

DISCOURSE MARKERS IN STEVE JOBS' SPEECH *INTRODUCING IPHONE IN MACWORLD 2007*

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Abstract

Discourse markers (DMs) are simply defined as words or phrases that contribute to manage the cohesiveness and to link the ideas expressed in either spoken or written form of communication. This study centers on the identification of types and functions of discourse markers in Steve Jobs' *Introducing iPhone in Macworld 2007* speech. As one of the world's inspiring figures in delivering a well-structured speech, Jobs utilized several types of DMs with the total of 123 data. The speech under study was categorized as a less formal speech delivered in an expo whose participants were Steve Job's colleagues and the exhibition's attendees. There were 78 markers of connective (63,5%), 20 data (16,2%) for markers of cause and result, 13 data (10,6%) for marker of temporal adverb, 10 data (8,1%) for markers of response, and 2 data (1,6%) for marker of information and participation. The results showed that DMs played a significant role in connecting the statements meant to be communicatively shared by the speaker, i.e. Steve Jobs to introduce a new invention that is perfectly worth promoting.

Keywords – *Discourse Markers, speech, Steve Jobs' speech, cohesiveness*

Introduction

Speech is one kind of public speaking that is commonly delivered in the form of formal talk. It is expressed by a person to convey his/her opinion or to give an overview about a particular issue or an event that is important and fascinating to be discussed, heard, or read. The art of delivering speech is needed by a speaker as an effort of catching the audience's full attention and to give an impact on what is being shared the speech' emphasis and climax (Langman, 2014). Speech can also be defined as a formal address or discourse delivered to a specific targeted audience. Since it is usually a one-way communication, the speaker is expected to speak as clearly as possible because the audience is mostly situated to be unable to ask questions. When delivering a speech, the speaker is intended to have perfect skill of presentation and connect the linguistic devices employed in the speech to make it coherently connected (Collins, 2012; Agbontaen, 2019; Steward & Fullop, 2019). In making the speech clearer and more understandable, discourse markers are significantly needed as the connectors between ideas or topics.

Discourse makers are believed to be part of discourse that can specifically be further investigated in different forms of communication, including the written ones (Ali & Mahadin, 2016; Kusumayati, 2016; Al-khazraji, 2019) and spoken forms like speeches of important figures (Banguis-Bantawig, 2019) and the performance of a public speaker (Uicheng & Crabtree, 2018) and in the interaction taking place in the EFL classroom setting (Aşık & Cephe, 2013). It can also be seen from the pragmatic perspective considering how they are used in accordance with the needs to make the conversation meets its social context (Fraser, 2010). It is widely known that discourse discusses the expression of how language is used covering a

wider composition than sentences. DMs may be utilized to share idea or information. Discourse markers play a significant role in managing the cohesiveness and to link ideas in a certain text. DMs are the linguistic devices used in spoken and written communication to demonstrate the relationship between what people think or information in a specific context. DMs can be in the form of words or phrases employed by the speakers or writers to connect ideas or information taking place in a discourse.

As one of the leading linguists in the field, Schiffrin (1987) states that discourse markers (DMs) are considered part of discourse, which include the points of coherence of making the speakers and hearers together maintain forms, meaning, and actions in order to gain the whole sense out of what is being shared. DMs contribute to the messages that are utilized by the speakers to make text or speech cohesive and coherent. Furthermore, in a daily social interaction, Schiffrin elaborates the use of discourse markers when a speaker conveys a discourse in a spoken interaction or a writer in a written discourse. DMs include marker of information management like marker of responses “well”, discourse connectives are represented by “and”, “but”, “or”, marker of cause and results, namely “so” and “because”, temporal adverb like “now” and “then,” information and participation, for example “you know”, “I mean.”

A lot number of studies have given comprehensive analyses on the use DMs from various perspectives and different data source. Marbun (2017) identified discourse markers and their functions in Donald Trump’s speeches. Three kinds of discourse markers are found in three speeches of Donald Trump namely marker of connective “and,” “but” and “or”, marker of cause and result (“cause”/“because” and “so”), and marker of temporal adverbs (“now” and “then”). Meanwhile, Pebrianti (2017) investigated DMs found in a TV Programme. The results of the analysis showed that there were five DMs used by the speakers consisting of “and”, “y’know”, “so”, “but” and “I mean” The dominant use of connective markers presented in the form of a talk representing ideational structure. Another study conducted by Yuhus (2013) who analyzed cohesive devices and their use. They could be observed in each case based on the standard elements in discourse. In the investigation of how DMs are used by the native speaker of Chinese when presenting academic argument, the study focused on the analysis of native speaker of Chinese’s writing that was used for comparative discussion to find out possible differences between the native and non-native groups of student writers to investigate the ability in utilizing the discourse devices to construct cohesive texts.

This study discusses the speech of Steve Jobs that was delivered in the introduction of iPhone in Macworld 2007. Jobs had been very popular in the world of Information and Technology devices. Jobs was a successful figure who experienced as the Chief Executive Officer (CEO). He was the co-founder of Apple Inc. Dedicated himself to Apple Inc, Jobs was also the one as the ‘behind the scene’ man of Pixar. He was one of The Walt Disney Company’s board of directors after the company’s acquisition of Pixar. Earlier in his life, Steve Jobs was known as a pioneer of the microcomputer revolution taking place in the 1970s and 1980s. During that period, Jobs worked with Steve Wozniak. In this study, DMs in Steve Job's speech “Introducing iPhone in Macworld 2007” is chosen for discussion. It is a worth analyzing speech to which the analysis can be brought as a reference in broadening the understanding of how to utilize DMs in a spoken communication. Principally, DMs are employed to make a speech more communicative and effective. In addition to the fascinating content as the world was surprised to sophisticated features of iPhone, Steve Jobs had also been known as one of the world best public speakers with his inspirational and motivational speeches.

Methods

This is a qualitative descriptive research involving observation method and note-taking technique to collect the data. The speech analyzed in this study is Steve Jobs' *Introducing iPhone in Macworld 2007* available in <https://www.youtube.com/watch?v=x7qPAY9JqE4>. The speech was delivered in an expo, which was a less formal event taking place in the hall of Macworld Conference, San Francisco, United States of America on 9 January 2007. Steve Job was about promoting his new product called iPhone. While introducing the iPhone, Jobs delivered his speech enthusiastically and persuasively. He inserted a few jokes when delivering speech. He also used many special terms related to the features of the phone, for instance OSX, stylus, etc. In this study, the data were observed by watching the whole video as well as reading the complete speech script to dive into of the whole points shared in the speech. The steps of collecting data include several activities, namely (1) watching the video to convince that there are sufficient data reflecting the use of DMs found in Steve Jobs speech, (2) reading the script of the speech as published by Pangamban (2014) and it was available in <https://singjupost.com/steve-jobs-iphone-2007-presentation-full-transcript/>, (3) reading the script provided by YouTube to clearly identify every single word uttered by Steve Jobs, and (4) taking a note all relevant utterances in the speech that contain various DMs.



Figure 1

Steve Jobs delivered his speech to introduce iPhone in Macworld 2007

Source: <https://www.youtube.com/watch?v=x7qPAY9JqE4>

Qualitative method was used to find out types and functions of discourse markers in Steve Jobs' speech. The data were analyzed by using the theory from Schiffrin (1987) to classify the types and functions of DMs. The focus of this study is on the investigation of discourse makers that are believed to part of discourse. Their function in an expression is to support the delivery of a given idea or information. To make a comprehensive analysis, this study applied several phases in the analysis. First, data classification was undertaken by doing a close reading on the script. It was done to oversee how DMs were used to show or present the connectivity between thoughts or ideas in a certain context. Second, explaining the role that the identified DMs played in the sentences. This refers to the explanation of the DMs' function and utilization. This phase was to give emphasis on how DMs in the form of words or phrases were utilized by Steve Jobs to link the information in his speech.

Finding and Discussion

This section reports and elaborates the finding of DMs in Steve Job's speech *Introducing iPhone in Macworld 2007*. The identification was based on Schiffrin (1987) who divided DMs into 6 types, namely markers of connectives, markers of cause & result, markers of temporal adverb, markers of response, markers of information and participation, and markers of information management. Each marker had its own function.

As shown in table 4.1, of six markers, five types of markers found in Steve Jobs' speech and one of them which was markers of information management was not found at all. Of 123 data, there were 78 data or 63,5% of markers of connective, 20 data or 16,2% of markers of cause and result, 13 data or 10,6% of marker of temporal adverb, 10 data or 8,1% of markers of response, and 2 data or 1,6% of marker of information and participation. In addition, the use of discourse markers by Steve Jobs in his speeches was affected by the social situation.

Table 4.1 Discourse Markers Found in Steve Job's Speeches

Discourse Markers	Type	Speech	
		Occurrence	Percentage
Markers of Connective	And	69	56,1%
	But	5	4,1%
	Or	4	3,3%
Markers of Cause & Result	Because	3	2,4%
	So	17	13,8%
Markers of Response	Well	10	8,1%
Markers of Information and Participation	You Know	2	1,6%
Markers of Temporal Adverb	Now	13	10,6%
	Then	-	-
		123	100%

Markers of Connectives (And, But, Or)

Datum 1

*"So how are we going to take this to a mobile device? What we're going to do is get rid of all these buttons **and** just make a giant screen"*

The statements above were found in the speech of introducing iPhone in Macworld 2007. They have the marker of connective "and". Marker "and" was used there as the marker of connective that played a role as a discourse coordinator. It could be seen from how the speaker, Steve Jobs stated the marker "and" in the utterances to connect two different ideas in a sentence. It was applied to link two different actions of what had been done by Apple Inc. in creating iPhone. Steve Jobs here tried to explain if the use of buttons in a phone was not effective anymore. The users might not feel free in controlling their phone by using buttons. The things that Apple Inc. had done in iPhone was getting rid the buttons which was showed in the statement *"What we're going to do is get rid of all these buttons"* and the statement *"just make a giant screen"* uttered as the representative of giving the solution to the problems. The marker "and" in the statement was used to convey how great the innovation from Apple Inc. was.

Datum 2

*“The most advanced phones are called smart phone, so they say. **And** they typically combine a phone plus some e-mail capability, plus they say it’s the Internet”*

The sentences above found in the speech of introducing iPhone in Macworld 2007, it had the marker of connective “and”. The marker “and” functioned as the marker of connective that had a function as a service of more general point. It could be seen from how the speaker, who was Steve Jobs putting the marker “and” as the opening of new statement. Steve Jobs gave a little bit pause between the sentence “*The most advanced phones are called smart phone, so they say.*” and the sentence “*they typically combine a phone plus some e-mail capability, plus they say it’s the Internet*” which could be defined as a part in the sentence that was followed by a full stop in a written text. He also stated “and” on the second sentence which meant he wanted to give awareness to the audience if he was going to state new statement. Steve Jobs here tried to explain if the point of view of people about technology was quite simple. People could be easily impressed by only some new features of technology. Take for example, a smart phone. People thought if smart phone was the most advanced phone. People did not even realize if smart phone was only a combination of regular phone, electronic mail capability and internet. The markers “and” were used as links between those two sentences and also to emphasize the second statement as the representation if smart phone was not as smart as people thought, and here Apple Inc. had brought new innovation called iPhone that might be smarter than smart phone.

Datum 3

*“Now, software on mobile phones is like baby software. It’s not so powerful, **and** today we’re going to show you a software breakthrough”*

The statements above were found in the speech of introducing iPhone in Macworld 2007, it reflected the use of marker of connective “and”. The marker “and” here played a role as a marker of connective that showed a continuation unit of speaker. It could be seen from how the speaker, who was Steve Jobs stating the marker “and” by giving a pause in his speech which could be analogous to a comma in written text or manuscript. “and” had a role to continue the previous sentences which the ideas had different level each other. “*Now, software on mobile phones is like baby software. It’s not so powerful*” came as the first statements. Steve Jobs continued to add information which was “*today we’re going to show you a software breakthrough*”. In connecting the sentences, Steve Jobs put the marker “and” before the last sentence as the mark if he had not completed yet the statement, he wanted to add more information. What Steve Jobs meant was for him, as the one who concerned in the development of technology, the software or in the other words meant a program that enabled a computer, phone, etc. to perform a specific task was not good enough in this modern era. By the use of marker “and”, he added his explanation if Apple Inc. as his company had done something good to increase the standard of software in smart phone. He had tried to make smart phone as sophisticated as computer.

Datum 4

*“Smart phone are definitely a little smarter, **but** they actually are harder to use”*

The sentence above found in the speech of introducing iPhone in Macworld 2007, it contained marker of connective “but”. The marker “but” functioned as the marker of connective that was used as a discourse coordinator in contrasting action. It could be seen from how the speaker, who was Steve Job stating the marker “but” in two different ideas as the contrasting action which were “*Smart phone are definitely a little smarter*” and “*they actually are harder*

to use". The first idea was categorized as the idea that had positive meaning. Meanwhile the second idea could be categorized as the statement that had negative meaning. Steve Job here tried to explain if smartphone was smarter if it was compared with the regular phone since smartphone had more complete software rather than regular phone. But after stating the first idea, Steve Jobs contrasted his statement by saying if a smart phone was harder to use. It was hard to use because the users needed time to figure out how to use all of the features. Steve Jobs would emphasized if the way to use iPhone was way easier other than other phones even smart phones, and it was also way smarter.

Datum 5

"Again, you go to iTunes and you set it up. Just like you'd set up an iPod or an Apple TV"

The sentence above contained marker of connective "or". The marker "or" was utilized as the marker of connective that had a function as a speaker's provision of options to a hearer. Marker "or" there was used to give information of the way to set up iTunes was quite similar to the way of how iPod and Apple TV were being set up. Actually Steve Job here wanted to explain if the way to set up iTunes was as easy as the way to set up iPod. After saying iPod, Steve Job added information by stating "*or an Apple TV*". It was stated in aim to the audiences for having mindset if setting up iTunes was not that hard and marker "or" there gave an option if in case the audience did not know about iPod. In fact, those three things, which were iTunes, iPod and Apple TV had a different way to be set up. The things that should be considered were just following the given instruction and explanation that would be running as easy as how it was supposed to be.

Markers of Cause & Result (Because, So)

Datum 6

"Now, why would we want to run such a sophisticated operating system on a mobile device? Well, because it's got everything we need. It's got multi-tasking. It's got the best networking. It already knows how to power manage."

The statements above found in the speech of introducing iPhone in Macworld 2007, it contained marker of cause & result "because". The marker there stood as maker of cause & result that had a role as a marker of subordinate parts of a larger discourse unit which initiated the explanatory unit or reasons. Marker "because" there initiated the reason of what was being stated or questioned before by Steve Job. Marker "because" was the response and the reason of the question "*Now, why would we want to run such a sophisticated operating system on a mobile device?*" The sentences *..... Not the crippled stuff that you find on most phones. This is real, desktop-class applications.*" came as the reason which also was the answer of the question. Steve Jobs here tried to explain the reasons behind why Apple Inc. created product in a form of phone called iPhone. He tried to let the audience know if iPhone was a phone that had a standard as sophisticated as computer in term of operating system.

Datum 7

"Nobody wants a stylus. So let's not use a stylus"

The sentences above were found in the speech of *introducing iPhone in Macworld 2007* to show the significant use of marker of cause & result "so". The marker "so" there was functioned as the marker of cause & result that showed a complimentary marker of main idea unit. The marker "so" was used to give additional information of the main idea. The main idea was the first statement, which was "*Nobody wants a stylus*". Then Steve Jobs added his statement by "*let's not use a stylus*". The marker "so" on the second statement there was used

to support the first statement. It could be categorized as the agreement of the first statement. Steve Jobs here tried to explain if the use of stylus or pen was not effective and efficient as a part of a device of phone since people might lose it and the phone would not be run well. And he used marker “so” to continue his statement in the aims of making the audience agree of what was being said by him if a stylus was not efficient and effective and it was not wanted. The statements also ran as the clue of what kind of a device was used in iPhone.

Markers of Response (Well)

Datum 8

“Well, today we’re introducing three revolutionary products of this class. The first one is a widescreen iPod with touch controls. The second is a revolutionary mobile phone. And the third is a breakthrough Internet communications device.”

The sentences above contained marker of response “well”. The marker “well” there is treated as the marker of response that had a function as a self-response of clarification. It could be seen from how the speaker, Steve Jobs used marker “well” in the beginning of the statement. The marker “well” was used to attract the audience’ attention and it also helped Steve Jobs to clarify what he was going to talk about. Steve Jobs tried to explain if he was going to introduce one of the most wanted products by Apple Inc. The product was called iPhone. It was the combination of widescreen with touch screen control iPod or a device like portable media players. It is also a multi-purpose pocket computer, revolutionary mobile phone, and internet communication device.

Markers of Temporal Adverb (Now, Then)

Datum 9

“So we have been very lucky to have brought a few revolutionary user interfaces to the market in our time. First was the mouse. The second was the click wheel. And now, we’re going to bring multi-touch to the market.”

The sentences employed the marker of temporal adverb “now”. It was used as the marker of temporal adverb that had a function to introduce the subtopic in terms of time that referred to the present. The marker “now” there was used to emphasize the changing happened at the present time. It could be seen from the grammar used by Steve Jobs. “So we have been very lucky to have brought a few revolutionary user interfaces to the market in our time. First was the mouse. The second was the click wheel.” The sentences presented the events that had happened as the tenses used were present perfect tense and simple past tense. Meanwhile the sentence “we’re going to bring multi-touch to the market.” could be defined as future action since the tense used was present continuous tense in the form of future action. The marker “now” explained the progress or evolution of devices created by Apple, where the first was mouse. Mouse was a hand-held pointing tool caught two dimensional motions relative to a surface. The second was clicking the wheel, it was the navigation component which was used as the combination of touch screen technology and traditional buttons. The statement in datum 9 referred to Apple Inc. that had a breakthrough device called touch-screen device where human could control his phone by using their finger.

Markers of Information and Participation (You Know)

Datum 10

“The second thing we’re doing is we’re learning from the iPod, synching with iTunes. You know, we’re going to ship our 100 millionth iPod this year.....”

Datum 10 was used the marker of information and participation “you know”. The marker “you know” was the marker of information and participation that had a function as a shared knowledge about a particular piece of information. It was intended to be used as the speaker wanted to share some information as the speaker expected to make the audience realize that the device was important for the audience. The marker “you know” was used to attract the audience’s attention and be ready to grab the information given. Steve Jobs here tried to explain the way how iPod worked and synchronized it to the iTunes. iPod was a device functioned as a portable media player. It is a multi-purpose pocket computer created by Apple Inc. Meanwhile iTunes was a media player, media library, internet radio broadcaster, mobile device management utility which was developed by Apple Inc. When Steve Job stated the marker “you know”, he wanted to share the information if Apple Inc. was going to ship 100 millionth iPod this year, which meant lots of people were able to use iPod already. This indicated the simplicity offered by Apple Inc.

Conclusions

In Steve Jobs’ “*introducing iPhone in Macworld 2007*”, there were five types of markers found. They were markers of connective (and, but, or), markers of response (well), markers of information and participation (you know), markers of temporal adverb (now), markers of cause & result (because, so). Each marker had its own function. The functions that could be concluded after analyzing Steve Job’s speeches were the markers of connective “and” had three different functions, the first was “and” as a discourse coordinator, the second was “and” as a service of a more general point and the last was “and” as a continuation unit of speaker. The markers of connective “but” had a role as a discourse coordinator in contrasting action. Meanwhile, the markers of connective “or” was standing as a speaker’s provision of options to a hearer. The markers cause & result “because” and “so” also had the different function. The marker “because” was used as a marker of subordinate parts of a lager discourse unit which initiated the explanatory unit or reasons. And marker “so” had a role as a complimentary marker of main idea unit. Then the functions of markers of response “well” could be defined as the expression of equivocality and also as a self-response of an expression of clarification. And the last was marker of information and participation “you know”. It was used as a shared knowledge about a particular piece of information.

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