is formed by a vector relating Actor and Goal to illustrate an action and **Reaction** process which is formed by eyelines of a viewer (Reactor) looking at a Phenomena. With regard to the conceptual processes, they can either be Analytical or Symbolical. In **Analytical** process the participant (Carrier and Attribute) are related in the structure of part-whole while **Symbolic** process depicts the identity (Symbolic Attribute) of the illustrated participant (Carrier). The cover stories of the Mobile Magazine which elaborate on the features of the new mobile phones are the focus of this research and as the stories are found not to have any tables, diagram or classificational components, the analysis of this study does not include the analysis of classificational structure. Figure 3.3 indicates the variables of the representation structures in visuals.
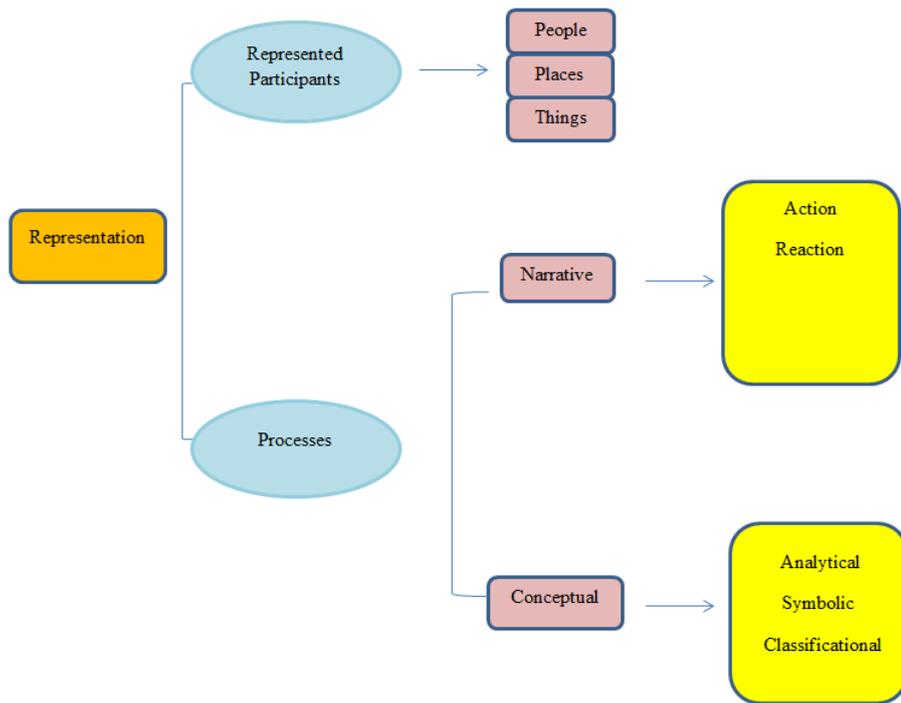
Figure 3.3: Variables of Representational Analysis in Visuals

As shown in Figure 3.4, there is a picture of Samsung Galaxy S4 which is on camera mode and showing that photos can be taken from the front and rear cameras. This picture displays the features of the S4 on camera mode. According to Analytical process (suggested by Kress and van Leeuwen (2006), the mobile phone in the picture is Carrier while the two displayed photos on the screen - one of them is framed and smaller and the other one is bigger and salient-, the icons shown in the screen of the mobile phone and also the name of Samsung on the phone are considered as Attributes – parts of the phone.

Figure 3.4: Picture taken from *"Mobile World"* magazine, April 2013

The linguistic text of magazine which follows the figure, explains the upgraded features of the S4 compared to the other Samsung models and also presents how these features work in this model of Samsung. For example, *"Samsung bundled in a lot of editing and prettifying features as well, like frame effects which blend the two pictures and adjust the size of the small picture inside the big one."* The presented picture shows that the S4 which is on camera mode is posed on the opposite side of the two male and a female participants. On the screen of the S4, a framed photo of a girl is displayed within the photo of the three participants. This verifies the linguistic text of the magazine: *"frame effects <u>blend the two pictures</u> and adjust the size of the small picture inside the big one."* Therefore, as shown in figure 3.4, the Analytical process of the image of mobile phone is in line with this sentence which manifests how Samsung has extended it features.

Furthermore, the verbal text of the article states that *"Samsung topped this higher resolution with <u>a new Dual Camera function which can shoot photos from both the front and back lens at the same time</u>."* and *"Also, <u>there are 8 different ways to combine the two photos taken by the front camera and the rear camera</u>."* The image also shows that a female hand is holding the phone and the hand forms a vector to the mobile phone and

this vector creates an Action process which displays the act of holding the phone and taking a photo. This Action process actually visualizes the Material sentence presented below:

a new Dual Camera function which can shoot photos from both the front and back lens at the same time

Participant	Process	Participant
a new Dual Camera function	can shoot	photos from both front and back lens at the same time
Actor	Material	Goal

Moreover, it is supposed that only the photo of some people is displayed on the screen of the mobile phone but another small photo can be seen inside the bigger photo. It could be the photo of the person who is taking the photo in front since, according to the text, the front and the back camera of the S4 are able to shoot photo at the same time and the photos can be merged simultaneously. Consequently, it could be concluded that such an Analytical process of the image aims to picture the presented Existential sentence: *there are 8 different ways to combine the two photos taken by the front camera and the rear camera."*

Participant	Process	Participant	Circumstance
There	Are	8 different ways to combine the two photos taken by the front camera and the rear camera.	
	Existential	Existent	

To prevent subjective results, the identified processes of the cover stories have been discussed with another linguist who is familiar with SFL theory as an inter-rater of the obtained result.

3.4   Conclusion

This study explores intersemiotic textual cohesion between image and language in cover stories of "*Mobile World*" magazine. Based on the assigned objectives, the verbal elements of the data will be first analysed through ideational metafunction following Halliday's (2004) transitivity system. In the next step, Kress and van Leeuwen's (1996, 2006) representation analysis will be applied to investigate visual elements of the data. This chapter has explained the methodology and next chapter presents the analysis of the study and discusses the findings.

CHAPTER 4

ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter will present the result of the analysis of "Mobile World" magazines according to the applied theoretical frameworks which are elucidated in Chapter 3. As highlighted in Chapter 1, the objective of the current research is to identify the visual and verbal elements of the "Mobile World" magazines in order to better understand. Linguistic Elements were identified using Halliday's (1985, 2004) transitivity system to analyse the linguistic elements and Kress and van Leeuwen's (1996, 2006) representation framework was applied to identify the visual constituent parts. The sections in this chapter will display the results emerging from the verbal and visual analysis of the data, discuss the findings and conclude the chapter.

4.2 Verbal Analysis

One of the purposes of this study is to investigate the process types applied in linguistic texts presented in the cover stories of the "Mobile World" magazines. The cover stories of the three "Mobile World" magazines obtained from the first six months of 2013 which encompass the detailed information about well-known brands of the mobile phones were examined using Halliday's (1985, 2004) transitivity system in order to disclose the experiential meaning of the texts. According to Halliday (1985, 2004), six process types can exist in the main clauses of a text including Material, Mental, Relational, Behavioural, Verbal and Existential.

Nearly most of the sentences of the cover stories of the magazines under the study are long and multi-clausal complex. Therefore, where it is possible, the sentences are

broken up into more simple clauses to extract the main clause for analysis in order to have a clear understanding of the applied processes for that clause.

The writing style of the cover stories of "Mobile World" magazines are fairly literary, therefore, there are many metaphors and similes and this fact adds to some degree of difficulty in identifying process types of the existing clauses.

The distribution of the different processes across the three articles of the three magazines is illustrated in the following figure (Figure 4.1). The most frequently found process is Material process which shows 45% of occurrence. The following will describe the distribution of various process types in all the cover stories of the "Mobile World" magazines and will discuss how these process types are applied in favour of advertised brands.
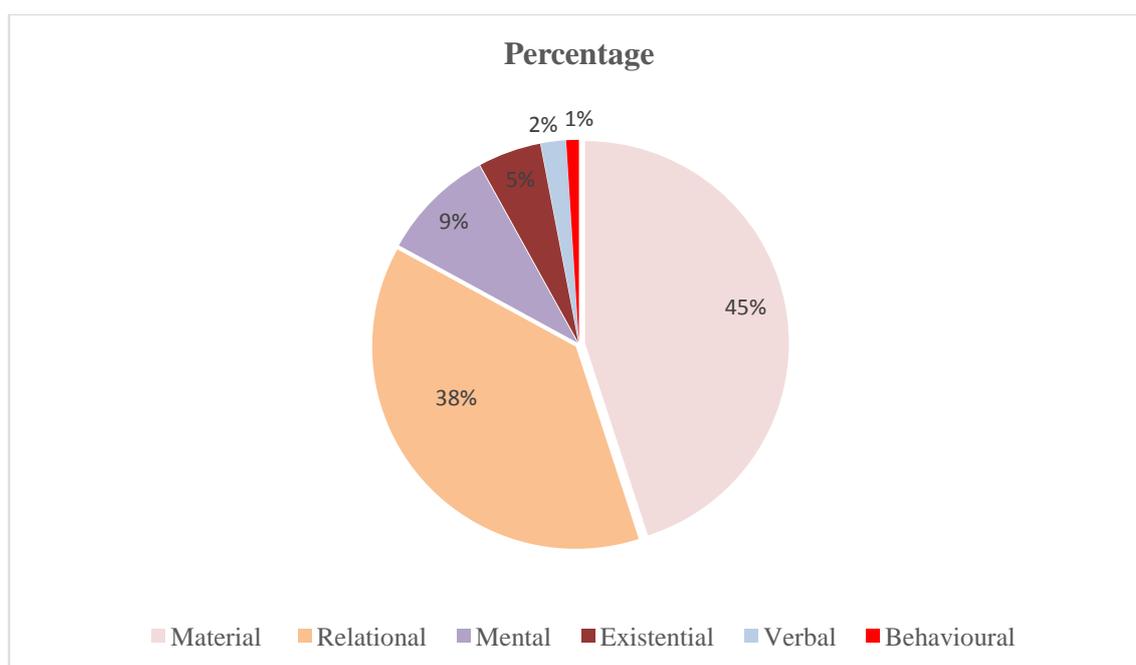
Figure 4.1: Percentage of verbal processes in the cover stories

4.2.1 Material Process

According to Halliday (1994, 2004), Material clause is a process that "construes a quantum of change in the flow of events as taking place through some input of energy".

As mentioned, these cover stories inform consumers of the new products offered by different mobile phone brands as well as highlighting their outstanding features which differentiate them from other brands. Thus, the material process can be the cleverest way to convey the set of changes which a brand has made in its new product to create an upgraded device. The Material process is the most found clause (45%) in the articles of the cover stories. Based on the analysis of the clauses and sentences of the articles, the application and function of the new devices are presented in material clauses which express the meaning of action. The following examples show how the functions and applications of the mobile phones are explained through material process.

Extract 1: *Samsung topped this higher resolution with a new Dual Camera function which can shoot photos from both the front and back lens at the same time.*

Clause	*Samsung*	*topped*	*this higher resolution*	*with a new Dual Camera function*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

In this clause, Samsung describes the Dual Camera function, the new feature of this new version of the Samsung Galaxy mobile phone.

Clause	*a new Dual Camera function*	*can shoot*	*photos*	*both the front and back lens at the same time*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**

	Participant	Process	Participant	

The Material process in this sentence is realised through the words 'can shoot' which express action.

In addition, material process plays the role of showing transition of a brand to upper levels of progress through offering the new devices.

The following examples manifest how material process is used to show a change in new BlackBerry mobile phone brand which was assumed not to be able to produce a new product anymore the year before. But now, it can be considered powerful enough to compete with other mobile phone brands.

Extract 2: *The iconic mobile brand had weathered some tough storms over the last few years.*

Clause	*The iconic mobile brand*	*had weathered*	*some tough storms*	*over the last few years*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

This clause states that the brand has gone through some difficult years.

Extract 3: *...and that finally its new OS and phones were getting some love from mobile users looking for an alternative to the ubiquitous Android and Apple devices.*

Clause	*its new OS and phones*	*were getting*	*some love*	*from mobile users looking for an alternative to the*

				ubiquitous Android and Apple devices
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

This Material clause describes how the new OS and mobile phones are successful to attract consumers comparing with other brands through the words "were getting some love".

According to Halliday (2004), Material clauses convey the meaning of creation and as it is shown, these articles introduce the new masterpieces of advertised brands which have created a new device. Therefore, where the creation or innovation is focused, the material clauses take the responsibility for conveying such meanings. The examples provided refer to the material clauses manifesting creation.

Extract 4: *Apple has been long pushing high pixel densities in its products with the 'Retina display', but this is when the competition catches up and **creates** products with displays that surpass the 'Retina display'.*

Clause	*the competition*	*catches up and creates*	*products*	*with displays that surpass the 'Retina display'*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

Extract 5*: this year we should have games that <u>continue to grow</u> in terms of depth and graphics, offering more of a console-quality experience.*

Clause	*games*	*continue to grow*	*in terms of depth and graphics, offering more of a console-quality experience*
Analysis	**Actor**	**Material**	**Circumstance**
	Participant	Process	

This clause shows that the mentioned brand will steadily upgrade and advance the games in terms of graphics and quality through using the words "continue to grow".

Moreover, it seems that the writer of the cover stories attempts to use Material process in order to magnify the power of the brand advertised. The following extracts show the new features, functions and application of Samsung's new mobile phone.

Extract 6*: Samsung <u>bundled</u> in a lot of editing and prettifying features as well, like frame effects which blend the two pictures.*

Clause	*Samsung*	*bundled*	*a lot of editing and prettifying features*
Analysis	**Actor**	**Material**	**Goal**
	Participant	Process	Participant

Extract 7*: This can even magnify the internet browser or a phone number saved in the speed dial on the keypad.*

Clause	*This*	*can magnify*	*the internet browser or a phone number saved in the speed dial on the keypad*
Analysis	**Actor**	**Material**	**Goal**
	Participant	Process	Participant

Extract 8*: If you're out and about overseas in a place where people do not speak English, <u>you can use 'S Translator'</u> to translate text or voice on applications like email, text message and ChatON.*

Clause	*you*	*can use*	*'S Translator'*
Analysis	**Actor**	**Material**	**Goal**
	Participant	Process	Participant

While introducing the new features of the devices, some of the Material clauses encompass the advertised brand and the name of the new features as the Actors which are simultaneously subject of the clause. This fact may reveal that the advertised brand is spotlighted as the originator or creator of the presented product in such a way. In other words, based on Halliday (2004), the Actor of such Material clauses is 'the one given the status of the nub of the argument'. The following provides examples that show the advertised brand and the introduced apps are the Actors of the Material processes.

Extract 9*: Samsung bundled in a lot of editing and prettifying features as well, like frame effects which blend the two pictures.*

Clause	*Samsung*	*bundled*	*a lot of editing and prettifying features*
Analysis	**Actor**	**Material**	**Goal**
	Participant	Process	Participant

Extract 10*: The dual feature applies even to video taking using the two cameras, with the 'Dual Video Call' feature that takes a video call and also shows what the back lens is shooting.*

Clause	*the 'Dual Video Call' feature*	*takes*	*a video call*
Analysis	**Actor**	**Material**	**Goal**
	Participant	Process	Participant

Extract 11*: The new Blackberry 10 OS and the Z10 and Q10 devices had launched early in the year.*

Clause	*The new Blackberry 10 OS and the Z10 and Q10 devices*	*had launched*	*early in the year*

Analysis	Actor	Material	Circumstance
	Participant	Process	

Extract 12*: Unlike the Z10 and Q10, the Q5 comes in a range of colours.*

Clause	*the Q5*	*comes*	*in a range of colours*
Analysis	**Actor**	**Material**	**Circumstance**
	Participant	Process	

Extract 13*: Another kind of sharing feature this phone has is* <u>*'Group Play', which*</u> <u>*shares music, photos, documents and games instantly* </u>*with other people without having to connect to WiFi or cellular.*

Clause	*'Group Play'*	*shares*	*music, photos, documents and games*	*instantly*
Analysis	**Actor**	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

As it is shown in examples, the Actors of these Material clauses are the advertised brands such as *"Samsung"*, *"the new BlackBerry"* and *"the Q5"* which are also presented as the subject of the clauses. In the other examples, the Actor appears as the new features or applications of the new mobile phone like *"'Group Play'"* and *"the*

'Dual Video Call' feature". In such cases, Material processes explain what the features or applications do, or in other words, these processes describe what actions they can do.

4.2.2 Relational Process

Relational process is the second most frequently occurred process (38%) in the cover stories of these mobile magazines. Based on Halliday (2004), the Relational clauses are applied for two types of relations between two entities; class membership relations which are expressed in Attributive Relational processes as well as identity or symbolization relation which are conveyed in Identifying Relational process. The following examples show the difference between these two processes.

Extract 14*: The mood at this year's BlackBerry Live was completely different*

Clause	*The mood at this year's BlackBerry Live*	*was*	*completely different*
Analysis	**Carrier**	**Attributive Relational**	**Attribute**
	Participant	Process	Participant

Extract 15*: Smartphone is a stepping stone to mobile computing*

Clause	*Smartphone*	*is*	*a stepping stone to mobile computing*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Around one third of Relational processes fall into Identifying Relational clauses which often take the role of identifying and introducing the new features of the new devices and also display the names of the presented features. The extracts below manifest how the identifying relational clauses introduce the features of Samsung Galaxy 4. Unlike the Material process, which depicts what actions the new features do in the new mobile phone, the Identifying Relational process assigns a feature, application or function to the new advertised mobile phone and in this way introduces the new features.

Extract 16*: Another kind of sharing feature this phone has is 'Group Play'...*

Clause	*Another kind of sharing feature this phone has*	*is*	*'Group Play'*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Extract 17*: One feature is the 'Samsung Smart Pause'...*

Clause	*One feature*	*is*	*'Samsung Smart Pause'*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Furthermore, the specific characteristics and qualities of the device advertised which make that brand distinguishable from other brands are presented in identifying relational processes in order to identify that feature of the mentioned mobile phone as unique quality of the product. A few samples of Identifying Relational clauses are provided below.

Extract 18*: <u>The Q5 fits the bill perfectly.</u> It will carry a lower price tag than the Z10 and the Q10 but will still have enough punch to deliver the same BlackBerry 10 experience to consumers.*

Clause	*The Q5*	*fits*	*the bill*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Extract 19*: ...the aim is to put in as many features as possible within the constraints of each platform.*

Clause	*the aim*	*is*	*to put in as many features as possible within the constraints of each platform*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Extract 20: *The feeling one got at the BlackBerry live event was that this was a company that is moving forward.*

Clause	*The feeling one got at the BlackBerry live event*	*was*	*that this was a company that is moving forward*
Analysis	**Token**	**Identifying Relational**	**Value**
	Participant	Process	Participant

Extract 21: *BlackBerry is once again a significant player in the mobile industry.*

Clause	*BlackBerry*	*is*	*a significant player*	*in the mobile industry*
Analysis	**Value**	**Identifying Relational**	**Token**	**Circumstance**
	Participant	Process	Participant	

The Attributive Relational clause which is the sub-category of Relational process is evident about three forth of all the Relational processes. As it is shown in following examples, the Attributive Relational process occurs in the data where the advertised brand and the activities conducted to advertise the brand are described in terms of the "physical quality" (Halliday, 2004) which depicts strength, power of a product or difficulties the advertised brand faces. In fact, the sense of encouraging consumers to pay attention to the advertised device is conveyed by Relational process. For example, in the following extract, the writer by bringing the comparative adjectives

accompanying an intensifier like *"surprisingly smaller, thinner and lighter"* (Extract 25) makes the attempt to magnify the strength of the advertised phone in terms of size and weight.

Extract 22: *...but we have to admit that as a step up from the Galaxy S3, <u>the new Galaxy S4 is surprisingly smaller, thinner and lighter</u>, even when the new display is a big 5 inches.*

Clause	*the new Galaxy S4*	*is*	*surprisingly smaller, thinner and lighter*
Analysis	**Carrier**	**Attributive** **Relational**	**Attribute**
	Participant	Process	Participant

Extract 23: *BlackBerry Messenger (BBM) will be open sometime this summer.*

Clause	*BlackBerry Messenger (BBM)*	*will be*	*open*	*sometime this summer*
Analysis	**Carrier**	**Attributive** **Relational**	**Attribute**	**Circumstance**
	Participant	Process	Participant	

Extract 24: *Of course, borrowing the analogy that Thorsten used about BlackBerry having reached solid ground, the path ahead is still difficult. <u>The ground may be solid but road ahead is uphill.</u>*

Clause	*The ground*	*may be*	*Solid*
Analysis	**Carrier**	**Attributive Relational**	**Attribute**
	Participant	Process	Participant

Some of the Attributive Relational processes express possessiveness and part-whole relation. In other words, they depict what characteristics or qualities the advertised brand has.

Extract 25: *While most of the top range phones have only up to 8MP for the camera, the S4 has a 13MP camera.*

Clause	*most of the top range phones*	*have*	*up to 8MP for the camera*
Analysis	**Carrier**	**Attributive Relational**	**Attribute**
	Participant	Process	Participant
Clause	*the S4*	*has*	*a 13MP camera.*
Analysis	**Carrier**	**Attributive Relational**	**Attribute**

	Participant	Process	Participant

As argued above, the Identifying Relational processes assign the unique features or applications of the new devices to the advertised brands. While the Attributive Relational processes describe the "physical quality" of the brands advertised in the cover stories. In addition, the Attributive Relational processes of the cover stories depict the advertised brands in a way to attract consumers' attention to them.

4.2.3 Mental process

Comparing to Material and Relational processes, the occurrence of Mental process (9%) is much less. Halliday (2004) believes that Mental process refers to emotion (e.g. anger, hate), desideration (e.g. want, wish), perception (e.g. hear, smell) and cognition (e.g. believe, understand). According to the analysis, in some cases, Mental process (9%) are found in the cover stories of the "Mobile World" magazines where the meaning of desideration is carried to focus on consumers' desire and wish regarding the new revealed mobile phone. In other words, the writer aims to focus on consumers' expectations about the new device to show the superiority of the ad

vertised brand as compared to other brands. Moreover, in such cases, the Sensers of the processes are the readers/viewers as potential customers of that product, so the readers/viewers are convinced that the mentioned quality specifically fulfil their needs. The following presents some examples of Mental processes.

Extract 26: *If you want another user to also play and sync the same song you're listening to, do so with 'Share Music.*

Clause	you	want	another user to also play and sync the same song you're listening to
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

Extract 27: *It may appear hard to top 2012 for the excitement and advances it brought about in the mobile industry but we believe 2013 will be even better.*

Clause	we	believe	2013 will be even better
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

Therefore, the example shows readers 'want' and 'believe' that the Galaxy S4 is the greatest in the world as it is presented in bold in the image on top of the page; "Is the Galaxy S4 the greatest phone in the world?" (Refer to appendix C)

Extract 28: *If you go by the tremendous amount of traffic going on in Twitter on 14th March 2013, the much touted, teased and anticipated day when Samsung was to 'unpack' the '4' event, you would believe the above statement to be true.*

Clause	you	would believe	the above statement to be true
Analysis	**Senser**	**Mental**	**Phenomenon**

	Participant	Process	Participant

Extract 29: *We have already seen how the most successful cloud serving company DropBox is being accepted wholeheartedly by app developers and device makers alike.*

Clause	*We*	*have already seen*	*how the most successful cloud serving company DropBox is being accepted wholeheartedly by app developers and device makers alike*
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

Other Mental clauses reflect the article writer's own perspectives about the advertised brands and the new products of the year. In such cases, the writer's view may strongly affect or unconsciously influence readers/ viewers perception by preferring a brand over others. Refer to the examples below to have a clearer understanding of what is mentioned above.

Extract 30: *I like what I see from Huawei, ZTE and especially Asus.*

Clause	*I*	*like*	*what I see from Huawei, ZTE and especially Asus*
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

Extract 31: *I don't think there will be an iPhone 5S.*

Clause	*I*	*don't think*	*there will be an iPhone 5S*
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

Extract 32: *There will be a 'Galaxy S4' phone but I think the other brands will be catching up soon.*

Clause	*I*	*think*	*the other brands will be catching up soon*
Analysis	**Senser**	**Mental**	**Phenomenon**
	Participant	Process	Participant

As examples indicate, the Senser of all these Mental clauses is 'I' which refers to the writer. Therefore, the writer expresses his/her own feeling and view towards the advertised brands.

4.2.4 Other Processes

The findings of the study shows that Existential (5%), Verbal (2%) and Behavioural (1%) processes are rarely seen in the cover stories of the magazines. The following provides extracts of these processes.

There will be some elements in a photo that you wish were not there at all.

Clause	*There*	*will be*	*some elements*
Analysis		**Existential**	**Existent**
	Participant	Process	Participant

There will be many phones to look out for in 2013.

Clause	*There*	*will be*	*many phones to look out for in 2013*
Analysis		**Existential**	**Existent**
	Participant	Process	Participant

BlackBerry, he said at the BlackBerry Live 2013 Conference in Orlando, Florida had reached "solid ground" and "critics who said it will sink were wrong."

Clause	*he*	*said*	*BlackBerry had reached "solid ground" and "critics who said it will sink were wrong."*	*at the BlackBerry Live 2013 Conference in Orlando, Florida*
Analysis	**Sayer**	**Verbal**	**Verbiage**	**Circumstance**
	Participant	Process	Participant	

4.3 Summary of Verbal Analysis

To sum up, the findings of the study shows that Material and Relational processes are the most identified process in the cover stories of the "Mobile World" magazines. These two processes play an important role to convey the commercial message of the articles to the viewers/readers of the magazines. The Material processes manifest the advertised brand as a unique and intelligent creator of the phone promoted in the cover stories and the Relational clauses express the specific characteristics and features of the advertised mobile phone which makes it distinguishable from other brands. The other processes are rarely used in the cover articles to draw attention to the product.

4.4 Visual Analysis

The second phase of the analysis deals with the visual elements in the cover stories of the "Mobile World" magazines using Kress and van Leeuwen's (2006) representation analysis framework (refer to section 2.3.2.1). As mentioned in chapter 2, Kress and van Leeuwen's representation analysis which is derived from Halliday's (2004) transitivity system identifies two types of structure of representation in an image; Conceptual and Narrative. The main element differentiating between Conceptual and Narrative is the presence of vector in Narrative process while Conceptual process lacks it.

In the present study, the identified sub-categories of Narrative process are exclusively Action and Reaction processes. According to the Conceptual analysis of the data of the study, Analytical and Symbolic Attributive processes were realized as they are the sub-categories of Conceptual representation.

In all the three issues of the magazines, although there are only nine images, they occupied a large space in the pages -nearly more than half a page- such that they are big enough to attract the readers/viewers' attention and worth investigating.

Issue No. 119 April 2013	Issue No. 119 April 2013
Issue No. 119 April 2013	Issue No. 119 April 2013
Issue No. 121 June 2013	Issue No. 121 June 2013

Issue No. 121 June 2013	Issue No. 121 June 2013
Issue No. 117 January/February 2013	
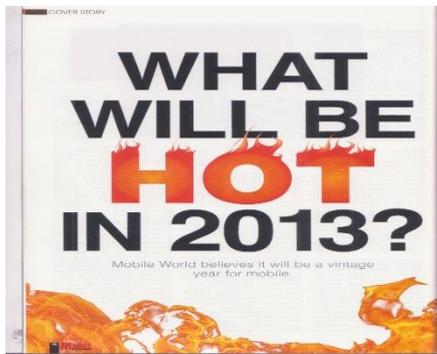
All the cover stories begin with a big and appealing picture. The high quality of the picture augments the significance of the presence of the pictures as a crucial element in cover stories. The following will discuss the visual processes identified in the data and also the influence these processes may have on potential customers.
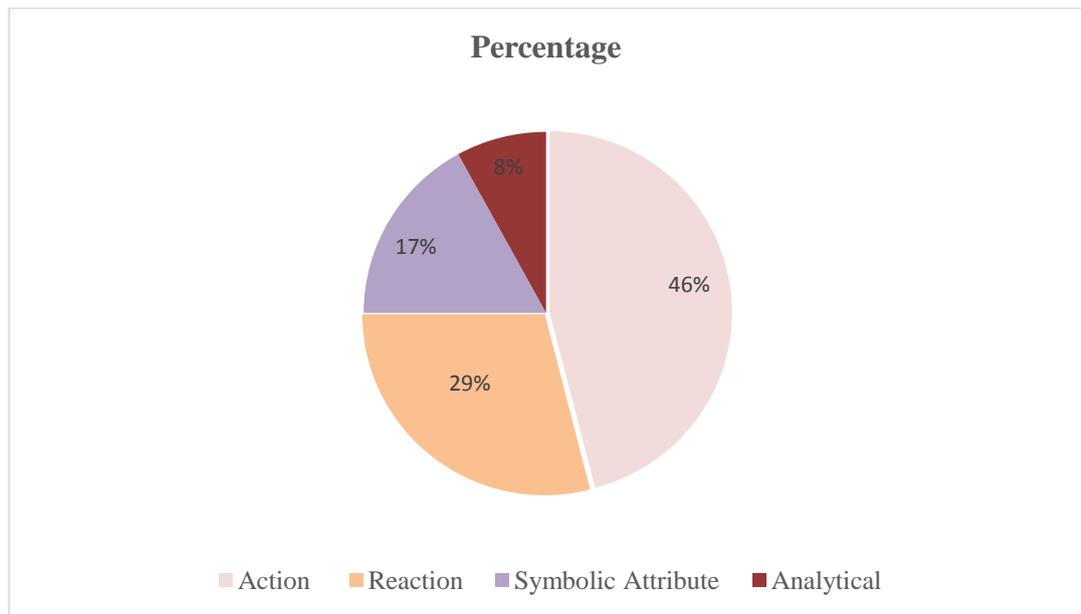
Figure 4.2: Percentage of visual processes in the cover stories

Figure 4.2 displays the distribution of the identified processes of the visual texts in the cover stories. As it is indicated, Action process (46%) is the most frequent one in all images and it illustrates the actions, experienced by the represented participants of the image, through vectors. Reaction process (29%) is the second most seen process in the visual texts. Through eyeline, it depicts the interaction of only the represented participants of the images or the interaction of represented participants and the viewers. The last two processes are Symbolic (17%) and Analytical (8%) which are subcategories of Conceptual process. The Symbolic process conveys the intended meaning through metaphorical relation between the participants of the images while Analytical images illustrate part-whole relationship between the represented participants.

4.4.1 Narrative Representation

As Kress and van Leeuwen state, Action process (46%) and Reaction process (29%) take place where there is a vector to show the interaction between two participants

(Actor and Goal) or (Reactor and Phenomenon). The vectors can be formed by objects, limbs or eyelines.

Most of the images narrate events to establish a relationship between the visual texts and the stories intended to be told in order to advertise the brands advertised in the cover stories. Based on the analysis, Action and Reaction processes are the processes identified in the images of the cover stories.

4.4.1.1 Action Process

Action process (46%) is the most frequently occurring process in the cover stories. Action process of the cover stories is found to express either the different life experience of the consumers when using or owning a mobile phone or highlight the activities and experiences carried out by the advertisers of the brand during the event to introduce its new product.

For instance, the cover story of April 2013 illustrates a young smiling couple in the foreground of a large picture as shown in the following figure (Figure 4.3).

Figure 4.3: Picture taken from "Mobile World" magazine, April 2013

They are detached from background via the focus of the foreground against the blurred background and it makes them considerably significant. There is a motto in bold and big font size on top of the image which says; **The Big '4'** which refers to Samsung Galaxy S4. Figure 4.3 shows that the man (actor) is talking on his mobile phone S4 (goal) and the woman (actor) is touching the man's shoulder (goal) while looking at him (goal). In fact, the image illustrates a strong interaction between mobile phone S4 and the man through the man's hand and the S4 phone. Moreover, there is a noticeable interaction between the woman and the man via the woman's hand touching the man's shoulder and looking at him using the phone. Such an action can be interpreted as she is actually approaching him to see the S4 he is using and it might indicate that she has a great tendency to own an S4 too.

In this image, the man is the Actor who is holding the S4, the Goal and as such the phone can be associated with masculinity as it is the man using the phone. Therefore, it can be assumed that the masculinity convey power and strength which can be directly referred to as the authority of the S4 that thus named as the Big 4 in the motto on top of the image.

A few images illustrate the events held to advertise the brand. According to the verbal text provided immediately after the images, these events are held to introduce the new products of the advertised brands and to describe the activities carried out by companies of the brands in order to improve their products. As it is shown in figure 4.4, the image depicts a BlackBerry event in which Thorsten Heins – the chief executive officer is standing on the stage back grounded by a series of Q5 mobile phones while the movements of his hands reflect the action of talking and explaning. At the bottom of the image, a foregrounded bold statement: **"BlackBerry Lives Again!"** attracts viewers' attention. Therefore, it can be concluded that Thorsten Heins is trying to introduce the new device and also to explain how BlackBerry has survived throughout the years.

Figure 4.4: Picture taken from "Mobile World" magazine, June 2013

In the following example (Figure 4.5), a few top features of Samsung Galaxy 4 are illustrated while the main participant of the action are the men and a woman who are experiencing joy and fun in a party. They are posing to have their pictures taken by the S4 while they are drinking, waving and laughing. This illustration may indicate that the S4 can be a companion to record your memorable moments.

Figure 4.5: Picture taken from "Mobile World" magazine, April 2013

4.4.1.2 Reaction Process

Reaction process (29%) takes place when there is an eyeline as a vector that forms the relation between the represented participants. The findings of the study shows that the Reaction process is the second most frequently occurring process that describes either the interaction between the participants of the images and the viewers or the interaction between the participants of the image per se.

As it is shown in Figure 4.6, the woman has a charming look at the man and there is an eyeline between the woman (reactor) and the man (phenomenon) while the man is looking somewhere that is not identifiable. It can be explained by the fact that the woman is trying to gain her man's attention through her eyeline towards the man. Nevertheless, the man seems not to have noticed her as he kept on with the phone conversation. Therefore, it might be interpreted that the image conveys a clever message that the S4 can be much more attractive than the opposite sex.

Figure 4.6: Picture taken from "Mobile World" magazine, April 2013

4.4.2 Conceptual Process

As opposed to the Narrative process which depicts the actions and happenings, Conceptual analysis manifests the general and fairly timeless characteristics of the participants of the visual texts. Conceptual analysis of the images in cover stories reveals that the images are depicted in two types of processes: Analytical and Symbolic.

4.4.2.1 Analytical Process

According to Kress and van Leeuwen (2006), Analytical process depicts part-whole relationship in which the whole is considered as Carrier and the part plays the role of Attribute.

In this study, Analytical images often illustrate what exactly is expressed through the linguistic texts of the cover stories. In other words, these images depict the outstanding features of the mobile phones advertised (Figure 4.5), or present the events and celebrities involved in promoting the advertised brands (Figures 4.7 and 4.8) which are expressed in verbal texts, too.

The following image (Figure 4.7) portrays four colours of the BlackBerry Q5 phone and Thorsten Heins as the chief executive of BlackBerry. Here, Thorsten Heins can be known as a figure that symbolises the BlackBerry itself who owns the new mobile phone Q5 in four colours. Therefore, it can be concluded that Thorsten Heins is the Carrier while the Q5s are Attributes.

On the other hand, the displayed mobile phones Q5 at the event can be considered as the Carrier and the parts that make up the phone like the display screens, keypad and the apps of the device play the role of Attributes.

It is seen from the study that Carriers can either be person or products and commonly shares the same role of Attribute. For instance, the Q5 can be considered as either

Attribute where it appears as the new product presented by Thorsten Heins or Carrier where various features and apps of BlackBerry Q5 are manifested.

Figure 4.7: Picture taken from "Mobile World" magazine, June 2013

The following example is the picture of Alicia Keys who is the famous American recording artist also known as the Global Creative Head of BlackBerry. The present picture (Figure 4.8) indicates that Alicia Keys has attended the BlackBerry event. Therefore, BlackBerry event can be regarded as the Carrier and Alicia Keys as the Attribute. By engaging Alicia Keys in the event, Blackberry is using famous celebrity in promoting their products.

Figure 4.8: Picture taken from "Mobile World" magazine, June 2013

As shown in Figure 4.9, there is a picture of Samsung Galaxy S4 which is on camera mode and shoots photos from the front and rear cameras. This picture displays the camera mode features of the S4. According to the Analytical process (Kress and van Leeuwen, 2006), the mobile phone in the picture is the Carrier while the two displayed photos on the display screen, one of them is framed and smaller and the other one is bigger and salient, the icons shown on the screen of the mobile phone and also the name of Samsung on the phone are considered as Attributes. These are parts of the phone which is the Carrier. The attributes proves to show that Samsung has these new features that will attract buyers.

Figure 4.9: Picture taken from "Mobile World" magazine, April 2013

4.4.2.2 Symbolic Process

Most of the images contain symbolic participants that convey metaphorical meanings. For example, Figure 4.9 illustrates two men and a woman in a party and they are happy and capturing photos using the dual camera of the S4. They are showered by star glitters which can be the symbol of joy and happiness shared with the viewers in order to transfer this idea that the S4 can bring joy and fun to your life.

The following image (Figure 4.10) is another sample of Symbolic process evident in the data. There is a road lit by the light from a thick forest at the end of the road. Two girls are running hand in hand towards the light in the forest while they are laughing. On the right of the image, there are two S4s which are foregrounded. It can be assumed that the two little girls symbolize the two displayed S4s in the image and also can symbolize how generation and such symbolization can suggest that Samsung Galaxy S4 is going to move forward with the new generation and progress.

Figure 4.10: Picture taken from "Mobile World" magazine, April 2013

4.5 Conclusion

The visual and verbal analysis of the cover stories reveal that some processes of linguistic texts are in line or complement the processes of visual texts. For instance, the linguistic text of cover stories explains the upgraded features of the S4 comparing to the other Samsung models and also presents how these features work in this model of Samsung; For example, *"Samsung bundled in a lot of editing and prettifying features as well, like frame effects which blend the two pictures and adjust the size of the small picture inside the big one."*. The presented picture illustrates the S4 being on camera mode is posed on the opposite of three people shooting the photo of them. On the screen of the S4, a framed photo of a girl is displayed inside the photo of the guys that verifies

the linguistic text of the magazine: *"frame effects blend the two pictures and adjust the size of the small picture inside the big one."* In fact, as shown in Figure 4.11, the Analytical process of the image of mobile phone confirms this Material sentence which manifests how Samsung has extended its features.

Figure 4.11: Picture taken from "Mobile World" magazine, April 2013

Furthermore, the verbal text of the same article states that *"Samsung topped this higher resolution with <u>a new Dual Camera function which can shoot photos from both the front and back lens at the same time</u>."* and *"Also, <u>there are 8 different ways to combine the two photos taken by the front camera and the rear camera</u>."* The image also shows that a female hand is holding the phone opposite the guys to take a photo. The hand makes a vector to the mobile phone and this vector creates an Action process which displays holding the phone and also shooting a photo. This Action process actually visualizes the Material sentence presented below:

a new Dual Camera function which can shoot photos from both the front and back lens at the same time

Clause	a new Dual	can shoot	photos	both the front and

Analysis	Camera function			back lens at the same time
	Actor	**Material**	**Goal**	**Circumstance**
	Participant	Process	Participant	

Moreover, it is supposed that only the photo of the people is displayed on the screen of the mobile phone but another small photo can be seen inside the bigger photo. It could be the photo of the person who is taking the photo at the back since, according to the text, the front and the back camera of the S4 are able to shoot photo at the same time and the photos can be merged simultaneously. Consequently, it could be concluded that such an Analytical process of the image aims to picture the presented Existential sentence: *there are 8 different ways to combine the two photos taken by the front camera and the rear camera.*"

Clause	*there*	*are*	*8 different ways to combine the two photos taken by the front camera and the rear camera*
Analysis		**Existential**	**Existent**
	Participant	Process	Participant

In a few cases, the process used in captions of the pictures is in agreement with the depicted processes in the pictures. As shown in Figure 4.12, the motto is offered in a question form to emphasize the strength of the Galaxy as well as its bright and intelligent future: *Is the Galaxy S4 the greatest phone in the world?*

Clause	the Galaxy S4	Is	the greatest phone in the world
Analysis	**Token**	**Relational**	**Value**
	Participant	Process	Participant

On the other hand, the image portrays a road ending a shining and dreamy forest and two little girls are running towards the dreamy forest. Such a Symbolic process indeed reflects future progress of the Galaxy S4. It is thus in harmony with Relational process mentioned above.

Figure 4.12: Picture taken from "Mobile World" magazine, April 2013

All in all, the findings evidence that the processes used in the cover stories mainly try to highlight the qualities either in visual or verbal texts that are considerably visible and unique to the consumer compared to other brands.

CHAPTER 5

CONCLUSION

5.0 Introduction

This chapter provides the conclusion of the present study. The chapter starts with a brief description of research findings based on the research questions. The next section is the implication of the study and a few recommendations for further research.

5.1 Summary of Findings

As Kress and van Leeuwen (2001) state, the interaction of different modes and the meaning construction of each are the crucial elements of a multimodal discourse study in order to formulate a semiotic product such as magazines, advertisements, and brochures. They argue that verbal and visual resources of a multimodal text appear along each other to make the message more comprehensible, indeed. The significant role of multimodal texts has encouraged linguistic researchers to look away from exclusive linguistic texts and to allocate more attention to other semiotic modes such as image, gesture, and diagrams besides language (Kress and van Leeuwen, 1996, Jewitt, 2003, O' Halloran, 2005, O'Toole, 2010). Based on the review of previous studies, it can be claimed that most of the studies on advertisements have considered either language or images and not the two together. Therefore, this research has made an attempt to present detailed investigation in terms of ideational representation of both visual and verbal elements of the cover stories of the "Mobile World" magazine which take the role of advertising in the mentioned magazines. These cover stories highlight the activities and the new features of recent devices of the popular brands of mobile phones. To fulfill this examination, Halliday's (2004) Transitivity system as well as Kress and van Leeuwen's (2006) Representation analysis were adopted to analyse the

cover stories of the "Mobile World" magazines. This exploration began by setting two research questions, the findings will thus be discussed under the proposed questions.

1. ***What visual elements are represented in cover stories of the "Mobile World" maganize?***

To identify the visual elements of the cover stories of the "Mobile World" magazines, the present study utilized Kress and van Leeuwen's (2006) representational analysis which categorize visuals into two general categories; Narrative and Conceptual processes.

The pictures of the cover stories are large enough to attract viewers' attention, although the number of pictures is just nine in all cover stories. Therefore, it can be claimed that there should be a purpose for the presence of these images along with linguistic texts.

Only two kinds of Narrative processes namely, Action and Reaction processes, were identified in all images. Action process is the most frequently occurring process in the cover stories and it expresses how consumer's life experience is affected by the new product and it also presents activities the brand company were involved in to introduce its new devices. In some cases, the advertised brand holds an event in order to portray the improvement and progress.

Reaction process (29%), as the second most frequently occurring process, is realised when there is an eyeline as a vector that forms the relation between represented participants. The findings reveal that Reaction processes portray either the interaction between the participants of the images and the viewers to create a close relation with the viewers or the interaction between the represented participants of the image itself.

The result of the study shows that Analytical process of the images illustrate what exactly the linguistic texts of the cover stories express in terms of either the outstanding features of the advertised mobile phones or the activities held to introduce the new

devices and famous people appointed as icons of the advertised brands. While Symbolic images portray a metaphorical relations between the represented participants of the image and these relations are described in verbal texts of the images as mottos.

In some cases, the visual and the verbal processes of the cover stories in "Mobile World" magazines are in harmony and they complement each other. In other words, whatever is presented in the linguistic text describes the processes manifested in the images.

In conclusion, the result of the study evidently shows that both visual and verbal processes of the cover stories emphasise on the characteristics of the advertised brands and its new devices to make them incredibly unique to the costumers.

2. How are the linguistic elements realised in cover stories of the "Mobile World' magazine?

To identify the linguistic elements of the cover stories of the "Mobile World" magazines, Halliday's (2004) Transitivity system was used and the six proposed processes as well as their participants were identified. Most of the sentences of the cover stories are multi-clausal complex, therefore, it was needed to break the clauses to identify their processes. All the six processes; Material, Relational, Mental, Existential, Behavioural and Verbal were realized in the verbal texts of the cover stories. However, Material (45%) and Relational (38%) processes were the most common ones.

Findings disclose that cover stories use Material process (45%) where the application and also the function of the new devices are presented. Moreover, the transition of a brand towards progress is displayed through Material process. The concept of creation referring to the brands' creating the new devices is also delivered by Material process. As the analysis of Material clauses reveals, it seems that the new features and applications of the advertised brand are magnified using Material processes.

Furthermore, most of the Material clauses highlighted the advertised brand as the creator of the new product using the actors of the processes as subjects of the clauses.

Relational process (38%) is the second most frequently found process in the cover stories of the "Mobile World" magazines. The identified Relational processes in the data express two kinds of relations; class membership (Attributive Relational) and symbolization or identity (Identifying). The Identifying Relational clauses introduce and give identity to the new features of the advertised devices displaying the name of the presented features. The specific characteristics and qualities of the new product of a brand which differentiate that brand from others are expressed in Identifying clauses, too. The Attributive Relational processes describe the "physical quality" (Halliday, 2004) of the advertised brands in terms of power of a product or difficulties the brand company faces. In fact, the sense of encouraging consumers to pay attention to the advertised device is conveyed by Relational processes either Attributive or Identifying.

Comparing to Material and Relational processes, Mental process (9%) did not prevalently occur in the cover stories. The findings show that Mental processes of the cover stories convey the meaning of desideration referring to consumers' desire and wish regarding the new revealed device. In other words, the writer aims to focus on consumers' expectations about the new device to show the superiority of the advertised brand comparing to other brands. Moreover, in such cases, the Sensers of the processes are the readers/viewers as potential customers of that product so the readers/viewers would be affirmed that the specifically mentioned quality fulfil their desires. In addition, these processes reflect the writer's own perspectives about advertised brands or the new devices. In such cases, the writer's view may strongly affect or unconsciously impose an idea to readers/ viewers by preferring a brand over others.

According to the analysis of the data, Existential (5%), Verbal (2%) and Behavioural (1%) processes rarely occurred in the cover stories.

5.2 Implication of the Study

This study highlights the possible implications of the findings with regards to the visual and verbal elements in a text, specifically advertisement, as they contribute to a better understanding of the messages embedded in the text. This study can help second language learners as they might learn how communicative semiotic choices are used in real world for instance print media. Researchers who are interested to the study of different semiotic resources namely language and image might perceive this research as a useful reference. Moreover, this study is useful for illustrators and designers of advertisements specifically Cover Stories as they might understand better how information could be presented through different linguistic and image elements in the text. Finally, this study might be useful for today's advertisement designers as they are required to get familiar with media, art, and semiotic theories since visual images in multimodal texts may pose a challenge to them (Liu, 2013).

5.3 Suggestion for Further Research

This study just focused on the visual and verbal elements of telecommunication magazine (Mobile Phone) and similar research can be conducted on other products in order to highlight their differences. Further research can be carried out in terms of interaction between viewers and the writer of the advertisement or between the viewers and the semiotic modes.

Moreover, gender was not emphasized in this study and can be a potential subject for follow-up studies as to see how femininity and masculinity are applied in the intended message. The use of different colours in an advertisement can be another topic for future research as there might be a specific intention behind choosing a particular color and their relation with the society.

5.4 Conclusion

This chapter elaborated the findings of the study based on the proposed research questions. The implication of the study and suggestions for further research were also highlighted in this section. It is hoped that findings of this study and those of future research would be helpful for advertisers and marketers to better apply the visual and verbal elements in an advertisement. It is believed that this study would contribute to the present knowledge about advertising language and would bring up new facts on this discourse.

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APPENDIX A

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MOBILE WORLD

ISSUE NO. 119 I APRIL 2013

talking to
Ryan Matjeraie

Life companion

12:45
Thu, March 14
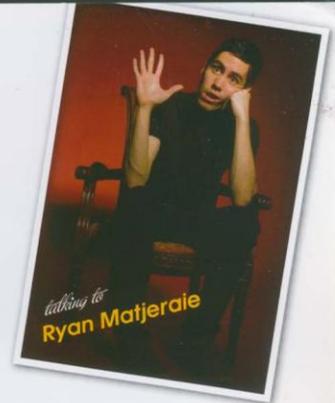
SAMSUNG

SAMSUNG GALAXY S4
Is it the greatest yet?

COVER STORY
10 COOL PRODUCTS WE WANT TODAY!

WM RM7.50
EM RM8.50
SG $5.00
KDN PP 12517/03/2013 (031855)
MICA (P) 183/03/2012
ISSN 1675-8080
04

9 771675 808000

MOBILE ROAD TEST is back!
Who's the
FASTEST
in the Southern Circuit?

SPEEDTEST NET

ALSO: SONY XPERIA Z, SENSONIC QUICKFONE N2, HTC BUTTERFLY, S CSL SWITCH MARS MI450 AND MORE

It may appear hard to top 2012 for the excitement and advances it brought about in the mobile industry but we believe 2013 will be even better. There are plenty of things to look forward to this year. As you can see from predictions that we made last year, some of the technologies we spoke about then are starting to make their big moves this year.

It will be a very exciting year. RIM faces a do or die year, Apple needs to make itself relevant too. Nokia has to find a reason to continue, Samsung has to figure out how to stay ahead and a lot of other brands are on the horizon. Here are some of the things our writers predict will be big in 2013.

Kashminder Singh

Operating systems

Android will continue to prosper in 2013 though I expect stronger competition from the other operating systems. Apple has got to be working on a new iOS that will make up for the disappointing iOS6. I predict more rough seas for them as they have been left behind a bit by Android. Windows will make their big move this year but I do not expect Windows 8 to move that strongly. The one to look out for is BB10. I predict that it will be well received and will rejuvenate the BlackBerry series.

Phones

There will be many phones to look out for in 2013. As always, every brand will come up with a new flagship model.

Samsung may be reaching the end of their hot streak. There will be a 'Galaxy S4' phone but I think the other brands will be catching up soon. There will probably be a Note 3 too but more towards the end of the year. I also expect Samsung to pay attention to Windows too and release more Windows 8 models in 2013.

> ## There will be many phones to look out for in 2013

HTC will come up with two phones soon. One will go against the 'S4' and the other will be a contender to the Note. I expect these models to do well. They already have a very nice Windows Phone too and I expect another model later this year.

Expect a good model or two from Sony too. This brand has been quietly improving its range of phones. As for iPhone, I don't think there will be an iPhone 5S. Apple will go straight for iPhone 6 which should be something to really look forward to.

Keep an eye out for emerging brands too. I like what I see from Huawei, ZTE and especially Asus. There will be very nice phones from these three brands. LG will also be in the fray somewhere.

The big question is if there will be a Microsoft Phone. I think there will be. They went for the tablet market; they will not want to miss the smartphone market. But I think their tablets as well as their phones will not do well and I predict that they will stop making tablets and phones.

More unlikely, I believe is the oft-rumoured Facebook Phone. Facebook will be shooting itself in the foot if it came up with its own phone. I also don't think there will be an Amazon Phone too, tablets are good enough for the ecommerce giant.

I left the best to the last. Personally, I am looking forward to the BB10 device. There will be two but I am really interested in the touchscreen one, not the one with the QWERTY keypad. I predict it will do decently well.

> ## The 7-inch form factor will dominate.

Tablets

The 7-inch form factor will dominate. I believe the larger sized tablets will face pressure from ultraportables and the 7-inchers. Why would you want to buy a 10 incher when you have the choice of a full featured Windows 8 ultraportable notebook that can start up within 10 seconds and which has touch capabilities or a smaller 7-inch tablet that is easily carried around?

Android tablets will hold the most market share. Apple will still be the brand to beat. Windows tablets will not do well because of pricing issues and a crowded marketplace. Also, Microsoft erred by coming up with RT and Pro tablets which are confusing to consumers.

There are two dark horses. Nokia need to come up with a tablet or risk becoming irrelevant. The other more intriguing brand is BlackBerry. Expect a new tablet that runs BB10 from them.

<< iPad mini

Internet of things

I maintain my last year prediction. The Internet of Things (IoT) is the next big thing. The three areas I believe will be hot are Home, Car and Health. I expect to see a lot more gadgets and appliances connected to the IoT as well as many interesting new services centred on the concept of smart connected things.

Other trends and tech

LTE came as I have been predicting. On other technologies, I continue to be excited about the potentialities of augmented reality, video and voice control. As for PCs, ultraportables will be very strong. I am cautiously optimistic that hybrid devices that can become tablets or notebooks will do well. Touch is a very powerful feature and PC manufacturers will implement a lot of touch technologies in their models.

Leon Wing

Internet of things

As the speed of the Internet increases yearly and the cost of subscribing gets cheaper because of competition, enterprising companies will ride on this wave to build products that can 'talk' to other devices via the Internet. Ericsson is already planning this scenario. Also, fashion will incorporate the Internet, making them smart, like Microsoft's experimental smart clothing that can display tweets. Shoes become intelligent, helping walkers and runners alike. People will wear Internet-enabled 'tattoos' and accessories.

Overwhelming sales of tablets spell the death of the eReader using eInk

The signs are already evident when we saw the Chinese founders of eInk floundering in the shares and products market because the company has not been shifting sufficient eInk panels. eReaders would have to be reduced in pricing to compete with tablets, as can be seen at Christmas time when Barnes and Noble were lowering the price for the Nook. Even Amazon was doing the same, in the supposed name of Christmas. With the growing use of Retina display or something similar, reading on a glowing screen will not seem to be bad for the eyes any more.

> Expect to see Android tablets with beefy hardware specs costing a few hundred Ringgit less this year.

Cloud servers

The cloud server industry is going to grow exponentially in 2013. We have already seen how the most successful cloud serving company DropBox is being accepted wholeheartedly by app developers and device makers alike. These days most apps that require users to store information look towards DropBox for online storage. For device makers, Samsung is partnering with DropBox to offer free cloud storage. DropBox has competition from the big boys like Microsoft who is marketing SkyDrive and Google who is going all out to drive the popularity of its cloud called Drive.

Even though new technology has advanced physical storage, like improving the storage space of SSD drives, and also merging SSD with normal hard drives, the maximum capacity for mobile devices like phones and tablet still looks like it will not go beyond 64 GB. Which is reason enough for cloud entrepreneurs to take full advantage of this situation to either offer or sell cloud storage. With the proliferation of digital and audio downloading doubling yearly, users are looking to store their media files online rather than offline in their computers, tablets or phones.

> The Internet of Things is the next big thing.

Bernard Yeoh

- Cloud will become a key feature for mobile data storage.
- Mobile processor chips will have power saving capabilities translating to better battery performance.
- Hybrid Convertibles tablet/notebooks will outsell ultrabooks.
- Tablets will be adopted aggressively in Enterprise.
- Wireless charging will become a mainstream feature of smartphones.
- New mobile OS will be launched.
- Anti-virus to be embedded in chips.
- Touch display on notebooks will not catch on.
- Microsoft will discontinue Surface.
- Nokia will finally come out with an Android phone.
- Intel mobile chips will be adopted by a major phone brands.
- Feature phones will be phased out.
- Apple will launch a brand new category of product.
- BB10 is still not enough to turn RIM around.

Himmat Singh

Samsung leaves the Android Alliance, makes its own fork

Samsung has been the flagship Android smartphone manufacturer, conquering all markets segments, from the low-end with their range of Galaxy Mini devices to the high-end with their Galaxy S and Galaxy Note series.

There had already been rumours that Samsung is planning to ditch Google and come up with its own version of Android (like Amazon does with its Kindle Fire), and it looks like next year will be the year if this is to happen. Currently, the primary manner in which users buy apps and digital content is via Google's Play Store, but if they make their own version of Android, Samsung will be able to sell all this to consumers directly, thereby making more profit in the process.

The sheer dominance of Samsung should allow it to either make a fork of Android, or less likely, to come up with its very own OS. It is clear though for now that Samsung has huge ambitions, and Google is holding them back slightly with Android (one evidence is the multi-window support in Samsung's flagship devices that is absent in stock Android).

Nokia fares badly, is forced to rethink strategy

Currently, Nokia has placed all of its eggs in one basket – Microsoft's Windows Phone 8. But just like its predecessor, Windows Phone 8 will not be able to penetrate strongly into the market. Android is as strong as ever, the iPhone is holding position, and RIM is making a comeback with BB10. All of this doesn't augur well, as users have not entirely warmed up to Microsoft's tile-based operating system.

The former mobile phone giant risks becoming an insignificant part of the mobile phone industry. But, people will attest to the fact that Nokia still makes good phones, so there is yet a final chance saloon – start making phones running on the Android OS (or even BlackBerry, since they are open to licensing their new OS).

If Nokia doesn't do this, then there can only be two further options – face oblivion or be bought out by a bigger company. Being bought out is an interesting thing to look at, as even a smartphone manufacturer with loads of cash such as Samsung may make a bid. But in all fairness, if it does come down to this, expect Microsoft to swoop in since they have been heavily backing Nokia of late.

Windows RT flops, Microsoft may end up ditching it

Microsoft made things a whole lot complicated for their customers when they launched two virtually identical operating systems in terms of looks and design – Windows 8 and Windows RT.

The fact that legacy apps cannot run on Windows RT makes the 'Windows' name in 'Windows RT' redundant. Soon enough, consumers will learn of this and give Microsoft a cold shoulder. It doesn't help that the current Windows RT devices are underpowered. Besides, not all of Microsoft's partners have welcomed Windows RT with open arms – the only ones that have Windows RT devices up and running are Lenovo, Asus and Microsoft themselves. With such a limited choice, consumers better pay more and get a tablet-convertible that offers the full experience.

The thing is, Microsoft made the wrong move in creating RT. Their intentions were good, that is to capture the tablet market – but why a brand new OS? Why not use an OS that can run all Windows-based application, thereby leveraging on the huge selection (numbering in the millions) of apps and programs out there, instead of having developers rewrite their apps? Therefore, expect Windows RT to flop, and Microsoft to discontinue it later this year.

Higher pixel density

Apple has been long pushing high pixel densities in its products with the 'Retina display', but this is when the competition catches up and creates products with displays that surpass the 'Retina display'. The Nexus 10 has a pixel density of 299ppi, while the HTC Butterfly has a 5-inch 1080p display with a massive 440ppi. Expect this trend of screens with higher pixel densities to continue in 2013.

Mobile gaming

I am quite a fan of mobile games, and this year we should have games that continue to grow in terms of depth and graphics, offering more of a console-quality experience. The Tegra 4 chipset is due to launch early this year, and expect nVidia to lead the way in this regards, and keep a lookout for games with eye-popping graphics that look as if they're running on the PS3 or Xbox 360. Also expect to see more traditional PC and console developers creating games for the mobile platform.

Cheaper Android tablets

The huge success of the Amazon Kindle Fire in the United States spurred Google to create a competitor in the form of the Nexus 7. Then, the huge success of the Nexus 7 helped bring down the prices of Android tablets, many of which were underperforming yet had list prices in excess of USD500 (RM1,500). Now, the Nexus 10 with top-of-the-line specs is selling for USD400 (RM1,200). All thanks to Google, you can expect to see Android tablets with beefy hardware specs costing a few hundred Ringgit less this year than they otherwise would have cost. MW

How did I do in my 2012 predictions?

T Kashminder Singh

Tablet market share will no longer be one sided
Correct. Android has continued to gain market share.

Windows tablets will arrive and do well
Jury's out. They arrived sans Nokia. Hard to say if they will succeed or not.

iPhone 5 to disappoint
Correct. Unless you're a fan-boy.

Windows Phone 8 will do reasonably well
Jury's out. Interesting products but we will only know for sure in 2013.

Android phones will dominate
Correct. Android is king now.

Trends
Correct - Better Cameras: became awesome, DSLR quality.
Correct - Video: big on mobile.
Jury's Out - Voice Control: did not become that big.
Jury's out - Augmented reality: moving up but not quite there yet.
Correct - Ultrabooks: the way to go.
Wrong - Bendable screens: not here yet.
Correct - Apps on Cars: arriving.
Correct - Smart TVs: moving mainstream.
Jury's out - Internet of things: starting to be hot.

On Brands - Apple, Nokia, Samsung, HTC, LG, BlackBerry, Sony,
Correct - Apple: Momentum has slowed down.
Wrong - Nokia: Things did not pick up.
Correct - Samsung: Super year.
Correct - HTC: Forgettable year.
Correct - LG: Not a good year.
Correct - BlackBerry: Very difficult year.
Wrong - General: No mergers or takeover.

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The Big '4'

After a massive (and some say over the top) publicity campaign, the Samsung Galaxy S4 is finally here.

T Leon Wing

On the big day of the 'unpacking' of the '4' event, Samsung put on the claimed world's 'biggest and greatest' show on earth, much akin to a fabulous circus show. The star of the show was the unpacked and uncaged lion of a product that roars beauty, power and tons of features. It was in such hyped-up circumstances that the Samsung Galaxy S4 stepped into the ring under the lime light.

Is the Galaxy S4 as wowed, drooled over and gaped at as the iPhone 5 or the iPad mini last year? We can't say for sure but we have to admit that as a step up from the Galaxy S3, the new Galaxy S4 is surprisingly smaller, thinner and lighter, even when the new display is a big 5 inches.

APPLE, BE AFRAID, BE VERY AFRAID

And this next feature was supposed to make Apple cringe with fear. Tim Cook would scowl at the higher resolution of 441 PPI. Now, compare this with Apple's iPhone 5, which only managed up to 326 PPI. To further up the ante, the Samsung ringmaster cracked his whip and announced that the display is made from Corning's newest Gorilla Glass 3! With more pride, he told the press that it was also the world's first Full HD Super AMOLED display.

FEATURES GALORE

On to the other features. While most of the top range phones have only up to 8MP for the camera, the S4 has a 13MP camera. Samsung topped this higher resolution with a new Dual Camera function which can shoot photos from both the front and back lens at the same time.

Samsung bundled in a lot of editing and prettifying features as well, like frame effects which blend the two pictures and adjust the size of the small picture inside the big one. Also, there are 8 different ways to combine the two photos taken by the front camera and the rear camera.

The dual feature applies even to video taking using the two cameras, with the 'Dual Video Call' feature that takes a video call and also shows what the back lens is shooting. The camera has 12 shooting modes, including 'Drama Shot', which views the action in one continuous time-lapse. It's given that no matter what there will be some elements in a photo that you wish were not there at all. The Eraser function can help, by removing these parts when taking composite shots.

A still picture in the S4 now can embed sound and voice using 'Sound & Shot'. All these photos then can be

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collected and sorted by timeline, geo-tagged by place or event into a photo album using 'Story Album'. You can store or share the album by sending it to Blurb.

Another kind of sharing feature this phone has is 'Group Play', which shares music, photos, documents and games instantly with other people without having to connect to WiFi or cellular. If you want another user to also play and sync the same song you're listening to, do so with 'Share Music'. If you're out and about overseas in a place where people do not speak English, you can use 'S Translator' to translate text or voice on applications like email, text message and ChatON. It also does speech to text and text to speech.

KEEP THE FEATURES COMING

Hands-free functions are big on the S4. One feature is the 'Samsung Smart Pause' that allows you to pause the video you're watching when you look away. The video will start up again when you look back on the display. Another handsfree feature, 'Samsung Smart Scroll' can scroll the browser or email up and down to check if your face is looking at the screen, and also check your wrist movement.

The next handsfree feature 'Air View' can preview contents from an email, S Planner, image gallery or video without having to open them. You just have to hover over the screen with your fingers. This can even magnify the Internet browser or a phone number saved in the speed dial on the keypad. For music playing, the handsfree for 'Air Gesture' comes in the way you just have to wave the hand to change the music track, scroll up and down a web page, or accept a call. The S4 has its own voice assistant like iPhone's Siri. The 'S Voice Drive' connects via Bluetooth and will obey your voice commands when driving, converting text to speech.

Even if this feature is not handsfree at all, it can still save you a lot of other kinds of gestures, like the key pressing or tapping kind. Samsung worked with the maker of Swiftkey and replaced the stock or conventional keyboard with one that you slide the finger over it to 'key' in text.

For the businessman the 'Samsung Optical Reader' is a bonus when it can recognise text, a business card or QR code information, providing translation, call, text message and search.

For your entertainment in front of the TV, the 'Samsung WatchON' turns the device into an IR remote. It can control your TV, set-top box, DVD player and air conditioner and access live TV, cable TV and VOD based on EPG (Electronic Program Guide).

The 'S Health' app can monitor your health and surroundings, and check health conditions using food diary, exercise diary and sleep monitor. Total Report will count your calories burned while you walk.

Samsung wants you to not only use cloud servers to store your media. They want you to also get the Home Sync device instead. It has 1 terabyte of storage, and can connect to Galaxy S4 via NFC, for up to 8 users.

All these features need some security. Samsung offers it in the form of Samsung Knox. Reminding you of something similar from BlackBerry, this security system separates work related files and apps from personal ones, along with activity. **MW**

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Is the Galaxy S4 the greatest phone in the world?

T Leon Wing

If you go by the tremendous amount of traffic going on in Twitter on 14th March 2013, the much touted, teased and anticipated day when Samsung was to 'unpack' the '4' event, you would believe the above statement to be true.

According to a social engagement platform Salorix, on that Thursday there were over half a million tweets about the new phone. Even though the launch was in New York city, most of the tweets were posted in places outside of the US, like Brazil, Venezuela, Spain, France, and going towards the East, India, Indonesia, Thailand, Singapore and – Malaysia.

Samsung's smart PR people made certain that the tweeters made use of their hashtags like #unpacked, #thenextgalaxylaunch and #thenextgalaxy. They also played to the pre-launch rumours about the expected new features of the Galaxy S4, like the Android OS, Eye Gestures, Powerful Battery, Dual Camera and Super HD Screen.

With all this hype around the S4 and the attention it has been getting on the social media, you would believe that the S4 is way superior over other phones, even if you never bother to do a comparison. Apple, makers of Samsung's closest rival to the S4, the iPhone 5, was certainly worried, seeing all these stellar features trotted out in the Unpack event, one after another. So much so that Apple quickly retaliated by drumming up a web page expounding the merits of their iPhone 5. It splashed the huge words at viewers, hoping to knock them out of their reverie of the S4: 'There's iPhone. Then there's everything else.'

With carefully crafted words like 'What makes an iPhone unlike anything else? Maybe it's that it lets you do so many things. Or that it lets you do so many things so easily', Apple hopes to have people stop and ponder, and not rush things and go over to the enemy's side.

One of the arguments against comparing the S4 with the iPhone 5 is with the operating system. A few industry writers opined that with all those many fantastic features, some users are bound to come away more than just awed but confused. Already, the situation of Android's fragmentation and sometimes complex user interface has industry observers and users lose a bit of faith in anything Android. While Apple believes in making sure that their users will be able to use the iOS easily, Google on the other hand keeps on piling more and more features and functions, so much so that with every OS upgrade, the UI keeps getting more and more complex.

Well, about those 'fantastic' features of the S4, be aware of some facts, though. Having over 320 PPI for a display will eat up battery juice, for one, even if the S4's battery purports to last 24 hours. Also, the highest PPI the naked eye can really see is 326 PPI; your eye will not be able to tell 441 from 326 PPI.

However, all said, if you compare the S4 with other devices, like the latest HTC One and Lumia 920, at first glance, the S4 excels over them in a lot of departments. Like display size for example, in which the S4 trounces those phones with its 5-incher. As for screen resolution, it beats the iPhone and the Nokia 920, but not the HTC One, whose 468 PPI is even higher. As for dimensions, the S4 is lighter than the three devices except the iPhone. With the HTC One also having quad core, it looks like S4 has a close match. As for storage space, there is equal competition because all the devices maintain the same set of storage options. HTC One has a deceptively low 4MP lens but from all accounts it can hold its own against all comers including the S4.

As for the pricing, Samsung neglected to reveal the pricing of the S4, nor any hints. If Samsung fixes the pricing similarly or even slightly lower than the iPhone, Apple will have a lot work cut out for them. As it is now, with the evidence showing how all the previous Galaxy S models have been selling so very well, Samsung would probably not have to worry much.

So, what say you, the reader? Would you buy the Samsung Galaxy S4 over the iPhone 5, HTC One and the Nokia 920? **MW**
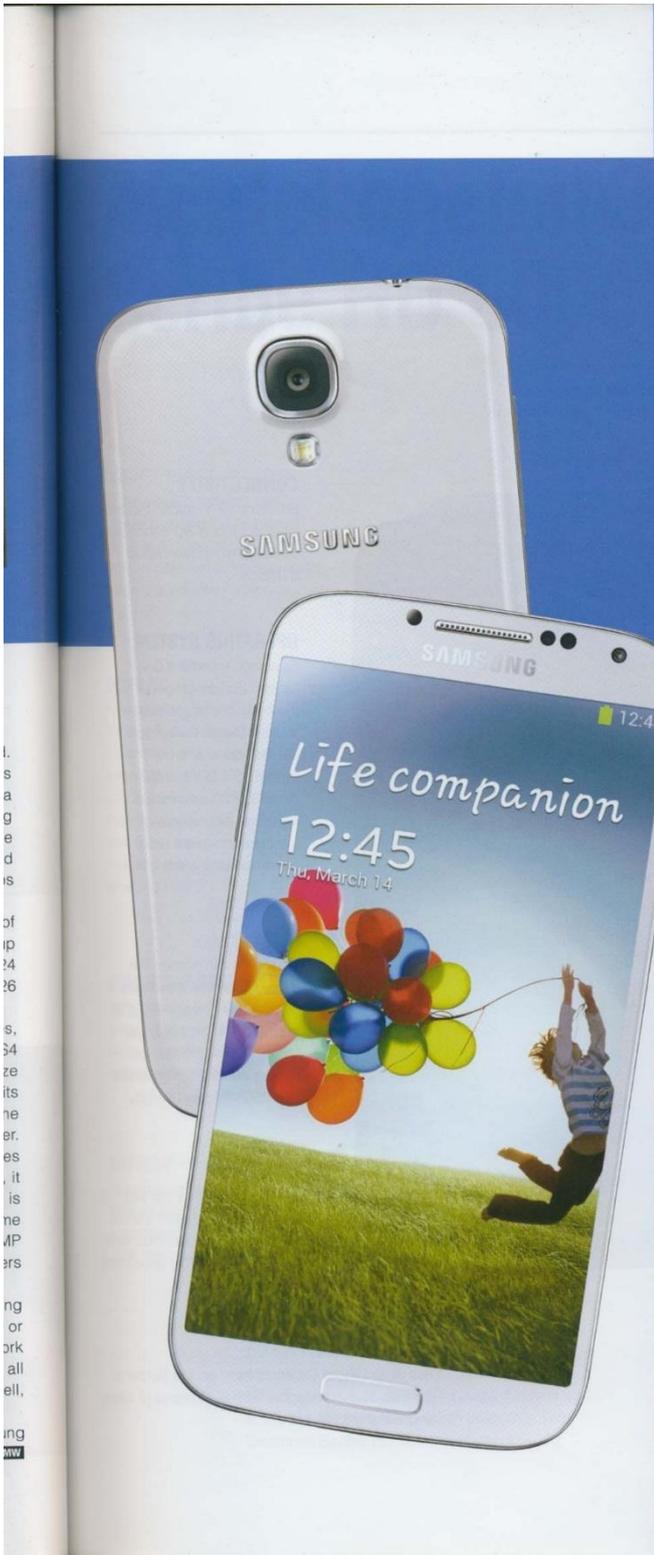
S4 Tour

- 5" Full HD Super AMOLED, Gorilla Glass 3, 441 PPI.

- 13MP camera with Dual Camera, Dual Video shooting from both the front 2MP and back lens at the same time; and Sound & Shot, embedding sound into the picture.

- 'Group Play' shares music, photos, documents and games without WiFi or cellular.

- 'Share Music' plays & syncs the same song with other users.

- 'S Translator' translates text or voice on email, text message and ChatON.

- 'Samsung Smart Pause' pauses video when you look away, starting back up when you look back.

- 'Samsung Smart Scroll' scrolls browser or email up and down to check if your face is looking at the screen, and also check your wrist movement.

- 'Air View' previews contents by hovering over the screen with your fingers.

- 'Air Gesture' changes music track, scroll up and down a web page, or accept a call.

- 'S Voice Drive' connects via Bluetooth and obeys voice commands when driving, converting text to speech.

- 'Samsung WatchON' IR remote controls TV, set-top box, DVD player and air conditioner and access live TV, cable TV and VOD.

- 'S Health' monitors health and surroundings, checking health conditions using food diary, exercise diary and sleep monitor.

- 'Samsung Adapt Display' changes screen brightness and contrast by brightness of environment.

- 'Samsung Adapt Sound' adjusts optimal level and type of sound.

- Android 4.2.2 Jelly Bean.

- 2,600mAh battery.

- 16, 32 and 64GB with 2GB RAM and microSD for up to 64GB.

- Quad core Snapdragon 600 or Exynos 5 Octa.

- 802.11ac Wi-Fi, Bluetooth 4.0, Cat 3 100 / 50 Mbps LTE, IR blaster.

COVER STORY

Q5
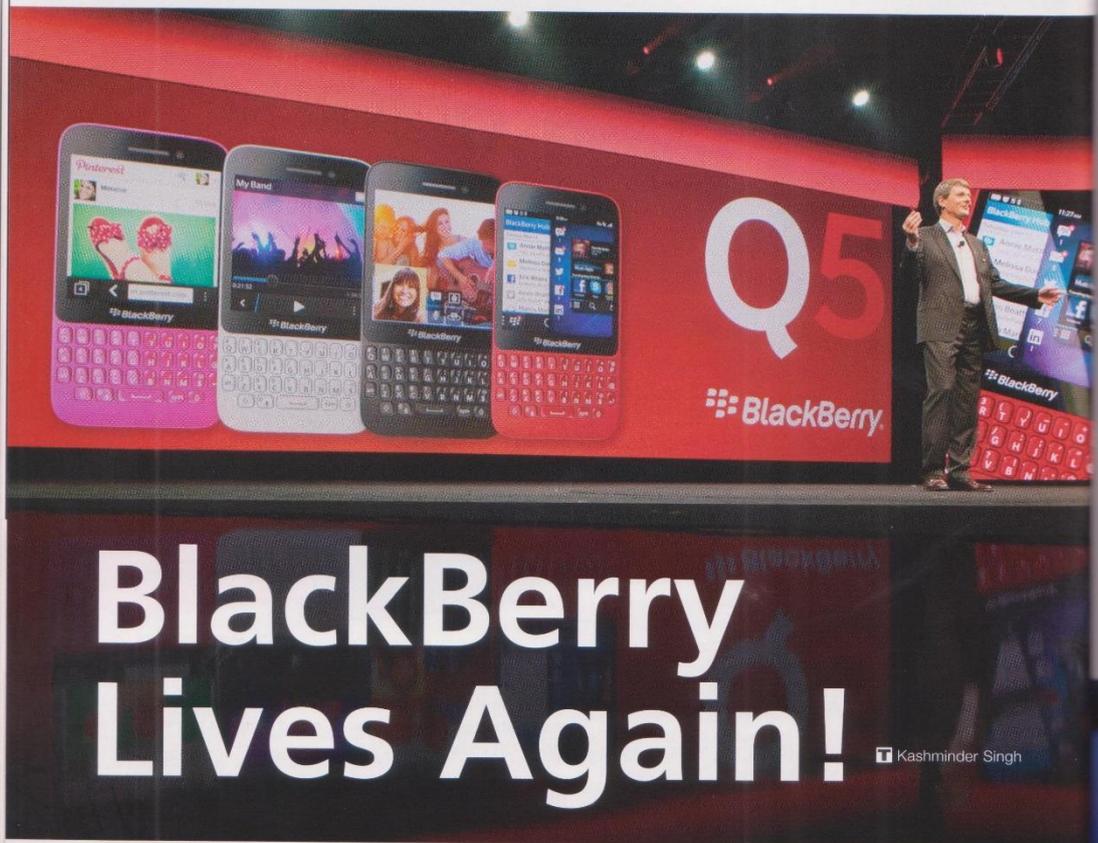
BlackBerry

BlackBerry Lives Again!

Kashminder Singh

What a difference a year makes. Last year this time, obituaries were being prepared for BlackBerry. Their new OS was delayed; sales were dropping and users were abandoning the platform. It seemed a matter of time only before either a competitor swallowed up parent company Research In Motion or the company go under completely.

The mood at this year's BlackBerry Live was completely different. The new Blackberry 10 OS and the Z10 and Q10 devices had launched early in the year and reviews were mostly positive. The company had also embarked on a rebranding exercise which saw it ditch the Research in Motion name in favour of just BlackBerry and unleash a more coordinated global marketing campaign.

The Reinvented CEO

As early as January 2013 when BlackBerry launched the new OS, Thorsten Heins did not appear comfortable in front of the audience and media. This time around, he put on a show worthy of a CEO of a tech giant.

He was confident enough to even joke about their predicaments last year, "Some of you said last year would be the last conference for BlackBerry. I'm happy to say, they were wrong." BlackBerry, he said at the BlackBerry Live 2013 Conference in Orlando, Florida had reached "solid ground" and "critics who said it will sink were wrong". BlackBerry, he said, will be around for a long time and "We will show the world that BlackBerry understands the mobile industry like no one else. It is in our DNA. We live, eat and breathe mobile."

He also gave due credit to the newly assembled team that leads BlackBerry. "Twelve months ago, I promised to assemble strongest leadership in the mobile business and I have done that" he said as he showed off the executives who have led the turnaround.

His Vision

A key function of a CEO is to lead the company in a set direction. Not too long ago, Thorsten created some controversy by saying that he expects the tablet industry to last just five years. He expounded on his vision at BlackBerry Live.

What he mean about the future of tablets was that "we truly believe in mobile computing." He did not believe in too many systems, "My true belief is that we will all be running around with ONE MOBILE device and we are going to be using it for many things. Smartphone is a stepping stone to mobile computing." He said that he is fully convinced of the mobile computing paradigm. "In five to seven years time, it will be totally different. We need new partners in cars, healthcare," he added, indicating where the next growth areas for mobile computing will be.

Rebuilding The Blackberry Brand

Frank Boulben, who has been the Chief Marketing Officer of BlackBerry since May 2012, can take a lot of the credit for the rise of the BlackBerry brand. He told attendees at BlackBerry Live that when he took over, the brand was in trouble. It had reputational issues; there were fragmented campaigns all over the world. It was diluting the brand with RIM, Bold, Curve and so on.

He unified the team into one global marketing organisation. He worked out a marketing strategy to centre everything on just BlackBerry. Frank revealed that the Keep Moving programme from BlackBerry was watched by millions of people around the world. A massive execution of the various phases saw more than 80,000 demonstrations of the products carried out around the world. More than 50,000 sales representatives have been trained and more than 50,000 stores now sell BlackBerry devices.
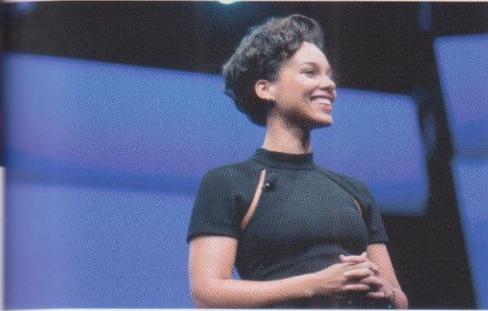
Alicia Keys

The singer Alicia Keys was another revelation at BlackBerry Live. She was announced as the Global Creative Head of BlackBerry in January but no one appeared to know quite what that meant back then. Many people probably assumed that the appointment of Alicia Keys was a marketing gimmick limited to trophy appearances.

Alicia laid that assumption to rest at BlackBerry Live. Certainly, she performed at the BlackBerry Keep Moving Party but even there she really let three talented groups show their stuff, limiting herself to just one proper song. Instead, she led a high level panel session at the conference that discussed the need to get more women involved in IT.

She also launched the new BlackBerry Scholars Program, an initiative designed to inspire more women to enter and develop careers in the fields of Science, Technology, Engineering and Math (STEM). The BlackBerry Scholars Program will provide full, four-year tuition scholarships to outstanding women who are seeking degrees at accredited colleges and universities in the areas of STEM with a particular interest or aptitude in the area of mobile computing.

"Women are underrepresented in fields of science and technology, and we feel strongly that it's time to drive a change," said Alicia Keys in a statement. "It's important to connect the dots for young women in high school and college, and show them that careers in science and technology are within their reach."

A panel of inspirational and accomplished women, led by Alicia Keys, will choose the applicants from the pool of nominations submitted before the deadline of June 26, 2013. Details at www.blackberry.com/scholars.

> My true belief is that we will all be running around with ONE MOBILE device and we are going to be using it for many things.

BlackBerry Moves Forward

All in, the feeling one got at the BlackBerry Live event was that this was a company that is moving forward. Of course, borrowing the analogy that Thorsten used about BlackBerry having reached solid ground, the path ahead is still difficult. The ground may be solid but the road ahead is uphill.

BlackBerry is currently locked in a battle for third place with Microsoft Windows. But judging from what was unveiled at Orlando, it would be a mistake for anyone to write off BlackBerry. As Thorsten told those assembled there number three is just the first goal to reach, "We have just started our journey. We are certainly on the starting grid. We are in the race and we will do everything we will do to finish first." MW

BlackBerry Live 2013

A New Phone And BBM For Everyone

Kashminder Singh

The BlackBerry Live 2013 global event that took place in Orlando, Florida in May was a very upbeat event. The mood was decidedly different from previous years. The iconic mobile brand had weathered some tough storms over the last few years and it is no secret that BlackBerry events in 2011 and 2012 were a little downcast.

But not this time around. The feeling one got was that things had improved considerably and that finally its new OS and phones were getting some love from mobile users looking for an alternative to the ubiquitous Android and Apple devices.

Thorsten Heins, the CEO and his key leadership were very much more confident onstage. More importantly, the announcements that came out at BlackBerry Live showed a company on an upward rise.

The New BlackBerry Q5

The midrange BlackBerry Q5 device that was unveiled at BlackBerry Live was just the device the doctor ordered. While many people were hoping for a tablet, what the market really wanted it appeared, judging from the response seen over social media and at the event itself, was a lower priced device running BlackBerry 10.

The Q5 fits the bill perfectly. It will carry a lower price tag than the Z10 and the Q10 but will still have enough punch to deliver the same BlackBerry 10 experience to consumers. More importantly, the Q5 comes with a QWERTY keyboard which will make it appealing to the millions of BlackBerry users who are looking to upgrade their ageing Bold and Curve devices.

The Q5 has also been made fun and hip with the youth in mind. Unlike the Z10 and Q10, the Q5 comes in a range of colours. Users will be able to pick from red, black, white and pink.

The Q5 will have a 3.5-inch touchscreen that sits above a physical keyboard. For all purposes, it's a Q10 phone that is being delivered cheaper by cutting down a few specs. The processor is still dual core but it runs at a slightly slower speed. The polycarbonate body means that the battery is not removable. The camera is a decent 5 megapixels at the back and a 2 megapixels in front. It comes with 8 GB storage built-in but that should not be an issue because there is a microSD slot for space expansion.

All in, the Q5 is a very decent smartphone. Connectivity wise, it comes with everything - LTE, 3G, WiFi, Bluetooth and NFC. The lower price tag which has not been announced yet but which is sure to be substantially lower than the Q10 is expected to bring a lot more users onto the BlackBerry 10 platform.

> Q5 comes with a QWERTY keyboard which will make it appealing to the millions of BlackBerry users

BBM for all

The announcement that was totally unexpected was the opening up of access to the BlackBerry crown jewels to every man and woman on the planet. Okay, perhaps that is

The New BlackBerry Q5

an exaggeration because Windows smartphone users have been left out for now.

The BlackBerry Messenger (BBM) will be open some time this summer to iOS and Android users. The service will be made available to iOS6 as well as Android 4.0 (Ice Cream Sandwich) and higher versions users.

Many but not all key features of BBM will be available to users from other platforms. Android and iOS users will be able to experience BBM chats, including multi-person chats, as well as the ability to share photos and voice notes, and engage in BBM Groups, which allows BBM customers to create groups of up to 30 people. Video, voice and BBM Channels will be left out for now but over time, the aim is to put in as many features as possible within the constraints of each platform.

BBM Channels

BlackBerry also announced BBM Channels, a new social engagement platform within BBM that will allow customers to connect with the businesses, brands, celebrities and groups they are passionate about.

BBM Channels, now in beta, allows individuals and groups to create a dedicated channel and share information and updates. The first Channel announced at BlackBerry Live was the MERCEDES AMG PETRONAS Formula One Team Channel.

BBM users can create, edit and publish in an instant. There are no limits to the number of followers you can have in your channel. A carousel in the app lets users discover new channels. Channel invites can be sent within a BBM chat, and people can be added or invited using the channel's PIN or QR code.

BlackBerry 10.1 update

Uses of the Z10 and Q10 devices were rewarded with the announcement that the BlackBerry 10 operating system was being upgraded to version 10.1. The OS update will be rolled out across the globe in phases.

> BlackBerry Messenger (BBM) will be open to iOS and Android users.

The presence of so many app developers as well as business associates at BlackBerry Live 2013 served to underline the fact that BlackBerry is once again a significant player in the mobile industry. The 'tablet' that did not make an appearance at the event was hardly missed (though rumours of a phablet have not gone away at all). There were enough good news to keep the faithful happy. MW

Verbal Analysis

January/ February 2013

It may appear hard to top 2012 for the excitement and advances it brought about in the mobile industry but we believe 2013 will be even better. There are plenty of things to look forward to this year. As you can see from predictions that we made last year, some of the technologies we spoke about then are starting to make their big moves this year.

Extract	Process	Participant	Participant	Circumstance
It may appear hard to top 2012 for the excitement and advances it brought about in the mobile industry but we believe 2013 will be even better	may appear	to top 2012 for the excitement and advances it brought about in the mobile industry	hard	
	Relational	Carrier	Attribute	

Extract	Process	Participant	Participant	Circumstance
we believe 2013 will be even better	believe	we	2013 will be even better	
	Mental	Senser	Phenomenon	

Extract	Process	Participant	Participant	Circumstance
2013 will be even better	will be	2013	better	
	Relational	Carrier	Attribute	

Extract	Process	Participant	Participant	Circumstance
There are plenty of things to look forward to this year	are		plenty of things to look forward to this year	
	Existential		Existent	

Samsung may be reaching the end of their hot streak. There will be a 'Galaxy S4' phone but I think the other brands will be catching up soon.

Extract	Process	Participant	Participant	Circumstance
Samsung may be reaching the end of their hot streak	may be reaching	Samsung	the end of their hot streak	
	Material	Actor	Goal	

Extract	Process	Participant	Participant	Circumstance
There will be a 'Galaxy S4' phone	There will be	a 'Galaxy S4' phone		
	Existential	Existent		

Extract	Process	Participant	Participant	Circumstance
but I think the other brands will be catching up soon	think	I	the other brands will be catching up soon	
	Mental	Senser	Phenomenon	

April, 2013

On the big day of the "unpacking" of the '4' event, Samsung put on the claimed world's 'biggest and greatest' show on earth, much akin to a fabulous circus show. The star of the show was the unpacked and uncaged lion of a product that roars beauty, power and tons of features. It was in such hyped-up circumstances that the Samsung Galaxy S4 stepped into the ring under the lime light.

Extract	Process	Participant	Participant	Circumstance
On the big day of the "unpacking" of the '4' event, Samsung put on the claimed world's 'biggest and greatest' show on earth, much akin to a fabulous circus show.	put on	Samsung	The claimed world's biggest and greatest show	
	Material	Actor	Goal	

Extract	Process	Participant	Participant	Circumstance
The star of the show was the unpacked and uncaged lion of a product	Was	The star of the show	the unpacked and uncaged lion of a product	
	Identifying Relational	Token	Value	

Extract	Process	Participant	Participant	Circumstance
the unpacked and uncaged lion of a product that roars beauty, power and tons of features.	roars	a product	beauty, power and tons of features	
	Material	Actor	Goal	

Extract	Process	Participant	Participant	Circumstance
It was in such hyped-up circumstances	was	It	in such hyped-up circumstances	
	Relational	Carrier	Attribute	

Extract	Process	Participant	Participant	Circumstance
the Samsung Galaxy S4 stepped into the ring under the lime light	stepped into	the Samsung Galaxy S4	the ring	under the lime light
	Material	Actor	Goal	

Is the Galaxy S4 as wowed, drooled over and gaped at as the iPhone 5 or the iPad mini last year? We can't say for sure but we have to admit that as a step up from the Galaxy S3, the new Galaxy S4 is surprisingly smaller, thinner and lighter, even when the new display is a big 5 inches.

Extract	Process	Participant	Participant	Circumstance
Is the Galaxy S4 as wowed, drooled over and gaped at as the iPhone 5 or the iPad mini last year?	is	the Galaxy S4	as wowed, drooled over and gaped at as the iPhone 5 or the iPad mini	last year
	Relational	Carrier	Attribute	

Extract	Process	Participant	Participant	Circumstance
We can't say for sure that …	can't say	We	that…	
	Verbal	Sayer	Phenomenon	

Extract	Process	Participant	Participant	Circumstance
but we have to admit	have to admit	we	that….	
	Mental	Senser	phenomenon	

Extract	Process	Participant	Participant	Circumstance
that as a step up from the Galaxy S3, the new Galaxy S4 is surprisingly smaller, thinner and lighter,	Is	the new Galaxy S4	surprisingly smaller, thinner and lighter	
	Relational	Carrier	Attribute	

Extract	Process	Participant	Participant	Circumstance
even when the new display is a big 5 inches.	Is	the new display	a big 5 inches	

If you go by the tremendous amount of traffic going on in Twitter on 14th March 2013, the much touted, teased and anticipated day when Samsung was to 'unpack' the '4' event, you would believe the above statement to be true.

Extract	Process	Participant	Participant	Circumstance
If you go by the tremendous amount of traffic going on in Twitter on 14th March 2013, the much touted, teased and anticipated day	go	you		By tremendous amount of traffic
	Material	Actor		

Extract	Process	Participant	Participant	Circumstance
when Samsung was to 'unpack' the '4' event,	was to unpack	Samsung	the '4' event	
	Material	Actor	Goal	

Extract	Process	Participant	Participant	Circumstance
you would believe the above statement to be true	would believe	you	the above statement to be true	

Blackberry June 2013

The BlackBerry Live 2013 global event that took place in Orlando, Florida in May was a very upbeat event. The mood was decidedly different from previous years. The iconic mobile brand had weathered some tough storms over the last few years and it is no secret that BlackBerry events in 2011 and 2012 were a little downcast.

Extract	Process	Participant	Participant	Circumstance
The iconic mobile brand had weathered some tough storms over the last few years	had weathered	The iconic mobile brand	some tough storms	over the last few years
	Material	Actor	Goal	

Extract	Process	Participant	Participant	Circumstance
and it is no secret	is	it	no secret	
	Relational	Token	Value	

Extract	Process	Participant	Participant	Circumstance
that BlackBerry events in 2011 and 2012 were a little downcast	were	BlackBerry events	a little downcast	
	Relational	Carrier	Attribute	

Visual Analysis

January and February, 2013. P. 16, 17, 18
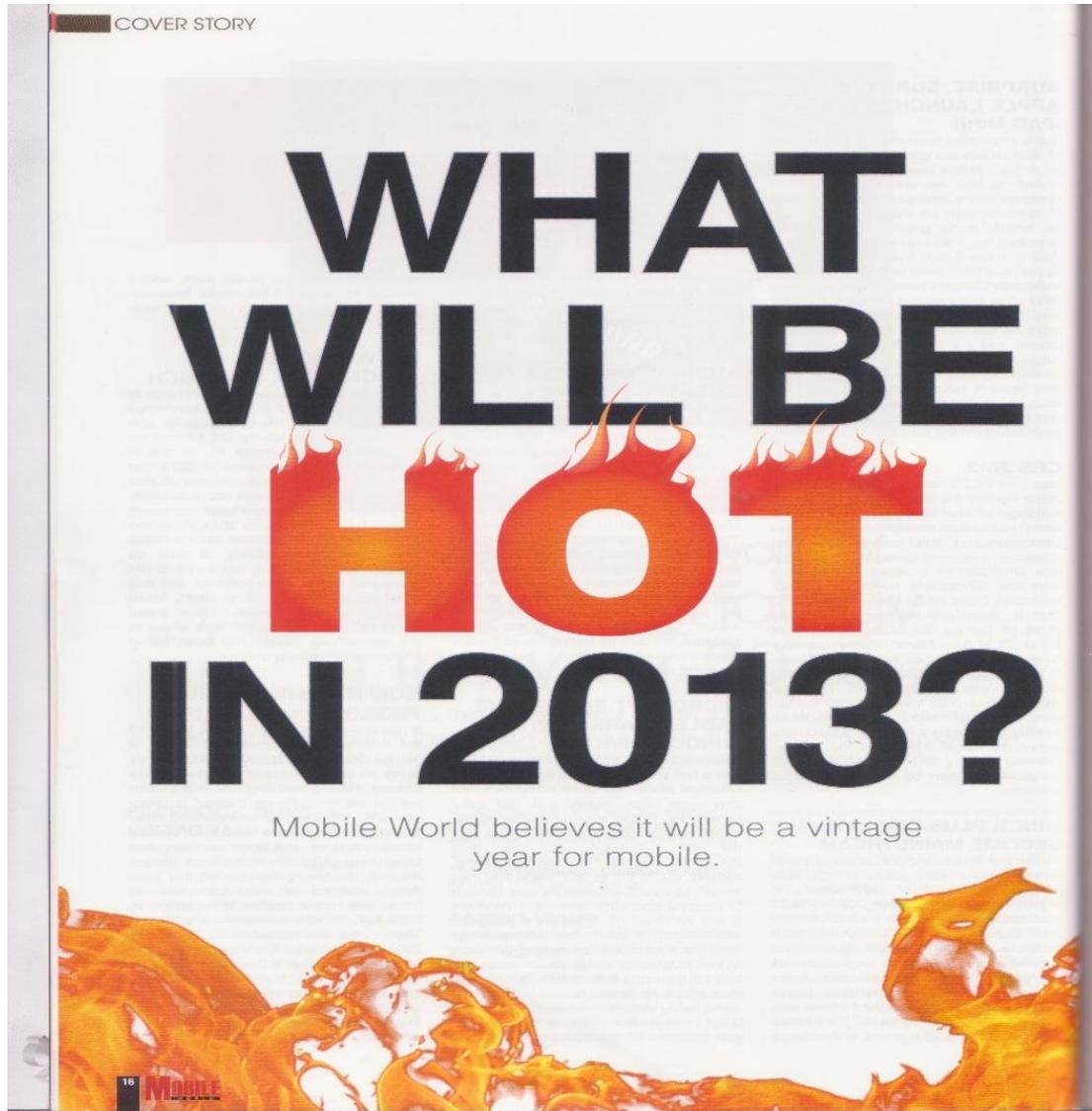
Process	Participant	Participant	Vector	Circumstance
Symbolic Attributive	The word "Hot"	Flames on the word "hot" and the flames at the bottom of the page		

Process	Participant	Participant	Vector	Circumstance
Action	Woman	Man	Woman's hand and Man's shoulder	Background is to somehow desaturated and the details are not recognizable. While the frontground is full colored and vivid. Such circumstance creates the front characters very significant.
Action	Man	mobile	Man's hand& Man's mobile	
Reaction	Woman	Man	eyeline	
Reaction	Man	No specific place	eyeline	
Symbolic Attribute	Woman: in casual clothes (jeans and shawl): ordinary people	Man: in casual clothes (overcoat): ordinary people		

Process	Participant	Participant	Vector	Circumstance
Action	Boy	Bunch of balloons	The boy's hands and the string of the balloons	Light blue and clear sky and green ground which is shining because of the sun's light at the background and foreground is a boy with blond hair which is glittering thanks to sun shine.
Action	Boy	Sky	The body of the boy stretching to the heaven	
Symbolic Attributive	A little boy flying in the sky by a bunch of colorful balloons which is the dream of any kids.			

| Process	Participant	Participant	Vector	Circumstance
Action	The guys		The guys' s stretched hands to the viewers	Galaxy s4 is The most front part of the image and significant.
Action	A female hand	Galaxy S4	Fingers and the edge of the mobile phone	
Action	The man in suit on the left	The glass of wine	The man's hand and the glass	
Reaction	The guys	The viewer	eyeline	
Reaction	The screen of the mobile phone (galaxy s4)	The viewer		
Symbolic Attributive	Smiling guys, star glitters and the balloons along with the galaxy s4			

	shooting photos: party			
Analytical	A small pic inside the big one on the mobile screen which is the photo of the guys in the party			

Process	Participant	Participant	Vector	Circumstance
Action	the girls		Their feet and the ground	A road in the middle of a plain which ends to a thick forest. The forest at the end of the road is spread by beams of dreamy light. Thus the road can resemble
Action	The girl on the right	The girl on the left	Their hands	

				to a path to heaven (which is the most favorable desire of people.

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Process	Participant	Participant	Vector	Circumstance
Action	The man on		hands towards	Four

	the stage: Thorsten Heins		the viewer (talking)	BalckBerry mobile phones in four colors
Reaction	The man on the stage: Thorsten Heins		eyelines	

Process	Participant	Participant	Vector	Circumstance
Action	Thorsten Heins	The driver of race car	Their hands	
Reaction	The men	The viewer	eyelines	
Reaction	The woman		eyelines	

The New BlackBerry Q5

	Process	Participant	Participant	Vector	Circumstance
	Analytical	BlackBerry mobile phone	The sign and the name of BlackBerry on the phone		
	Analytical	Smart phone	The symbols of facebook, twitters, email and skype and also the symbol of internet connection		