

How to Grow an Apple: Did Steve Jobs Speak Apple to Success?

- An analysis of Steve Jobs's rhetorical and linguistic development in relation to Apple's organizational performance

– APPENDICES –

MASTER'S THESIS, SPRING 2013

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Indholdsfortegnelse

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Appendix A: Apple's organizational development

Various figures and graphs

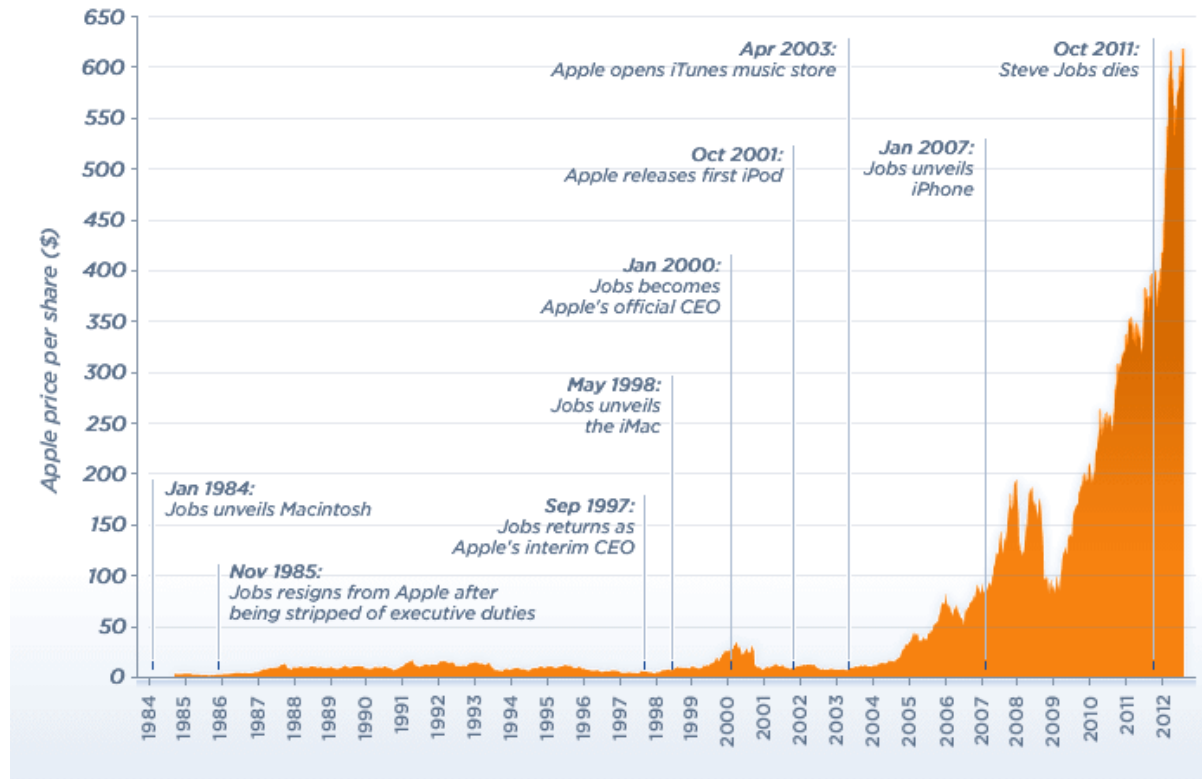


Figure 1. Apple's stock price along with highlights in Apple's history.

(Source: <http://www.abc.net.au/news/2012-08-21/apple-share-price-chart/4212346>)

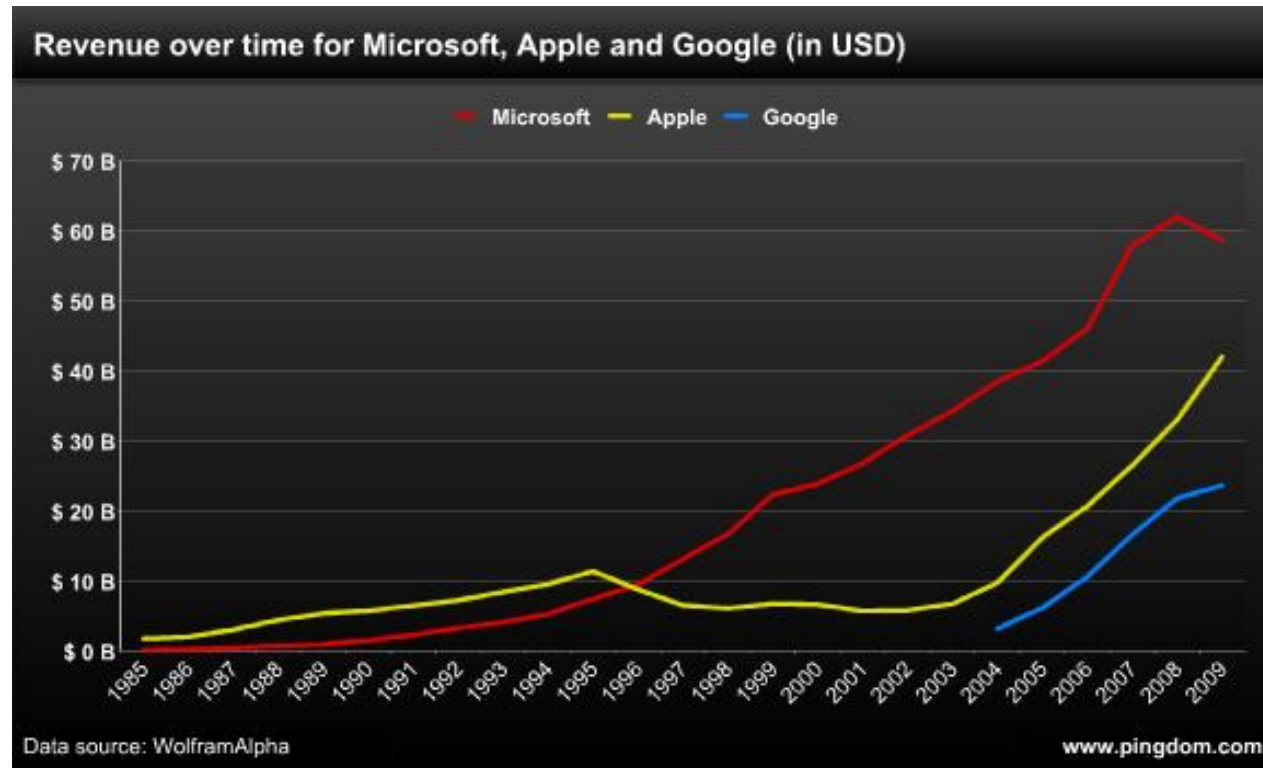


Figure 2. Apple's revenue in time compared with Microsoft and Google. This development corresponds more or less to the development of the stock price, especially from 2003 where both the stock price and the revenue rise.

(Source: <http://royal.pingdom.com/2010/04/09/the-money-made-by-microsoft-apple-and-google-1985-until-today/>)

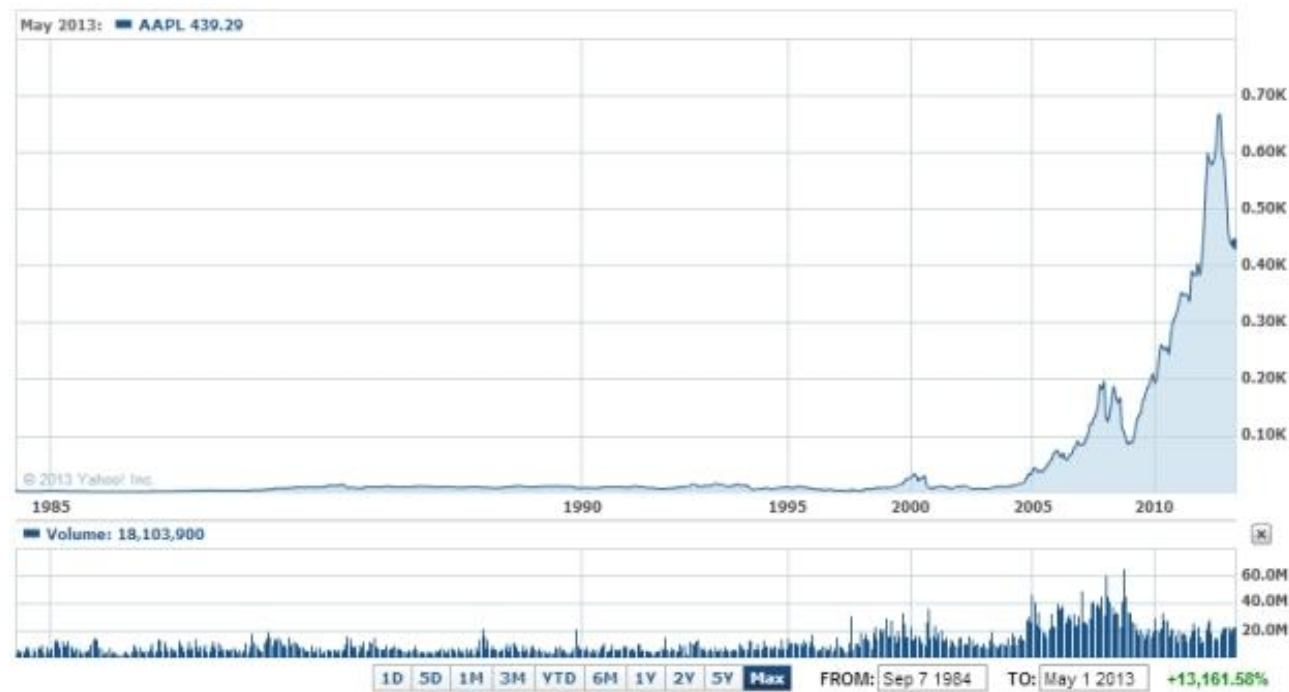


Figure 3. Another and simpler overview of Apple's stock price from 1985-2011.

(Source: <http://wallstcheatsheet.com/stocks/analyst-take-a-long-view-on-apple-share-price-volatility.html/?a=viewall>)

Appendix B: Macintosh 1984

Transcription and analysis

Steve Jobs' introduction of the Macintosh on January 24, 1984 at the Flint Center in Cupertino, California (Elmer-DeWitt 2009).

Video accessed April 27, 2013, 2013. http://www.youtube.com/watch?v=Onj8Mbc_-NA

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 2,514

Speech length: ~ 36 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1		[Video playing]			
		[John Sculley on screen]			
5	0:01:39	STEVE JOBS: Good morning. Good morning and welcome to Apple's 1984 Annual Shareholder's Meeting. I'd like to open the meeting with a part of an old poem, about a 20 year old poem by Dylan, that's Bob Dylan. [Laughter]. "Come writers and critics who prophesize with your pens. And keep your eyes wide the chance won't come again. And don't speak too soon for the wheel's still in spin and there's no telling who that it's namin'. For the loser now will be later to win. For the times they are a-changin'". <u>Now</u> ...		Il. 5-14: exordium	Standing behind a lectern during the entire speech. Also, generally during the speech, Steve Jobs looks down, probably at his notes
10	0:02:00			Il. 9-14: pathos	
15		[Applause]		Conjunction: temporary	
		STEVE JOBS: <u>Now</u> I'd like to introduce Apple's Board of Directors. Err , this is a group of people that have		Il. 18-19: partitio; Conj.: temporary	Elocutio, puritas. Marked

20	0:02:30	really err , guided Apple, err , through many years, especially the last turbulent one we have been through. <u>First</u> , Dr. Henry Singleton, chairman of the Board of Teledyne Corporation. <u>Next</u> , Peter Chris, Senior Partner at Venrock, our first investor ever.	1. 24:①	II. 19-46: narratio Conjunction: temporary Conjunction: temporary Logos	with red in the rest of the speech
25		[Applause]			
30		STEVE JOBS: <u>Next</u> , Arthur Rock, our timeless director.		Conjunction: temporary; II. 28-29: pathos	
		[Applause]			Laughs
	0:03:00	STEVE JOBS: <u>And</u> someone who have shepherd , shepherded Apple I think longer than anyone else ever has, that's Mike Markkula.		Conjunction: additive	
35		[Applause]			
40		STEVE JOBS: Regrettably absent today is Phillip Schlein, who is chairman of Macy's California, also a Director at Apple and of course John Sculley whom you'll be hearing from in just a moment. I'd like to now			Perspicuitas
	0:03:30	call the meeting to order and ask Al Eisenstadt, Vice President and secretary of the company to proceed with the formal business of our annual meeting of			
45		shareholders. Al...			
	0:03:36	[Applause]			Leaves stage
50		[Al Eisenstadt speaking]			
		[Video playing]			

55		[John Sculley speaking]			
		[Laughter]			
	0:37:20	STEVE JOBS: <u>It is 1958</u> . [Laughter] IBM passes up the chance to buy a young, fledgling company that has just invented a new technology, called xerography. Two years later, Xerox is born, and IBM has been kicking themselves ever since. <u>It is ten years later, the late '60s</u> . Digital Equipment Corporation and others invent the minicomputer. IBM dismisses the minicomputer as too small to do serious computing and, therefore, unimportant to their business. DEC grows to become a multi-hundred-million dollar corporation before IBM finally enters the mini-computer market. <u>It is now ten years later, the late '70s</u> . [Laughter]. In 1977, Apple, a young, fledgling company on the West Coast, invents the <u>Apple II</u> , the first personal computer as we know it today. <u>IBM dismisses the personal computer as too small to do serious computing and, therefore, unimportant to their business</u> . [Laughter + Applause]. <u>The early 1980s</u> . 1981. <u>Apple II</u> has become the world's most popular computer, and Apple has grown to a \$300 million corporation, becoming the fastest-growing company in American business history. With over 50 companies buying for a share, IBM enters the personal computer market in November of 1981 with the IBM PC.	Il. 58-108: Exordium	Reenters stage	
60	0:37:30			Speaks slowly	
65			Il.58-106: logos (facts), pathos (feelings), figure of speech (irony)	Speaks fast Speaks slowly <i>Il.59-107: dim stage lighting makes it difficult to see facial expressions</i>	
	0:38:00		Il. 58-106: ①		
70			Il. 58, 62, 68-69, 75, 83, and 96: parallelism Il. 69-70: repetition of l. 59 Key noun	Speaks fast Speaks slowly	
	0:38:30		Il. 72-74: repetition of Il.64-66 Key noun	Speaks fast Speaks slowly	
75				Speaks fast	
80					
	0:39:00	<u>1983</u> . Apple and IBM emerge as the industry's strongest competitors, each selling approximately \$1 billion dollars worth of personal computers in 1983. Each will invest greater than \$50 million dollars for R&D and another 50 million for television advertising in 1984,		Speaks slowly Speaks fast	
85					

90		totaling almost one quarter of a billion dollars combined.			Speaks slowly
95	0:39:30	The shakeout is in full swing. The first major firm goes bankrupt, <u>with others teetering on the brink</u> . Total industry losses for 1983 overshadow even the combined profits of Apple and IBM for personal computers.		Figure of speech	Speaks fast
100	0:40:00	<u>It is now 1984</u> . [Laughter]. <u>It appears IBM wants it all</u> . [Laughter]. Apple is perceived to be the only hope to offer IBM a run for its money. Dealers, initially welcoming IBM with open arms, now fear an IBM-dominated and controlled future. They are increasingly turning back to Apple as the only force that can ensure their future freedom. [Laughter + Applause]. IBM wants it all and is aiming its guns on its last obstacle to industry control: Apple. Will Big Blue dominate the entire computer industry? The entire information age? Was George Orwell right? [Audience screams 'no'].		Interrogative x3	Speaks slowly Speaks fast
105	0:40:28	[1984 commercial playing]			Dramatic, almost desperate tone of voice
110		[Applause]			
115	0:41:39	STEVE JOBS: There have only been two milestone products in our industry: the <u>Apple II</u> in 1977 and the IBM PC in 1981. Today, one year after Lisa, we are introducing the third industry <u>milestone product</u> ,	Il. 112-114: ①	Il. 112-121: narratio Key noun; Logos	
120	0:42:00	Macintosh. [Applause]. Many of us have been working on Macintosh for over two years now and it has turned out insanely great . [Laughter + applause]. <u>And</u> we are introducing Macintosh at a mainstream price point of 2495 dollars. And you can go see a Macintosh in anyone of our over 1,500 dealers in America today.		Repetition l. 113 Pathos; Conjunction: additive Il. 118-121: logos	

125	0:42:30	[Applause]		Il. 125-126: partitio	
130		STEVE JOBS: I wanna briefly cover some of the innovations in Macintosh. The first one is, <u>we've pulled Lisa technology down to a mainstream price point</u> . With its <u>radical</u> ease of use, mouse, windows, icons, pull-down menus, point, click, cut, and paste, we managed a way <u>to pull that down to a 2495 dollar price point</u> . <u>And</u> Macintosh, to accomplish this, uses a 68000 micro processor, the same 32 bit micro processor used in Lisa.		Figure of speech	Left fist
135	0:43:00	It's <u>necessary</u> for Lisa technology and <u>it eats 8088s for breakfast</u> . [Laughter + Applause]. Macintosh comes with a 192K bytes of memory. 64K bytes of ROM contains the <u>entire</u> operating system, the <u>whole</u> graphics foundation, and the <u>entire</u> user interface. <u>All contained in ROM</u> . There's a 128K bytes of RAM. Just as the 5¼ inch floppy disk drive was an innovation in the 70s, the 3.5 inch disk drive will be the disk of the 80s. It is far <u>safer</u> and we are storing over 400K bytes of information on one side of a disk that can be put in your pocket.		Figure of speech; Repetition of l. 127; Conj.: additive	Right fist
140	0:43:30			Figure of speech Pathos	Speaks slowly
145		Macintosh comes with two <u>built-in</u> serial ports there are as 2.32, are as 4.22, and an incredible thing called Apple Bus Interconnect. Macintosh has four voice sound and speech built in. <u>And</u> it communicates with you on a high definition, <u>super crisp</u> bitmap, nine inch <u>black</u> and <u>white</u> screen which has over twice the number of dots on its screen of any <u>current</u> generation personal computer. You have to see this display to believe it. It's <u>incredible</u> . <u>And</u> all of this power fits in a box that is one third the size and weight of an IBM PC.		Il. 127-151: logos	Speaks fast
150	0:44:00			Repetition l. 135-136 Il. 126-167: narratio + argumentatio	
155		[Applause]		Conjunction: additive Pathos	Speaks fast
				Il. 151-153: pathos Conjunction: additive	Speaks slowly

160	0:44:30	STEVE JOBS: <u>And</u> we are introducing a family of products with Macintosh. The image writer printer and external desk drive, a modem, and numeric keypad, Macintosh caring case and <u>a security kit so your Macintosh won't go anywhere without you</u> . [Laughter]. You've just seen some pictures of Macintosh. <u>Now</u> I'd like to show you Macintosh in person. All of the images you are about to see on the large screen will be generated by what is in that bag.		Conjunction: additive Il. 160-161: pathos Conjunction: temporary	Speaks slowly
165	0:44:49	[Video playing on Macintosh]			Stresses "that bag"
170	0:47:21 0:47:30	STEVE JOBS: <u>Now</u> , we've done a lot of talking about Macintosh recently. <u>But</u> today, for the first time ever, I'd like Macintosh to speak for itself. [Macintosh 'speaking']		Il. 169-171: partitio; Conjs.: temporary + adversative I. 173: narratio	Walks across stage, unpacks Macintosh and inserts floppy disk Il. 170-172: smiling Leaves stage
175		[Applause]			(reenters at some point, but not seen in video)
180	0:49:08 0:49:30	STEVE JOBS: The, err , team that developed Macintosh is sitting up here in the first five rows and they must feel awfully good right now. [Applause]. We've got a lot of stuff to get through. Macintosh is targeted at two primary markets. The first is the <u>25 million knowledge workers who sit behind desks and particularly those in medium and small sized businesses</u> . <u>And</u> the second market is the college worker. We think that's the knowledge worker of tomorrow <u>and there are over 11 million college students in America alone</u> . <u>Now</u> , the telephone was the first and only really desktop appliance. <u>And</u> we think Macintosh can become the second <u>desktop appliance</u> for these tens of millions of	Il. 177-189: ③	Il. 177-199: narratio + argumentatio Logos Conjunction: additive Logos Conjunction: temporary Conjunction: additive Repetition Il. 187-188	Smiles Il. 186-199: looks down most of the time Gesturing with left hand
185					

190	0:50:00	people. <u>Because of the 235 people in America, only a fraction knows how to use a computer.</u> Macintosh is for the rest of us. <u>And</u> we need to communicate this message to those knowledge workers and college workers. <u>And</u> to do that we are launching the largest advertising campaign in Apple's history which will premier on the Winter Olympics starting February 6th. <u>And</u> I'd like to show you five commercials now.	Il. 191-194: ②	Logos; Conj.: causal Conjunction: additive Il. 194-198: logos; Conjunction: additive Conjunction: additive	Perspicuitas (probably leaving at some point; not seen in video)
195	0:50:22				
200		[Commercials playing] [Applause]			
205	0:53:22 0:53:30	STEVE JOBS: Those ads were prepared by [XX], our agency, the same people that did '1984'. [Applause]. <u>Over 70% of all the computers used in education in this country are Apples.</u> And , and we feel pretty good about that, we care a lot about the educational process and it reflects a bit about what, what our values are as a corporation. <u>And</u> it is also an incredible leverage point for the <u>Apple II</u> . <u>Now</u> , most of those were in kindergarten through 12th grade. A year ago, we went in search of about a half a dozen colleges that would use a large number of personal computers in 1984, large being at least a thousand campus-wide. <u>We didn't find half a dozen, we found two dozen.</u> <u>And</u> today I am really pleased to announce the Apple University Consortium, formed of those 24 colleges and universities around this country. <u>And they are the opinion leaders.</u> <u>They are the Ivy League.</u> And they collectively have placed orders for over 50 million dollars today of Apple 32 super micros. And this is the list of colleges.	Il. 205-209: ⑤	Il. 203-236: argumentatio Il. 205-206: logos Conjunction: additive Word Conjunction: additive Key noun; Conjunction: temporary Il. 211-222: logos Repetition; Conj.: additive Conjunction: additive Pathos	Reenters stage, smiling Left hand gestures Speaks slowly
210					
215	0:54:00				
220	0:54:30				

225		[Applause]			
230	0:55:00	STEVE JOBS: Stanford, Harvard, Dartmouth, Princeton, Yale, Brown, Carnegie-Mellon, University of Chicago, Columbia, University of Pennsylvania, it goes on and on. Every major university in this country that's going to be using a large number of personal computers next year chose Macintoshes and Lisas. <u>And a ton of them</u> are doing courseware development and all of them are leading the way for the other 3,000 colleges in America. <u>And they are telling us that Macintosh is the ideal campus computer.</u> <u>And</u> we are really excited about this program.		Il. 226-231: logos Repetition of l. 213 Conjunction: additive; Figure of speech Il. 234-235: ethos; Conjs.: additive	
240	0:55:30	<u>Now</u> , when we first designed the <u>Apple II</u> in a garage, what most people don't know is <u>we designed it to be built in a garage.</u> <u>And</u> we thought if we ever built 50 a month, we'd be doing great . <u>Now</u> , we've obviously err , err , exceeded our expectations by over 2000 times in the month of December but never before Macintosh has a personal computer been designed from the start to be built in the millions. From Day 1 on Macintosh, we kept manufacture ability in mind and have designed it as the first personal computer to be built in the millions. <u>And</u> I wanna take you very briefly through how a Macintosh goes together.	Il. 238-241: ①	Conjunction: temporary; Key noun; Il. 239-240: repetition of l. 238; Conjs.: additive + temporary Il. 238-247: narratio Il. 241-243: logos	Left hand gestures
245				Il. 247-249: partitio; Conjunction: additive	Looks down
250				Il. 251-299: narratio + argumentatio	
255	0:56:00	We first take the front vessel which is the most precisely tooled piece of plastic that Apple has ever manufactured and to it we, err , we fix a stamped sheet metal part and a [XX]. <u>Next</u> , we attach the single board containing the entire high definition video electronics and the entire lightweight switching type power supply. <u>Next</u> , the 3.5 inch disk drive is attached followed by a		Conjunction: temporary; Il. 251-266: logos Conjunction: temporary	Il. 252-266: video only

260	0:56:30	shield around the disk drive. <u>Next</u> , the single 10 inch by 10 inch board containing the entire 32 bit digital graphics processing computer is slid in to the metal infrastructure... [Applause]... and the cables are attached. <u>And</u> with four screws the rear case is then put on and the Macintosh is tilted up for the first time and ready to go into an automated 24 hour burn-in after which the keyboard and the mouse are added. <u>And</u> the challenge for us is to do this once every 27 seconds.		Conjunction: temporary	
265		[Applause]		Conjunction: additive	Speaks slowly
270	0:57:00	STEVE JOBS: <u>Now</u> , to do this in addition to designing the machine, in the last year and a half we have designed and <u>built the machine to build the machines</u> . We've invested over 20 million dollars to build the computer industry's first automated factory in Freemont, California <u>overlooking Ford and GM</u> .	Il. 273-275: ①②	Conjunction: temporary Repetition Il. 273-275: logos	Speaks slowly
275		[Laughter]. The factory is based on the concepts of just in time delivery of zero defect parts and is a manufacturing process which allows extremely high-volume production of extremely high-quality products. <u>And</u> were it not for this shareholder's meeting today, we'd be building over 500 Macintoshes.		Figure of speech Il. 273-275: pathos	Speaks slowly
280	0:57:30	The Macintosh was developed by a small team of incredibly talented artists. <u>And</u> the rest of Apple supported this core group of about a hundred people and they were able to leverage the resources of a billion dollar corporation to create their dream. <u>And I have never in my life had the privilege of working with such</u>	Il. 283-289: ③	Il. 280-281: logos; Conjunction: additive	Left hand gestures, speaks slowly
285		fine and talented people. <u>And</u> the experience of Macintosh has changed all of the , all of our lives who had the, the privilege of working on it for the last few		Conjunction: additive Il. 287-289: ethos; Conjunction: additive Conjunction: additive	
290	0:58:00				

295	0:58:20	years and we think it is gonna change the millions of people, their lives, the millions of people that buy them in next few years. <u>And</u> we made a mu , multimedia show, really for ourselves that I wanna show to you know that capture some of the spirit of this group. <u>And</u> I'd like to show it to you now.	Il. 292-294: ⑥⑦	Conjunction: additive Conjunction: additive	
300		[Video playing] [Applause]			
305	1:08:32	STEVE JOBS: The Macintosh was one of the worst kept secrets in the world. [Laughter]. But one of the best kept secrets in the world is that we are not introducing just one standalone product today. Today we are introducing a family of four new 32 bit products. We introduced Lisa one year ago and it set the technical direction for the entire industry with its mouse, windows, icons. We're seeing imitations, [XX], MS Windows, even a rumored IBM windowing package in the works. <u>But</u> today we're introducing three new Lisas. The first is Lisa 2 with 512K bytes of RAM and a 3.5 inch disk for 3495 dollars. [Applause]. The second new Lisa is Lisa 2/5 which has a 5 MB profile Winchester disk drive, for 4495 dollars. And the third new Lisa is Lisa 2/10. It has a built-in 10 MB Winchester disk drive which sits right above the floppy and it's priced at 5495.		Il. 303-304: pathos Conjunction: adversative; Repetition (antonymy); Parallelism Il. 306-339: logos	Smiles Speaks slowly
310	1:09:00	windows, icons. We're seeing imitations, [XX], MS Windows, even a rumored IBM windowing package in the works. <u>But</u> today we're introducing three new Lisas. The first is Lisa 2 with 512K bytes of RAM and a 3.5 inch disk for 3495 dollars. [Applause]. The second new Lisa is Lisa 2/5 which has a 5 MB profile Winchester disk drive, for 4495 dollars. And the third new Lisa is Lisa 2/10. It has a built-in 10 MB Winchester disk drive which sits right above the floppy and it's priced at 5495.		Conjunction: adversative	
315	1:09:30	[Applause]			
320	1:10:00	STEVE JOBS: <u>Now</u> , all of these new Lisas use the 3.5 inch floppy disk drive that is compatible with Macintosh. <u>And</u> there is an upgrade for all existing Lisa owners to upgrade their Lisa 1 to the Lisa 2/5,		Conjunction: temporary Conjunction: additive	
325					

		absolutely free .			Tightens his mouth
		[Applause]			
330	1:10:30	STEVE JOBS: <u>But</u> perhaps the biggest news will be that all three new Lisas are a 100% Macintosh software compatible . [Applause]. <u>Now</u> , together, these four workstations form the foundation of the Apple 32 super micros. A family of compatible products based on Lisa technology and 32 bit architecture. <u>And</u> these four workstations span an incredible price performance range with Macintosh as the key building block at 2495 dollars to Lisa 2/10, <u>the flagship in performance</u> , at 5495 dollars.		Conjunction: adversative Conjunction: temporary Conjunction: additive Figure of speech	Speaks slowly
335					
340	1:11:00	<u>We didn't start Apple to build adequate products. And we didn't start Apple to simply put computers on the desks of computer-trained professionals to connect to IBM main frames. What we wanted to do and we want to do now</u> is to build great personal computers and bring them to tens of millions of people. <u>Never before</u> has the time been riper and <u>never before</u> with a radically easier to use family of 32 bit products have we been closer to doing just that. Thank you very much.	Il. 341-349: ⑤	Il. 341-349: peroratio Parallelism; Conj.: additive Parallelism	Left hand gestures
345	1:11:30			Il. 346-347: figure of speech Parallelism	
350		[Applause]			
355	1:12:02	STEVE JOBS: I'd like to turn the meeting back over to Al Eisenstadt who will give us the tally of the votes. Al.		Il. 353-354: partitio	Leaves
		[Al Eisenstadt speaking]			
	1:17:52	[Steve Jobs and John Sculley re-entering the stage for a Q&A]			

Appendix C: Macworld 1997

Transcription and analysis

Steve Jobs's speech at the Macworld Conference and Expo on August 6, 1997, in Boston (Guglielmo 2012).

Video accessed April 25, 2013. <http://www.youtube.com/watch?v=PEHNrqPkefl>

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 3,734

Speech length: ~ 32 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1		[Video playing – intro Macworld]			
	0:05:44	[Colin Crawford speaking]			Steve Jobs enters stage
5	0:06:08	STEVE JOBS: Thank you very much for that warm welcome and now I guess I'm gonna have to do the speech. I came today to give you a status report on what's going on and to try to, eh , fill you in on some of the steps we are trying to take to <u>get Apple healthy again</u> . Erm , as you know, err , I'm the chairman and CEO of a company called Pixar, and... [Applause] ...		Il. 5-7: exordium Il. 7-10: partitio	Smiles Laughs; Elocutio, puritas. Marked with red in the rest of the speech
10	0:06:30	Thank you... [Applause] ... and I, like a lot of people, have , are pulling together to help <u>Apple, err, get healthy again</u> . <u>And</u> I am extraordinarily confident that that is gonna happen. <u>Now</u> , when I, err , started to get involved, a lot of people gave me advice. <u>And</u> , some of the <u>advice</u> , err , that was the most popular was 'Apple has become irrelevant '. Erm , there was a great one that was 'Apple can't execute anything', err , and another one	Il.14-15: ③⑦	Figure of speech + key noun Il. 10-76: narratio + argumentatio; Il. 10-11: ethos Figure of speech + key noun Il. 14-15: ethos; Conjs.: additive + temporary Conjunction: additive Repetition of l. 16	Lifts hands Hands folded over chest "Pulling together" gesture Hands to back Hands to front
15	0:07:00				

20		was erm , the ‘Apple culture is , is anarchy, you can’t , no one could manage it’. You read all these things in the press. <u>And</u> after four weeks, erm , here , here’s what I found. Quite the opposite of these things actually. Err , Apple’s not relevant , as relevant as it used to be everywhere but in some incredibly important market segments, it’s extraordinarily relevant . <u>And</u> I wanna share some of that with you today.		Conjunction: additive Repetition Repetition of l. 24; Conjunction: additive	Index finger to mouth Left fist clenched
25					
30	0:07:30	Err , Apple is executing wonderfully on many of the wrong things. [Laughter]. The ability the organization executes is really high though, I mean, I have met some extraordinary people at Apple. There’s a lot of great people at Apple. They’re doing some of the wrong things because the plan has been wrong . And lastly, erm , what I found is rather than anarchy, <u>I found people that can’t wait to fall in the line behind a good strategy.</u> There just hasn’t been one.	ll. 29-37: ③	ll. 29-30: pathos ll. 30-37: ethos Repetition of l. 26 ‘Wrong’: repetition of l. 30 Figure of speech	Hand to mouth Left hand gestures Both hands gesture Left hand gestures Both hands gesture
35	0:08:00				
40		[Applause] STEVE JOBS: <u>So...</u> [Applause]. What I see is , is the makings of , of <u>a very healthy company</u> , err , with some extraordinarily talented people who are still just as passionate and committed , err , to the dream of computing as they ever were, err , that need to come together and get a great plan and then start to execute it and that’s exactly what’s been happening over the last four weeks.	ll. 41-43:③⑦	Conjunction: causal Figure of speech + key noun Repetition of ll. 26 + 32 ll. 41-48: pathos	Counts with fingers “Come together” gesture
45	0:08:30				
50		<u>Now</u> , what’s the fundamental problem? Err , I think the fundamental problem is a little more subtle [XX] is a symptom, but, <u>in a nutshell</u> , erm ... Oops, excuse me... [fixing the electronics]. <u>In a nutshell</u> , that’s it. Right .		Conjunction: temporary; Interrogative Figure of speech Figure of speech; Word	Left hand gestures Walking around

55	0:09:00	Apple's sales in 1995 were 11.1 billion, in '96 they were 9.5 billion, and in this year they'll be, you know, 7 billion plus or minus a little bit. That's the problem, or the symptom depending on how you look at it, and that needs to be stabilized and turned around and people are working very hard to do that.		Il. 54-56: logos	Hands across chest
60		<u>So</u> , what are some beginning steps that we are gonna take? One of the first ones has to be <u>to start at the top</u> . Apple's done a lot of , of <u>change at the bottom</u> and I think <u>this change needs to start at the top</u> , erm , with the board of directors, focus on [Applause]... focus on relevance. <u>Apple needs to find where it is still</u>		Conjunction: causal Interrogative; Figure of speech. Figure of speech Figure of speech, Repetition Il. 63-66: ethos	Hands to back
65	0:09:30	<u>incredibly relevant</u> and focus on those areas. <u>It needs to figure out what its core assets are and invest more in them</u> . Apple has neglected its <u>core assets</u> for a while. It has to forge some <u>meaningful partnerships</u> , not just partnerships in press releases, and it needs to define some new product paradigms. We've got some great ideas, I'm not gonna be talking about products today though, I just wanna let you know that , that we have some wonderful ideas between now and the end of the year.		Parallelism Key noun Key noun Key noun	Hands to front
70	0:10:00				Left hand gestures Smiles
75					Both hands gesture
80	0:10:30	So let's , let's talk about some of these board of directors. Err , Apple had a... a very decent group of people as their <u>board of directors</u> , err , they worked very, very hard for Apple, but I think, err , with Apple in the, in the situation it finds itself, it was time for a change. And, the directors agreed with that. We have put together a new board of directors I would like to announce to you today. There are two members of the prior board, err , that, err , we are extremely pleased are gonna stay on the new board, the first of those is Ed		Il. 78-79: partitio Repetition of Il. 79-80; Il. 79-162: narratio + argumentatio Il. 79-82: ethos	Hands crossed on chest, looks down Both hands gesture "Two" gesture
85					

90		Woolard. Ed is the chairman and former CEO of Dupont.			
		[Applause]			
95	0:11:00	STEVE JOBS: I've got to know Ed over the last several weeks and I, err , I think he's terrific and he's provided a tremendous amount of leadership, err , during this very critical time for Apple. Next is Gareth Chang. Gareth Chang is the President of Hughes International. Again, he's been on the err . [Applause]. He's been on the Apple board for a short while and Gareth brings a tremendous international experience to Apple, particularly Asia which is a very important market and high-growth market for Apple. And then we're gonna add four new board members, the rest of the, err , prior	Il. 93-96: ③	Il. 94-96: ethos	Left hand on right arm
100		board is resigned and we're gonna add the...		Il. 99-102: ethos	
105	0:11:30	[Applause]. We're gonna add four new members to, err , to carry the company forward, the first is Larry Ellison, CEO of Oracle [Applause + noise]. <u>I hope that wasn't a boo I'm hearing.</u> [Laughter].		Il. 105-106: logos	"Particularly" emphasized with both hands
110		STEVE JOBS: Larry, err , started Oracle in his garage about a year after we started Apple. <u>It's grown to be the second largest software company in the world, err, we would like to do a lot more in terms of software and we thought having some software industry expertise would be a good idea on the board.</u> [Laughter]. Err , second		Pathos	Smiles
115	0:12:00	board member, Jerry York. Former CFO of IBM and Chrysler [Applause]. Err , Jerry, err , did a lot of the turnaround work at Chrysler and IBM and err , is, err ,		Logos	Looks down
120	0:12:30	extremely well-known and respected , err , in the financial community for his work.		Pathos	Lifts eyebrows Arms crossed on chest "A lot" emphasized Lips pressed together

125	0:13:00	The third new board member is Bill Campbell, CEO of Intuit. [Applause]. Bill, err, in addition to be the CEO of Intuit , was formerly Vice President of Sales and Marketing for Apple during some of its heyday and also in [XX] and is very familiar with, err , some of the successes and some of the failures that Apple has had and <u>I think he'll be an extremely good board member.</u> And lastly, I'm joining the Board as well.	Il. 133-142: ③	Repetition of Il. 122-123	Left hand on right arm
130		[Applause]		Ethos	Walking Il. 126-127: speaks fast
135	0:13:30	STEVE JOBS: I'd like to just take a moment and, err , and thank the outgoing board members. I think it has not, err , not been an easy job to be a board member of Apple over the last few years and, err , these are decent people and they have been trying very hard to do the right thing for the company. <u>And err, to welcome our new board members, I think we have a really exciting task ahead of us, err, to help, help, the management team and <u>guide Apple, err, back to health</u> and to prosperity.</u>		Il. 134-138: ethos	Walking, looks down
140				Conjunction: additive	
145		<u>And so</u> I hope you'll agree that this is a pretty sweeping change. We're adding a tremendous amount of industry expertise. We are not naming a chairman of this time, err , we're gonna wait to we have a new CEO, and , and err , sort things out when that happens, err , at that time.		Figure of speech + key noun	
150	0:14:00	Now, I put , I put together a little video, err , if you like I'll show it to you, just err , I ask the , we ask the board members a few questions and you can just maybe get a little , get a little familiar with them. Would you like to see it? [Applause]. <u>Let's try to roll that.</u>		Conjunction: causal	Left hand on right arm Walking Looks around
155	0:14:14	[Video playing]		Interrogative; Figure of speech	Perspicuitas Claps his hands and holds them together Leaves stage

160	0:18:35	[Applause] STEVE JOBS: <u>So</u> , as you can see, this is a pretty diverse group of people. Lot of deep industry expertise who come together to say ‘hey, this world’s a lot better place with a healthy Apple Computer in it’. Okay...		Conjunction: additive Il. 159-162: pathos	Reenters stage Smiles, both hands gesture
165	0:19:00	Next, market focus. Yeah, I can’t get anyone to tell me the definitive market share number for Apple but it’s around 7% from all I can gather. And the question is where is Apple relevant ? Where is Apple still, err , the dominant player, which market segments? And there are two. The first one I call creative content, it’s publishing, design, prepress etc. It’s creative professionals using computers. And what’s interesting is Apple is still the dominant market leader for creative professionals. By far, it’s like 80% of the computers used in advertising and graphic arts, design, prepress; all Macintoshes. And, 64%, as the best number I could find, 64% of all Internet websites are created using the Mac. <u>It’s amazing</u> .		l. 164: partitio Logos Interrogative x2 Il. 164-222: narratio + argumentatio	Holds up both palms Right hand folded over chest, gestures with left hand Both hands gesture
170	0:19:30			Il. 172-176: logos	“Dominant” emphasized
175				Pathos	Emphasized
180		[Applause]			
185	0:20:00	STEVE JOBS: But, but we haven’t been doing a good enough job here. As an example, there’s something like 10-15% of Mac sales which can be traced directly back to people using Adobe Photoshop as the power app, right ? When was the last you saw Adobe and Apple co-marketing Photoshop? You know, when was the last time you went to Adobe and said that, ‘how do we make a computer that run Photoshop faster ’? These things haven’t been as cohesive as they should have been and I	Il. 187-190: ©	Conjunction: adversative Logos Word; Interrogative Interrogative Il. 188-191: ethos; Interrogative	Left hand gestures “Traced”, both hands Points to self Both hands gesture

190	0:20:30	think we're gonna start proactively focusing much more on how we do these things.			
		[Applause]			
195		STEVE JOBS: The second market is, is one that is very close to my heart, it's education. Err, Apple [Applause]. Apple put the first computers in education. Err, Apple did it again with the Macintosh. And, err, Apple is still, err, the dominant leader in education. Now, I'm gonna	Il. 194-199: ①⑤	Il. 195-196: ethos Word: education x10 in Il. 196-209	Il. 194-195: speaks fast "Again" emphasized
200	0:21:00	ask you a question. Who is the largest education company in the world? Who's the largest education company in the world? [Audience murmuring]. Yeah, the answer is... Apple. Apple is the single largest education supplier in the world. Okay, the supplier to		Interrogative Interrogative + repetition Repetition	Il. 198-200: speaks fast Slowly, clear pronunciation, left hand stressing the words
205		education in the world. Single largest education company in the world. Now, I've asked a hundred people at Apple this and only two have thought of Apple. It's incredible, the position Apple still has in education. 60% of all computers in education are Apples. 64% of computers teachers use are Apples. So, it's a 2-2½ billion dollar business for Apple every year. What an incredible foundation to build off of. What an incredible legacy to build off.		Il. 206-211: logos	Il. 204-205: speaks clearly "Two" gesture
210	0:21:30			Word Pathos	Both hands gesture Left fist clenched
215	0:22:00	And so, you're gonna see the Apple proactively focusing much more on these two markets where it is very relevant. And, both these markets are growing over a 20% a year. Now, Apple's share is shrinking in these markets slowly but I think we're gonna see that stabilize and turn around, and you're gonna see Apple grow with these markets because it's gonna do a much better job of focusing where its relevance is and where its legacy lie.	Il.217-222: ⑥	Conjunction: causal Conjunction: additive Conjunction: temporary Figure of speech	Walking Il. 217-218: "shrinking" to "stabilizing", gestures with both hands
220					

225	0:22:30	<u>Next, core assets.</u> As you know, Apple's <u>greatest core asset</u> is you all. It's the group of 20-25 million active users that believe that Apple products and Macintosh is still the <u>best</u> in the world. [Applause]. I don't think we have been doing a <u>good</u> enough job taking care of you.	Il. 224-232: ③	I. 224: partitio; Conj.: temporary; Key nouns Il. 226-228: logos Il. 224-234: narratio + argumentatio Il. 230-232: pathos Conjunction: additive Conjunction: additive	Speaks slowly Points to self Smiles Looking down, both hand gestures "Two" gesture Il. 243-245: speaks slowly Counting with fingers
230	0:23:00	Have you called the, <u>I mean</u> , I've called the support lines myself. [Laughter]. I've gotten very <u>acquainted</u> with the <u>whole</u> signal. <u>And err</u> , so I think are gonna see some changes there soon. <u>And</u> I apologize <u>for</u> , for [XX]...			
235		[Applause]			
240	0:23:30	STEVE JOBS: But what I wanna do right now is get a little more analytical. And I wanna say, sort of from <u>a</u> , <u>a</u> , a <u>more analytical</u> standpoint, what are Apple's <u>core assets</u> , and there's two of them that I have been able to uncover. The first one is the brand itself. And the second is the Mac OS. <u>Now</u> , the brand... if you asked, you know, what are the five <u>greatest</u> brands in the world? If you asked one out in the [XX] professionals the question, you know, I think Nike would be on everybody's list, Coca Cola would be on everybody's list, Disney would be on everybody's list, and Apple would be on everybody's list. [Applause]. We have...			
245					
250		[Applause]			
255	0:24:00	STEVE JOBS: We have one of the world's <u>greatest</u> brands and we haven't paid much attention to it in the last several years and I think you're gonna see that start to change. <u>And</u> now I wanna focus on the Mac OS. The Mac OS is an <u>incredible core asset</u> to Apple. <u>And</u> ,	Il. 253-291: narratio	Conjunction: additive Key noun; Conjunction:	Looks down

260	0:24:30	we've been walking all over it! [Laughter + boos]. I mean, most people think that we're about to abandon the Mac OS! Most people think that you know, sys , a Macintosh OS8, which we just released, was codenamed Tempo as you know, right? So we just released <u>Tempo</u> and most people think our next release next year which is codenamed Allegro, will come out but then our next <u>release</u> will be Requiem. [Laughter]. And, it's crazy ! It's absolutely crazy . The Mac OS is still the best thing in the world, <u>it is still the best thing in the world</u> . There are over 20 million active users, the number is a little closer to the 25 million. There are thousands of developer , developers and there is a billion and a half dollar software industry built around this thing. This is one of the <u>core assets</u> of the company. And we are going to invest a lot more in it. Because we think it is an incredible asset and it is yet to really be fully exploited.		additive; Pathos	Slowly
265				Word; Interrogative Repetition of l.262 Il. 262-265: pathos Repetition of l. 263 Il. 266-268: ethos Repetition Il. 268-272: logos	Both hands gesture
270	0:25:00			Key noun	Widen eyes
275					Both hands
280	0:25:30	Apple is about the Mac OS. We're gonna be doing other things, 'cause we're creative people. But, at the core, <u>Apple is about the Mac OS</u> . And, all of the , the fears that I've heard of people that we're abandoning it are absolutely not true.		Repetition of l. 277 Il. 279-281: ethos	Left hands "Absolutely" emphasized
285		Our latest release, Mac OS8, I've got some really good news for you. <u>We released this thing two weeks ago and we have already sold 1.2 million computers.</u> [Applause]. That's four times greater than what our <u>forecast was</u> . <u>So we're scrambling to ship everything and if you're</u> , if it takes a little bit to get yours, please, err , I apologize for that but, we are <u>scrambling</u> . And this <u>number's going up</u> , I mean, there's, it shows <u>no sign of [XX]</u> . So things are going very well with OS8.		Logos	Both hands gesture Perspicuitas "Up" gesture with left arm
290	0:26:00				

295	0:26:30	Now, I'd like to talk about <u>meaningful partners</u> . <u>Apple lives in an ecosystem</u> . <u>And... it means help from other partners; it means to help other partners</u> . <u>And</u> , relationships that, <u>err</u> , that are <u>destructive</u> don't help anybody in this industry as it is today. <u>So</u> , during the last <u>several</u> weeks, we have looked at some of the relationships and <u>err</u> , one has stood out, <u>err</u> , as a relationship that <u>err</u> , hasn't been going so well but had the potential, I think, to be <u>great</u> for both companies, <u>and I'd like to announce one of our first partnerships today, a very, very meaningful one, and that is one with Microsoft</u> .		I. 293: partitio; Conj.: temporary; Key noun; Figure of speech; Conj.: additive; parallelism; Conj.: additive II. 293-304: narratio Conjunction: causal	Walking Drinks Walking Both hands gesture
300	0:27:00			Conjunction: additive; Ethos	
305		[Boos + Applause]			
310	0:27:30	STEVE JOBS: I'd like to take you through this. <u>Erm</u> , <u>the discussions actually began, err, because there were some pattern disputes and err, rather than err...</u> [Laughter]. I know. [Laughter]. Rather than repeating history, I'm extremely <u>proud</u> of both companies that they have resolved these differences in a very, very <u>professional</u> way. And this has lead, I think, to an overall relationship that we are announcing today that's got <u>several</u> parts to it and we're extremely <u>excited</u> about. First part of it is a patent settlement cross license. <u>Err</u> , the two companies have reached a full <u>cross license</u> for all patents that exist and for <u>patents</u> that are filed within the next five years, and <u>err</u> , it's been a very <u>serious</u> pattern settlement. The second part of this is Microsoft is committing to release Microsoft Office on Macintosh for the next five years.		II. 308-399: argumentatio II. 308-311: pathos II. 312-214: ethos II. 317-323: logos Repetition of I. 317 Repetition	Left arm on right arm, looking down, walking Smiles Both hands gesture "Overall" gesture
315					
320	0:28:00				Left hand on right arm
325		[Applause]			

330	0:28:30	STEVE JOBS: They are, err , they're gonna release the same number of , of major releases as they release on Windows during that time. Their first release, err , err , is going, they , they're going to target to have it out near the end of the year, it might slip a few months in the next year but they're working real hard on it and <u>it looks very, very good</u> . <u>Next</u> , we have taken a look at browsers out there, and Apple has decided... [Boos]. Apple has decided to make Internet Explorer its default browser on the Macintosh... [Boos] ... since we believe in choice, err [Laughter + Applause]. Since we believe in choice, we are gonna be shipping other internet browsers as well on the Macintosh and the user can of course change their default should they chose to. But err ... [Applause]. We believe that Internet Explorer is a really good browser and err , we think it's gonna make a fine default browser.	Il. 329-332: logos Il. 332-333: ethos; Conjunction: temporary Il. 334-336: logos	Hands form a pyramid Left hand on right arm
335	0:29:00		Pathos	Stressed, clear pronunciation Looks down Both hands gesture
340			Il. 340-342: ⑦	
345	0:29:30	Java. We are gonna be collaborating with Microsoft on Java err , to ensure that err , we can get the best from each other and ensure that there is compatibility between our virtual machines and err , we think that err , that will serve everybody's interests. <u>And lastly</u> , Microsoft is making an investment in Apple. Microsoft is buying a 150 million dollars [boos] worth of Apple stock at market price. It is non-voting shares and they agree... [Applause]... and they'd agree not to sell them for at least three years. So, what this means is , is that Microsoft is <u>going to be part of the game with us</u> as we <u>restore this company back to health</u> , having invested in us the stock price goes up. [Applause]. We are going to be working together on Microsoft Office, on Internet Explorer, on Java, and I think that err , it's gonna lead to	Il. 345-359: logos Conjunction: temporary	Left hand on right arm
350	0:30:00		Il. 356-358: ⑦	Both hands gesture
355			Figure of speech Figure of speech + key noun	

360	0:30:30	a very healthy relationship. So, it's a package announcement today, <u>we're very, very happy about it, we are very, very excited about it,</u> and I happen to have a special guest with me today, err , via satellite downlink, and err , if we could err , get him up on the stage right now...		Figure of speech + key noun Parallelism	Il. 361-364: Speaks fast
365	0:30:47				
		[Audience murmuring]			
		[Bill Gates on the screen]			Leaves stage
370		[Audience boos + applause]			
		[Bill Gates speaking]			
375	0:33:17	STEVE JOBS: Thank you Bill. You know, where we are right now is we are shepherding some of the greatest assets in the computer industry. <u>And</u> , if we wanna move forward and <u>see Apple healthy and prospering again,</u> we have to let go of a few things here. We have to let go of this notion that for Apple <u>to win</u> , Microsoft has <u>to lose</u> . Okay? [Applause]. We have to embrace the notion that for Apple to win, Apple has to do a really good job, and if... [Applause]... others... [Applause]. <u>And if</u> , if others are gonna help us, that's great. 'Cause we need all the help we can get. <u>And</u> if we screw up and we don't do a good job, <u>it's not somebody else's fault, it's our fault.</u> <u>So</u> , I think that's a very important [Applause] perspective. I think, if we want Microsoft Office on the Mac we better treat the company that puts it out with a little bit of gratitude. We'd like their software.			Reenters stage
	0:33:30			Conjunction: additive Figure of speech + key noun	
380				Repetition (antonymy) Il. 379-382: parallelism; Interrogative	'Away' gesture ("let go") Pointing with index finger
	0:34:00		Il. 376-389: ②	Conjunction: additive	Left hand gestures – both hand gestures
385				Conjunction: additive Parallelism	Left hand gestures
				Conjunction: causal Il. 388-390: ethos	Left hand stretched out to the left
390			Il. 393-		
		[Applause]			

395	0:34:30	STEVE JOBS: <u>So...</u> [Applause]. The era , the era of ... of setting this off as a , as a competition between Apple and Microsoft is over as far as I'm concerned. <u>This is about getting Apple healthy</u> , this is about Apple being able to make incredibly great contributions to the industry, to get healthy and prosper again.	398: ⑥	Conjunction: causal Il. 394-396: ethos Figure of speech + key noun Il. 396-399: parallelism Key noun	Hands flat together
400		[Applause]			
405	0:35:00	STEVE JOBS: The last thing, the last perspective I'd to leave with you on this is... you know, sometimes points of view can really make you look at things differently. We hear a new point of view, like for me, when I was looking at the statistics and, it , it , err , hit me that Apple is the largest education company in the world. <u>That was like a bolt of lightning</u> . That's huge ! What an incredible		Repetition; Il. 403-454: peroratio Il. 404-410: pathos Figure of speech	Forms ring with right hand fingers Looks down Both hands gesture
410	0:35:30	base to build off of. <u>Another bolt of lightning</u> is that Apple plus Microsoft equals one hundred percent of the desktop computer market. [Applause]. <u>And so, whatever Apple and Microsoft agree to do, it's a standard</u>		Figure of speech Il. 410-412: logos	Pointing with index finger Il. 409-411: speaks slowly
415		<u>[Laughter]</u> . <u>And</u> , I think that you will be seeing us work with Microsoft more, because they are the only other player in the desktop industry, and I think we'll be seeing Microsoft wanna work with Apple more because Apple is the only other player in the desktop industry.	Il. 413-419: ⑥	Pathos Conjunction: additive Il. 414-418: parallelism	Left hand gestures Both hands gesture
420		<u>So</u> , I hope we have even more cooperation in the future because the industry wants it.		Conjunction: causal; Il. 419-420: ethos	
	0:36:00	<u>Lastly</u> , I wanna just talk a little about Apple and the brand and err , and what it means, I think, to a lot of us. You know, I think you always had to be a little different to buy an Apple computer. Err , when we ship err , the Apple II... you have to think different about computers, because computers were these things you saw in movies		Il. 422-454: pathos; Conjunction: temporary Il. 424-434: parallelism	Right hand folded, left hand to mouth Both hands gesture
425					

430	0:36:30	and, they occupied giant rooms, err , they weren't these things you had on your desktop. You had to think differently because there wasn't any software, at the beginning. You had to think differently when the first computer arrived at a school where there had never been one before, that was an Apple II. I think you had to think really differently, when you bought a Mac. It was a totally different computer, worked in a totally different way, used a totally different part of your brain, and it opened up a computer world for a lot of <u>people</u> who thought differently. You were buying a computer with an installed base of one. You'd have to think differently to do that. <u>And</u> I think we still have to think differently to buy an Apple computer, err , and I think <u>people who do buy them do think differently</u> , and they are the creative spirits in this world. They are <u>the people</u> that are not just out to get a job done, they are out to change the world. <u>And</u> they are out to change the world using whatever great tools they can get. <u>And</u> we make tools for that kind of people. <u>So</u> hopefully, what you have seen here today are some beginning steps that give you some confidence what we, too, are gonna think differently. <u>And</u> so are the people that have been buying our products since the beginning. Because a lot of times people think they are crazy but in that <u>craziness</u> , we see <u>genius</u> . <u>And</u> those are <u>the people</u> we are making tools for. Thank you very much.	Il. 421-453: ③⑦	Il. 434-436: parallelism Conjunction: additive Repetition of l. 437-438 Il. 444-446: parallelism Conjunction: additive Conjunction: additive Conjunction: causal Conjunction: additive Repetition (genius; antonymy); Conj.: additive; Repetition of Il. 437, 442, and 443	"Giant" gesture Laughs Both hands gesture Points to self Looks down Smiles
435					
440	0:37:00				
445					
450	0:37:30				
455	0:37:49				
		[Applause]			

Appendix D: White iBook Introduction 2001

Transcription and analysis

Steve Jobs' introduction of the white iBook on May 1, 2001 in Apple Town Hall, Cupertino, California ("White iBook introduction – Apple Special Event (2001)" N.Y.).

Video accessed April 26, 2013. <http://allaboutstevejobs.com/movies/stevejobskeynotes.php>

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 5,037

Speech length: ~ 41 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1	0:00:03	STEVE JOBS: Good morning. Thank you for coming. Got some , err , got something really amazing to share with you this morning. Before we get in to the err , main subject, there is one other announcement I want to make this morning. Err , and it concerns Mac OS X. We err , shipped our first , as you know, <u>we shipped Mac OS</u> on March 24th and err , it's been wonderful so far. We got tremendously positive feedback, err , but there's always bugs we need to fix, features we need to add, and so we shipped our first software update, which we have the technology now to do over the internet automatically to all the clients, about a month ago. <u>And it went without a hitch.</u> Err , and we at that point said that we would have a second software update around the end of April, early May that would, err , err , include the ability to burn music CDs in Mac OS X. <u>And</u> I'm pleased to report that that update went golden master a few days ago and it's going to be posted today at noon. <u>And</u> that update will		I. 1: exordium; Word II. 2-5: partitio II. 5-23: narratio Repetition of I. 5; Logos Conjunction: additive Figure of speech; II. 13-22: logos Conjunction: additive Conjunction: additive	Hands collected in front Elocutio, puritas. Marked with red in the rest of the speech Both hands gesture Left hand gestures Right hands gestures

20		automatically start to, err , go out to the clients and we have them staggered so it takes about a week to go out to all of them, err , and err , that's gonna to be posted today at noon. <u>So our second update which includes CD burning in Mac OS X is going out today.</u>		Conjunction: causal Repetition of ll. 13-18	Hands not moving
25	0:01:30	So now to the main topic of today err , the <u>main topic</u> of today is notebooks. Erm , we are enjoying a phenomenal err , sales of notebooks, err , right now. And as you can see, the percentage of our total systems that are notebooks has been climbing significantly in 2000 and the first part of 2001 as a percentage of our total systems and we are thrilled about this. Erm , and of course this year a lot of that is due to the amazing Titanium Powerbook G4. Err , we've seen phenomenal response to this product, <u>it's the most advanced notebook in the world, err, and it is the fastest notebook in the world, it's one inch thick, err, it's got this amazing 15.2 inch landscape screen on it, and, and it's been wonderful, erm, and some of you and some of your colleagues have just written some marvelous things about it and I wanna thank you just, just to remind us of a few of them, err, the San Jose Mercury News wrote "the PowerBook G4 is a landmark hardware achievement. The titanium laptop blew me away". Err, Business Week. "Apple's new laptop is a peach. Apple has once again launched a powerful innovation – and could literally reshape the laptop". The Houston Chronicle, I love this one. "Whether or not you need it, I guarantee you'll want one. If you've ever suffered Sony Vaio envy, this PowerBook will, will end it once and for all". [Laughter]. Erm, this is a great one too. "If you could take just one laptop with you on a desert island, this would be the one". [Laughter]. <u>And then</u>, from Fortune</u>		Repetition ll. 25-26: partitio ll. 26-85: narratio + argumentatio ll. 26-31: logos Parallelism ll. 33-37: logos ll. 38-40: pathos ll. 41-55: ethos Conjunction: temporary	Hands not moving Speaks slowly "Climbing" gesture Walking Both hands gesture "Amazing" emphasized "Marvelous" emphasized Hands to back
30					
35	0:02:00				
40					
45	0:02:30				
50					

55	0:03:00	Magazine, err , you can't say it any better than this. "I think this new PowerBook G4 Titanium is the most impressive notebook computer ever".			
60		<u>So</u> , we've really enjoyed a tremendous critical and business success, err , with our new titanium G4 laptop. Err , <u>but there's another pillar of our laptop business</u> as well and that is of course the iBook. Err , <u>the iBook's</u> a pretty amazing product. Erm , it was the first notebook		Conjunction: causal	Hands to front
65	0:03:30	designed expressly for teachers, students, and consumers. Before the iBook there had never been such a thing, <u>everybody</u> sold, you know, 18 months old business computers to these people. And <u>nobody</u> had ever set out to design of the notebook <u>expressly</u> for them. And the iBook was the first one.		Conjunction: adversative; Figure of speech; Repetition	Both hands gesture
70		<u>The iBook also ushered in the wireless networking revolution</u> . The iBook was the first notebook computer to ever have wireless networking in it with 802.11, the industry standard wireless networking. It was the first notebook computer to ever have built-in antennas which are better at <u>wireless networking</u> than the little [stubby] antennas that stick out when you put in a networking card in a PC slot. They give you longer range wireless networking.		Il. 63-67: logos	Moves hands right for "teachers, student, and consumers"
75	0:04:00	<u>So the iBook really ushered in this wireless networking revolution</u> . And, we released it in September '99, that's about 19 months ago and since then we've sold over 700,000 iBooks. So this has been a really big success for us. And, today, we've been working long and hard and today I'm very pleased , err , to announce to you that we are going to introduce a new iBook. So I'd like to tell you about it.	Il. 60-77: ①	Repetition (antonymy) Repetition of l. 62	Both hands gesture
80				Figure of speech Il. 70-76: parallelism	Forms a ring with left hand
85	0:04:30			Repetition of l. 71	
				Repetition of Il. 71 + 72	Both hands gesture
				Figure of speech + repetition of Il. 69-70 Il. 80-82: logos	Walking
				Il. 85-86: partitio	Sips water

90	0:05:00	This new iBook is, I said earlier, is amazing . <u>The new iBook</u> weighs just 4.9 pounds. Under 5 pounds. There has never been a consumer notebook under five pounds before. You can go pay 2,500 dollars for one, but never has there been a consumer notebook under five pounds. That's two pounds lighter than the previous iBook. This new iBook is only 1.3 inches thick . There has never been a consumer notebook this thin. It's 35 % thinner than the one it replaced. We've got a 12 inch display which is pretty standard , same as the old iBook. <u>But</u> , this is no 12 inch , this is no normal 12 inch display. This is a landmark for a consumer notebook, because this is a 1024x768, a ten by seven display that has 60% more pixels than the typical 800x600 display. A full ten by seven display. Let me show you what this means, as an example, you're running OS X. That's a ten by seven display. That is a six by eight display. Look at how much information you lose between the two of them. It's dramatic . And it's dramatic in every application you run.	Il. 88-370: narratio + argumentatio, repetition of l. 88 Il. 88-102: logos	Il. 83-91: speaks slowly Both hands gesture Hands to back
95	0:05:30		Conjunction: adversative	Left hand gestures
100				Both hands gesture
105	0:06:00		Il. 102-107: pathos Repetition	Speaks fast
110		There has never been a consumer notebook with this class of display in it. It is the same number of pixels as a 14 inch notebook has, that we've compressed down to a compact 12 inch display. So you've got basically a 14 inch notebook display in a 12 inch display. And as a matter of fact, it is the same number of pixels as iMac at its highest resolution. You got a full iMac display for the first time on a portable computer. At a consumer priced book. So we're very happy about this.	Il. 89-91, 94-95, 109-110: parallelism Il. 110-115: logos	Both hands gesture "Compressed" gesture
115	0:06:30		Il. 115-117: pathos	Left hand gestures "Full" emphasized
120		The iBook also has a five hour battery life, dramatically longer than anything else in the market, all day	Il. 119-122: logos	Left hand gestures

125	0:07:00	computing without recharging. And, of course, it has FireWire built in. We really believe in desktop movies, we see more and more people making movies in their computers and they wanna make them on their notebooks as well. So <u>FireWire is built in</u> , you can hook up your camcorder to external FireWire drive and other types of [XX]. We also have Ethernet built in so that when you, if you're using it on campus you can plug right in to your campus Ethernet, and if you're using it at home, you can plug right in to your DSL or cable modem. So Ethernet is built right in to every iBook. And, we also have built-in antennas. Again, to give you longer range wireless networking.		Repetition of l. 122 ll. 127-133: logos	Both hands gesture
130				Repetition of l. 127	Both hands gesture Hands to back
135	0:07:30	Now, how does this stack up against our competitors? Well, our competitors in the consumer notebook space are Dell and Compac. <u>So how do we stack up against them?</u> Let's take a look at weight. We are 4.9 pounds, Dell is basically two pounds heavier than we are, Compac is over two pounds heavier than we are. That's a lot. In terms of thickness, we're 1.3 inches, they are both 1.7 inches. <u>Dramatically thicker</u> . In terms of displays, they all have 12 inch displays <u>but</u> of course, as we just heard, all 12 inch displays are not created equal. They have the old 800x600 displays, we have the first ten by seven display in a consumer notebook. So dramatically different display.		Interrogative Repetition of l. 135 Interrogative ll. 139-140: parallelism ll. 138-169: logos	Both hands gesture Hands to back
140	0:08:00			Pathos Conjunction: adversative	Walking "Dramatically" emphasized; coughs Hands to back
145					
150	0:08:30	In terms of battery life, five hours for the new iBook, 1½ hours for the Dell. That's not gonna get you very far. [Laughter]. FireWire. Yes, no, no. Built-in on the iBook. No, no, on the others. Ethernet, built-in , no, no. [Laughter]. And antennas, built-in , no, no. [Laughter]. So, built-ins and nos. I think there's a pattern. We can		ll. 150-154: pathos ll. 151-153: parallelism	Emphasizes "nos"

155	0:09:00	connect to almost anything with this new iBook. Here's the connectors on it. Right? Almost anything you can connect to. So we got a 64K modem built in of course. We got Ethernet built in. We got FireWire built in. We've got two USB ports built in. And, new to our consumer notebooks, we've got VGA port built in so you can hook right into a projector. And, we've got headphone and sound out and composite video out as well on that same jack so you can hook it right into a television which some people like to do in education, for projection on your class.		Word; Interrogative	Left arm lifted for each feature	
160				Word		Left arm lifted
165				Conjunction: causal; Repetition of ll.156-157 Repetition of l. 168		Both hands "Four" gesture Both hands gesture
170	0:09:30	<u>So</u> you can connect to almost anything with the new iBook. Now we've got optical drives. We got a choice of four different optical drives. Some people leave optical drives out of their notebooks. We think people need optical drive in their notebooks so we built them in. We have a choice of four different ones. A CD-ROM for playing games. A DVD-ROM for watching movies. A CD-RW drive for burning disks. Or a combo-drive which has a DVD-ROM for watching movies and a CD-RW drive for burning disks. You can select one of these four. <u>And again</u> , you can watch movies or burn disks right on this incredibly small notebook computer.		ll. 172-186: logos ll. 172-176: parallelism	Both hands gesture	
175	0:10:00			Conjunction: additive		Speaks slowly
180	0:10:30					
185		Conjunction: additive	Both hands gesture			
Durability is also very important in these devices and the prior iBook set a standard for durability in notebook computers. The new iBook's even more durable. It's got a magnesium frame, uses polycarbonate plastic, the same stuff they make bulletproof vests out of, and the drive is rubber-mounted. <u>And</u> in our testing, the new iBook is twice as durable as the one it's replacing. We think this will set a new standard for durability for notebook computers.						

190	0:11:00	And it's affordable . Erm , prior iBook started a 1499 with all of these new features, with a , the thinnest , lightest notebook in its class, with a ten by seven screen, with all this [IO] built in, starts at 1299. 1299. We have four models. They all have a 500 MHz G3 processor in 'em, they are the fastest notebook in their class. They all , they all have a 12.1 inch TFT display and they all have ten by seven resolution, even the entry model. The entry model has 64 MB, the remaining models have 124 MBs in memory. <u>Those are the four drives. And these are the four prices. 1299 for the entry with a CD, 1499 for the DVD, 1599 for the CD-RW, and 1799 for the combo.</u> And all four of these models will be available... in mid-May. That's two weeks from now we start shipping.		Conjunction: additive Il. 190-204: logos	Perspicuitas Both hands gesture
195					Hands to back Coughs
200	0:11:30			Parallelism Parallelism	Hands to back
205					Speaks slowly, long break
210	0:12:00	<u>So</u> , we're really, really pleased with this new iBook. We've worked on it for a while as you might imagine. So, these were all the specs, this is how it compares, you know the models, you know the prices, but you don't know what it looks like. So let me show you. What's the design of this thing? Err , <u>the design</u> of the new iBook takes some cues from the PowerBook G4 Titanium. It's not made out of <u>titanium</u> but it takes some of its design cues and let me show you now what it looks like.		Conjunction: causal Il. 209-210: parallelism; Conjunction: adversative Interrogative; Repetition Repetition	Both hands gesture Smiles Both hands gesture
215					
220	0:12:30	<u>Before</u> I do, though, let me, you know, there's a... Michael Dell said some disparaging things about us lately... [Laughter]... publicly and err , we're not getting engaged in that sort of thing but let me show you their product. This is their consumer notebook and err , it looks like this and you can just sort of see it's about that	Il. 218-220: ⑤	Conjunction: temporary Il. 217-230: pathos	Picks up black Dell Laughs, smiles Shows the Dell, turning it, waist level

225	0:13:00	<u>thick</u> , and <u>it's</u> , that's a <u>nice</u> fan in the back so you can keep an eye on them, and <u>err</u> ... [Laughter]. So, this is, this is what theirs looks like and <u>err</u> , let me show you the <u>new</u> iBook. This is the <u>new</u> iBook. 1.3 inches <u>thick</u> . There it is. <u>I don't think it can be more black and white</u> . [Laughter]. So, now, let me show you these things thicknesswise. You see that? You know. And look at the backs, we even paid attention to that.	Figure of speech Interrogative	Picks up white iBook, shows it at head level Holds the two computers together, comparison
230	0:13:30	<u>So</u> . I'll show you what this thing looks like again. This is the <u>new</u> iBook here. That's what it looks like <u>open</u> . It's really <u>clean</u> . It's got this <u>amazing</u> hinge. Watch when we open it. See how it goes away and down like that. It's really <u>nice</u> . So. The <u>new</u> iBook.	Parallelism	Only iBook in hands Closes iBook
235	0:14:00	Let me show you some photos of it. It's really, really <u>wonderful</u> to carry around. Much <u>smaller</u> than anything you've seen in its class. <u>And</u> again, in use it's [XX] wonderful. Now, what's really <u>interesting</u> about this and hard to tell from a distance is how <u>small</u> this thing <u>really</u> is. It's about nine by 11. <u>And</u> if you've noticed, that's not bigger than an 8.5 by 11 sheet of paper. <u>Right?</u>	Pathos Conjunction: additive Il. 241-249: logos Repetition of l. 241 Conjunction: additive Word; Interrogative	Il. 326-241: speaks slowly, weak Speaks slowly
240	0:14:30	Now, I've punched a hole in this photograph for an 8.5 by 11 sheet of paper and you can see how little pokes out from that paper, as a matter of fact the iBook is only 9% <u>larger</u> than an 8.5 by 11 sheet of paper. It's amazingly <u>small</u> . <u>And</u> 1.3 inches <u>thick</u> . The <u>new</u> iBook. Here's the side, you can see the connectors on it and again, you can see it <u>open</u> like this. The angle you'd like. <u>And</u> the screen again is <u>delicious</u> . Just <u>wonderful</u> . Ten by seven screen. It's <u>perfect</u> for running Mac OS X. Really, really runs Mac OS X <u>well</u> on this screen.	Conjunction: additive	Both hands gesture
245	0:15:00	<u>So</u> , this is the <u>new</u> iBook. You'll get a chance to see it	Conjunction: additive Repetition Conjunction: causal	Points at screen and looks at it too Hands to back
250				
255				

260	0:15:26	<p><u>later on</u>. Right next door. <u>And</u> we also would like to give you a chance to see it <u>right now</u>. <u>So</u>, can we go ahead and take out the iBooks? <u>And</u> we are gonna pass them through the err, the isleways, <u>you have the chance to get your hands on one</u> right now.</p> <p>[iBooks being passed around]</p>		<p>Conj.: additive; Repetition (antonymy); Conj.: causal Interrogative; Conjunction: additive Figure of speech</p>	Both hands
265	0:15:37	<p>Go, go in and check out your stock prices now. [Laughter]. Just check them out and pass them on.</p>		Il. 265-267: pathos	Drinking
	0:15:43	<p>[Laughter]. We've got more to cover here.</p> <p>[iBooks being looked at]</p>			
270	0:16:37	<p>STEVE JOBS, <i>answering question</i>: What's that? There is a small fan inside that kicks in if you are in a hot climate. Yeah.</p>		Interrogative	Standing still, hands on back
	0:16:42				
275		<p>[iBooks still being passed around]</p>			
	0:16:50	<p>STEVE JOBS, <i>answering question</i>: We are looking at it.</p>			
280		<p>[Laughter]</p>			
	0:16:55	<p>STEVE JOBS, <i>answering question</i>: Which video chip? It's got [XX].</p>		Interrogative	
285	0:17:02	<p>STEVE JOBS, <i>answering question</i>: Full-size keyboard, yes. It is a full-size keyboard. And full [XX], that's correct.</p>			
290	0:17:10	<p>STEVE JOBS, <i>answering question</i>: I believe it does have a microphone, yes.</p>			Smiling

295	0:17:20	STEVE JOBS, <i>answering question</i> : He's in marketing. [Laughter]			
300	0:17:28	STEVE JOBS: Alrighty. Are they all the way down to the end of the rows yet? We're counting these now to make sure we get them all back. [Laughter]. What's that sir? We've announced we'll be pre-installing OS X in the July timeframe. [XX].		Interrogative Pathos Interrogative	Smiling Perspicuitas
305	0:18:00	Alright, let's get them on over and <u>you'll have a chance to get your hands on one</u> not too long from now. <u>Thank you</u> .		Figure of speech; Pathos	Hands to back
310	0:18:30	Alrighty, so that is the new iBook. <u>And</u> I think, err , you'll agree that the design and <u>the fit and finish</u> is err , a level above of what we've seen in this class of products before. <u>Now</u> , we talked a lot about the evolution of the personal computer, from just doing productivity apps and just doing internet-related stuff to becoming the digital hub of <u>our new digital</u> lifestyle. We've talked about that since the beginning of this year. <u>And</u> , the iBook fits that perfectly as we saw, we can connect to anything. <u>And</u> , what types of things are most people gonna wanna connect to their iBook? Well, they're gonna wanna connect the digital cameras. Digital camera sales are exploding and in exactly the demographic of the people who are buying iBooks. <u>In</u>		Conjunction: additive Alliteration; Repetition (synonymy) Conjunction: temporary	Hands to front, both hand gestures
315		addition, digital camcorders. People wanna make movies on their notebooks. Obviously, the digital music revolution is broad and wide . And people wanna burn disks and people wanna connect their MP3 players up. <u>Again</u> , we can do all of this. People wanna <u>organize</u>		Key noun Conjunction: additive	
320	0:19:00			Conjunction: additive Interrogative Repetition of l. 316 Il. 317-320: logos Conjunction: additive	
				Repetition (synonymy) Conjunction: additive	Hands to back

325		their <u>organizers</u> on these things. All of this works seamlessly on the new iBook. It's the perfect center of your digital lifestyle.		Repetition	
330	0:19:30	<u>And in addition</u> to just connecting to these devices, we ship applications to get the most out of these <u>devices</u> . So as an example, iTunes in the digital music world, is the most widely acclaimed jukebox software out there. We've down , we've had over 2 million downloads of iTunes since we released it in January. It's been phenomenally successful . <u>And</u> it's the best . <u>And</u> not only can you keep your entire music library on your iBook but of course, if you have one with a CD-RW drive or a combo-drive, you can burn CDs right on this amazingly small notebook.		Key noun Conjunction: additive Repetition of l. 329	Both hands, speaks slowly, emphasized
335			Il. 333-334: logos Il. 334-335: pathos Conjunctions: additive		"Phenomenally" emphasized
340	0:20:00	<u>In addition</u> , you can make movies on your iBook because of built-in FireWire lets you connect to a digital camcorder and bring the digital video in pristine quality, you can run iMovie 2 and edit your videos right on your iBook, add sound tracks et cetera, et cetera. <u>And both</u> iTunes and iMovie 2 come bundled with every new iBook. <u>In addition</u> to that, you can use Apple's iTools services so when you are done with your movie, you can go to iTools and upload it onto our servers and we will host your website, you can stream your video to anyone, anywhere on any computer in the world. <u>In addition</u> , you can get free email on iTools, you can take your digital photos and make a , automatically make a webpage with a photo album in a few minutes without any programming whatsoever on iTools. It's pretty amazing . <u>And</u> again, all from your iBook. <u>And</u> when you're done with all that, if you have a model with a DVD drive in it, you watch movies. <u>And</u> this is a		Conjunction: additive	Il. 337-339: speaks slowly
345			Conjunction: additive Figure of speech; Conj.: additive		Left hand gesture
350	0:20:30		Conjunction: additive		Right fist clenched
355			Conjunctions: additive Conjunction: additive		Speaks fast Hands to back

360		wonderful, wonderful notebook to watch movies on if you're on an airplane or anywhere else.		Repetition Il. 358-360: pathos	
365	0:21:00	So we think the iBook is a perfect product to be the center of your digital lifestyle and a lot of our customers we think are gonna do exactly these types of things with it. We think it's so strong that one of the marketing lines we are gonna use is 'Your life. To go'. Because we think a lot of people have their lives now tied up with their digital photographs, their movies, their music collections et cetera. And you can do all of this on the road with your iBook.	Il. 362-369: ⑦	Conj.: causal; Alliteration Key noun Il. 365-369: ethos Conjunction: causal	"Perfect product" emphasized Both hands gesture
370				Conjunction: additive	Hands to back
375	0:21:30	So let me just show you a few of these things real quickly. Erm. Got a few iBooks right here. And let me again, err, this is a... I show you a few things real quick, I'll just show you IE running so you can get a feel for what it's like to run the web browser on a ten by seven screen, you all know exactly what it's like but here it is on a consumer notebook that costs 1299. You don't get screens like this on consumer notebooks that cost 1299 except on an iBook. And here we are, we have the whole webpage on [XX] the scroll [XX] horizontally spare on the side. It's really nice, it's just like working on a desktop computer.		Il. 372-373: partitio; conj.: causal; Conj.: additive Il. 373-427: narratio + argumentatio	Removes cloth, sits down by computer
380					Looks at audience
385	0:22:00	Let me go ahead and run, err, show you iMovie 2. You know, here's iMovie here. And erm, I can just, you know, play my movie if I want it. And I can edit movies right on this thing exactly the same as I could on an iMac or any other desktop computer. [Music playing].		Conjunction: additive Conjunction: additive	Looks at audience
390	0:22:30	So you've seen that. And erm, now let me just show you what err, what it's like to play a DVD. Again, it's really nice on this gorgeous screen right here. This is one of		Conjunctions: causal + additive; Conjunction: additive	

395	0:23:00	my favorite movies. [Laughter]. Erm , [XX]. [Movie playing]. You know, and again it's just gorgeous on this ten by seven screen. So... Alright. We could watch that all day, couldn't we? [Laughter]. Erm . <u>And</u> then, let me show you, I've got another iBook here, err , that just so happens to be running Mac OS X and here we are in <u>Mac OS X</u> , err , running just fine on the new iBook and I've got iTunes running here, err , so I go back to my library and, you know, I could say, you know, music and, err , pick a song. [Song playing]. [XX] everybody has their favorite music, erm , yeah, whatever, and erm , so this works beautifully on the new iBook, we've also got a new audio system in the new iBook with stereo speakers and obviously, headphone jack, it's really nice , and I've made a playlist here with some of my favorite tunes in them , in it, err , and err , we can just take one of these playlists if we want to [XX] and say, err , you know, let's burn a CD. I got a blank CD here, it'll pop the tray open, and say err , now please ask that 'please insert a blank CD' and I'll stick one on and insert the tray and it'll take a few second to identify it here. <u>And</u> err , then all I have to do is push a button and I'll burn this playlist on a, on a CD.	Il. 392-396: ④	Il. 391-393: pathos Repetition of l. 392 Interrogative; Conjunction: additive Repetition of l. 398 Conjunction: additive Pathos Conjunction: adversative	Perspicuitas Closes iBook Opens another iBook Perspicuitas Looks at audience, both hand gestures Il. 418-423: weak Il. 426-427: pathos
400	0:23:30				
405					
410	0:24:00				
415					
420	0:24:30	Alright, click 'burn CD' to start and as you know, iTunes is so simple to use that, err , your parents could <u>use it and</u> erm . [Laughter]. So, it's in here we are preparing a CD and so of we wanna wait a few minutes, we can burn ourselves a CD, <u>but</u> err , you know, I think we want to get on, so I'll just let this burn and come back later if we want. So that's just a simple demo of ten, you know, here we are burning a CD on ten on the new iBook, here we are playing a movie of a DVD on the new gorgeous screen et cetera, et cetera. It really can			
425					

		be <u>the center of our digital life</u> .		Key noun	
430	0:25:00	<u>Now</u> , one last thing I wanna talk about in relation to the <u>new</u> iBook and that is something that's very <u>near and dear</u> to us. <u>And</u> that's <u>education</u> . <u>Erm</u> , as you know, <u>err</u> , may know, Apple has been helping <u>teachers teach</u> and students learn since 1977. So it's a year after the company started. We've been doing this for a long time.	Il. 429-436: ⑤	Conjunction: temporary Il. 429-431: partitio; Rhyme; Conjunction: additive Alliteration; Il. 431-551: narratio + argumentatio Il. 431-435: logos Figure of speech; Conjs.: additive Word: education, teachers, students, educators, schools, classroom, etc. (Il. 431-547) Parallelism Conjunction: additive	Both hands
435	0:25:30	24 years to be precise. <u>And it's in the DNA of our company</u> , we really care deeply about this. <u>And erm</u> , we have the <u>largest</u> field sales force in the country out in education, we've probably talked to more educators than anyone else. Not just about computers, but about learning and curriculum and <u>what's working and what's not working</u> in terms of technology and education. <u>And</u> we now know, based on what we've heard from all of these <u>leading</u> educators, that the future of technology in education is wirelessly <u>networked</u> notebooks. This is what all of the <u>leading</u> schools and districts and states are moving to. <u>And</u> we are starting to see some <u>serious</u> things happening here now. This is the future. Why?	Il. 441-447: ⑥	Conjunction: additive Interrogative	Left fist clenched
440					
445	0:26:00	Well, most schools now have one to <u>several</u> rooms <u>dedicated</u> to computer labs. <u>And</u> , those computers serve the <u>whole</u> school and what they do is <u>they funnel classes in and out</u> of that computer lab all day. <u>So</u> the students have to disrupt what they are studying, pack up, move to the room, get reoriented, which by, in itself, takes about the fourth of the class time, use the computers, and then go back to their room. <u>And several cla</u> , one to <u>several</u> classrooms which could be used, <u>one to several rooms</u> that are being used for computer labs, which could be used for classrooms are, are taken up.		Conjunction: additive Figure of speech Conjunction: causal	Both hands gesture
450					
455	0:26:30			Conjunction: additive Repetition of Il. 449-450 and 456-457	"Funnel" gesture Both hands gesture Perspicuitas
460					

465	0:27:00	What are people doing instead? Why are wirelessly networked notebooks so important ? This is one reason right here. What we are starting to see is people use wirelessly networked notebooks in carts. And what do they do? <u>Rather than the students going to the computers, the computers come to students.</u> And so at the beginning of the period, in comes the cart. They plug in an Airport base station into a terrestrial Ethernet jack or they may have their whole campus wired, the	Il. 475-477: ⑤	Interrogative Interrogative Interrogative; Parallelism Il. 467-477: pathos Figure of speech	Il. 461-462: standing still Both hands gesture “Push cart” gesture “Take out” gesture “Delivered” gesture Left hand moves away, emphasized
470		students take the notebooks out, take them back to their desks, and right there, <u>right in the heart of what they are studying</u> , their computers have been delivered to them. After they are done, they go back in the cart, next period they are headed for another classroom. The computers			
475	0:27:30	move, not the students. It also frees up these dedicated computer rooms to be more classrooms in our crowded schools. And so this is a really big deal. Wirelessly networked notebooks are clearly the future in education.			
480	0:28:00	And, we can already see this. IDC data for calendar year 2000, notebook growth was 2.5 times desktop growth last year, in units. So we already see this starting to happen.		Il. 479-490: logos	Both hands gesture Hands to back
485		Now, Apple’s in a pretty good position here. Because we are <u>number 1</u> in notebooks in education. IDC data for all of last year, Apple’s a clear <u>number 1 notebook</u> supplier to education. Our market share last year, according to IDC, was 18%. We grew our market share last year more than anyone and as a matter of fact, in the		Repetition of l. 485	Il. 484-490: clear pronunciation “Clear” emphasized “Grew” emphasized
490	0:28:30	fourth calendar quarter, it climbed to 26%. So we are growing here faster than anyone, in the fastest growing segment of the education market and the one we think will be the future. <u>So</u> Apple’s <u>clearly number 1</u> in education notebooks but there is a second part to this.		Repetition; Repetition of l. 490 Conjunction: causal; Repetition of Il. 484 + 486	Hands to back

495		Wirelessly network. Turns out were also one, <u>number 1</u> in education wireless. Why? <u>Because</u> we invented it. <u>We invented it</u> with Airport wirelessly networking, we shipped the first notebook that really incorporated			
500	0:29:00	<u>wireless</u> networking as key inside it, and we shipped the first <u>low-cost</u> base station. <u>And</u> what's happened is since we shipped Airport, we shipped over half a million cards and base stations. <u>And</u> so we are <u>number 1</u> here. Wirelessly <u>networked</u> notebooks are the future. <u>And</u> we think you are gonna see a lot more carts in education in a very near future. <u>And</u> we think iBook is the <u>perfect</u> computer for this because of what we talked about here today.	Il. 495-500: ①	Repetition of Il. 484, 486 + 493; Interrogative, Conj: temporary; Repetition of l. 496 Il. 496-503: logos Conjunction: additive Conj.: additive; Repetition of Il. 484, 486, 493 + 495 Conjunction: additive Conjunction: additive	Il. 494-516: strong voice, speaks slowly
505	0:29:30				“Perfect” emphasized
510		<u>Now</u> , we sell iBooks as I mentioned in entry price of 1299 but for education we are even more <u>aggressive</u> with this <u>amazing</u> computer. Fastest consumer notebook, the only one with a ten by seven screen, the <u>thinnest</u> , the <u>lightest</u> , the <u>coolest</u> . The only one with FireWire built in, the only one with Ethernet built in et cetera et cetera. In education we're gonna be selling these for 1199. That's an extremely <u>aggressive</u> price.		Conjunction: temporary Il. 509-511: logos	Il. 511-516: clear pronunciation, stressed
515	0:30:00		Il. 515-516: ⑤	Il. 515-516: logos repetition of l. 510	Hands to back
520		So. <u>Now</u> , we start taking orders for the <u>new</u> iBook today, they'll be available in mid-May as I said earlier. <u>But</u> we have already taken our first order. It was an <u>order</u> we couldn't turn down. Erm, we've taken <u>our first order</u> for our <u>new</u> iBooks and that order is for 23,000. This order, err, which we're gonna get to be a partner with the district on and work very closely with them on, we are very <u>excited</u> about it. It is the <u>largest</u> order for portables in education ever. It may be <u>the largest order</u> for computers of any kind in education ever, we are not sure. <u>But</u> we are sure it's <u>the largest portable order</u> ever.		Conjunction: temporary Il. 518-531: logos Conjunction: adversative Repetition of l. 520	Walking
525	0:30:30			Repetition of l. 525 Conjunction: Adversative;	Hands to front

530	0:31:00 0:31:06	<p><u>And</u>, we're going to be getting a chance to work with Henrico district in Richmond, Virginia to implement a very exciting program using these new iBooks. And it's my pleasure to invite Dr. Mark Edwards, the superintendent of schools from <u>Henrico county</u> up to talk to us about this amazing new initiative. Mark.</p> <p>[Mark Edwards speaking]</p> <p>[Applause]</p>		<p>Repetition of ll. 525 + 526; Conjunction: additive ll. 529-532: pathos</p> <p>Repetition of l. 530</p>	ll. 529-534: hands not moving
535					
540	0:33:23	<p>STEVE JOBS: Thanks Mark. [Applause]. <u>And again</u>, we are extraordinarily excited to be working with Mark and his team, they are really smart people and they are out to make things better. We are very excited about it. <u>And</u>, some people have wondered, err, you know, is our commitment in education as strong as it once was and I can assure you, if anything, it's stronger. Err, we are putting a l..., just enormous resources in education both from the product development side and the sales side and the marketing side and err, <u>we're gonna let our actions speak for us</u> and, and I think you are gonna see a lot of things over the coming months.</p>	ll. 540-550: ⑤⑥	<p>Conjunction: additive ll. 540-551: pathos</p> <p>Conjunction: additive</p>	Hands to back
545					
550	0:34:00	<p><u>So</u>, I have, we have made a little video that err, kind of talks about the new iBook and err, I'd love to roll it for you now if you'd like to see it. Okay? Let's go ahead and roll it.</p> <p>[Video playing]</p>		<p>Figure of speech</p> <p>Conjunction: causal</p> <p>Interrogative; ll. 553-556: partitio</p> <p>ll. 558-577: peroratio</p>	Both hands gesture
555	0:34:14				Leaves stage
560	0:39:47	<p>STEVE JOBS: <u>So</u> that about sums it up. <u>Guess I could have just showed to that video at the beginning, save some time.</u> [Laughter]. <u>So, thank you for coming today.</u></p>		<p>Conjunction: causal</p> <p>Pathos; Conjunction: causal;</p>	Laughs

565	0:40:00	Err, we've enjoyed sharing this with you. Err, the engineering teams have been, marketing teams, operations teams have been working on this for a long time and err, I'd just like to give them a round of applause, I think they have turned out an outstanding product. [Applause]. And I'd also like to congratulate [XX] and the software team on getting the second update out for Mac OS X. [Applause]. Thank you. So	Il. 563-570: ③	Word	Clapping
570	0:40:30	thank you for joining us in townhall for this announcement. Err, right across the way, err, we have some, err, iBooks set up <u>if you wanna go get hands on one for a little bit longer time</u> than you had here and err, we'd be happy to answer any questions about the iBook right now across the way. So thank you very much for		Il. 566-570: ethos	
575		coming this morning, see you soon.		Conjunction: causal	
	0:40:43			Figure of speech	
				Word	Smiling, clapping Pointing "across the way" Both fists clenched
					Waves, leaves

Appendix E: iTunes Europe Introduction 2004

Transcription and analysis

Steve Jobs' introduction of iTunes in the UK, Germany, and France on 15 June 2004 at the Old Billingsgate Market in London ("iTunes Europe introduction – Apple Special Music Event (2004)" N.Y.).

Video accessed April 16, 2013. <http://www.youtube.com/watch?v=iqvo6gBb6MA>

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 6,749

Speech length: ~ 56 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1		[Video playing]			
5	0:02:57	STEVE JOBS: Good morning. [Applause]. Thank you. [Applause]. Thank you all for coming. Err , well, we are here to talk about iTunes today, clearly. And , err , for those of you that have never used it, err , iTunes is <u>the best music jukebox in the world.</u> And , err , if you've lived in the US, it's been the best online music store in the world and we're pleased to report today that we've sold over 85 million songs that have been sold and downloaded, err , online, setting a new record. So , we're within a striking distance of a 100 million songs. It's amazing . And this is in just a little over one year.		Il. 3-24: exordium Word Conjunction: additive Conjunction: additive; key noun Il. 9-13: logos Conjunction: causal Conjunction: additive	Lifts arm as a greeting Elocutio, puritas. Marked with red in the rest of the speech Il. 5-13: hand gestures in front of body
10	3:30				
15		Err , the iTunes Music Store has a 70% market share of all legal downloads. <u>70%</u> . But, that's only been interesting if you lived in the US until today. Because today, we're introducing the iTunes Music Store into		Il. 15-24: logos Repetition of l. 15 Conjunction: causal	Forms a ring with thumb and index finger Hands on back

20	0:04:00	the UK, Germany, and France. <u>Now</u> , these three countries represent over 60% of current European music sales. 62%. And they represent 23% of global music sales so this is a, a, a huge chunk of the global music sales. UK, Germany, and France.		Conjunction: temporary	Hands to front
25	0:04:30	<u>Now</u> , before we show you the store, err , or the stores, err , I wanna go back to the beginning and talk about the philosophy behind iTunes. Err , and there is no better place to than to who does iTunes really compete with?		Conjunction: temporary; ll. 25-28: partitio Interrogative	Hands move from left to right “Back to the beginning” gesture
30		<u>Now</u> , in the US you might say it’s Napster, Rhapsody, and Musicmatch, err , over here in Europe you might says its OD2 and Virgin. <u>But</u> this isn’t really true because iTunes has a 70% market share, all the rest of these guys put together you know, a 30%. It’s not really		ll. 30-283: narratio + argumentatio; Conjunction: temporary; Conj.: adversative; ll. 33-34: logos	
35	0:05:00	who iTunes competes with. <u>Who iTunes really competes with is this</u> . It’s piracy. This is the big market for downloads. <u>And</u> , if you don’t think it’s so big , take a look at this. This is what the piracy , this is how piracy has impacted the music market in these countries. <u>It’s brought it to its knees in the UK</u> , with zero growth last year. <u>But</u> that’s phenomenal compared to what it has done in Germany and France. The market shrunk in Germany by 19% and <u>it shrunk in France by 14%</u> . So, piracy is a really big market, and this is our competitor.		Repetition of ll. 34-35	“Put together” gesture
40				Conj.: additive; Repetition of l. 36 ll. 39-43: logos Figure of speech Conjunction: adversative	Points at screen “Big” gesture
45	0:05:30			Repetition	Left fist is clenched
50	0:06:00	<u>So</u> , if you’re gonna compete with piracy, you have to understand it and you have to offer a better product. <u>And</u> that is what we have tried to do. So let’s understand piracy first. When you go, how many of you have downloaded a song illegally? Go ahead... I tried it. Yeah, it’s like market research... and, err , what I found was you get really unreliable downloads. <u>You search for</u>		Conjunction: causal Conjunction: additive ll. 49-62: pathos Interrogative Parallelism	Walks across stage Raises his hand Defensive gesture – both hands raised

55	0:06:30	a song, you don't just find one song, you find 200 copies of that one song. <u>And</u> some people say they have a really fast internet connection, you go to download this song and you find out they [XX]. <u>So</u> the song downloads real slow. <u>The next one craps out halfway through.</u> <u>And</u> you have to try several times before you actually get the song. <u>When</u> you finally get the song, you find that it was encoded by a 10-year-old . <u>And</u> , the last four seconds is cut off. <u>So</u> you have to start the whole process over again.	Il. 69-70: ⑤	Conjunction: additive Conjunction: causal Figure of speech Conjunction: additive Conjunction: temporary Conjunction: additive Conjunction: causal	Il. 52: starts speaking fast Rolls left hand – spiral gesture Points thumb at screen behind him “Process” gesture
60					
65		<u>So</u> , you have very unreliable downloads. <u>And</u> you have very unreliable encoding. You also don't get previews of the song. <u>So</u> , you might have wasted all this time downloading the wrong song. Or the wrong version of the song. <u>And</u> , you don't get album cover art, which everybody would like to have. <u>And</u> maybe most of all, it's stealing. Right? <u>It is stealing.</u>		Conjs.: causal + additive Conjunction: causal	
70				Conjunction: additive Conjunction: additive Word; Interrogative; Pathos	
75		<u>So</u> , what are we gonna do about this? How are we gonna offer a better product? Well, the first we're gonna do is replace unreliable downloads with fast reliable downloads coming off of our giant server farms. We're really good at this. We get very fast , very reliable downloads. <u>Next</u> , we're gonna replace unreliable encoding with perfect encoding. <u>We encode everything ourselves, we check everything, err, it's, it's great.</u> Very high quality , pristine encoding. No previews we are gonna replace with previews of every song in the store, free 30 second previews and they are in high fidelity.		Conjunction: causal Interrogative x2 Repetition (antonymy)	Left hand moves, stressing some words
80	0:07:30	They're in the same quality as the downloads. <u>So</u> you don't have to listen to previews that are much lower quality like other people do. Obviously, we're gonna give you great album cover art. <u>And it's not stealing.</u>		Conjunction: temporary Parallelism	Walking around
85				Il. 80-85: logos; Key noun Key noun; Conj.: causal Pathos; Conj.: additive	Pointing with index finger “Low” – flat hand gesture

		It's good karma. [Laughter].			
90	0:08:00	So this is , this is the basis for fighting piracy. Now , we're gonna combine this with landmark personal use rights. And so , what are we gonna let you do with the music? Well, first of all, you own it. There are no subscription fees. Experience has been run; people don't want to rent their music. They wanna own it. They bought cassette tapes, they bought CDs, they want to buy downloads. If you , you know, your favorite song you listen to a thousand times in your life. If I , I'm gonna be listening to my favorite song in ten years, if I have to pay... seven, eight, nine, ten pounds a month to listen to my favorite song. After a year, I mean after ten years, that's a , that's over a thousand pounds. To listen to my favorite song. And I don't wanna do that. I wanna buy it, I wanna own it for all time, I don't want anyone to tell me I can't listen to it ten years from now if I stop, stop paying a subscription fee. So on iTunes, you own the music. There are no subscription fees.	Il. 93-106: ⑤	Conjs.: causal + temporary Conjunction: causal Interrogative Parallelism Il. 96-105: pathos Conjunction: temporary Parallelism Conjunction: causal Il. 105-106: repetition of 92-93 Il. 109-113: logos Conjunction: causal Il. 116-117: logos Alliteration; Conjunction: additive	Il. 93-94: Short break between words, clear pronunciation Left arm stretched out Face gesture – 'I don't know' Il. 101-106: Points hand to himself Waving index finger Regularly using hand gestures in front of body
95					
100	0:08:30				
105					
110	0:09:00	Unlimited CD burning. You can burn you favorite track on any number of CDs. We've set a limit number of times you can burn a single playlist, which is seven, which is anywhere from two to four more than anyone else gives you. But each track you can burn an unlimited number of times. So , you can always have your favorite song on every CD you burn.			
115					
120		You can play your music on up to five computers. This is two more than we started with. And you can mix and Mac , match Macs and PCs. You can have all PCs or Macs or any combination in between.			

125	0:09:30	<u>And</u> an unlimited number of iPods. CD burning is getting less important as people have iPods. They can put music on their iPods, an unlimited number for personal use. <u>So again</u> , you own the music, no subscription fees, unlimited CD burning for personal use, burn any playlist up to seven times, an unlimited number of iPods, and you can play it on up to five computers, PC and Mac. <u>And</u> this, this last point's key, you can <u>authorize and de-authorize</u> your computers. <u>So</u> , if you've got your music on five computers, and you wanna get rid of one, donate it to your school and buy a new one, let's say, you can de-authorize that one you're gonna donate and free up a slot and authorize the new computer, so as <u>you grow and migrate from computer to computer</u> , your music can follow you.		Conjunction: additive	
130	0:10:00	<u>So</u> , these are landmark personal use rights. <u>And</u> it has taken more than a little negotiation, err , with us and the labels to arrive at a , I think, great use rights that costumers are responding very positive to. They really are the goal standard of personal use rights in the err , legal , online business.		Conjunction: causal Il. 124-129: logos	
135				Conjunction: additive Conjunction: causal; Repetition (antonymy) Word Il. 129-135: pathos	'To/From' gesture Stretching left arm
140				Figure of speech	"Grow and migrate" gesture
145	0:10:30	We combine this with some great features. We're the only folks to offer one-click downloading. You click 'buy song' or 'buy album' and it begins to download instantly, charges your credit card, does the whole thing. One click. Very, very easy . <u>And</u> , we <u>integrate</u> iTunes right in to <u>the world's best</u> jukebox. This is very important . <u>Some people believe that you can sell music online with a website. No can do. Website music stores suck. If any of you've used one... they, they don't really work. And</u> , some people have thought they could write an application which was different than the		Conjs.: causal + additive Il. 137-142: ethos	
150	0:11:00			Conj.: additive; key noun Key noun Il. 149-150: ethos Il. 150-153: pathos	"Clicks" with index finger Snaps his fingers "1" with index finger Stresses each word
				Conjunction: additive	Looks down

155		jukebox. <u>So</u> you buy your music in one application and then you have to get it into the jukebox. <u>And</u> it's not very nice . We've <u>integrated it</u> right into the jukebox. Here's the iTunes Music Store, you just flip, select one of the playlists here right in the jukebox. You buy a		Conjunction: causal Conjunction: additive Key noun	'To/From' gesture
160	0:11:30	song, it goes right into a 'purchase music', err , album or, err , a playlist. <u>And</u> you can just go find it right there. It is integrated right in, <u>the best jukebox in the world</u> .		Conjunction: additive Key nouns	
165		It's also Mac and PC. Run it on your PC all you want, as a matter of fact, a lot of people have said that iTunes is possibly the, the best Windows app every written. [Laughter]. <u>And</u> , err , if that's not a definition of irony for you, I don't know what it is. <u>But</u> it's a phenomenal app on Mac and on Windows. <u>And</u> we've offered all of		Repetition Il. 164-168: pathos	Hands on back
170	0:12:00	this in the States for 99 cents a song, for every song in the store, with no subscription fees. <u>And</u> this was, again, a real breakthrough. <u>And</u> this is how we have competed with piracy. We've offered a better product. <u>And</u> that's where those 85 million downloads have come from.		Conjunction: additive Conjunction: adversative Conjunction: additive	Smiles "All" gesture
175		<u>But</u> we haven't stopped there, <u>we haven't stopped at just this</u> . We've added features on top of this that you can't even begin to give with piracy. First one is AudioBooks. We have over 5,000 audio books, what used to be called 'books on tape', in iTunes. It's phenomenal . <u>And</u> you can go in there, hear some, here you got a whole genre page devoted to it. You can hear three minutes previews of the books. <u>And again</u> , one click, you buy them. <u>And</u> it's really phenomenal . <u>So</u> that's AudioBooks.		Conjunction: additive Conjunction: additive Conjunction: additive Il. 169-174: logos	Left fist sometimes clenched
180	0:12:30			Conjunction: additive; Repetition Il. 179-180: logos	
185	0:13:00	<u>Next</u> , we have online gift certificates. This is really popular , people wanna send gifts of music to people and		Conjunction: additive Conjunction: additive Conjs.: additive + causal	"Phenomenal" stressed and pronounced slowly
				Conjunction: temporary Il. 187-189: pathos	Both hands in front

190		they can do it right from, right within iTunes. <u>So</u> let's say you wanna give a gift certificate, right from the home page you can go here, you can fill this out, who you wanna send it to. You have a popup list, you can go from five pounds to a hundred pounds, in this case in the UK. <u>And</u> when you send it, this is what shows up in the other person's email. It looks just like this and here they press the 'redeem now' button and what happens is right in iTunes that field pops up, the credit field pops up, if you have any credits, and it just shows you how much credit you have and can buy whatever you want with it and it just decrements as you buy. Very, <u>very easy</u> . <u>So</u> , we have them obviously for the UK in pounds, French gift certificates in Euros, and German gift certificates in Euros as well. <u>So</u> , <u>online</u> gift certificates.		Conjunction: causal	
195	0:13:30			Conjunction: additive	
200				Repetition Conjunction: causal II. 201-203: logos Conjunction: causal	Points at screen
205	0:14:00	<u>Next</u> is celebrity playlists. A lot of celebrities wanna share the most <u>important</u> music to them, what shaped them, what they are enjoying now. And we got a bunch of celebrity playlists. You know, here's one for The Darkness, Herbie Hancock, what influenced him, look at this, you know; 'I cry whenever I hear any track from the original 'Miles Ahead' album'. This is what Herbie Hancock loves. Moby, Dave Brubeck, and you know, Piet Rock. Lot of these in there and there are more coming every day.		Conjunction: temporary	Hands in front Points at screen
210					
215	0:14:30	Music videos. We've recently added a <u>whole new</u> section on music videos. We've got lots of music videos now. <u>And</u> we got them, you know, people like Coldplay, Jet, Snow Patrol, here's one by Jamie Cullum I got this one in video just to show you what it looks like. The <u>quality</u> is <u>great</u> .		II. 216-217: logos Conjunction: additive	Looks down II.218-220: points at screen, speaks slowly I. 221: speaks fast
220	0:14:52			Key noun	

		[Music video playing]			
225	0:15:23	STEVE JOBS: <u>So</u> that gives you a feeling for the <u>quality</u> . Here's another one by Eric Clapton. We've worked with AOL and we got these great videos that they do. Session on AOL all on iTunes...		Conjunction: causal Repetition of l. 221	
	0:15:30				
230		[Eric Clapton speaking in iTunes + AOL Session]			
	0:16:20	STEVE JOBS: <u>So</u> you get a feeling of what the music videos are like. <u>And</u> again, these are all free . You can just go on and watch them. <u>So</u> , music videos.		Conjunction: causal Conjunction: additive Conjunction: causal	Walking around, hands lifted
235	0:16:30	<u>And last</u> , we've got something really cool we just added, called iMix. <u>And</u> what iMix is, is it's a chance for you to put together your celebrity playlist if you will, for yourself and post it on iTunes. <u>And</u> , so you can make your album, with as many songs as you want in it. Click a button, it uploads to iTunes where everyone can take a look at it, your identity is never revealed, err , but you get to write a little , a little note about it, and this is what people see. <u>And so</u> , you know, you , you can write a little note to tell them what it's like. It builds a composite album cover out of the, err , covers of the albums of the tracks you've selected, shows all the tracks and lets people listen to them, preview them for free , and buy them if they want.		Conjunction: temporary Il. 236-237: pathos; Conjunction: additive Conjunction: additive	Looks straight ahead on nothing in particular, hands lifted and close together Leans forward
240					
245	0:17:00			"little" also adjective Conjunction: causal Repetition of l. 243	Speaks fast
250		<u>But</u> it also lets people rate them. <u>And so</u> , people can rate these things and you can see [XX] ones, and go to them and check them out. We had over, in, in, in them, in them , let's see, less than 60 days since we, err , turned on iMix, we'd had over 50,000 people post iMixes and over 100,000 people vote. <u>So</u> here's a great one, you		Conjs.: adversative + causal Il. 254-256: logos Conjunction: causal	Slows down speech rate but speeds up again Points thumb at screen behind him
255	0:17:30				

260	0:18:00	know 60s gold, somebody likes 60s music. My favorite though, is this one. 'The worst music on iTunes'. Someone went through and found what they thought was the worst music on iTunes, put it together in a playlist and you know, this thing have become pretty popular . <u>And again</u> , you can see them rated up here, in four stars, four stars, someone rated four and a half, occasionally a five star one. Erm , and you can go check them all out. <u>And</u> it's pretty cool.	Il. 257-262: pathos	Hand gestures Laughs
265			Conjunction: additive	
270	0:18:30	<u>So</u> , all of these things together. <u>And</u> what we've done to make a better product than piracy has made iTunes what it is today. <u>And</u> today we are bringing it to the UK, Germany, and France. <u>And</u> we are <u>bringing it across the pond</u> with 700,000 tracks available for download and purchase. <u>And</u> these tracks are from all the major labels plus dozens of independents and we are signing <u>independents</u> day by day. <u>And</u> as you can imagine, they want their music on <u>the most popular online music store in the world</u> .	Conjunction: additive	Hands on back
275			Conjs.: causal + additive	Stretching left arm
280	0:19:00	We also have over 12,000 classical tracks from labels like Georgia Gramophone, EMI, DECA, a whole bunch of them. <u>And</u> we have a bunch of exclusive tracks. <u>Again</u> , we get the best exclusive tracks because we have the biggest audience and people want, err , want their tracks to be heard.	Conjunction: additive Conjunction: additive; Figure of speech Il. 270-272: logos; Conjunction: additive Repetition of l. 273 Conjunction: additive Key noun	Hands on back Large hand gesture
285		<u>So</u> , let's take a look at each of these stores. <u>First</u> , let's start with the UK. Each of these stores is programmed with local content so they are a little bit different . This is the UK store, again, obviously in English . <u>And</u> , every song on the UK store is going to be available for download and purchase for 79 pence. That is not three	Il. 278-279 : logos Conjunction: additive Conjunction: additive	Walking around Speaks rather slowly and clearly
290			l. 285: partitio; Conjs.: causal + temporary Il. 285-325: narratio + argumentatio; Conjunction: additive Il. 285-327 : logos	Points at screen Hands on back

295	0:19:30	or four songs in the store when the rest of them cost 99 pence or 1.49 pence. <u>It's every song</u> in the store for <u>79 pence</u> . Sometimes when you hear offers from some of the other guys, they'll put a few songs down there, but 90% of the songs are <u>99 pence</u> or above. Every song on the store, <u>79 pence</u> and that includes [XX] of course, it's no subscription fee, you don't have to be a subscriber to get this price, and most albums will sell for 7.99. 7 pounds 99 pence. We think these prices are gonna excite a whole lot of people.		Repetition of ll. 288-289; Repetition of l. 290 Repetition of ll. 291-292 Repetition of ll. 290 + 292-293	Pointing with index finger Points thumb at screen Walks to right side of the stage
300					
305	0:20:00	<u>Next</u> , German store. Here's what the German store looks like. Obviously you can see that it's in German . <u>And</u> you can see that the programming's a little bit different to feature some of the hot local repertoire in Germany. <u>And</u> we're gonna be offering any song on this store for 99 eurocents. <u>Again</u> , no subscription fee. [Applause]. <u>And</u> 9.99 Euros for most albums in the store.		Conjunction: temporary Conjunction: additive Conjunction: additive Conjunction: additive Conjunction: additive	
310	0:20:30	<u>Next up</u> , French store. Obviously, French language, programming to feature local artists. <u>Again</u> , same price, 0.99 Euros for every song in the store, VAT included, no subscription fee, 9.99 for most albums.		Conjunction: temporary Conjunction: additive	Walks to the left side of the stage
315					
320	0:21:00	<u>So</u> , the UK, Germany, and France. <u>Each store</u> programmed with local content. <u>Each store</u> offering aggressive prices on every song in the store. There's a fourth store, it's not gonna be available today, but we are working on it. It's a Pan EU store for the rest of the countries. It's going to be in the English language, to start with. It will offer the same prices as the other stores. So 99 euro cents pr. song and we hope to have it up by October. So that is a <u>fourth store</u> that's coming.		Conjunction: causal Parallelism Repetition of l. 319	ll. 316-327: hands are mostly hanging

325	0:21:30	<u>But</u> these three stores are gonna be available today. <u>And</u> I'd like to just go ahead and demo the UK store for you in case you've never seen iTunes.		Il. 325-327: partitio; Conjs.: adversative + additive	Points at screen
330	0:21:43	STEVE JOBS: <u>So</u> , this is iTunes, this is our jukebox right here. <u>And</u> I can just in and err , you know, play a few songs. [Playing songs]		Il. 329-571: narratio + argumentatio Conjs.: causal + additive	Goes to the left side of the stage and takes a seat in front of a computer.
335	0:22:06	STEVE JOBS: <u>Now</u> , if I wanna burn a CD on iTunes it's really easy . I can just go and pick a playlist, let's say, new stuff, and I can just go and hit this 'burn' button. <u>And</u> it's gonna ask me, you know, to put and a blank CD and I hit it and I push the button and it will start burning as soon as I put in a blank CD and that is all I have to do to burn a CD , it's just all integrated right together.		Conjunction: temporary	Looking at the computer, nodding in time with music
340				Conjunction: additive	
345	0:22:30	<u>Now</u> , another new feature we've added is the ability to, err , print CD label inserts. <u>And</u> , errm , we've done a really nice job with this, err , so let's go ahead and print one for this playlist. And I pick mosaic right here and I'm just gonna go say, you know, print this and <u>it will automatically preview it for you. It will automatically make a composite album cover again</u> and this is what it will make for me and I can print it out, you can see the crop lines on it, and I can cut it and fold it and I've got err , something from my, err , jewel case. <u>But</u> this is the kind of <u>quality level</u> that iTunes can just turn out for any playlist, err , and you can print this on any inkjet printer, any printer for that matter, in black and white or color, with all the tracks right here. So you can really get something that is quite professional looking.		Repetition of Il. 339 + 340; Key noun	
350				Conjunction: temporary Conjunction: additive	
355	0:23:00			Parallelism	Speaks fast – no pauses between words
				Conjunction: adversative Key noun	

360	0:23:30	Err, we got another feature called Party Shuffle that we added. And, err, this is err, basically a pro shuffle here, so we can, err, play a song, and you can tell it how many songs you wanna see up ahead. [Music starts playing]. And you can, err, get rid of that song and play the next one obviously, but you can also rearrange songs that are coming up, you can say 'I don't really want this song', it'll pick another one, and err, really controls the songs in your playlist if you're having a party or something like that. [Music plays]. Picks them random out of your library or any playlist you suggest.		Conjunction: additive	
365				Conjunction: additive	
370					
375	0:24:00	And then, another feature that we got is a lot of people, erm, living in an environment where they have wireless network now. Whether it's their home, whether it's their school, whether it's their workplace, err, whether it's sitting in an airport with a wireless network, wouldn't it be great if you could hear, see the songs on other people's computers, completely over wireless network and stream them and listen to their music if they give you permission? And we've built that in to iTunes, using a technology we got called Rendezvous, where computers or other devices can automatically find themselves over a network, including a wireless network, with zero configuration. You never have to set anything, you never have to do anything, except give your system permission to look for other people's music and separately, give your system permission to display your music to other people if they should be looking for it.		Conjunction: additive Parallelism Word Il. 376-380: pathos	Looks at the audience instead of the computer Hand gestures resting elbows on knees
380				Interrogative; Conj.: additive; Il. 380-384: logos	Speaks very fast – many hands gestures, also fast
385				Parallelism Parallelism	
390	0:24:30	And so let me just show you. I'm gonna invite Peter Low, one of our, err, marketing managers from Apple to		Conjunction: causal	Speaks fast

395		come up and he's got a Hewlett Packard laptop with him right now. <u>So</u> , when Peter, err , wakes this laptop up from sleep, which he's gonna do right now, <u>the computers are gonna start talking to each other</u> . <u>And</u> over there on the left, on the 'source' column, you're gonna see Peter's laptop pop up <u>once his computer negotiates</u> . <u>And</u> that's gonna happen in a second here.		Conjunction: causal	
400	0:25:00	There it is. See, Peter's music in blue right here, just popped up, and this is all of Peter's music. <u>And</u> , so it's, it's loading it right now from his playlist, and you can see, I can actually see his playlist right here, and err , you know, I can play his songs from here if I want to.		Figure of speech; Conjunction: additive Figure of speech Conjunction: additive	
405		[Playing song]		Conjunction: additive	
410	0:25:30	STEVE JOBS: This is streaming over the airwaves from his computer to my computer in real time. Nobody's set any configurations, nobody said 'I wanna discover Peter's music', it just showed up. <u>And</u> if Peter closes his laptop, puts it to sleep, and heads off to college , his music disappears from my source list... [Applause] ... and goes with him. <u>So</u> there's no transferring of music over the airwaves, I don't have a copy of his music, but while he's around, we could share each other's music. <u>And</u> listen, I can find out what music my kids are listening to... if they let me.	Il. 408-416: logos	Conjunction: additive Word	Standing – gesturing towards the screen
415		<u>So</u> there's no transferring of music over the airwaves, I don't have a copy of his music, but while he's around, we could share each other's music. <u>And</u> listen, I can find out what music my kids are listening to... if they let me.	Conjunction: causal		“Transferring” gesture
420	0:26:00	<u>So</u> , that's Rendezvous. <u>So far</u> , we have only talked about iTunes as a jukebox, <u>but</u> iTunes is widely regarded as <u>the best jukebox in the world</u> . <u>Now</u> let's go in to the store. To go in the store, what do we have to do? All we have to do is go over to the source here and push 'music store' and <u>boom</u> ! There's the music store. That's it. We are now in the music store. <u>And</u> so we can	Conjunction: additive; Il. 417-418: pathos	Conjs.: causal + temporary Conjunction: adversative Key noun; Conj.: temporary	“Share” gesture – hands moving from left to right a couple of times
425			Interrogative Pathos Conjunction: additive		Sits down at computer again while still gesturing Speaks slowly

430		look at, look at, we got top songs over here, these are the top songs that are, err , selling. <u>Again, I can go to one just by hitting it.</u> Here's the album it's on, I can preview it, just by clicking it. [Music playing].		Conjunction: additive Figure of speech	
435	0:26:30	<u>So, let me go back to the home page here, and again, I got here what we call the [swooshes], new releases, I've got, you know, sixty albums up here that we feature for new releases.</u> I can go see them all, we've got dozens and dozens. We got exclusives right here. <u>And</u> , as you can see, err , we can go to anybody here, err , let me go back and, Bob Marley, we've got Bob Marley here.		Conjunction: causal Parallelism	
440	0:27:00	Every song, err , is, err ... this is a, err ... every song is 79 pence. <u>And</u> to buy one... [Music playing]... I can just push 'buy song' and I'm buying the song. <u>And I just</u> bought it. Ain't that amazing ?		Conjunction: additive Il. 439-440: logos Conjunction: additive Repetition of l. 440 Interrogative	
445		<u>So</u> now what I can do is that I go to 'purchased music' and there is my song right there, I just bought the whole thing. Very easy to find. <u>So</u> let me go back here, let me go to the home page. <u>And</u> , err , you know, I got a, a, I got a, err, erm , let's see... I've got err , a way to... see what I'm gonna show you here. Oh yes. Sorry. We've got some featured artists over here as well, and, err , I can go to Black Eyed Peas, a really hot group right now, and I can see their top songs, and err , see their, err , their one album so far. So it's pretty cool . 700,000 songs.		Conjunction: causal Conjunction: causal Conjunction: additive	Hand to mouth.
450	0:27:30	Let me go down to exclusives. We've got, err , Snow Patrol here, we got some <u>exclusives</u> from them. [Music playing]. <u>Again</u> , showing me the top songs people have liked. [Music playing]. This is the one they liked most. [Music playing]. <u>And</u> again, in new releases, I can [skew] through here, here's the new Harry Potter		Ethos Logos	Stops talking – he lose the thread
455	0:28:00			Repetition of l. 455 Conjunction: additive	
460				Conjunction: additive	

	0:28:30	soundtrack. [Music playing]. <u>And</u> even the previews are in <u>an impeccable quality</u> , <u>same quality</u> as the songs you're gonna buy.		Conjunction: additive Key noun; repetition	
465		<u>So</u> , now let's search, this is what most people do. Erm , you know, Ray Charles just died and I can just search for Ray Charles and, boom, I see what I've got from Ray Charles. And, err , I got all these Ray Charles songs, I got 116 Ray Charles songs. Erm , you know. [Music playing]. You'll find 'What'd I say' here. [Music playing]. <u>Now</u> , let me search for another group that, err , you may not have ever heard of but probably you have. Let's see, Pacemakers. <u>When</u> , err , Brian Epstein was managing the Beatles, err , he had another group in the backroom that was their backup in case Beatles didn't make it. <u>Also</u> from Liverpool was Gerry and the Pacemakers. Hard to find this stuff. They had one hit song here, err , it was called 'Ferry Cross The Mersey' and there it is right there. [Music playing]. But it was like pretty <u>obscure</u> things. [Music playing].		Conjunction: causal ll. 465-480: pathos	Stresses "so"
470	0:29:00			Logos	
				Conjunction: temporary	
475	0:29:30			Conjunction: temporary	Claps + turns toward audience
				Conjunction: additive	
480					
	0:30:00	<u>Now</u> , let me search for, err , something else here, I'm gonna search for BBC, and err , there is a bunch of <u>great</u> music on the BBC, you'll can search by artist here, [XX], obviously a lot of concerts. [Music playing]. Lot of Queen as you can see, you know, David Bowie here, it's err , some pretty great stuff. [Changing song]. Jimmy Hendrix. [Music playing]. So a lot of stuff.		Conjunction: temporary	
485					
	0:30:30				
490		<u>Now</u> , we've also got genre pages. We got pages for all the <u>popular</u> genres of music, and err , let me go to 'Rhythm and Blues' here, and err , you see like Alicia Keys, we can go to Alicia Keys, we got some <u>exclusive</u> songs from her, and err , <u>she's great</u> . [Music playing]. So		Conjunction: temporary	
	0:31:00			Ethos	

495		we got our genre pages, that's, that's 'Rhythm and Blues', let's go to Disney. We have an exclusive with Disney for all of the songs from their films. A , a , and more. Erm . And of course, you know, one of my favorites is Mary Poppins, we've got it right here, and			
500	0:31:00	you know, this is err , some exceptional music. [Music playing]. Just great stuff. And we can go again, you know, classical , we got great classical genre section, again, <u>over 12,000 tracks</u> , you know, pick a Vivaldi here, and, err , you know this stuff. [Music playing].		Il. 498-500: pathos Conjunction: additive Logos	Voice gets stronger
505					
	0:32:00	<u>So</u> , featured artists, again, we've got a bunch of featured artists, we've built artist pages for all of them, you can get biographies, you can, err , look at all their albums. <u>And</u> , err , in some cases, you know, they've got , we've got all their albums, err , totaling over 50. Albums that aren't even in print anymore but you can find on here. <u>It's</u> , it's really fantastic .		Conjunction: causal Conjunction: additive Il. 509-510: logos	Looks at audience
510				Pathos	
				Conjunction: temporary; Figure of speech; Conjunction: additive	Speaks faster
515	0:32:30	<u>Now</u> let me go to AudioBooks, just to <u>show you a little snippet of that</u> . <u>Again</u> , a whole genre page for audio books, and erm , featuring a bunch of books, you can go to any one of them if you want, you can get a three minute preview. [Preview playing]. <u>And</u> err , some of these are just fantastic . You know. Sherlock Holmes is in here. [Preview playing]. <u>So</u> , AudioBooks. <u>I'd suggest you check it out</u> .		Conjunction: additive Conjunction: causal Ethos	
520				Conjunction: temporary Repetition of l. 524 Conjunction: additive	Turns toward the audience, hand gestures, turns back toward computer
	0:33:00	<u>Now</u> , let's go to iMixes. This is what I told you about where you can publish your own playlist, <u>your own album</u> , and everyone else can see it, vote on it. <u>And</u> , err , let me show you a few of these in here. Erm , let's see. I was looking at some, here is one called ' Great Guitars'. <u>So</u> this is some person's, err , example of great guitar		Conjunction: causal	
525					

530	0:33:30	play. [Music playing]. <u>Now</u> , I can rate this iMix here, I can say I wanna give it a four and submit this, and this is all it takes to vote. I can vote once, I can change my vote if I want but I can only vote once. <u>And</u> I just rated this playlist right now. <u>So</u> , <u>that's</u> , that's how <u>easy</u> it is. <u>Erm</u> , there's a lot of them in here, <u>they</u> , they're coming and going constantly. You know, here's another one. [Music playing].		Conjunction: temporary Conjunction: additive Conjunction: causal	
535					
540	0:34:00	<u>So</u> , the last thing I wanna do, this is the <u>UK</u> store, this is all live, I wanna show you the <u>err</u> , <u>French</u> and <u>German</u> stores so I'm gonna use the <u>fast err</u> , user switching here. This is the <u>German</u> store, it has been running here the <u>whole</u> time, and <u>err</u> , you know, again I can pick anybody here and just... see what's up with them and I'll go play an <u>exclusive</u> track. [Music playing]. <u>But</u> this is the <u>German</u> store here, again, fully <u>localized</u> . <u>And err</u> , I can go up here and show you the <u>French</u> store as well.		Conjunction: causal	Turn toward audience
545	0:34:30	Here's a <u>local</u> act called Indochine which is really <u>popular</u> . [Music playing].		Conjunction: adversative Conjunction: additive Il. 547-548: pathos	
550	0:35:00	So, <u>all three of these stores</u> ... All three of these stores go live today. We're done with today's presentation. You can go and download iTunes for <u>free</u> . So, <u>free</u> download. You get a jukebox for <u>free</u> , <u>it's the best jukebox in the world</u> , let you do everything we talked about, you can burn <u>free</u> MP3s without any add-ons. All for <u>free</u> . <u>And</u> , you can download it at <u>itunes.com</u> . Just go to <u>itunes.com</u> , you'll be directed to a <u>local fast</u> server where you can download the music store, starting in just a <u>few</u> minutes.		Conjunction: causal Il. 550-559: logos Conj.: causal; repetition Key noun	Stands up, walks away from computer. Hands on back. Speaks slowly Hand gestures, also slow
555	0:35:30			Repetition of l. 555; Conjunction: additive; repetition of l. 556	Hands on back
560		<u>Now</u> , to get you guys started for the day, we're gonna give you all a gift certificate of 20 Euros or 15 Pounds		Conjunction: temporary; Il. 561-567: pathos	Il. 561-571: Still slow speech rate. Hands mostly

565		depending on what country you live in, so you can take this and go buy some music and see exactly what it's like. <u>See what it is actually like to type in the gift certificate number and get free music and see what that experience is like as well.</u> So, we started off with the US, we're adding the UK, Germany, and France. <u>And</u> together these four territories represent 60% of global music sales. <u>And</u> , I think you'd agree that we now have the <u>most popular</u> place in the world to buy <u>online</u> music.			on back with few gestures in front
570	0:36:00		Il. 570-571: ⑦	Parallelism Conjunction: causal Conjunction: additive Il. 568-570: logos Conjunction: additive Key noun	
575		One of the other things we've found ourselves think about though, is where do people wanna to listen to this music? What are the most popular places to listen to it? <u>And</u> I'd like to take a few moments to talk about that. The first one is of course your computer. Everyone listens to music on their computer. <u>And</u> , again, up to five computers and iTunes, PC, Macs, any mix you want. Probably the second most popular place to listen to music is now on your iPod. The iPod's a remarkable device as you know, holds up to 10,000 songs in your pocket, syncs with your computer automatically, so you don't have to do anything manually, you just connect it with your computer and your entire music library is synced on your iPod. Let me show you how this has done in the market place.		Il. 573-576: partitio Interrogative x2 Conjunction: additive Il. 577-712: Narratio + argumentatio; Conj.; additive	Speaks faster, hands mostly in front
580	0:36:30			Il. 581-586: logos	
585	0:37:00				"Entire" gesture Points at screen
590		This is the curve of accumulated iPods ending in March, just two months ago. You can see the slope of his curve. It's accelerating. We can't make some of the iPods fast enough. <u>And</u> the iPod, over three million of them out there in the end of March, the iPod has over a 50% market share as of March. <u>And</u> that's including even the 50 dollar flash players that people get for gifts and never use 'cause they only hold 16 songs. Over 50%		Il. 589-602: logos Conjunction: additive Conjunction: additive	Il. 589-602: hands hanging, moves them to back Points at screen
600	0:37:30				

		market share. <u>So</u> that's the iPod. We think an extraordinarily popular place to listen to music.		Conjunction: additive	
605		A third place is the automobile. <u>Now</u> , this is a place where we haven't even taken the first step yet. We've got a bunch of contraptions which allow you to hook your iPod in your car. But we're working with several of the automotive companies and later on this year, we hope to have some announcements to make it a lot		Conjunction: temporary	Points at screen
610	0:38:00	easier to listen to music in your car.		Il. 608-611: pathos	Speaks slowly
615		<u>And lastly</u> is what we call the living room. Which is all around your house. You wanna listen to music around your house so what do you do? It turns out that there is a huge iPod economy out there. There are over 250 accessory products for the iPod. This is one of them, like the company Altec-Lansing sells. They can't sell , they can't make these fast enough. <u>And you just pop your iPod in</u> and you got a stereo to go. Runs on battery or with an adapter in the wall. This has been huge . <u>And</u> so you can put these all around your house. Which is great . <u>But</u> what if you have music on your computer and you wanna listen to it on your stereo in the living room?		Conjunction: temporary	"Living room" – makes "" signs with hand
620	0:38:30	These things are not in the same room and you don't really wanna run wires. What do you do?		Interrogative Il. 616-619: logos	Il. 613-627: Hand gestures in front of body
625		Well, obviously this is a challenge for wireless networking. <u>And</u> Apple, as you may know, was a pioneer in wireless networking, we shipped the first wireless networking on a computer back in 1999. We were the first people to ship what's called 802.11b. It was the 11 megabits standard for wireless networking. We were the first to ship it, we were the first to build it in to a notebook. Last year, in 2003, we were the first to		Conjunction: additive; Figure of speech Conjunction: additive	
630	0:39:00			Conjunction: adversative Interrogative	Speaks slowly, looks down
635			Il. 629-641: ①	Interrogative	
				Conjunction: additive	Walking
				Il. 629-641: logos Il. 631-641: parallelism	

640	0:39:30	<p>ship the faster version 80211.g, 802.11g which runs at 15 megabits a second. We were the first ones to ship that. <u>And</u>, just a few weeks ago, we were the first one, as a matter of fact, last week, we were the first ones to announce the 802.11g mobile base station that you can take with you.</p>		Conjunction: additive	“Grab” gesture
645		<p><u>But</u> it had another cool feature on it too. We call it AirPort Express with AirTunes built in. <u>And</u> this is what it looks like. <u>And</u> you can plug it in. You can err, I got one here to show you, it’s actually quite small. Err, it’s about the size of a power brick for a portable computer and we use the same, same system of this plug as you can plug on a UK plug, which is almost as big as the device itself... [Laughter]... you can have one of these if you want. <u>And</u> err, so, what’s so cool about this.</p>		Conjunction: adversative Conjunction: additive Conjunction: additive ll. 645-651: pathos	Picks up plug
650	0:40:00				Plugs on UK plug
					Puts it down again
655		<p>Well, it’s got three connectors on it. One for Ethernet to connect it to broadband to get its network connection. The second is a USB port, you can hook it up a USB printer like an HP USB printer, Epson USB printer, and you can print wirelessly from your notebook computer right to the space station in the printer, <u>but</u>, especially relevant for today; there’s an audio jack on it. <u>This thing has audio outputs on it</u>. Both analog and digital so you can hook it in your stereo. <u>So</u> it’s got analog audio output, it’s got digital audio output through a fiber optic that goes right in the back of most stereos called toss link. It provides lossless data compression over the airwaves so <u>you are not gonna lose any quality</u> by streaming your music over the airwaves. <u>And</u> we encrypt it so the music companies like it, and we’ve <u>seamlessly integrated</u> this with iTunes.</p>	Conjunction: additive ll. 653-668: logos	ll. 653-667: Speaks fast + hand gestures	
660	0:40:30			Conjunction: adversative Repetition of l. 659	
665				Conjunction: causal Key noun Conjunction: additive Key noun	Speaks slowly

670	0:41:00	<u>And so</u> , with AirPort Express, here's what you can do. If you have a computer in your study, let's say, your den, you got a stereo in your living room using Rendezvous, the same technology that let us find Peter's notebook, these things find each other. Base station and the computer find each other. <u>And</u> they can send, the computer can send music to this base station right in the station you play music in the living room. If you have a second stereo in your house, let's say the kitchen, you can find it too, and you can send music to your stereo in the kitchen. If you have another computer, Windows		Conjunction: causal	
675		computer in this case, 'cause it works with both Mac and Windows as long as you have iTunes, because all the technology is build right in to iTunes. You have a portable PC in your office, it can communicate with your living room as well.		Conjunction: additive	
680	0:41:30				
685					
690		<u>So</u> it all just works, <u>it all just works</u> and it <u>just works</u> because it's fully integrated with iTunes. <u>And so</u> , when iTunes detects one of these wireless base stations with a speaker jack plugged in, fiber optic or analog, it automatically puts up a popup list at the bottom. <u>And</u> that popup list shows 'Computer', if you want your music coming out your <u>computer</u> , or you can see every base station on the network and you can give them any name you want like 'Living Room' or 'Home Theater'. You pick 'Living Room', a few seconds later the music starts coming out, now, in your <u>living room</u> stereo. That's how easy it is to use. <u>So we think we have nailed the living room</u> with AirPort Express with AirTunes and that's what it looks like, works with Macs and PCs, we're shipping them next month from 99 pounds or 149 Euros. <u>So</u> it's really inexpensive to do this as well.		Conjunction: additive; Repetition; Conjunction: causal; key noun	
695	0:42:00			Conjunction: additive Repetition of l. 692	Speaks rather fast but clearly, stressing some words
700	0:42:30			Repetition of l. 696 Conjunction: causal; Figure of speech ll. 700-702: logos Conjunction: causal	Raises left arm Hands gestures Hands to back

705		<u>So</u> , we think we have the most popular places to music or at least <u>we are well on the road</u> with up to five computers, an unlimited number of iPods, the living room now with AirPort Express, and, later this year, hopefully the first steps towards some really good automotive solutions as well. <u>And</u> we combine this with		Conjunction: causal Figure of speech	Speaks slowly, clearly
710	0:43:00	<u>the most popular place to buy online music</u> which of course is the iTunes Music Store now available in the UK, Germany, and France		Conjunction: additive Key noun	Hands on back
715		One of our strongest motivations in doing all of this is that we love music too. We all have ... we were the first on the blocks to get iTunes, we're the first on the blocks to get iPods, and use the iTunes Music Store. And we all have stereos in our living room which drove us to		Il. 714-755: peroratio Il. 714-737: pathos	Speaks slowly, sounds almost apologetic
720	0:43:30	make Airport Express so we could have 'em too. We love this stuff. <u>And</u> it all comes down to artists. Right? That's why we do this. Err , it is for the music. <u>And</u> , we got , we love getting exclusive content on the store, we got exclusive content by a lot of artists, and we love working with them to get it. We love featuring them.	Il. 714-729: ⑤	Conj.: additive; Word; Interrogative; Conj.: additive; Il. 722-724: parallelism	Il. 716-720: many gestures Points at screen
725	0:44:00	Got some great stuff by Indochine, Alanis, again, this Disney stuff is great from the treasure troughs of Disney and Pixar, all of the soundtracks. Really good. <u>Herbert Grönemeyer from Germany, Alicia Keys, from New York City.</u>		Parallelism	Il. 721-736: speaks slowly, hands mostly resting on remote
730		<u>Now</u> , we are very lucky today. <u>We are very lucky</u> . We have with us today 23-year-old, 23-year-old Alicia Keys. She's touring and she was so kind to find a slot where she could come and be with us today in the		Conjunction: temporary; Repetition	
735	0:44:30	middle of her tour. <u>And</u> we are very grateful for that. She's terrific. Five time Grammy winner. Please		Conjunction: additive	"Come" gesture with left hand
	0:44:47	welcome, please join me in welcoming Alicia Keys.			

740	0:58:40	[Alicia Keys performing]			Leaves stage
		STEVE JOBS: Thank you. Alicia Keys, ladies and gentlemen. We're really lucky . So. iTunes. The most popular online music store, started in the US, starting		Repetition of l. 731	Returns to stage
745	0:59:00	today, it's available in the UK, Germany, and France. These countries represent 60% of the global music market. We'll soon add a Pan-European store <u>which</u>		Key noun	Smiling
		<u>will get us even higher</u> as we march this digital music revolution throughout the world. And err, we're really		Logos	ll. 742-744: speaks slowly
750		proud to be here, we can't wait to see the reaction of music fans throughout Europe. So thank you very, very much for coming . We got a hands-on area <u>where you</u>	ll. 746-750: ⑦	Figure of speech	ll. 745-755: hands not moving much
	0:59:30	<u>can get your hands right on the store right now</u> and play with it on Macs and PCs, we hope you do. We'll give		Word; Repetition	
		you the gift certificates, try it out for yourself. So thank		Figure of speech	"Area" – gestures toward the hands-on area
755	0:59:40	you very much and err , we're proud to be here. Thanks.		753-755: pathos	Raising left hand as a waving gesture

Appendix F: Macworld 2008

Transcription and analysis

Steve Jobs' keynote at Macworld 2008 on January 15, 2008 at the Moscone Center in San Francisco (Krazit 2008).

Videos accessed April 30, 2013.

1. Main video: <http://www.youtube.com/watch?v=nWIVx3ecsLg> (with videos – no ending). Time is set from this video until around 0:35:40, where there is a few lines missing and in the end which is also missing in this video
2. <http://allaboutstevejobs.com/movies/stevejobskeynotes.php> (without videos, with ending). Used when video 1 does not suffice. Time marked with **bold** and underlined, e.g. **0:34:30**
3. http://www.youtube.com/watch?v=L_Eg7fQ7P8g + http://www.youtube.com/watch?v=jWbYjn_WIjY (Randy Newman performance)

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 9,156

Speech length: ~ 77 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1		[Ad playing] [Applause]			
5	0:00:39	STEVE JOBS: Thank you. [Applause]. Thank you. Welcome to Macworld. [Applause]. Thank you. Welcome to Macworld 2008. [Audience screaming]. We've got some, some great stuff for your, <u>there's clearly something in the air today</u> . [Laughter]. But before we dive in to all of that, I just wanted to take a moment and look back to 2007.		ll. 5-9: exordium Repetition of l. 6 Figure of speech; key noun	Smiles Laughs, smiles
10	0:01:00	<u>clearly something in the air today</u> . [Laughter]. But before we dive in to all of that, I just wanted to take a moment and look back to 2007.		ll. 9-11: partitio; Conjunction: adversative; Figure of speech	Stretches arm "Look back" gesture
		2007 was an extraordinary year for Apple. Some		ll. 13-21: narratio	

15	0:01:30	incredible new products, the, the amazing new iMac, the awesome new iPods, and of course, the revolutionary iPhone. On top if that Leopard and all of the other great software we shipped in 2007. It was an extraordinary year for Apple and I want to just take a moment and say thank you. We've had tremendous support by all of our customers and we really, really appreciate it, so thank you for an extraordinary 2007. [Applause]. Thank you.	ll. 17-21: ③	Repetition of l. 14 ll. 13-21: pathos Repetition of l. 13	Both hand gestures "Awesome" emphasized "Extraordinary" emphasized Both hand gestures
20		[Applause]			Clapping
25	0:02:00	STEVE JOBS: So I've got four things I'd like to talk about with you today. So let's get started. The first one is Leopard. I'm thrilled to report that we have delivered over 5 million copies of Leopard in the first 90 days. [Applause]. Unbelievable. It is the most successful release of Mac OS X ever. And, what this has resulted in is almost 20% of the Mac OS X installed base is now upgraded to Leopard. This is unprecedented in the first 90 days for both us and of course the industry. So we are really, really thrilled by this. And, and the press has been very kind too, it has been a critical success as well as a commercial success. "In my view, Leopard is better and faster than Vista", Walt Mossberg, a man of few words. [Applause]. "Leopard is powerful, polished and carefully conceived", David Pogue, The New York Times. "With Leopard, Apple's operating system widens its lead aesthetically and technologically", Ed Baig, USA Today, and "It's by far the best operating system ever written for the vast majority of consumers". Right? Ed Mendelson, PC Magazine. [Laughter].	ll. 32-33: ①	Conjunction: causal; ll. 25-26: partitio; conj.: causal ll. 27-33: logos ll. 26-1057: narratio + argumentatio	Smiles Left hand gestures Hands to back
30	0:02:30			Repetition; Conjunction: additive ll. 36-44: ethos	Points to self and "others"
35					
40	0:03:00			Word; Interrogative; Pathos	Both hands
45		So, in addition to getting great critical reviews, Leopard has really, err, been well-received by our developers.		Conjunction: causal	Walking Smiles

50	0:03:30	And, one of the things that's been nounced , announced today is err , Microsoft is now shipping Office Mac 2008, err , their latest version of Office... [Applause]... and this is , this is their last big app to go native on Intel. So we're finally there, err , all of the big apps now are native on Intel. <u>Thank you, err, Adobe, thank you Microsoft, err, all the apps native on Intel, so we're pretty thrilled.</u>	Il. 48-53:logos	Both hand gestures
55			Il. 53-55: pathos Parallelism	Smiles
60	0:04:00	<u>So</u> , in Tiger we had , we have a bunch of great new features as you know. <u>And</u> one of them is Time Machine. Time Machine is really great because it can automatically back up all your files. <u>And err</u> , save them to a hard disk. <u>And</u> as you know, the way Time Machine works is err , you take an external hard drive and plug it in to your computer and everything else is automatic . It works great . If you have a notebook though, you are constantly <u>plugging in</u> that hard drive and <u>unplugging it</u> , you're in places err , where you forgot to bring that hard drive and you wanna get a backup. <u>You wish that you didn't need that wire, right?</u> <u>You wish that it was like this</u> . Well, today we're introducing a companion product to Time Machine. It's gonna do way without wire forever, it's called Time Capsule. [Laughter + Applause]. <u>And what it is, it's really clever, it's a back-up appliance. And what it has in it is an Airport Extreme base station, a full Airport</u>	Conjunction: causal Conjunction: additive Conjunction: additive Conjunction: additive Il. 61-64: logos	Both hand gestures "Everything" stressed and gestured
65	0:04:30	<u>Extreme base station and a hard drive</u> . So it's got 802.11n wireless networking, the most advanced WiFi networking available and it's got a server grade hard drive in it. So it's very reliable . <u>And</u> these two things together make up Time Capsule. <u>And</u> as you can see, it's a full Airport Extreme base station with all the ports on the back. Really nice. <u>And so</u> , you can back up your	Repetition (antonymy) Word; Interrogative Parallelism	Il. 69-85: both hand gestures
70			Conjunction: additive Conjunction: additive; Parallelism Il.73-85: logos	
75	0:05:00		Conjunction: additive Conjunction: additive	
80			Conjunction: causal	

85	0:05:30	notebook wirelessly to Time Capsule. As a matter of fact, you can back up all the Macs in your house, whether they be notebooks or desktops wirelessly to one Time Capsule. Just literally, plug it in, turn it on, and enable Time Capsule or Time Machine on all your Macs and that's all you have to do. It's really wonderful .		Il. 85-87: pathos	Il. 82-85: speaks slowly Gestured Both hand gestures
90	0:06:00	We're gonna sell Time Capsule in two versions. A 500 MB, one with a 500 MB drive, err , gigabytes! Sorry. [Laughter]. 500 GB drive inside it and one with a TB drive inside it. The 500 GB model is gonna cost just 299... [Audience screams + Applause]... and the , the TB model is gonna be just 499 dollars. <u>These are very aggressive prices</u> because we want people backing up their content. And Time Capsule's gonna ship in February. It's the perfect companion product to Time Machine. We got an ad running on Time Machine, I hope you've seen it, but if you haven't, I'd love to run it for you now.		Il. 89-100: logos Figure of speech	Il. 89-100: speaks rather slowly
105	0:06:33	[Ad playing – 'continuation' of the one in the beginning] [Applause + Laughter]			
110	0:07:13	STEVE JOBS: <u>So</u> that's Time Capsule. A perfect companion to Leopard. <u>And</u> that's the first thing I wanted to share with you this morning. [Applause]		Conjunction: causal Conjunction: additive	Smiles
115	0:07:30	STEVE JOBS: <u>So</u> , number two. Number two is about the iPhone. I've got some great news for you. <u>Now</u> , today happens to be e , exactly the 200th day since the		Conjunction: causal Conjunction: temporary Il. 114-118: logos	Smiles Both hand gestures

120	0:08:00	iPhone went on sale. <u>Right?</u> iPhone's been shipping for exactly 200 days today. <u>And</u> I'm extraordinarily <u>pleased</u> to report that we have sold four million iPhones to date.		Word; Interrogative Conjunction: additive	Left hand gestures Hands to back
		[Applause]			Smiles
125		STEVE JOBS: If you... [Applause]... divide 4 million by 200 days, that's 20,000 iPhones every day on average. So we're really <u>pleased</u> with this. <u>Now</u> , what does this mean in terms of the <u>overall</u> market? Well, let's take a look at the US smartphone market share <u>err</u> , that the iPhone has achieved. <u>Now</u> , this is data from Gartner and <u>the</u> , the <u>most recent</u> data we can get is really just for <u>the</u> , <u>the</u> , the third calendar quarter ending in September, so <u>this is</u> , this is iPhone's first quarter of shipment ever. <u>And</u> <u>err</u> , so the market share in the US, RIM had the <u>highest</u> market share with 39%, <u>right?</u>		Il. 122-124: logos Conjunction: temporary Interrogative	Both hands "Overall" gesture Left hand forms ring
130	0:08:30	They do a great job. <u>Highest</u> market share. <u>Next</u> was the iPhone. Its first quarter shipping, it garnered 19.5% market share. <u>Now</u> , let's look a number three, four, and five. Palm with 9.8%, Motorola with 7.4, and Nokia with 1.3%. <u>And</u> then other, the category everybody else in it, 21.2%. <u>So the iPhone in its first 90 days of shipping</u> garnered almost a 20% market share of the US smartphone market. What's equally <u>interesting</u> to this is if you take number three, four, and five, Palm, Motorola, and Nokia together, and you add up their market shares, it was 20.3. We equal them in the first 90 days of shipment. <u>And</u> we just about equaled 'other' which is everybody else put together. <u>In our first quarter</u> . And when the numbers come out for the December quarter, we think we are gonna have done even <u>better</u> . <u>So this is our first 90 days, four million iPhones to date</u> .		Conjunction: temporary Il. 127-149: logos Conjunction: additive Word; Interrogative Conjunction: temporary	Points with index finger Looking at screen Hands to back Counting with fingers
135	0:09:00			Conjunction: temporary	"Everybody" gesture
140				Conjunction: additive Conjunction: causal Repetition of Il. 134-135	
145	0:09:30		Il. 146-149: ⑦	Conjunction: additive Repetition of Il. 130-131 and 134 Conjunction: causal Repetition of Il. 122+138	Left hand gestures "Everybody else put together" gesture Hands to back

150		[Applause]			
155	0:10:00	STEVE JOBS: <u>Now</u> , what everybody's really excited about is the software development kit that we're gonna release in late February to our developers. This is really exciting , a chance for all of our developers to write incredible apps on the iPhone. <u>But</u> we wanted to give everybody something today too. <u>And</u> so we got some great new features we're rolling out on the iPhone today.	Il. 155-160: ③	Conjunction: temporary Repetition of l. 153 Conjunction: adversative Conjunction: additive	Both hand gestures "Incredible" emphasized Speaks slowly
160					
165	0:10:30	<u>First</u> , maps with location. We've completely [Applause] rewritten [XX] and we now have the ability to find your current location in maps. Webclips. [Laughter]. You can now make <u>webclips</u> at your favorite websites to put them right to the home screen. <u>You can customize the home screen and create up to nine total home screens that you can flip between. You can sms multiple people at once.</u> [Applause]. <u>When</u> you're watching videos, you can have chapters and navigate through your videos with chapters and if it supports it you can have subtitles and alternate languages, and if you have lyrics, we support displaying of lyrics now in the iPod. <u>So</u> what I'd love to now is show you this stuff. Let's take a look.		Conjunction: temporary Repetition of l. 164 Parallelism Repetition of l. 166 Conjunction: temporary Conjunction: causal Conjunctions: causal + additive	Both hand gestures "Flip" gesture "Navigate" gestured Counts with fingers Go to the left side of the stage, pick up an iPhone Coughs Il. 175-291: looking mostly at iPhone
170					
175	0:11:00				
180	0:11:30	Excuse me. <u>So</u> let's go to maps. <u>And</u> as you can see, we got a new user interface for maps here. Err , we got, err , search and directions right in the middle here so people don't get confused . Over on <u>the right side</u> , we got a little view button and I can hit that and just curl up the map and it allows me the see my map and map view, satellite, hybrid view which puts them together, list view, show traffic, and we can drop a pin, we'll come			

185		back to that later. But this button <u>on the left</u> is really cool, I push it and <u>it's gonna locate</u> , it's gonna locate you right on the map. <u>Schuu</u> . And there we are. [Applause]. So.		Repetition (antonymy)	
190	0:12:00	[Applause]		Pathos	
195		STEVE JOBS: This is pretty cool and <u>I can just flip right into directions</u> now and it uses my current location as the start and I could say, well that's cool, I wanna get back to Apple. It just found the route. <u>And</u> it will calculate the route back to Apple and <u>show me</u> , give me street by street directions if that's what I'd like. <u>And</u> here we are. <u>Err</u> , I could say I wanna edit that and <u>err</u> , what I'd really want is I know we have <u>err</u> , we have an Apple store, <u>err</u> , nearby here, and I've bookmarked that as well. And so let's calculate the route to there. And here's the Apple store so after the keynote I can wander over to the store, I drive over to the store. <u>So</u> that's pretty cool. <u>Err</u> , and I can also now, <u>err</u> , drop a pin in anywhere I want to, <u>err</u> , and move it around. <u>And</u> let's say, <u>err</u> , when I'm <u>err</u> , going to the Apple store I find a cool little shop over here I wanna bookmark and <u>I can just add this to my bookmarks, I can get directions, I can remove the pin, whatever I want, I can just keep track of those kinds of locations that I wanna go to again</u> . <u>So</u> that is the new maps and again, we develop our maps application in conjunction with Google. They have awesome maps technology and we write the front end apps and <u>it's a</u> , it's a great collaboration, we love working with those guys.		Figure of speech	
200	0:12:30			Conjunction: additive	
205				Conjunction: additive	
210	0:13:00			Conjunctions: additive	
215				Conjunction: causal	
	0:13:30			Conjunction: additive	
				Repetition: cool x 4 Parallelism	
				Conjunction: causal Il. 211-214: pathos	Looks at the audience "Awesome" emphasized

220	0:14:00	message here and I'm gonna just, err , well, let's say I wanna send it to Phil, and err , Scott, and oops, gotta spell his name right, Scott Forestell, and err , maybe Tim, and maybe Tony, Tony Fadell right there, and I could just say 'Hi' [XX] send a message to them now.		Conjunction: additive	Weak voice
225		<u>And</u> so I'm sending a message to four people here, err , which is kinda nice , but as you know, err , our SMS, err , client keeps track of the conversations that you're having with these people and so, if I go back now after sending this, err , it's right here at the top of my list right there, you can see, and if I wanna send another SMS to all of these folks with one click of my finger, I've addressed it and I'm ready to go. <u>So</u> it's pretty nice . <u>So that's sending SMSes to more than one person at once.</u>		Conjunctions: causal Repetition of l. 216	Speaks slowly
230	0:14:30	[Applause]			Turns page in a book
235		Webclips. <u>Webclips</u> is pretty cool so I'm , I go to my Safari browser, I'm looking at the Apple home screen now, and I'm gonna go to Google because they have these really cool apps now that, err , work with the iPhone. <u>And I think I might use them a lot err, and here they are, coming up now.</u> And what I can do is, err , I now have this plus button right down there at the bottom in the center and I can just push this plus button,		Repetition	
240	0:15:00	err , and what's gonna happen is I, in addition to have add the bookmarks I have 'Add to Home Screen' and I can mail a link to this page if I want to so let's say 'Add to Home Screen' and it comes up and I can rename it if I want and it shows me the icon that I'm gonna get and I say, that's just fine, let's add it. <u>And so</u> now that icon is now added to my home screen.		ll. 339-240: ethos; Conjunctions: additive	
245				Conjunction: causal	Looks at the audience
250		[Applause]			

255	0:15:30	I'm gonna go get another one. Err , this one takes a while but err , to load but it's the New York Times, <u>it's a great website</u> and err , we'll go ahead and wait for it to load here. <u>Because</u> webclips can be more than just a website. They can also, err , remember where I've zoomed and panned to. <u>So</u> , on the New York Times, err , I often just like to look at the , the front page and look at the technology section here, once it loads in, and err , [XX] we'll just scroll down here for a second as it loads in and err , we'll zoom up to the technology section, there we go. <u>And</u> that's what I want to see. Erm , and we'll just go ahead and say add this to the home screen and err , we'll get rid of the <u>whole New York Times</u> and just put <u>NYT</u> , because that takes up a little less room and we'll add it. And now I've got a New York Times app right here. And I just touch these and I go right back to those websites which is really cool .		Ethos Conjunction: causal Conjunction: causal	Drinks water Looks at the audience
260	0:16:00			Conjunction: additive	
265				Repetition	Look at the audience Speaks fast Left hand gestures
270	0:16:30	<u>Now</u> , I may wanna customize my home screen. And so, what I can do, err , is just touch any icon, err , for a few seconds, and they all start to jiggle. [Laughter]. They're all , <u>they all got a little restless</u> ... [Laughter]... and I can do whatever I want, I can take something out of the doc if I want and have only three things at the doc, I can say, I'm gonna use these Google apps a lot, I'm gonna put them right at the <u>doc</u> there. I'm gonna take my <u>New York Times</u> and slide it over to the right of the screen and it goes to another page that I've made with all my other webclips on it. <u>And</u> err , when I'm done, I can go back here if I want, I can just, you know, move stocks down here, I can move, you know, my calendar over here, whatever I wanna do, and I just push home and I'm done. <u>And</u> now my icons have been rearranged, and		Conjunction: temporary II. 271-274: pathos Figure of speech	
275				Repetition of I. 276 Repetition of II. 265 + 267	
280	0:17:00			Conjunction: additive	
285				Conjunction: additive	

290	0:17:30	<p>err, I can go see some of these other webclips, I can just push Bank of America, they have a great mobile banking app right here, and err, I just go right in to it. It's that simple. And I can create up to nine of these home screens and just literally, err, flip between them with a flick of my finger. <u>So</u> there you have it.</p> <p>[Applause]</p>	<p>II. 286-289: pathos</p> <p>Conjunction: causal</p>	<p>"Nine" emphasized</p> <p>Puts down iPhone and walks back to center of the stage</p>
295		<p>STEVE JOBS: <u>So</u>, how do we do some of this stuff? Err, let's take maps, there's no GPS inside the iPhone. We got this great new user interface, but how do we actually arrive at the location? Well, we're working with two companies to do that; Google and a company called Skyhook Wireless. Let me start with Skyhook.</p>	<p>Conjunction: causal; Interrogative</p>	
300	0:18:00	<p>What they've done is they've driven the US and Canada in little cars with antennas on them and GPS receivers in them and they've mapped WiFi hotspots. They are now doing Europe and starting in Asia. <u>And</u> they got 23 million WiFi hotspots in their database. <u>And so</u>, when we go to find a location, it turns out you pick up beacons from these hotspots, even if you're not connected to them and when you pick up the beacons, we triangulate the beacons, look in their database and it tells us where we are. <u>Ain't that cool?</u> It's really cool!</p>	<p>Interrogative II. 298-310: logos</p>	<p>"Driven", "cars", "antennas" gestures</p>
305		<p>[Laughter]. <u>And</u>, Google is doing basically the same thing with triangulating cell tower information of the cellular network. <u>And</u> we're using both of them. <u>And</u> it works pretty [XX] well. [Applause]. <u>So</u> that is how we find location on the iPhone.</p>	<p>Conjunction: additive Conjunction: causal</p>	<p>Counting with fingers "23 million" emphasized</p>
310	0:18:30	<p>[Applause]</p>	<p>Interrogative; pathos Conjunction: additive</p>	<p>"Beacons" gesture</p> <p>Smiles, laughs</p>
315		<p>STEVE JOBS: <u>And again</u>, we can take any app, we</p>	<p>Conjunctions: additive Conjunction: causal</p>	<p>Points at screen</p>

320		have this new add to homepage, add to home screen button, we can go ahead and add our apps right to the home screen, we can reposition them anywhere we want. Sms multiple people at a time, and again, have a record of that so I can just, if I want to, one finger, send a message to all those people again, and when I'm watching films now, I've got two buttons here, one shows me all the chapters, I can navigate through the video by chapters, and the other, if the video contains alternate language tracks or subtitles, I can turn those off and on and select the language as well. If I have lyrics data, puts it right on top of the album art when I go in with the [XX]. <u>So</u> these are some of the new features that we got on the iPhone. <u>And</u> , all of this is available today as a free software update for every iPhone owner.			
325	0:19:00				Walking
330	0:19:30				Hands to back
335				Conjunction: causal Conjunction: additive ll. 333-335: logos	Both hand gestures
		[Applause]			Points at screen
340	0:20:00	STEVE JOBS: <u>The iPhone is not standing still</u> . We keep making it better and better and better and giving free software updates to our users. <u>So</u> , that's the iPhone.		Figure of speech Repetition; ll. 339-41: pathos; Conj.: causal	Both hand gestures
345		What about the iPod Touch? You know, they do have the same software system inside. What can we do for the iPod Touch today? Well, we're doing something pretty big . We've decided to add five apps to the iPod Touch. [Applause]. We're gonna add our amazing mail app, our maps app which you just saw, stocks, notes, and weather. <u>And</u> this is what it's gonna look like for the iPod Touch. Mail, stocks, notes, and weather. Maps with WiFi location because the iPod Touch has WiFi, so whenever we can pick up those <u>WiFi</u> beacons we can use Skyhook to find the location, even on an iPod		Interrogative	
	0:20:30			Interrogative; repetition of l. 343	Counting with fingers
350				Conjunction: additive	Hands to back
				Repetition of l. 351	Both hand gestures

355	0:21:00	Touch that doesn't have a cellular radio in it. Webclips, customize the home screens, the same stuff we just heard on iPhone, on the iPod Touch. <u>And</u> starting today, <u>we're going to build it in to every new iPod Touch that leaves the factory.</u> <u>And</u> for existing iPod Touch users, it's going to be just a \$20 upgrade. <u>And</u> you get all these		Conjunction: additive Figure of speech Il. 356-360: logos; Conjunction: additive Conjunction: additive	Speaks slowly Hands to back
360	0:21:30	new features. <u>And</u> available today on iTunes. So you can just go to iTunes, plug in your iPod Touch, you'll see a page just like this and with one button, you can download this entire software update to your iPod Touch. <u>And</u> so the iPod Touch and the iPhone, major software updates to each one, and that was the second thing I wanted to talk about today.		Conjunction: additive	Points at screen "Entire" gesture
365		[Applause]			
370	0:22:00	STEVE JOBS: Alright. Number three. Number three is a good one too. [Laughter]. <u>Number three</u> is about iTunes. I'm really pleased to report that last week, we sold our four billionth song. Ain't that great ?		Il. 370-371: pathos Repetition of l. 370 x2	Smiles
375	0:22:30	[Applause]. Four billion songs, do you know, on Christmas Day we set a new record, we sold 20 million songs in one day. On Christmas Day. Ain't that amazing ? 20 million songs in one day, that's our new one day record.		Interrogative Il. 372-382: logos	Il. 375-378: speaks slowly
380		On iTunes, we've also sold 125 million TV shows, that's way more than everyone else put together, selling TV shows online. And we've sold seven million movies. Again, that's <u>more than everyone else put together</u> but it did not meet our expectations, I have to tell you. <u>So</u> we've looked at this a lot. <u>And</u> , we think there's a better way to deliver movie content through iTunes over the internet to our customers and so today,		Interrogative	Smiles
385	0:23:00			Repetition of l. 381 Conjunction: causal Conjunction: additive	Both hand gestures Hands to back Speaks slowly

390		we're introducing iTunes Movie Rentals.			
	0:23:30	[Applause]			
395		STEVE JOBS: <u>Now</u> . [Applause]. We've never offered a <u>rental</u> model in music because we don't think people wanna rent their music. Every time we go out and ask them, they wanna own their music. <u>Because</u> you listen to your <u>favorite</u> song thousands of times in your life but your <u>favorite</u> movie, most of us watch <u>movies</u> once. Maybe a <u>few</u> times. <u>And</u> renting is a great way to do it. It's <u>less expensive</u> , it doesn't take up space on our hard drive when we're done, it's a <u>great</u> way to look at movies. <u>And so</u> , this is what the <u>new</u> section of the iTunes store looks like for movie rentals. <u>And</u> , we have gotten the participation of some <u>great</u> studios. Touchstone Pictures, Miramax, MGM, Lions Gate, and New Line Cinema. On by the way, these six too.	Il. 392-395: ⑤	Conjunction: temporary Conjunction: causal Repetition of l. 396; repetition; Conj.: additive	Both hand gestures
400	0:24:00			Conjunction: causal Conjunction: additive	Points at screen Hands to back "Great" emphasized Points at screen
405		[Applause + screaming]		Il. 402-412: logos	
410	0:24:30	STEVE JOBS: 20th Century Fox. Warner Brothers. Walt Disney. Paramount, Universal, and Sony Pictures. We have every <u>major</u> studio... supporting us... [Applause + screaming]... with iTunes Movie Rentals.			Counting with fingers Speaks slowly
415		[Applause]			"All" gesture
420	0:25:00	STEVE JOBS: <u>And</u> we're gonna have all the <u>great</u> first run films. You know, all the films that this year that are now on DVD. Just really, <u>really great</u> films. <u>I'm sure you saw a lot of these in the theatre. That's a particular favorite of mine.</u> [Laughter]. We've also got <u>great</u> library titles. Hunt for Red October. Matrix. Jerry		Conjunction: additive Repetition Ethos Pathos	Laughs "All" gesture

425	0:25:30	Maguire. Austin Powers, lots of library titles and all the great new titles this last year. Here's a great example I want to highlight. This film, the , I didn't happen to see this film, I'm sure most of us didn't, but you know, this film got a 95% on the tomato-meter, Rotten Tomatoes, which is the best review site out there, and now we have a chance to see these kinds of films. Have them brought into our consciousness that we might not normally... have had the opportunity to see. <u>And</u> all the great films of the year, on iTunes Movie Rentals.	Il. 423-431: pathos	Points at screen
430			Conjunction: additive	Speaks slowly
435	0:26:00	Now, so what's the deal? <u>Here's the deal</u> . We're gonna launch with over a thousand films by the end of February. Thousand films by the end of February and we're gonna have films from the studios from 30 days after their DVD release. <u>You can watch them anywhere. You can watch them on your Macs, watch them on your PCs, watch them on all current generation iPods, watch them on your iPhone. You can watch them instantly.</u>	Interrogative; Repetition Il. 433-437: logos	Smiles
440		When you say rent, with [XX] modern broadband connection, you'll be able to watch them in less than 30 seconds.	Parallelism	Il. 433-443: speaks rather slowly
445	0:26:30	What are the rules? When you rent a movie, you have 30 days to start watching it. <u>And</u> after you start watching it, you have 24 hours to finish watching it. You can watch it as many times you want within 24 hours. <u>So</u> 30 days to start, after you start, you have <u>24 hours</u> to finish. <u>And</u> , you can actually transfer the films to another device in the middle of watching them. <u>So</u> you can watch the first half on your computer, realize you got a flight to catch, transfer the film to your iPod and watch it, the rest of it on the iPod on the <u>airplane</u> if you'd like. <u>So</u> you can move the films around to	Il. 441-451: logos	Pointing with index finger
450			Interrogative Conjunction: additive	
	0:27:00		Conj.: causal; Repetition of Il. 447 + 448-449; Conj.: additive; Conj: causal	"Transfer" gesture
455			Repetition of l. 453 Conjunction: causal	"Transfer" gesture "Move around" gesture

460		different devices. What are they gonna cost? To rent a library title is gonna cost just 2.99. To rent a new release, 3.99. [Applause]		Interrogative ll. 458-459: logos	Points at screen
465	0:27:30	STEVE JOBS: <u>So here's how it works. I'm on iTunes. I'm looking at a movie I might like to rent, I push 'Rent movie' right here, and it adds it to a collection of movies I've already rented, let's say in a new category of rented movies up in my iTunes library. So I've already rented the Simpson's movie, I've already rented Harry Potter and it adds Ratatouille and I've got 29 days remaining and I can watch Ratatouille... on my Mac in this case. So I'm watching Ratatouille but I wanna watch the rest of it on my iPod. So I stop the movie, I plug in my iPod, I go to movies and I see this. It shows me all three movies and with one simple button called 'move', I move Ratatouille onto my iPod, and now I can watch the rest of Ratatouille right on my iPod. It's that simple.</u>		Conjunction: causal Parallelism Conjunction: causal; Parallelism	"Push" emphasized Points at screen
470					
475	0:28:00				Points at screen Hands to back
480		iTunes Movie Rentals launches today. [Applause]. It's a free software update. [Applause]. There's free software updates going out for iTunes, iPods, and iPhones to support iTunes Movie Rentals. <u>We are rolling it out in the US starting today, international later this year. We are dying to get this international as well. So, iTunes Movie Rentals. [Applause]. Watch movies on your Macs and PCs. You can watch movies on all the current generation iPods. And you can watch movies on your iPhone. What about this? What about this flat-screen TV... that I just bought? I'd like to watch the movies</u>		Repetition of ll. 469, 470, 471, and 475	
485	0:28:30			Figure of speech Figure of speech; Conjunction: causal Parallelism	Right hand gestures
	0:29:00			Interrogative Interrogative	ll. 487-495: speaks slowly

490		there too. Well, I have to say, all of us have tried. We have Microsoft, Amazon, TiVo, Vudu, Netflix, Blockbuster, we've all tried to figure out how to get movies over the internet and onto a widescreen TV.		Il. 490-495: Logos	
495	0:29:30	And you know what? We've all missed. No one has succeeded yet.		Interrogative	
500	0:30:00	We tried with Apple TV. <u>And Apple TV</u> was designed to be an accessory for iTunes and your computer. It's not what people wanted. We learned that <u>what people really wanted</u> was about movies, movies, movies. <u>And we weren't delivering that. So we're back! With Apple TV Take 2. [Laughter].</u> It still syncs beautifully to your computer if you want but no computer is required to use <u>Apple TV Take 2.</u>		Conjunction: additive; Repetition Repetition of l. 499 Repetition; Conjunction: additive; Conjunction: causal; Il. 501-502: pathos	Both hand gestures Left hand gestures "So we're back" emphasized "Beautifully" emphasized
505		[Applause].		Repetition of l. 501-502	
510	0:30:30	STEVE JOBS: <u>So.</u> [Applause]. Here's what you can do with Apple TV. You can rent movies directly on your widescreen TV. You don't have to rent them on your computer and move them over, <u>you can rent them</u> directly on your widescreen TV with Apple TV. <u>And</u> you can rent them in DVD quality and you can rent them in HD... [Applause]... with full. [Applause]. With Dolby digital 5.1 surround sound. The quality is unbelievable . You can also now view audio and video podcasts right on Apple TV you can choose from the, over 125,000 podcasts in the iTunes podcast directory and see them right on your widescreen TV. Photos. You get photos from your computer but you can now go right over the internet and get photos from Flickr and .Mac and watch them in... [Applause]. As you know, photos are stunning on a widescreen TV because		Conjunction: causal Repetition of l. 509 Conjunction: additive Il. 511-528 Il. 512-528: logos	"Directly" emphasized Changes between movements with left and right hand Both hand gestures
515	0:31:00				
520					Left hand gestures Both hand gestures

525	0:31:30	modern digital cameras are all HD resolution. And of course, YouTube. We've been working with the guys at YouTube for quite some time and we've expanded the selection to, there's over 50 million videos that you can now watch on your widescreen TV from YouTube. This has worked out so great, our err, customers loved this.		Il. 528-529: ethos	Hands to back
530		You can now buy TV shows and music right on your widescreen TV with Apple TV. And, if you are using a computer, it'll automatically sync them right back to your computer. And of course, you can play iTunes content, watch photos directly on your computer if you wanna do that. It's even better than the original Apple TV in this regard.		Conjunction: additive	"Sync them right back" gesture Hands to back
535	0:32:00				
540		So, all of this stuff on the new Apple TV. Let me focus in on the HD movies for a minute. As we said, we have library and new release titles. And the library titles are 2.99 and 3.99. Well in HD, they are just a dollar more. 3.99 and 4.99. You can rent them in HD quality. And we've got over a hundred titles today and this is gonna build really fast. We're very, very excited about this.		Conjunction: causal Il. 540-544: logos	Hands to back Speaks slowly
545	0:32:30	So, all of these features and an entirely new user interface. So let me go ahead and show this to you now.		Repetition	"Build really fast" gesture
550	0:33:00	This is the new interface for Apple TV. It's got one menu, pops up in the center, movies, TV shows, music, podcasts, photos, YouTube, and settings. I couldn't be simpler. And so let's go into movies. We're going to top movies here and this is what the main movie rental screen looks like, the whole thing is centered around the movie rental experience. So I got some bricks at the top, I can go into comedy classics, look at comedy classics, [XX] them if I'd like to. Family gems. Star Trek.		Conjunction: additive	Goes to left side of stage, picks up remote and book Speaks fast
555	0:33:30	[Laughter]. I loves, I love the old Star Trek movies. But		Repetition of l. 552; Conjunction: causal Conjunction: adversative	Il. 548-678: looks mostly at screen "Centered around" gesture

560	0:34:00	let me go down and actually pick a <u>movie</u> , err , and, err . Let's take a look at Blades of Glory. Right? Fun movie. <u>And so</u> , as you can see, I can read a little bit about the movie, I can see the actors, the directors. I have a list of movies that viewers that have rented this movie also rented. And I can go down into any one of those if I want to and, err , well, not that one. [Laughter]. Maybe Zoolander. <u>And</u> I can check out Zoolander and again I can just go through this over and over if I wanted to. But err , <u>I wanna go back up and I wanna go ahead and preview Blades of Glory</u> . <u>So</u> , I can just push a single button and get a preview for free.		Word; Interrogative Conjunction: causal Il. 560-561 + 563-564 + 565-567: parallelism Conjunction: additive Parallelism Conjunction: causal	Points at what he is talking about "Not that one" = Jackass movie
570	0:34:28	[Preview]			
575	0:34:46 0:35:00	STEVE JOBS: <u>So</u> you get the idea, right? [Laughter]. <u>Now</u> , if I wanna buy this. Oh, excuse me, rent it, I just go over here and push one button to rent this movie. Here I am, I confirm it, and so, I'm starting to rent the movie right now. <u>And</u> err , I've already rented 'Live Free or Die Hard in HD, err , and now I'm renting Blades of Glory, and it's downloading, it's gonna tell me when it's ready to play. It's ready to play now. <u>And so I can just hit the play button</u> and play it.		Conj.: causal; Word; Interrogative; pathos Conjunction: temporary Conjunction: additive	Speaks fast
580	0:35:21	[Movie playing]		Conjunction: causal Figure of speech	
585	0:35:40	STEVE JOBS: Let's skip to chapter two here. [Movie playing]			
590	0:34:07	STEVE JOBS: Okay, there we go. [Laughter]. Err . So this is full DVD quality here that I just rented. And err , it's great . Now, I'm gonna show you an HD movie I've		Il. 589-591: pathos	Smiles, laughs Points at screen

595	<u>0:34:30</u>	already rented here. Live Free or Die Hard, just to give you a , a feeling for the quality, I've already been watching some of this so we're gonna join it mid-stream and err , let's just go take a look at what this is like. Let's play some HD here.			
		[HD movie playing – not in any video]			
600	<u>0:34:32</u> 0:36:42	STEVE JOBS: <u>So</u> you get the idea. [Laughter + Applause]. It's very strong , it's very strong . <u>So</u> let's go to genres here. We got all sorts of genres, G and err, PG, and drama, and romance, and sci-fi, just to see a		Il. 600-601: pathos Conjunction: causal Conjunction: causal Il. 602-604: logos	
605	0:37:00	few of these thing, we even got a western. <u>And</u> I just wanna go ahead and show you what search is like too. Err , you can search for things, again, we're just populating the database, adjusting all these movies from the studio and encoding them right now and err , it's pretty great . <u>So</u> I wanna find err , Shakespeare in Love, again it's real fast live search, there it is right there.		Conjunction: additive	
610	0:37:30	Let's go down to it. <u>And</u> there's Shakespeare in Love. Preview or rent. <u>So</u> it's that simple . <u>So now</u> , let me go back up. TV shows. <u>Again</u> , I, we got over 600 TV shows in iTunes that you can buy for \$1.99 per episode, on Apple TV, watch them, and again, they'll automatically sync back to your PC or Mac.		Conjunction: causal Conjunction: additive Conjs.: causal and temporary Conjunction: additive Il. 613-616: logos	Both hand gestures Looks at the audience Both hand gestures “Sync back” gesture
615	0:38:00	Oops. Music. <u>Again</u> , we've got over six million songs in iTunes, you can buy any of them on your widescreen TV, err , and, err , let me go ahead and, err , let's go ahead and search for something here. <u>And</u> , err , I'm gonna search for a Linkin Park music video. <u>So</u> there they are right there, I just go over to <u>Linkin Park</u> and err , here's a music video I could also buy. Let's preview it.		Conjunction: additive	Puts left hand on hip
620	0:38:30 0:38:38			Conjunction: additive Conjunction: causal Repetition of l. 622	
625					

		[Music video playing]			
630	0:38:55 0:39:00	STEVE JOBS: <u>So</u> , music, music videos. <u>A whole</u> iTunes catalog at your fingertips, on your widescreen TV. <u>So</u> let's go to podcasts here. <u>This is really cool</u> . <u>So</u> , podcasts, what I'm gonna do is <u>err</u> , we go to top podcasts here, <u>HD podcasts</u> right there. We got a lot of podcasts in <u>HD</u> now which is really <u>amazing</u> . I gonna go to this one here and <u>err</u> ... <u>this is very cool</u> . And I'm gonna go ahead and play this one. [Video playing, Steve still talking]. This is streaming off their server <u>live</u> here. HD content of podcast, it's <u>free</u> . Over 125,000 podcasts.		Conjunction: causal Figure of speech Conjunctions: causal; pathos	
635	0:39:30	go to this one here and <u>err</u> ... <u>this is very cool</u> . And I'm gonna go ahead and play this one. [Video playing, Steve still talking]. This is streaming off their server <u>live</u> here. HD content of podcast, it's <u>free</u> . Over 125,000 podcasts.		Repetition x3 of l. 631 Pathos	
640	0:40:00	[Video playing]. Let me [XX] forward here for a minute. Oh, gotta go back. Alright, there we go.		Logos	
		[Video playing]			
645	0:40:47	STEVE JOBS: [Laughter]. <u>Can you believe that?</u> [Applause]. <u>Incredible!</u> <u>So</u> let me go to photos now. I don't know if we can top that one, but <u>err</u> . [Laughter].		Pathos; Interrogative Conjunction: causal	
	0:41:00	<u>Let me go to</u> .Mac and again, this is all <u>live err</u> , you can go to your own sites or other people's sites, you can set these things up as screensavers or just look at the photos. <u>So</u> let's go to 'Belize Vacation' here. This is all, again, streaming of the .Mac servers <u>live</u> . [Photos on screen]. Isn't this <u>incredible</u> ? On .Mac we also have movies. <u>And</u> I wanna play a movie, you know, this is, this is some footage that was taken by one of our <u>err</u> , one of our iMovie guys, the chief architect of iMovie on one of his vacations, it cost him to wanna create iMovie and he created <u>iMovie</u> and he edited this on <u>iMovie</u> and with one click puts it up on the .Mac web gallery. <u>And</u> <u>now</u> here we are with our new Apple TV watching it <u>on</u> <u>a</u> , on a very <u>widescreen</u> TV. [Laughter].		Repetition of l. 644	
650	0:41:30			Conjunction: causal Interrogative Conjunction: additive	Look at the audience Both hand gestures
655	0:42:00			Repetitions of l. 655	Points at screen
	0:42:13			Conjunction: temporary	

660		[Shows video]		Il. 657-659: pathos	
	0:42:33	STEVE JOBS: You get the idea. For the recipient, there is no computer involved here. They're doing this all from their couch on their widescreen TV. <u>So</u> , let me go to Flickr now. This is Flickr live, right from their servers, so I'm gonna go to 'lovetohike78', go in there, and you know, I could show you all the photos from lovetohike78 but, <u>I'm gonna do something even more fun</u> , I, I'm gonna go to lovetohike's contacts, these are lovetohike78's friends, <u>right?</u> <u>So</u> I'm not even looking at their videos, I'm looking at their friends' photos here and err , I'm gonna go to err , 'haro552', whoever that is, and err , gonna play, err , some photos from their boating trip.		Conjunction: causal	Look at the audience, both hand gestures
665					Il. 665-673: speaks fast
	0:43:00			Parallelism	
670				Word; Interrogative; Conjunction: causal	"Friends" emphasized
675	0:43:25				
		[Screen goes black, music starts to play]			
	0:43:34	STEVE JOBS: Ah. Well. [Music still playing]. No. <u>Well, I'm afraid Flickr is not serving up the photos on that one.</u> [Laughter]. So, that's what I wanted to show you today. Isn't that incredible ? [Applause]. This is all, all from the widescreen TV. Movies, <u>boom</u> . Find out about the movie, preview it, rent it, in DVD quality, rent it in high def. Genres, action adventures, family gems, comedy classics, and then, TV shows. Buy from over 600 television shows. Buy music. Over six million songs. You can have it automatically sync to your computers. Podcasts. Once we saw, you might wanna look at election 2008, it's amazing , over 125,000 podcasts in the directory. And photos, from .Mac as we saw, and, <u>when they are serving up photos, Flickr.</u> [Laughter]. <u>So</u> , we're really excited about this. And		Figure of speech Il. 680-681: pathos Interrogative Pathos	Laughs, smiles, picks up the other remote again
680	0:44:00				Both hand gestures
685	0:44:30			Il. 685-695: logos	Points at screen
690	0:45:00			Pathos; Conjunction: causal	Laughs

695	0:45:30	again, over f ..., over 50 million video streams from YouTube. So this is where we are at with Apple TV. I think it's err , a revolution and err , certainly we made some progress since our first try. Apple TV, the new software is a free ... [Applause]... software upgrade to every Apple TV owner.		Il. 695-697: ethos	Smiles
700		[Applause]			
705	0:46:00	STEVE JOBS: We want everybody to have <u>this new software</u> , this entirely new user interface, all of the rental software, free upgrade to every Apple TV owner. Now, given the fact that we've got all new software and that we got the support participation from every major studio, we wanna make Apple TV even more accessible . Right now it sells for 299. But not anymore. The new price of Apple TV starting today is just 229 dollars.		Repetition of l. 697-698	Left hand points "Entirely" gesture Points at screen "From every major studio", very slowly
710		[Applause]		Il. 709-717: logos	
715	0:46:30	STEVE JOBS: We are shipping , we are shipping these soft , the free software upgrade to existing owners and the new 229 dollar Apple TV in just two weeks. [Applause]. <u>So</u> , let's come back to iTunes Movie Rentals. You can watch them on your computer. You can watch them on all current generation iPods. You can watch them on your iPhone. And now you can also			Both hand gestures Walking
720	0:47:00	watch them on your widescreen television. You can order them from your computer, your iPods, and your iPhone, right off of iTunes on your computer, you can order them for your widescreen television right on your widescreen television with Apple TV. We have support from every major studio. I think we've got it all		Conjunction: causal Il. 719-726: parallelism	Il., 718-731: speaks slowly
725					

730	0:47:30	together. I wanna tell you, the first studio to sign up with us, for iTunes Movie Rentals, was 20th Century Fox. We really appreciate that, we've developed a really great working relationship with Fox. We're doing some great stuff together. And it is my pleasure to introduce to you the chairman and CEO of 20th Century Fox, Jim Gianopulos.		Il. 727-734: ethos	
735	0:47:51				Leaves stage
	0:48:00	[Applause]			
		[Jim Gianopulos speaking]			Reenters stage
740		[Applause]			
	0:53:04	STEVE JOBS: Thank you Jim. Well, iTunes Movie Rentals. That's the third thing we wanted to talk about today. Very exciting . [Applause]. <u>So</u> that brings us to number four. <u>There's something in the air</u> . [Audience screams + weak applause]. What is it? Well, as you know, Apple makes the best notebooks on the planet. The Macbook and the Macbook Pro. These are the standards in the industry by which competitive products are judged. Well, today, we're introducing a third kind of notebook. It's called the Macbook Air.			Both hand gestures
745	0:53:30			Conjunction: causal Figure of speech; key noun Interrogative Il. 746-751: ethos	Speaks slowly
750		[Applause]			
					Both hand gestures
755	0:54:00	STEVE JOBS: <u>Now</u> . [Applause]. What is the Macbook Air? In a sentence, it's the world's thinnest notebook. [Screams + Applause]. So, what does that mean? Well, we went out and looked at all the thin notebooks out there, most people think of these, the Sony TZ Series, they're good notebooks and they're thin . Right? This is what they look like. Side-view there. We looked at them		Conjunction: temporary Interrogative Interrogative	
760	0:54:30			Word; Interrogative	

765	0:55:00	all out there, kinda <u>tried to distill the best of the breed of</u> , of all of them, and, you know, they generally weigh about three pounds, they're, in this case, in Sony's case they are about 0.8 inches to 1.2 inches <u>thin</u> , they are [XX] shaped, this is quite <u>representative</u> . <u>They compromise, though, to get the weight down on things like the display, they have an 11 or 12 inch display, most of them an 11. They also compromise on the keyboard.</u> Instead of putting <u>full-size</u> keyboards in, they make miniature keyboards. And they don't run them as fast as they could because their <u>thermal</u> envelopes don't support <u>faster</u> processors.		Figure of speech Il. 763-773: logos parallelism	
770					"Minuature" gesture Hands to back
775	0:55:30	<u>So</u> we looked at this and said, <u>what</u> , what do we like and what do we think as a compromise here? We think the weight's a <u>good</u> target. Three pounds. <u>But</u> we think there's too much compromising to get there. <u>Too much compromising on thickness. Too much compromising on less than a full-size display, less than a full-size</u> keyboard, and we think you can put even more performance in these products.		Conjunction: causal Interrogative Conj.: adversative Parallelism	Left hand gestures
780				Il. 776-778 + Il. 781-781 : parallelism	Points at screen
785	0:56:00	<u>So</u> , let's take a look at the thinness, first. This is that Sony product. <u>Again</u> , one of the <u>best</u> in the field. 1.2 inches down to 0.8 inches. This is the Macbook Air. [Applause]. 0.76 inches down to an <u>unprecedented</u> 0.16 inches. [Laughter]. Now, I wanna point something out here. The <u>thickest</u> part of the Macbook Air is still thinner than the <u>thinnest</u> part of the TZ Series. [Applause]. Okay? [Applause]. We're talking <u>thin</u> here. [Laughter]. So, it's so <u>thin</u> it even fits inside one of these envelopes that we've all seen floating around the office. [Applause]. And so let me go ahead and show it to you now.		Conjunction: causal Conjunction: additive Il. 785-790: logos	"Point" gesture, emphasized
790	0:56:30			Interrogative Il. 791-804: pathos	
795					

800	0:57:00	<p>[Screams + Applause]</p> <p>STEVE JOBS: This is it. [Applause]. Let me take it out here. [“Wow”]. This is the new Macbook Air and you can get a feel for how thin it is. [Applause]. Yeah, there it is. [Applause]. Right? Amazing product here. Full-sized keyboard. Full-size display. <u>And</u> this is what it looks like. Ain’t that amazing?</p>		<p>Word; Interrogative Conjunction: additive Interrogative</p> <p>Conjunction: causal Conjunction: additive</p> <p>Interrogative ll. 812-820: logos</p> <p>Conjunction: additive</p> <p>Conjunction: additive Conjunction: additive</p>	<p>Picks up envelope, smiles Takes out Macbook Air, shows it to the audience from various angles</p> <p>Puts Macbook Air back on table</p> <p>Speaks slowly</p> <p>Walking</p> <p>Speaks slowly</p> <p>Speaks slowly</p>
805		<p>[Applause]</p>			
810	0:58:00	<p>STEVE JOBS: <u>So</u>, let’s go explore this in more detail. [Laughter]. <u>So again</u>, it fits inside one of these envelopes, it’s that small. This is what it looks like. Ain’t that incredible? It’s the world’s thinnest notebook. You open it up, it’s got a magnetic latch, so there’s no hooks and things to catch on your clothing, and it’s got a full size 13.3 inch widescreen display. [Applause]. <u>And</u> the display is gorgeous. It’s an LED backlit display and not only does that save power and not only does that give a really bright display, but it’s instant on the minute you open it. On top of the display is a built-in iSight camera for video conferencing right out of the box and you flip it down, there is a full-size keyboard. This is perhaps the best notebook keyboard we’ve ever shipped. It’s a phenomenal keyboard. <u>And</u> it’s full-sized. <u>And</u> with the [XX] light sensor, it’s also backlit.</p>			
815	0:58:30				
820	0:59:00				
825		<p>[Applause]</p> <p>STEVE JOBS: We’ve got a very generous track pad. Which is great. We’ve also built in multi-touch gestures support. [Applause]. <u>Now</u>, as you know, our current</p>			

830	0:59:30	notebooks have some gestures built in, we've taking that even further. When you go to preferences, in the Macbook Air, you'll actually get to turn on all sorts of other types of gestures. And there's actually videos in there to show you what they are. So let me run through it with you now.		Conjunction: temporary	"Even further" gesture Points at screen
835					
840	1:00:00	You can double-tap and instead of moving the cursor around, you can move a whole window around. Right? Just a nice type of timesaver. <u>So</u> that's great . Here's another one. When you're in a photo, a large photo you wanna pan around, you can pan around with just two fingers like this. <u>Another nice timesaver</u> . I wanna rotate a photo. This works in iPhoto and all the other photo apps, just rotate like this. <u>Again</u> , we've taken some of these things we learned in the iPhone and now we're putting them in our notebook computers. Here's another one. If you wanna go between photographs, next photo, just take three fingers, pan right, previous photo, pan left. And, you wanna zoom, you can pinch in and out.		Word; Interrogative Conjunction: causal	Hands to back Both hand gestures
845				Repetition of l. 839	
850	1:00:30	Right? Isn't that great ? [Applause]		Conjunction: additive	"Panning" gestures Hands to back
855	1:01:00	STEVE JOBS: So. [Applause]. Multi-touch gestures. Pretty amazing . And again, you can see how beautiful and thin this product is. Now. H , how did we fit a Mac in here? [Laughter]. How did we do it? <u>I'm still...</u>		Word; Interrogative x2	Smiles
860		<u>stunned...</u> that our engineering team can pull this off. Let's look at the bottom. Take off the bottom. And there's three things in here. There's a battery, hard disk, and the electronics. On the hard disk, we went to 1.8 inch hard drives. We shipped tens of millions of these in iPods, we know them well. And they're great . And so		Interrogative x2; ethos Figure of speech ll. 859-867: logos	Hands to back

865	1:01:30	the Macbook Air ships with an 80 GB hard disk as standard and there's an option of a 64 GB solid-state disk if you'd like it. [Applause]. These are a little pricy , but they are fast .			Both hand gestures
870		But the real magic is in the electronics. This is a complete Mac on a board. Let's take of the cooling system. That's a complete <u>Mac on this board</u> and you think 'well okay, what's so special about that?' This is how big the board is. [Laughter]. It's really tiny . And to fit an entire Mac on this thing was an amazing feat of engineering. And we didn't compromise on performance. Macbook Air uses the Intel Core 2 Duo. This is a really speedy processor. It's what we use in all of our other notebooks and our iMacs. 1.6 GHz standard and there's an option to go to 1.8 GHz if you want.		Il. 869-875: pathos Repetition of l. 870 Interrogative	Points at screen "Fit" gesture
875	1:02:00			Il. 876-879: logos	Walking
880		<u>Now</u> , we've got a great relationship with Intel. <u>And</u> both companies are engineer driven and they both love to challenge each other. And Intel's got enormous amounts of technology and so when we were building this product, we asked them to consider something. This is their amazing Core 2 Duo chip. Right? It's a screamer. We said, we want that chip in this product but we need to go to smaller packaging. The same [XX] on a smaller package. <u>It sounds easy</u> . It's not . They , they spend a lot of, invested a lot of engineering to create this for us. This is the same chip in a package that is 60% smaller . <u>And</u> it's one of the reasons we could build Macbook Air. <u>And so</u> , I'd like to... [Applause]... say thank you to Intel.		Conjs.: temporary + additive; Il. 881-894: ethos	"Enormous" emphasized
885	1:02:30			Word; Interrogative	Both hands held closely together "It's not" gesture
890	1:03:00			Parallelism	Left hand gestures
895		[Applause]		Il. 891-892: logos Conjunction: additive Conjunction: causal	

900	1:03:26	STEVE JOBS: And... [Applause]... it's my pleasure to invite the CEO of Intel, Paul Otellini on stage. I'd like to... [Applause]... give him a round of applause. [Applause] [Paul Otellini speaking]			
905	1:04:29	PAUL OTELLINI: ... And let me give this as a souvenir. STEVE JOBS: Thank you. Alright! [Applause]			Gives Jobs an Intel chip Smiles
910	1:04:41	STEVE JOBS: This is awesome technology. Thank you, Paul. Thank you, Intel. So, that's the electronics. That's how we fit a Mac inside the world's thinnest notebook. <u>So</u> , let's take a look at some of the other features. On one of the sides we got a Magsafe connector, we've got a smaller 45 watt, err , power adaptor that also comes with the Macbook Air. On the other side we got a flip-down door that exposes USB 2 port, a Micro DVI connector with digital and analog video, and a headphone jack. <u>And</u> , maybe most importantly, we've built in the most advanced wireless networking technology, 108.11n, right into Macbook Air along with Bluetooth 2.1 + EDR. <u>So</u> the latest and greatest in wireless technology. The Macbook Air was built to be a wireless machine.		Conjunction: causal ll. 916-925: logos	Points at screen Walking
915	1:05:00			Conjunction: additive	"Most advanced" emphasized
920	1:05:30			Conjunction: causal; Rhyme	Emphasized
925				Repetition of l. 926	Forms ring with left hand, "one" gesture
930		<u>Now</u> , no matter how hard you look, one thing you're not gonna find in a Macbook Air is an optical drive. If you really want one, we've built one. You can buy this		Conjunction: temporary	Points at screen

935	1:06:00	<p>accessory that was made for the Macbook Air. It's powered off the USB port of the Macbook Air and it costs just 99 dollars and it's very compact, you can take it with you wherever you go with your Macbook Air. But you know what? We don't think that most users are gonna miss the optical drive, we don't think they're gonna need and optical drive. <u>Because</u> again, the Macbook Air was built to be a wireless machine. <u>So</u> what do we normally do with our optical drives? We play movies, right? <u>We install software. We make backups. And we burn music CDs sometimes</u>, for our cars usually. Well, guess what? We have a much better way to get movies onto our computers now. We can wirelessly rent them from iTunes Movie Rentals right on our Macbook Air. We have a much better way than burning CDs for our car. Most of us have iPods in our cars now. For making backups, we now have Time Machine and Time Capsule to wirelessly backup our notebooks.</p>	<p>Il. 932-935: logos</p> <p>Il. 936-939: ⑦</p> <p>Interrogative</p> <p>Repetition of l. 937; Conj.; causal; Conj: causal</p> <p>Interrogative</p> <p>Word; Interrogative</p> <p>Parallelism</p> <p>Interrogative</p> <p>Il. 943-944 + 946-947: parallelism</p> <p>Interrogative</p> <p>Il. 953-955: ethos</p> <p>Conjunction: causal</p> <p>Conjunction: additive</p>	"Compact" gesture
940	1:06:30			<p>Walking</p> <p>Points at screen</p> <p>"Backup" gesture</p>
945				
950				
955	1:07:00			<p>What about installing software? Well, we're gonna do that wirelessly too. We've innovated in a way only Apple can to give a comprehensive solution to this problem. We have a new feature on Macbook Air built right into the operating system called Remote Disk. <u>And so</u>, when you go to the finder in Macbook Air, you will see in the left-hand column something called Remote Disk. And Remote Disk, when you click on it, will show you all those Macs or PCs in your vicinity that have some special software loaded on them that comes on a disk of Macbook Air, Mac version and a PC version. <u>And</u> you can pick one of those machines and ask to borrow its hard, or ask to borrow its optical drive. <u>And</u> when you do, that machine will get a request. They</p>
960	1:07:30			
965				

970	1:08:00	can accept it, that's what it looks like on Windows. <u>And</u> so, once they've accepted it, you see what's in their <u>optical</u> drive.		Conjunction: additive Conjunction: additive	Points at screen
975		<u>And</u> you can even, you have Mac installer disks inside a Windows PC, a PC can read a Mac disk with this <u>special</u> software and send it wirelessly over to your Macbook Air. <u>And</u> you click on it and it's just as if you had a <u>local optical</u> drive. <u>And</u> you can install your software. [Applause]. It's <u>amazing</u> . [Applause]		Conjunction: additive Conjunction: additive Conjunction: additive Pathos	Both hand gestures Points at screen Both hand gestures
980	1:08:30	STEVE JOBS: <u>So</u> , Remote Disk. That's how we're gonna install software. Wirelessly. We go from this to this. <u>And</u> we don't think users are gonna miss that. [Laughter]. <u>So</u> Macbook Air, this <u>amazing</u> notebook. We also didn't want to compromise on battery life. <u>And</u> <u>so</u> Macbook Air, when you're doing email, you're	1. 981: ⑦	Conjunction: causal II. 980-982: pathos Conjunction: additive Conjunction: causal	Both hand gestures
985		browsing the web, <u>wireless</u> networking is turned on, five hours of battery life, in that <u>tiny</u> portable. [Applause]. A lot of the other <u>ultrathin</u> notebooks get an hour and a half battery life. This is <u>phenomenal</u> battery		Conjunction: causal II. 986-990: logos	
990	1:09:00	life without having to put a <u>big, giant external</u> battery on it like some of them do.		Repetition (synonymy)	Points at screen
995	1:09:30	<u>So</u> , what are the features? Three pounds. An <u>unprecedented</u> 0.16 to 0.76 inch thickness. A 13.3 inch <u>full-size</u> display, a <u>full-size</u> keyboard, a <u>backlit</u> keyboard. Multi-touch gestures on a very <u>spacious</u> track pad. <u>iSight camera built in for out-of-the-box video conferencing, [XX] with Photobooth. [Laughter]. 1.6 GHz Core 2 Duo as standard, 2 GB of memory standard, an 80 gig hard drive, standard, with an option</u>		Conjunction: causal; Interrogative II. 992-1012 : logos Pathos	"Unprecedented", "full size", and "backlit" emphasized Speaks slowly

1000	1:10:00	to go to 64 GB solid-state drive. 802.11n WiFi standard. Bluetooth 2.1 EDR standard, and of course our Magsafe connector. <u>And</u> all of these features and more in the thinnest notebook in the world and we are pricing this notebook at just 1799.		Conjunction: additive	Both hand gestures “1799” emphasized
1005		[Applause]			
1010	1:10:30	STEVE JOBS: <u>And</u> we commence shipping Macbook Airs in just two weeks. We’re starting to take orders today, pre-order on the online store if you’d like. We’ll be shipping in two weeks. <u>So</u> , this is what the shipping box looks like. <u>So</u> , the thinnest notebook in the world, it took , it’s just amazing . <u>And</u> we made an ad that we are gonna start running, if you like I’ll show it to you. You wanna see it? [Applause]. Okay. Let’s go ahead and run the ad.		Conjunction: additive Conjunction: causal Conjunction: causal Conjunction: additive	Points at screen
1015	1:10:57	[Ad playing]		Interrogative	
1020		[Applause]			
1025	1:11:34	STEVE JOBS: So. [Applause]. Macbook Air. Err , I wanted to cover one other side of Macbook Air, we’re gonna to do this for our major product introductions going forward. That is some of the progress we’ve made towards our environmental initiatives on these products. <u>So</u> there’s a few things we have done. Err , number one, err , the Macbook Air is enclosed in a fully aluminum case which is fully recyclable . As a matter of fact, it is a highly desirable material by recyclers, they love aluminum. The whole case is <u>aluminum</u> . Which is great. Macbook Air has our first display that is both mercury-free and also uses arsenic-free glass. This is a milestone		Il. 1022-1025: logos	Smiles Both hand gestures Walking
1030	1:12:00			Conjunction: causal Il. 1027-1031: logos	“Enclosed” gesture “Whole” gesture
			Il.1022-1048: ☺	Repetition Il. 1032-1033: logos	Il. 1032-1033: Left hand moves for each word

1035	1:12:30	for us, err , and we're very happy about this. [Applause]. All of the Apple designed circuit boards which are the vast majority of circuit boards in the unit are bromine flame retardant-free and PVC-free . <u>So we're very happy about that as well</u> , that's a first for us as well. [Applause]. And, the retail packaging is 50% less volume than our previously smallest packaging which was the Macbook. This helps a great deal in energy expended transporting the products and with obviously disposing of the packaging material. <u>So we're very happy about that too</u> . We continue to make progress on all of these environmental fronts and we'll keep you posted but they err , they all add up to something in the end and we're very conscious about this so thank you for that.		Il. 1035-1037: logos Conjunction: causal Repetition of I. 1034 Il. 1039-1043: logos Conjunction: causal; Repetition of Il. 1034 + 337-338	Counting with hand Both hand gestures
1040					
1045	1:13:00				
1050		[Applause]			
1055		STEVE JOBS: Err ... [Applause]. So Macbook Air. The thinnest notebook in the world. And it joins our other two great notebook families, the Macbook and the Macbook Pro. The best notebooks in the industry. So that is the fourth thing that I wanted to talk about with you [XX]. Thank you.		Il. 1052-1055: pathos	Il. 1052-1055: speaks slowly Smiles
1060	1:13:30	[Applause]			
1065	1:14:00	STEVE JOBS: So. [Applause]. It's , it's 2008 already! <u>And</u> in the first two weeks of 2008, let's just review the new products in innovations that we've announced so far. Well, last week, we announced the most powerful Mac we've ever made. The new Mac Pro. Eight processors across the board, <u>it's a screamer</u> . It's the fastest Mac that we have ever made. Today, Time		Il. 1061-1118: peroratio Conjunction: additive Il. 1065-1066: logos Figure of speech	Il. 1061-1064: speaks slowly Points at screen Hands to back

1070	1:14:30	Capsule, companion product to Time Machine. Keep our data safe and backed-up . Software upgrades for both the iPhone and the iPod Touch, <u>bundling five new apps on the iPod Touch as well.</u> iTunes Movie Rentals. A whole new way to enjoy movies on your computers, on your iPods, on your iPhone. <u>And</u> , a completely reinvented Apple TV where you can order movies right on your widescreen TV, standard DVD quality or high def. Unbelievable . <u>And</u> , the Macbook Air. All of this in the first two weeks and we've got 50 more weeks to go! [Laughter]. <u>So</u> . [Applause]. We're pretty excited .	Figure of speech	"Bundling" gesture Hands to back Counts with fingers Points at screen Left hand gestures
1075	1:15:00 1:15:06		Conjunction: additive	
1080		[Applause].	Conjunction: additive	"All of this" gesture Both hand gestures; smiles
	<u>1:11:02</u>	STEVE JOBS: <u>So</u> this, ladies and gentlemen, is what we have to share with you today. Thank you so much for coming . You get a chance to see all of these new products in the booth. <u>But</u> we have a special treat today. I wanted to, err , I wanted <u>someone who could help us bridge the gap</u> between the iTunes Movie Rentals and our relationships with Hollywood and music which is one of our, err , one of our heritages now. <u>And err</u> , the best person in the world to do that was gracious enough to accept our invitation to come and perform a few songs for us, and that's Randy Newman. [Applause]. <u>Randy Newman</u> is a composer and songwriter extraordinaire. <u>Randy's</u> won an Academy Award, what you may not know, is that he had the honor of being nominated 17 times. It's unbelievable , his body of work and the high quality of <u>his body of work</u> . He's won five Grammy Awards and again, 13 nominations. I first met <u>Randy</u> when he was doing scores for our films at Pixar, John Lasseter introduced him to me, <u>he's done scores for all of these film at Pixar and he's doing scores for a</u>	Conjunction: causal	Smiles Both hand gestures
1085	<u>1:11:30</u>		Conjunction: causal Word	Looks down Walking
1090			Conjunction: adversative Il. 1085-1104: pathos Figure of speech	
			Conjunction: additive	Smiles
1095	<u>1:12:00</u>		Repetition	Il. 1093-1104: speaks slowly
1100			Repetition of l. 1096 Repetition of ll. 1091, 1093, 1094, and 1099	

1105	<u>1:12:30</u> <u>1:12:37</u>	lot more films in the future. He's simply extraordinary and it's my pleasure to introduce you to Randy Newman. [Applause] [Randy Newman performing – see the third video mentioned in the beginning of this Appendix] [Applause]		Parallelism	
1110					Randy Newman and Steve Jobs shaking hands Claps, smiles Smiles
1115	<u>1:13:02</u>	STEVE JOBS: Okay. [Applause]. <u>That's Randy Newman</u> . [Laughter]. <u>So, we can't wait for you to get hands on these new products</u> . They are out there in the booth. <u>Thank you so much for coming this morning</u> and we look forward to a very innovative 2008. Thank you very much.		Pathos Conjunction: causal Figure of speech Word	Hands formed like a pyramid Waves
1120	<u>1:13:23</u>	[Applause]			

Appendix G: The iPad 2 Introduction 2011

Transcription and analysis

Steve Jobs' introduction of the iPad 2 on March 2, 2011 at the Yerba Buena Center for the Arts Theater in San Francisco ("Steve Jobs unveils Apple's iPad2").

Video accessed April 25, 2013. <http://www.youtube.com/watch?v=TGxEQhdi1AQ>

Red: Puritas

Green: Adjectives

Blue: Words/phrases

Words: 3,934

Speech length: ~ 71 minutes

Line	Time	The Speech	Content	Composition/Structure	Delivery
1		[Applause]			
	0:00:13	STEVE JOBS: Good morning. [Applause]. Thanks for coming. [Applause]. Thank you. [Applause]. Thank you. [Applause]. We've been working on this project for a while and I just didn't wanna miss today so, thank you for having me and erm , we got something great to announce today. Before we get to it, I have a few updates for you. Err . The first thing I'd like to talk about is iBooks. You know, err , we launched the iBook Store less than a year ago and err , one of the <u>milestones we've hit</u> is that users have downloaded over a hundred million books in less than a year from the iBook Store.		Word Il. 3-8: exordium	Lifts hands, smiles
5	0:00:30				
	0:01:00			Il. 7-9: partitio; Conjunction: temporary	Elocutio, puritas. Marked with red in the rest of the speech Lift hands
10				Figure of speech	Hands on back
15		[Applause]			
	0:01:30	STEVE JOBS: And today we are announcing err , that Random House, the largest trade publisher, is bringing		Conjunction: additive	Moves lifted hands to the side

20		their over 17,000 books to the iBook Store. They're gonna be joining, err , the other five big guys and err , we have now over 2,500 publishers, err , distributing through the iBook Store. <u>So</u> we are really thrilled about getting Random House.		Il. 17-22: logos	
25		[Applause]		Conjunction: causal	
30	0:02:00	STEVE JOBS: <u>So</u> that's iBooks. Some good stuff happening there. <u>Now</u> , as you know, iBooks is one of our three stores, right ? We have iTunes, the App Store, and iBooks and they all use the same err , Apple ID to, err , to access them. <u>And</u> you have to have an account with Apple. <u>Now</u> , recently, <u>we just crossed 200 million accounts</u> . And these are accounts with credit cards and 1-click purchasing. <u>Now</u> , Amazon doesn't publish their numbers but it is very likely this is the most accounts with credit cards anywhere on the Internet. <u>So</u> we are really, <u>really</u> excited about this and that's a big milestone for us.		Il. 9-51: narratio Conjunction: causal Conjunction: temporary Word; Interrogative Conjunction: additive Conj.: temporary; Logos Conjunction: temporary Conjunction: causal Repetition	Hands in front, lifted Counting for each store mentioned Looks to the ground Hands on back
35	0:02:30				
40		[Applause]			
45	0:03:00	STEVE JOBS: Another <u>milestone</u> is, let's look at one of these stores, the App Store. We recently just paid out over two billion dollars to the developers cumulatively in total. <u>Developers</u> have earned over two billion dollars from selling their apps on the App Store. <u>And again</u> , a lot of people tried to copy this, I think we are way ahead and you can understand why developers wanna write their apps for App Store. So, we are very excited about that. <u>And</u> , <u>lastly</u> , the iPhone, we recently shipped a hundred million iPhones.		Repetition of l. 38 Il. 43-46: logos Repetition of l. 44 Conjunction: additive Il. 46-50: pathos Conjunctions: additive + temporary Il. 50-51: logos	Il. 42-51: slows down when mentioning figures, raising hands for each syllable
50	0:03:30				

		[Applause]			
55		STEVE JOBS: So... [Applause]. A lot of stuff going on and it's all good . <u>Now</u> , today we're here to talk about Apple's third post-PC blockbuster project. <u>Right?</u>		Il. 56-57: partitio Conjunction: temporary Alliteration; Word;	Hands on back
60	0:04:00	That's how we think about these things. We started off in 2001 with the iPa ... iPod. <u>Right?</u> Our first post-PC project and we've been adding ever since. In 2007, we added the iPhone and in 2010, we added the iPad. <u>And</u> every one of these has been a blockbuster. <u>So</u> we're err ,	Il. 58-62: ①	Interrogative Word; Interrogative; Alliteration; Repetition of l. 57; ll.58-77: narratio; Conjs.: additive + causal; ll. 58-64: logos	Pressure on Ps Hands lifted
65	0:04:30	in a position now where the majority of our revenues come from these post-PC products. <u>And</u> we introduced the iPad a little less than a year ago, we said, it's our most advanced technology in a magical and revolutionary device at an unbelievable price. Now, people laughed at us for using the word ' magical '. But you know what? It's turned out to be magical . <u>Right?</u>		Alliteration; Repetition of ll. 57 + 59-60; Conj.: additive Key noun	
70	0:05:00	And, people weren't sure that it was an unbelievable price. Well, let me tell you, ask our competitors now... [laughter] and they'll tell you.	Il. 64-72: ①	Repetition of l. 66; Key noun; Interrogative x2; Repetition of l. 66+ 68; key noun; Word; Repetition of l. 67; ll. 64-72: pathos	Smiles
75		[Applause]			Lets hands fall
80	0:05:30	STEVE JOBS: So. [Applause]. 2010 turned out to be the <u>Year of the iPad</u> . And, err , let me give you a few statistics on that. We sold almost 15 million iPads in 2010 and remember, that's just nine months. That's from April through December. <u>15 million iPads</u> . That's more than every tablet PC ever sold [Laughter]. You know, the tablet PC did not invent the modern tablet PC. <u>It crashed and burned</u> . The modern tablet PC, is the iPad. And it generated a little shy of 10 billion dollars in revenue for Apple. 9.5 billion dollars in revenue over nine months! We've never had a product that got off to		Key noun – ll. 133 Il. 78-89 logos Repetition of l. 78 Figure of speech; Il. 83-90: logos	Speech slows down Hands on back "From/through gesture
85	0:06:00				Walking across stage

90		that fast of a start. As a matter of fact, many have said that this is the most successful consumer product ever launched. <u>Over 90% market share</u> and our competitors were just flummoxed . <u>They went back to the drawing boards, they tore off their designs because they weren't competitive.</u>		Il. 77-137: argumentatio	
95	0:06:30	<u>And, err</u> , so. There was one, Samsung got out last year, and err , you might have heard the quote that they said, "As you heard, our sell-in was quite aggressive around two million. In terms of sell-out, we believe it was quite small ". [Laughter]. So, a lot of these were probably on the shelf by the end of the year.		Il. 89-92: pathos Parallelism Conjunction: additive Il. 94-99: pathos	Stresses actions of competitors
100	0:07:00	<u>Now</u> , our App Store has opened for 350,000 apps in it. Over 65,000 of those now take full advantage of the iPad. Its larger screen, its faster processing et cetera. And some of these apps are fantastic . Apps from Autodesk, all sorts of magazines, newspapers, and publishing apps. Just wonderful, wonderful apps. Consumption apps, creation apps, fantastic games, and a lot of apps for business and for vertical markets like medical. The things people are doing here are amazing .		Conjunction: temporary; Il. 101-103: logos Pathos	Hands lifted Il. 102-109: each feature = hand movement
105	0:07:30	And again, they're taking advantage of this incredible, magical user interface on a much larger canvas with more resources and the apps of the writing are just fantastic .	Il. 104-109: ③	Repetition	
110		There's never been anything as an example like this for photography before. <u>65,000 apps</u> specifically tailored for the iPad. Now, that compares to our competitors who are trying to launch these days with at most a 100 apps. And, and I think we are being a little generous here. [Laughter]. So, this is a huge advantage we have		Conjunction: additive Key noun	Slow speech rate, almost monotonous
115	0:08:00			Logos Il. 116-121:logos	Il. 115-120: moving left hand up and down
120					Hand moves up like a

125	0:08:30	and it's going just like this. <u>Now</u> , one of the things that have enabled us to roll out this technology so fast was our Apple retail stores. <u>They were built for moments like this. They were built to take new technology and roll it out and educate customers about it and be there when they have questions and issues.</u> And err , we have, err , err , <u>hundreds of Apple Stores</u> now, as you now, this is one of our newest ones in Chicago, and without these stores, I don't think we would have been successful either.	Il. 123-131: ⑦	Conjunction: temporary Parallelism Il. 128-130: logos Il. 130-131: ethos Key noun	graph when saying "this" Movement of hands, right to left – 'roll out'
130					
135	0:09:00	So, we made a video about 2010, <u>the Year of the iPad</u> , and I'd love to show that to you now. So, let's roll the video. [Video playing]			Smiles and leaves stage
140		[Applause]			Re-enters stage
145	0:14:49	STEVE JOBS: So. [Applause]. We've gotten off to an exceptional first year. <u>And err</u> , we'd like to build on that. What about 2011? Everybody's got a tablet. [Laughter]. Is 2011 gonna be <u>the Year of the copycats</u> ?		Il. 141-252: narratio Conjunction: additive Il. 141-150: pathos; Interrogative x2; Key noun	Hand to mouth Stressed 'everybody' – ironic
150	0:15:30	Well, I think if we did nothing... maybe a little bit, probably not so much because most of these tablets aren't even catching up with the first iPad. But we haven't been <u>resting on our laurels</u> . Because, in less than a year, we are going to introduce today – iPad 2. The second generation iPad. [Applause]		Conjunction: adversative Figure of speech	Il. 145-150: slow
		STEVE JOBS: <u>So, what is iPad 2?</u> What have we		Conjunction: causal;	Il. 154-157: Hands move

155	0:16:00	learned, what can we improve. Well, it is an all new design. <u>It is not a tweak design, it's not got marginal improvements, it is a completely new design.</u> <u>And</u> the first thing is, it is dramatically faster . We have a new chip we call A5. Our <u>chip wizards</u> have come up with this and... it's great . It's dual core processors, right , two processors inside, and so we get up at twice as fast on CPU performance, but we've really gone all out on graphics performance. Up to nine times faster graphics. The graphics on this thing are wonderful . Same low power as A4, we don't wanna give up any of that legendary battery life. <u>And</u> , even though others are starting to ship, <u>I think this is going to be the first dual core tablet to ship in volume.</u> <u>So</u> A5 is a really a , quite of an achievement and it is gonna give us something that is <u>twice as fast on CP performance, up to nine times faster on graphics,</u> and the first iPad with no slouch. So, a lot faster with A5.	ll. 159-160: ②	Interrogative Parallelism 'Design': Repetition of l. 156; Conjunction: additive Key noun, ll. 66, 111 Word ll. 154-210: logos Conjunction: additive Ethos Conjunction: causal Repetition of ll.161-163	for each word
160	0:16:30				
165	0:17:00				
170	0:17:30	Second, we've built in some cameras... for video. We've got a rear camera out the back and we've got a front facing camera out the front. We'll talk more about that in a few minutes. We've also built in a Gyroscope we have in the iPhone and the iPod Touch. Now, having built in all of this stuff, one of the most startling things about the iPad 2 is it is dramatically thinner . Not a little bit thinner . A third thinner . 33% thinner . That's what it looks like. [Applause]. <u>So</u> , look at the numbers...			Pushes hand away from body
175	0:18:00				
180					
185		[Applause] STEVE JOBS: <u>When</u> you look at the numbers, going from 13.4 mm down to 8.8 mm thick. It's dramatic . <u>And</u> for those of you who have iPhone 4s, the new iPad 2 is		Repetition of l. 180 Conjunction: causal Conjunction: temporary Repetition, l. 180; Conjunction: additive	Shows size with thumb and index finger

190	0:18:30	actually thinner than your iPhone 4. <u>So</u> we are incredibly happy with this and <u>when you get your hands on one</u> , it feels totally different . <u>And</u> all these other tablets are coming out, most of them even thicker than the original iPad, nothing even approaching this. <u>In addition to thicker</u> , it's lighter as well. Going from 1.5 pounds down to <u>1.3</u> and you might not think that is a lot but when you get down to 1.5 pounds a tenth of a pound is a lot. <u>And</u> err , it feels quite a bit lighter .		Conjunction: causal Figure of speech Conjunction: additive	Hands in front of body
195	0:19:00	<u>And</u> it's got an all new design. It's just beautiful . So this is what it looks like. [Pictures of iPad on screen]. It's really thin . <u>And</u> , it comes in two colors, black and white , we're gonna be shipping white from day 1. [Laughter + Applause].		Conjunction: additive	Hands on back
200	0:19:30	<u>And</u> to give you some scale this is what it looks like again. You can pick the thing up, it almost floats. Black and white. Black or white. <u>Now</u> , in addition to having both colors, we also have models that work with both <u>AT&T and Verizon's 3G networking</u> . From <u>day 1</u> . So we support both <u>AT&T and Verizon</u> . <u>Now</u> , here we are, adding stuff into the iPad, err , cameras, faster processors, Gyroscopes and all this other stuff, err , and we've made it way thinner . Something's gotta give and, err , you would think that we would have to give up some of the iPad's legendary battery life but our engineering team found a way and we have the same legendary ten hour battery life as the original iPad with all this extra stuff in it and yet dramatically thinner . <u>And</u> again, that is over a month of standby. <u>So</u> , <u>ten hours of battery life</u> , again a lot of these other guys are coming out with substantially less and this has been tried and tested by every reviewer – iPads get <u>ten hours of battery</u>		Conjunction: additive Conjunction: additive; Repetition (antonymy)	Points and looks at screen Smiles
205	0:20:00			Conjunction: additive Repetition (ant.); Repetition of 201; Conj.: temporary Repetition, l. 202 Repetition, l.209; Conjunction: temporary	Il. 205-207: Speaks slowly, walks back and forth
210	0:20:30			Il. 213-218: pathos	Looks down on hands Il. 212-22: hands approaching each other.
215				Repetition x3 of l. 215 Conjunction: additive Conjunction: causal Il. 219-223: ethos Alliteration	Looks around a lot, speaks slowly
220	0:21:00				Hands on back

225		life. <u>So</u> we are really happy to keep that and, err , never let that go.		Conjunction: causal	
230	0:21:30	<u>Now</u> , in addition to preserving the battery life, when we add all this stuff, we've also preserved... the price. <u>And so</u> , we're going to keep the same exact prices, starting at just 499. Same exact prices as the current iPad, yet with all these new features, a <u>dramatically improved</u> product. <u>Now</u> , some folks around there're saying, well, they're only a little bit more expensive than us at 799. Just ,		Conjunction: temporary Conjunction: causal Repetition of l. 228	Speaks slowly, bends a little forward
235		when you take a look at this matrix of these six models, five of these six models are less expensive than 799. Okay, so they're , they have really moved up on high ground, we only have one model that is more expensive than 799. <u>And</u> you add all of this together with over 65,000 apps tuned to the iPad. <u>And</u> we think 2011 is gonna be <u>the Year of iPad 2</u> .		Conjunction: temporary Il. 231-238: logos	Il. 231-232: perspicuitas Points at matrix on the screen
240	0:22:00	[Applause]	Il.238-239: ⑦	Conjunction: additive Conjunction: additive Key noun	Loose, waving hand movement
245	0:22:30	STEVE JOBS: <u>So</u> , just a beautiful product. <u>So when are we gonna ship it? April, May, June?</u> No. On March 11th, that's a week from this Friday. [Applause]. We are shipping in volume the US and two weeks after that, on March 25th, we are shipping in at least 26 more countries including all of our high volume countries except a few where we a still getting regulatory approvals. So <u>26 countries</u> or more on <u>March 25th</u> . This thing's gonna be everywhere in the <u>month of March</u> . And that is iPad 2.		Conjunctions: causal Interrogative x2 Il. 244-252: logos	Smiles Hands on back
250	0:23:00	[Applause]		Repetition of l. 247; Repetition of l. 247; Repetition of l. 247, 250	Hands hanging but 'everywhere' (l. 251) is gestured
255		STEVE JOBS: Okay. We've got some really cool		Il. 256-258: partitio	Lifts eyebrows, smiles,

260	0:23:30	accessories. <u>So</u> . There's two I'd like to tell you about today. The first one we'd had a lot of requests for is HDMI video out. <u>Teachers</u> wanna hook their iPads up to their flat screen TVs in the <u>classroom</u> so that everybody can see et cetera, et cetera. We have now an accessory cable that does just that. <u>Right?</u> It <u>get</u> , delivers HDMI mirrored video output so exactly what you see on the iPad ... [Applause] ... you see on HDMI.	Il. 256-271: ③②	Conjunction: causal Il. 258-344: narratio + argumentatio Il. 259-260: word	looks excited
265	0:24:00	[Applause]		Word; Interrogative	"Flat screen" gesture
270		It provides output up to 1080p. <u>Err</u> , it works with all apps. <u>So</u> , anything you can see on the iPad screen, you see on HDMI. It's exactly what people want. It supports rotation. There's no setup or configuration whatsoever. <u>And</u> you can even charge you iPad while you're using it. <u>So</u> if you're giving a presentation and running a little		Il. 269-274: logos Conjunction: causal	'Rotation' gesture
275	0:24:30	low on battery, you just plug in your transformer, plug it right in. Here's what it looks like. Place the plug in, an HDMI cable and a place to <u>plug in</u> your thirty pin connector to pass through the power of the charging if you so chose. And here it is on an HD TV. <u>It's really simple</u> and it works <u>great</u> and it's just 39 dollars. <u>So</u> , for people that <u>need</u> that, we <u>got</u> a <u>great</u> accessory now.		Conjunction: additive Conjunction: causal	'Plug in' gesture Il. 275-278: sounds like he forgot to breathe hands on back
280				Repetition of l. 276	
	0:25:00	Something that's gonna be even <u>more popular</u> though, we call smart covers. For the original iPad, we did a case. A <u>case</u> is pretty <u>cool</u> , can prop the iPad up for typing or for watching movies, worked pretty <u>well</u> , except that we went through all this trouble to make a <u>beautiful</u> design and we cover it up with this <u>case</u> .	Il. 256-271: ③②	Parallelism; Logos Conjunction: causal Repetition (antonymy)	Bends forward, scratches nose
285		<u>Right?</u> <u>But</u> more than that, we added thickness and weight to the product and we made it <u>more difficult</u> to		Repetition	Speaks faster Showing size with thumb and index finger
290	0:25:30			Repetition of l. 285 Word; Interrogative; Conjunction: adversative	

		use with some of the accessories.			Hands lifted to face level
295	0:26:00	<u>So</u> , we thought that we could do better than that for iPad 2. <u>And</u> we started from the very beginning to design the case right alongside the product. <u>And</u> we have done that but <u>it is not a case anymore, it's a cover</u> . To <u>cover</u> the glass. It's a smart <u>cover</u> . This is what it looks like and it bends and folds around just like this as a typing stand and to watch movies on just like the, err , old one. <u>It looks great with black. It looks great with white. <u>And</u>, <u>it even automatically, instantly wakes up the iPad from sleep when you open it and automatically puts the iPad to sleep when you close it.</u></u>		Conjunction: causal Conjunction: additive Parallelism; Repetition Repetition of l. 296 Il. 297-303: pathos	'Cover' gesture (flat hand) Il. 295-300: hands on back
300				Parallelism; Conj.: additive Parallelism	'Open and close' gestures
305	0:26:30	<u>Now, how is this held on? Do we have some screws that we screw in? [Laughter]. What, what do we do? No, we use magnets. Our engineering and idea team came up with the idea of using magnets, they grasp it and auto-align it. So it is always in perfect alignment. <u>And</u> I'll show you a little video of this, you won't believe it, it's so cool! <u>And you can remove it in a second, you can add it in a second.</u> It adds minimal weight and thickness, 'cause it's just covering the top. It got a micro-fiber lining that cleans the screen every time you move it – open it or close it. <u>Again</u>, it automatically wakes on open, puts the iPad to sleep when you close it. It's really easy to remove or change the covers. You can have a bunch of each of them and pick which cover you feel like today. <u>And</u> easily just put it on. <u>And</u>, they come in polyurethane which is used to make space suits or leather. <u>And</u>, so I got a little video that just shows you how this thing works. Let's run that video.</u>		Conjunction: temporary; Interrogative x3; Il. 305-306: pathos	'Screwing something in' gesture Lifts index finger
310	0:27:00			Conjunction: additive Il. 309-311: pathos Conjunction: additive; Parallelism	'Remove/add' gesture
315				Parallelism; Repetition (antonymy); Conj.: additive	Shrugs
320	0:27:30			Conjunctions: additive	Leaves stage
	0:27:46			Conjunction: additive	
		[Video plays]			

325		[Applause]			Re-entering, smiling
330	0:28:35	STEVE JOBS: It's one of my favorite little videos, it actually kinda reminds me of, err , a Pixar short or something. [Laughter]. Err , but as you see, we actually built magnets right into the iPad itself, and then there is magnets in the hinge for the smart cover and it, it not only holds the cover on, it auto-aligns it. It's really cool .		Il. 328-330: pathos	Laughs
335	0:29:00	<u>And</u> , of course, what would these cases be if they didn't come in colors? <u>So</u> we've got five polyurethane covers and five colors of, err , leather. <u>And</u> they are really, really beautiful , <u>they look great with the black unit, they look great with the white unit</u> . The polyurethane cases are 39 dollars, the leather cases are 69 dollars. <u>And</u> , err ,		Conjunction: additive Conj.: causal; Interrogative Conjunction: additive Parallelism, Repetition (antonymy)	Stresses 'really'
340	0:29:30	we think this is gonna , we think people are gonna love these cases.	Il. 340-341: ⑦	Il. 338-339: logos; Conj.: additive	Shrugs
345		<u>So</u> , those are the two accessories I wanted to tell you about. Now, <u>let's go back in to the i, iPad 2 and let's talk about the software that it's running</u> . <u>Because</u> we have a new release of iOS called iOS 4.3 and to take us through some of the features of that, I'm gonna ask my colleague Scott Forstall, err , to come up and take us through its paces.		Conjunction: causal Parallelism; Il. 344-345: partitio; Conjunction: causal	Throws hand upwards
350	0:29:58	[Scott Forstall presents]		Il. 345-349: narratio	Looks down
		[Applause]		Il. 351: argumentatio	Leaves stage
355	0:38:38	STEVE JOBS: Thanks, Scott. <u>Now</u> , in addition to these two apps being built right into iOS 4.3, we've got two more apps we are introducing here today. <u>And</u> , we like to do applications. We like to do applications because it	Il. 358-	Il. 355-357: partitio; Conjunction: temporary Il. 357-380: narratio; Conjunction: additive	Re-entering, smiling
					Il. 354-360: hands in front of body

360	0:39:00	gives us feedback, you know, for what it is like to be an app developer so we can make the system better and better and better for all developers. <u>But</u> also, it can set the bar. It gives third party developers something to say ‘wow, if Apple can do that – I can certainly do better’. <u>And so</u> , it set the bar pretty high for developers out there.	361: ②	Il. 358-365: pathos Repetition of l. 360; Conjunction: adversative Conjunction: causal	Looks down ‘Setting the bar’ gesture
365					Il. 366-372: hand movements
370	0:39:30	<u>And err</u> , so there’s two apps we’re introducing today and the first one is iMovie for iPad. <u>Err</u> , <u>and</u> we have a long history of video editing, err , we are the largest supplier of video editing software in the world we think and err , iMovie for iPad is in that tradition. It’s got a precision editor on it, multitrack audio recording, this is not a toy, you can really edit movies on this thing. It’s got new themes, you can AirPlay your video right to Apple TV from the application. You can share your videos in HD with some really popular sites and it is a universal app, so you can also run it on the iPhone. <u>And</u> to demo this, I would like to ask Randy Ubillos, our chief architect for video applications to come give us one of his great demos. Randy. [Applause]	Il. 378-371: ①⑦	Conjunction: additive Conjunction: additive Il. 368-371: ethos Il.371-375: parallelism Il. 371-377: listing, logos Conjunction: additive Il. 376-380: pathos	
375	0:40:00				Leaves stage
380	0:40:15				
		[Randy Ubillos presenting]		l. 382: argumentatio	Re-entering, smiling
		[Applause]			
385	0:46:51	STEVE JOBS: Thanks Randy. It’s awesome! <u>1.3 pounds</u> . [Laughter]. <u>It’s...</u> It blows my mind this stuff. Precision editing. Sending HD video around to all these sites with one tap. Just a lot of great features in an app that we’re gonna price at just <u>4 dollars and 99 cents</u> and it’s gonna be on the App Store on March 11th. <u>So</u> that’s iMovie.		Il. 386-387: pathos; key noun; Figure of speech Il. 386-392: narratio cont’d Il. 388-392: logos Conjunction: causal	Il. 385-389: sounds blown away – weak pronunciation
390					

395	0:47:30	[Applause]		Conjunction: temporary; Ethos; Il. 396-410: narratio Repetition of l. 397	Smiles
400		STEVE JOBS: <u>Next up, is something I think you are also gonna really like.</u> Which is GarageBand for iPad. GarageBand for iPad is remarkable . It's got touch <u>instruments</u> , you can plug in a guitar and play real <u>instruments</u> if you want but it's got touch <u>instruments</u> that <u>I think is gonna be a huge hit</u> with our users. Guitar amps and effects, eight track recording and mixing, over 250 loops you can add to your songs, err , you can email files around of your song to anybody, and it's compatible with the Mac version. <u>So</u> if you wanna start something on your iPad and finish it on the Mac, no problem. <u>So</u> , to give us a demo of GarageBand on iPad, I'd like to invite Xander Soren, who is our director of music marketing, to do that right now. Xander, all yours.		Repetition of l. 399 Ethos Il. 397-405: logos	
405	0:48:00			Conjunction: causal Conjunction: causal	Hands gesturing a movement from one place to another, looks down
410	0:48:22	[Xander Soren presenting]		l. 412: argumentatio	
415	1:00:08	[Applause]		Il. 416-427: narratio cont'd	Il. 415-419: gesturing with hands; speechless
420	1:00:30	STEVE JOBS: ... [Laughter]. I'm blown away with this stuff. You know, playing your own instruments or using the smart instruments, anyone can make music now. And something that is this thick and weighs <u>1.3 pounds</u> , it's unbelievable . So, GarageBand for iPad. Great set of features, again, <u>this is no toy</u> . <u>This is something that you can really use for real work</u> . <u>This is something that I cannot tell you how many hours teenagers are gonna spend making music with this</u> . And teaching themselves about music with this. GarageBand for iPad, <u>4 dollars and 99 cents</u> ... [Applause] ... and it's gonna be on the	Il. 422-425: ©	Key noun Parallelism Il. 420-427: logos Conjunction: additive	Weak movements with hands, mostly hands are on the back Points to screen, "this" Weak speech
425	1:01:00				

430		App Store March 11th.			
		[Applause]			
435	1:01:30	STEVE JOBS: <u>So...</u> iPad 2. An amazing product. Faster, lighter, thinner. Cameras, Gyro. iOS 4.3 with built in FaceTime and Photobooth. iMovie and GarageBand for 4.99 each on the App Store. Over 65,000 apps that have been tuned for iPad to take advantage of all its resources. 3G on AT&T and Verizon from Day 1. The same ten hour battery life. The same prices, starting at 499. Black and white. Smart covers. We think 2011 is clearly gonna be <u>the Year of iPad 2</u> . Now...	Il. 439-440: ⑦	Conjunction: causal; Il. 431-492: peroratio Il. 432-339: logos Repetition (antonymy) Key noun	Il. 431-435: hands moving for each feature mentioned. Pause between each feature, generally slow speech rate
440	1:02:00	[Applause]			
445	1:02:28	STEVE JOBS: We made a video that I'd love to show you and so let's go ahead and roll the video.			
		[Video playing]			
450	1:08:38	[Applause]			
		STEVE JOBS: <u>So, I've said this before, I thought it was worth repeating.</u> It's in Apple's DNA that technology alone is not enough. That <u>it's technology married with liberal arts, married with the humanities,</u> that yields us, <u>the result that makes our hearts sing.</u> <u>And,</u> nowhere is that more true than in these post-PC devices. <u>And</u> a lot of folks in this tablet market are rushing in and they are looking at this as the next PC. A hardware and the software done by different companies and they're talking about <u>speeds and feeds,</u> just like they did with	Il. 451-456: ①⑤	Conjunction: causal; Parallelism; Il. 451-488: pathos; Figure of speech; Parallelism; Figure of speech; Conjs.: additive Rhyme	Il. 450-461: various hand gestures, mostly looking down
455	1:09:00				
460					

		PCs.			
465	1:09:30	<u>And our experience in every bone in our body says that that is not the right approach to this. That these are post-PC devices that need to be even easier to use than a PC. That need to be even more intuitive than a PC and where the <u>software and the hardware</u> in the applications need to intertwine in an even more seamless way than they do on a PC. <u>And</u> we think we are on the right track with this. We think we have the right architecture not just in <u>Silicon</u> but in the organization to build these kinds of products. <u>And</u> so I think we stand a pretty good chance at being pretty competitive in this market and I hope that what you've seen today gives you a good feel for that. <u>Now</u>, I'd like to take just a minute at the end. I'd like to ask all the people, err, that worked on iPad 2, from engineering to ops to marketing to finance from Apple, if you guys could just stand up so we can give you a round of applause.</u>	ll. 463-475: ⑥⑦	Conjunction: additive; Figure of speech ll. 465-469: parallelism Repetition (antonymy) Conjunction: additive Figure of speech Conjunction: additive Conjunction: temporary	Hands to back Clapping
470	1:10:00				Hands to front
475	1:10:30				
480		[Applause]			
485	1:11:00	STEVE JOBS: <u>And</u> , as always, err , I'd also like to thank everyone's families because they support us and let us do what we love to do. So, thank you very much to our extended families out there who make it possible, err , for us to <u>work our tails off</u> making these great products for you. <u>So thanks for coming this morning</u> . [Applause]. We've err ... [Applause]. We got a great hands-on area and I really encourage you, <u>go get your hands on one of these things</u> . You won't believe it.	ll. 475-488: ③	Conjunction: additive Figure of speech Word Figure of speech	Hands in front Gestures 'extended'
490	1:11:30				
	1:11:33	Thank you very much.			Smiles, raises hand to wave