

**SPEECH FUNCTION ANALYSIS ON SMARTPHONE PRODUCT
ADVERTISEMENTS OFFICIAL INTRODUCTION
ON YOUTUBE**

SKRIPSI

*Submitted In Partial Fulfillment of The Requirements
for The Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By

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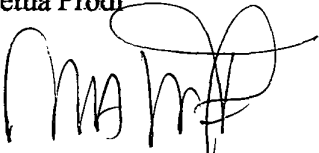
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ABSTRACT

Ananda, Zhafran Fatih. 2018. *Speech Function Analysis on Smartphone Product Advertisements Official Introduction on YouTube*. A Final Project, English Department, Faculty of Teacher Training and Education, University of Muhammadiyah North Sumatera. Advisor. Yusriati, S.S, M.Hum.

The study was about Speech Function Analysis on Smartphone Product Advertisements Official Introduction on YouTube (SPAY). The aim of the study were to describe and to investigate the use of speech function on SPAY based on types of speech function by Halliday. The method of the research was descriptive qualitative method. The result of the study showed that from those five videos there were 138 utterances of speech function in SPAY. The types of speech function occurred in SPAY consist of 81 statement, 3 question, 39 offer and 15 command. Based on the amount of the dominant type used of speech function on SPAY was statement. Statement were used by declarative (Subject^{Finite}). Question were used by interrogative (Finite^{Subject}). Offer coded by anyone of the three (declarative, interrogative, imperrative). Command were used by imperrative (Finite^{Subject}).

Key Words: Speech Function, Smartphone Product Advertisements, YouTube.

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The Researcher

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CHAPTER I

INTRODUCTION

A. Background of the Study

Language plays an important role in human life. Some of them used language to give information, to deliver message(s), to expressing feeling, to persuade people to do something or to believe us, to entertain others, to share opinion of the world and to share one's thought. It is said so because language serves many functions. According to Principles of Management book that written by Ramesh B. Rudani (2013:640), Newstrom & Keith Davis said, communication is the transfer of information from one person to another. It is a way of reaching others by transmitting ideas, feelings, thoughts, facts and values. Transfer of information involves transferring knowledge, facts or news by the speakers to the listeners. Considering those various functions of language mentioned above, in a simple way it could be concluded that language functions as a tool of communication.

Based on Halliday (1994:30) speech functions are realized in four types, namely: statement, question, offer and command. These four kinds of interaction give important roles in communication either spoken or written. Thompson (2003:12) emphasizes the important point that use of language lies at the very heart of social life. In general, it is noted that communication and language are important components of social life; expressing thought and feeling, conveying ideas, making request giving command and so on.

Based on the statement, human, as socialized individuals spent much of their live interacting to other people to make communication. Interacting was a process of making meaning. It was known as performing interpersonal meaning which studied the clause that concerned the speaker's role in the speech function. Speech function was a way of someone delivered ideas in communication to make the listener understood the ideas well.

Several studies on speech function had been done previously. Tobing (2013) analyzed *speech function used in male and female language in cosmetic advertisement*, the writer found that the dominant speech function used in *speech function used in male and female language in cosmetic advertisement* is statement. It means that cosmetic advertisement was mostly giving information through their product.

Astuti (2011) analyzed speech function used in reality show *Uya Emang Kuya* on SCTV, the writer found that the dominant speech function used in reality show *Uya Emang Kuya* on SCTV is question. It means hypnosis utterances in that reality show tent to use question because the hypnotist asked some question to the person to get some information and questions deals with demanding information.

So that, there were many things can be communicated through mass media and social media. In this research, the writer was interested to analyze speech function on smartphone advertisements official introduction on youtube. YouTube as the biggest video sharing websites. All of people could uploaded many content and became a content creator. Most of famous companies using youtube as a

promotion and advertising media to introduce their product. One of their missions based on YouTube website, “our mission is to give everyone a voice and show them the world”. Advertising is the promotion of goods, services, companies and ideas, usually performed by an identified sponsor. From this perspective, advertising exist “to help to sell things” (White, 2000:5).

The last problem the researcher considered in carrying out this research, based on the researcher’s experience at FKIP English Education Universitas Muhammadiyah Sumatera Utara, there were problems that faced especially by the students’. Most of students did not realize there was something that the creator or advertiser wanted to tell to the viewers, second, the most of students did not realize that the language used difference in the way of expressing it in every official introduction video. The third, many students did not realize the type of speech function that used in smartphone product advertisements official introduction on youtube video. And the last, the students had not enough reference reading about the speech functions theory.

In order to have understable research, the writer used an underlying theory that explained the types of speech function based on what was proposed by Halliday (1994:30). The speech functions; statement, question, offer and command are commonly used by the creators or the speakers to interact when introducing the products.

B. Identification of The Problem

Based on the background, the problems was identified as follows :

1. Most of students did not realize there was something that the creator or advertiser wanted to tell to the viewers.
2. Most of students did not realize that the language used difference in the way of expressing it in every official introduction video.
3. Most of students did not realize the type of speech function that used in smartphone product advertisements official introduction on youtube video.

C. Scope and Limitation

The scope in this research was speech function and the limitation was limited on speech function types used in Smartphone Product Advertisements Official Introduction on YouTube, and that videos choosing by the researcher. Because it gave more detail speech function classification such as statement, question, offer and command.

D. The Formulation of the Problem

The formulation of the problem was formulated as follows :

1. What types of speech function were used in smartphone product advertisements official introduction on YouTube?

2. What was the dominant type of speech function that used in smartphone product advertisements official introduction on YouTube?
3. How the words were used of speech function expressed in smartphone product advertisements official introduction on YouTube?

E. The Objectives of the Study

Related to the research problems above, the objectives of the study were stated below:

1. To describe the type of speech function that used in smartphone product advertisements official introduction on youtube.
2. To describe the dominant type of speech function that used in smartphone product advertisements official introduction on youtube.
3. To investigate how the words use of speech function expressed in smartphone product advertisements official introduction on youtube.

F. Significance of the Study

1. Theoritically

The finding of this study had a goal for the students or other researcher and encourage English and Literature Department students to learn about Systemic Functional Linguistics, especially speech function analysis. They were

also able to use this paper as an additional source to widen the knowledge about speech function. Moreover, the readers were allowed to recognize the definition of each type of speech function theory and to understand the application as well as the function. Furthermore, the result could be determined how to use the speech functions properly.

2. Practically

This study was expected to be new information that delivered the contribution for English academic workers or lecturers, especially for linguistic lecturers in developing the material related to speech function and other linguistic fields. Otherwise, as the useful reference for students who was doing the graduating paper preparation about speech function. The finding could significantly to be used for :

- a. Researchers as their review of literature in analyzing speech function with a different object.
- b. This study hopefully could help the students to understand in detail about speech function as their references in understanding speech function and its types.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

The theoretical framework aimed at giving concepts applied in this research. These concepts led to a better analysis of the given theories because they helped the writer limit the scope of the problem. In this part, the researcher explained about all of the theories used to strengthen the research. So that the readers understand and encourage them to read.

1. Description of Speech Function

According to Rosaen and Sinaga (2011:27) speech function is the speaker's role of communicative exchange realized in interpersonal meaning which is related to Systemic Functional Linguistics. Whenever two or more people use language to interact, one of the things they do is establishing a relationship between them; the person who is speaking now (speaker) and the person who will speak next (listener). This interaction forms a functional semantics perspective. To establish the relationship between them, they take turn at speaking on different speech roles in the exchange. It refers to a function performed by a speaker in a verbal interaction or conversation which specifies his or her role and the content or commodity transacted.

The most fundamental types of speech role which lie behind all the more specific types are just two; giving and demanding (Halliday, 1994:8). The speaker may be giving something to the addressee or demanding, by the same token he assigns as complementary role to the listener. Giving means inviting to receive that implies receiving, and demanding means inviting to give that implies giving something in response. The “something” here, the commodity being traded, may be either information or goods and services. It can be seen in the diagram as follows (Gerot & Wignell, 1994:23):

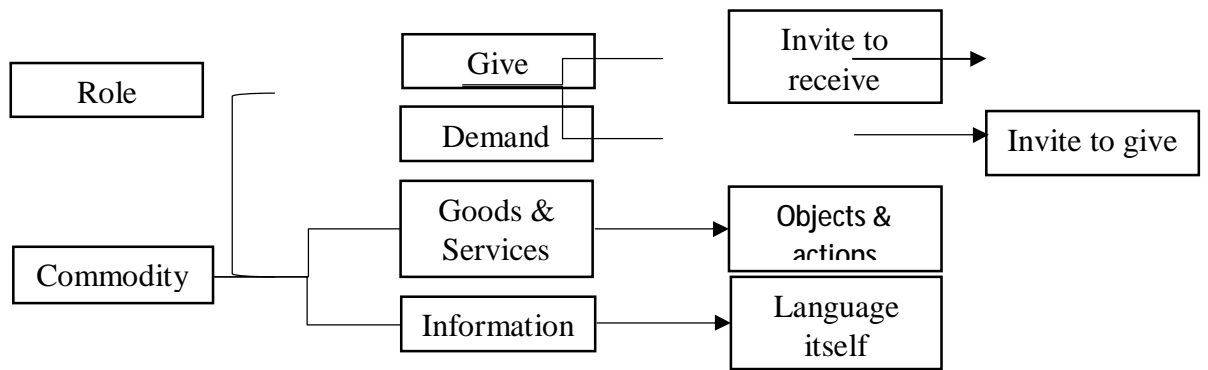


Figure 2.1: Speech Function

Speech function can be classified into four types. It can be seen in table as follows (Halliday, 1994:69);

Table 2.1
Speech Role & Commodities in Interaction

Role of Exchange	Commodity Exchanged	
	Goods & Services	Information
Giving	Offer	Statement
	Would you like this coffee	I gave him the coffee
Demanding	Command	Question
	Give me the coffee!	What did he give you?

From the table above, speech function can be classified into four types; statement, question, offer and command. The four speech function are initiated by the speaker. In real interaction, the interlocutor i.e. the addressin his/her turn also respond to the speech functions produced by the speaker i.e addresser. According to Martin (1992:56) when the initiation and response as orientation of both the interlocutors are taken on to account, other four speech functions are derive thus make eight speech functions. Systematically eight speech function are derived as follow:

- a) [Give/ Information/ Initiating] = Statement (S)
- b) [Give/ Information/ Responding] = Acknowledge Statement (AS)
- c) [Demand/ Information/ Initiating] = Question
- d) [Demand/ Information/ Responding] = Respond Statement to Question (RSQ)
- e) [Giving/ Good and Service/ Initiating] = Offer

f) [Giving/ Good and Service/ Responding] = Acknowledge Offer (AO)

g) [Demand/ Good and Service/ Responding] = Command (C)

h) [Demand/ Good and Service/ Responding] = Response Offer to Command
(ROC)

1.1 Statement

Statement is a way of giving information by stating or the act of stating in speech and writing (Grolier, 1992:44). Statement is a declarative or an assertive statement which is used to give the information (either positive or negative) and usually ended with a period (.). Subject is placed in front of a verb or auxiliary verb/ modal (the formula: subject + verb/aux). It means in this study, statements are most naturally expressed by declarative clause.

Example: *Sometimes comment could ruin moment*
I am a Professor
My uncle left for Timor Leste to serve in the army

1.2 Question

Question is an interrogative statement which is used to seek confirmation or to ask something or an inquiry that invites or call for reply (Grolier, 1992:327). Question is an interrogative statement used to seek confirmation or to demand for information or to ask for something by using question words and auxiliary verbs and usually ended with question mark (?). The subject is placed after auxiliary verb or wh-question and followed by verb (the formula: aux. verb or wh-question

+ subject + verb). So, questions are used to enquire about something to request information or to probe.

Example: *Why did you go there?*
How much does it cost?
Am I a Professor?

1.3 Offer

Offer is an expression of willingness to give or do something, or to put forward for acceptance, rejection (Grolier, 1992:268). Offer did not have an unmarked representation of mood. Offers are the odd one out, since they are not associated with a specific mood choice.

Example: *Would like this orange?*
Would you like I call you a Professor?
Let me take the book for you!

1.4 Command

Command is a way to receive information, good or service by forcing the listener to give them (Grolier, 1992:127). Command is an imperative statement used to demand goods and service or to make a request for something to someone. There is no subject in the imperative statement (command) but only the predicate expressed. The subject “you” is the understood subject. A command is usually ended with an exclamation mark (!). The subject is omitted and the basic form of the verb is used (the formula: verb + object). So that, command is used to get things done or to obtain goods or services. commands are usually used in oral interactions, though they can be found in written procedures such as instruction or in dialogue. Command is realized by imperative clauses.

Example: *Shut Up!*
Call me a Professor, please!
Please don't smoke here!

It can be seen clearly in the following table (Halliday, 1994:69):

Table 2.2
Speech Function and Responses

	Initiation	Expected Responses	Dictionary Alternative
Give – Goods & Services	Offer	Acceptance	Rejection
Demand – Goods & Services	Command	Undertaken	Refusal
Give – Information	Statement	Acknowledgement	Contradiction
Demand – Information	Question	Answer	Disclaimer

Examples:

Statement	Acknowledgement statement
<i>The movie starts at 10 pm</i>	<i>oh, is it?</i>
Question	Response statement to question
<i>What time does the movie start?</i>	<i>At 10 pm or I don't know</i>
Offer	Acknowledgement offer
<i>Can i bring your ticket?</i>	<i>Yes, thanks or no, I can't</i>
Command	Response offer to command
<i>Get out!</i>	<i>Ok or no</i>

From the examples above, it can be concluded that speech functions recognize a correlation between the different structure of an initiating move and

the structure of a responding move; positive and negative responding speech function.

1.5 Description of Textual Function

The textual function refers to the way the text is organized to make meaning. It is concerned with the creation of text with the presentation of ideational and interpersonal meanings as information that can be shared by speaker and listener in the text unfolding in context. Textual function has close relation to the thematic structure. Halliday (1994:37) states that thematic structure is one of the various structures which when mapped to each other make up a clause and will be considered first the one which gives the clause its character as a message. So that, the textual function is about the verbal world, especially the flow of information in a text, and is concerned with the clause as messages.

1.6 Description of Interpersonal Meaning

According to Bloor and Bloor (1995:9), interpersonal meaning is language that is used to enable us to participate in communicative acts with other people, to take on role and to express and understand feelings, attitudes and judgements. It means represents the speaker's meaning potential that takes into account the interactive nature of relations between the addresser and the addressee.

Morley (2000:12) states that interpersonal meaning is evidenced into two main ways through verbal interaction and exchanges with others and through personal mediation of the main idea/content. Gee (1999:153) states that interpersonal meaning involves designing speaker's sentences so as to shape how

the listeners or readers can interact and negotiate with speaker over meaning. Based on the states as realized in the clause function, it is interpreted that the clause is also organized as an interactive event that involves speaker/writer and audience (listener/reader). In doing the interaction, people use language as a mean of communication and one of the things they do with it is establishing a relationship between them. There are two most fundamental types of speech role or function; giving and demanding.

2. Description of Advertisement

Advertisement becomes a great phenomenon in this era regarding their roles as tools in sharing information of what they are advertised. Advertising exist “to help to sell things” (White, 2000:5). So, the advertisement is used to giving information about the product with the objective of informing the consumer about the product advertised.

Advertisement motivates people by appealing their problem, problems and goals by offering a means of solving their problem, satisfying their desires and achieving their goals. To the individual consumers, a product is not so much a physical object as a bundle of satisfaction. Automobiles provide transportation, but also status and social and job mobility. Clothing is worn to impress others, to make statement about wearer and keep warm. The life-giving spark of an advertisement is its promise of the special significant benefit the product will provide a promise the product must be able to fulfill. That special significant benefit becomes the appeal of an advertisement. An appeal is a

statement designed to motivate a person to action and is often stated in the advertisement's headline or slogan. (<http://www.blurtit.com/q249327.html>)

In addition, Gein (1982:191) states that the advertisement is a product promotion. The advertisement has some text, which provides information about the product, and more important provides anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the reader's (viewers) attention, as well as short phrases that can act as a kind of slogan, and finally the name of the company and/or the name of the product.

2.1 Function of Advertisement

Eventhough each advertisement or campaign tries to accomplish goals to its sponsor, advertising perform three basic functions :

1. Provide product and brand information. Although many advertisements are devoid of information, providing consumers with relevant information will aid, decision making is still the main function of advertising. The information given depends on the needed information might simply include price and outlet location.
2. Provides incentives to take action. In most instances, consumers are reluctant to change established behavior. Even they are somewhat dissatisfied with the current product is deemed difficult. Advertisement provides the consumers with the reason to switch brand by presenting

reason through copy or graphics. Convenience, high quality, low price, warranties, or a celebrity endorsers are all possible.

3. Provides reminders and reinforcement. It is amazing how much advertisement is directed at current customers. Consumers forgot why they bought a particular product brand. Advertisement must remind the customer constantly about the name of the brand, its benefit, its value and so on. These same messages help reinforce the consumer decision. Most TV advertisement seems to provide this function.

(<http://www.blurtit.com/q249327.html>).

2.2 Youtube as a Media of Promotion

In this research, the context of advertisements on YouTube is an official company created an official account on Youtube, then share the official product videos. So that, the ads is free like most of account share their videos. And the account can collect the money from the viewers. Nowadays many company used social media (YouTube) as a media to promotion, advertising and introduce their product. According to (<http://www.toprankblog.com/2010/12/social-media-advertising-tips/>) YouTube as the second most popular search engine after Google and with online video advertising expected to hit 5.7 billion by 2014, YouTube presents a tremendous opportunity for exposure and engagement in a social context. Ads appear within videos or alongside them.

Marketers that come to grips with the reality that “make a viral video” advertising and impressions are, may choose to leverage YouTube advertising as

part of the mix for promoting video content. In fact, with YouTube the companies can promote their own video or advertise next to others' videos. Direct advertising on YouTube is pretty spendy, but the companies can advertise on YouTube using Google AdWords. YouTube provides a robust array of video advertising resources for marketers including best practices, how to's, specifications, analytics, tools, and of course, if the companies spend enough you get an Ad Rep to take care of things.

YouTube Video Ad Best Practices Include:

- Keep it engaging. Entertain, inform and be relevant. Users will view the majority of a video if they are interested and engaged.
- Inspire, don't just educate. Avoid focusing solely on being educational; two minutes of talking heads doesn't work well.
- Deliver key messages early. Plan for user tune-out near the end of the video and deliver your message early.

3. Description of Content (Media)

Content is the information and experiences that are directed towards an end-user or audience (<http://www.toprankblog.com/2013/03/what-is-content/>). Content can be delivered via many different media including the Internet, television, audio CDs, books, magazines, and live events, such as conferences and stage performances. It means that content is very important in publishing, art and communication. So that, the writer wants to analyze the content comes from

internet and social media especially YouTube. In here YouTube as a source of media content to analyze smartphone product advertisements official introduction.

Based on (https://en.wikipedia.org/wiki/History_of_YouTube) and its references, YouTube was created by PayPal employees as a video-sharing website where users could upload, share and view content. The Internet domain name "www.YouTube.com" was activated on Monday, February 14, 2005. YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, when they worked for PayPal. Prior to working for PayPal, Hurley studied design at the Indiana University of Pennsylvania; Chen and Karim studied computer science together at the University of Illinois at Urbana–Champaign. YouTube's initial headquarters was above a pizzeria and Japanese restaurant in San Mateo, California. The domain name "YouTube.com" was activated on February 14, 2005 with video upload options being integrated on April 23, 2005. The first YouTube video, titled *Me at the zoo*, was uploaded on April 23, 2005, and shows co-founder Jawed Karim at the San Diego Zoo. YouTube began as an angel-funded enterprise working from a makeshift office in a garage. In November 2005, venture firm Sequoia Capital invested an initial \$3.5 million, and Roelof Botha (a partner of the firm and former CFO of PayPal) joined the YouTube board of directors. In April 2006, Sequoia and Artis Capital Management invested an additional \$8 million in the company, which had experienced significant growth in its first few months.

During the summer of 2006, YouTube was one of the fastest growing sites on the World Wide Web, hosting more than 65,000 new video uploads. The site

delivered an average of 100 million video views per day in July. It was ranked the fifth-most-popular website on Alexa, far out-pacing even MySpace's rate of growth. The website averaged nearly 20 million visitors per month according to Nielsen/NetRatings, with around 44% female and 56% male visitors. The 12- to 17-year-old age group was dominant. YouTube's pre-eminence in the online market was substantial.

On October 9, 2006, it was announced that the company would be purchased by Google for US\$1.65 billion in stock, which was completed on November 13. At that time it was Google's second-largest acquisition. The agreement between Google and YouTube came after YouTube presented three agreements with media companies in an attempt to avoid copyright-infringement lawsuits. YouTube planned to continue operating independently, with its co-founders and 68 employees working within Google. Google's February 7, 2007 SEC filing revealed the breakdown of profits for YouTube's investors after the sale to Google. In 2010, Chad Hurley's profit was more than \$395 million while Steve Chen's profit was more than \$326 million. In 2006, *Time Magazine* featured a YouTube screen with a large mirror as its annual 'Person of the Year'. It cited user-created media such as that posted on YouTube and featured the site's originators along with several content creators. *The Wall Street Journal* and *The New York Times* also reviewed posted content on YouTube in 2006, with particular regard to its effects on corporate communications and recruitment. *PC World Magazine* named YouTube the ninth of its Top 10 Best Products of 2006. In 2007, both *Sports Illustrated* and *Dime Magazine* featured positive

reviews of a basketball highlight video titled, *The Ultimate Pistol Pete Maravich MIX*.

3.1 Terminology of YouTube

Based on (<https://vidooly.com/blog/youtube-glossary-terminology-that-every-video-creator-should-be-aware-of>) Terminology of Youtube formulated as follows :

a. Annotations

Annotations are clickable, customizable text or images that only appear on the desktop. You can use them to send viewers to more of your videos or playlists, your website, to cross-promote, or take viewers back to your channel page.

b. Avatar

The square image on your channel page that represents your channel across the site.

c. Branding Watermark

The watermark on all videos of your channel that can act as your logo.

d. Bulletin

Channel owners can send a message to all their subscribers using this feature. The message will appear in the Subscribers' feeds.

e. Calls to Action (CTAs)

It's the action taken by the viewer on any clickable button in your Video.

f. Closed Caption (CC) and Subtitles

Add subtitles and closed captions to your video.

g. Community Guidelines

There is a list of Do's and Don'ts to know before you upload your video. IT includes Violent or graphic content, hateful content, harmful or dangerous content, copyright, threats, and nudity or sexual content. Check out the official page to check the community guidelines.

h. Community settings

You can review, report, hide or check comments filtered as spam.

i. Content ID appeals

If your video contains copy protected material, then you could get a content ID claim, to which you can appeal back if you think your content differs and follows the copyright guidelines.

j. Copyright

When a person creates an original work that is fixed in a physical medium, he or she automatically owns the copyright to the work. The owner has the exclusive right to use the work in certain, specific ways. Here is the detailed explanation of copyright laws by YouTube.

k. Credits

Collaborated with an artist? You can credit that artist here. Though, this feature is only available for channels with more than 5000 subscribers.

l. End-slate

Showcasing your logo, graphics or any cards like subscribe button at the end of your video is known as end slate.

m. Events

You can stream an ongoing event with an option to change privacy settings and redundancy.

n. Featured content

Arrange your videos in the playlist, manage your ad distribution.

o. Longer videos

After, You can upload your video up to 15 min long. You upload longer videos by verifying your YouTube account.

p. Metadata

It is essentially what will get a YouTube user to click and view your video. It is cumulative of title, descriptions, thumbnails, and tags used for the video.

q. Monetization

This is the place where you can authorize the presence of ads on your videos.

r. Optimization

It's to improvise and improve the best elements useful for your YouTube channel.

s. Paid content

Some parts of YouTube are actually not free. It will make your content visible to only ones who are paying yours for your videos.

t. Stream now

It's a live stream option through which you can publicly host on YouTube.

u. Tags

Choose right tags and relevant keywords to make your video search engine friendly. Some suggested tags will include brand name, product offering or be a compilation.

v. Teaser/ trailer

You really need to have a channel trailer if you want your unsubscribed audience to follow you back. The trailers must showcase what your channel is all about.

w. Thumbnails

These are one of the most vital factors for your video being picked from a pool of other various thumbnails. Provide a simple text on your thumbnail describing the title of your video.

x. Video Editor

It's an inbuilt feature by YouTube, available in the create section of creator studio. Here you can edit, drag videos, access the creative commons licensed videos, add transitions etc.

Part from the above-mentioned terms, there are several other terms that are used in analytics tools on YouTube. Here are a few:

a. Lifetime gains of the Channel

It shows the statistical gains for your channel where you can choose your customized timeframe to overview your growth.

b. Demographics

Demographics are the statistical study of the subscriber, nonsubscriber, mobile and desktop views.

c. Top Countries

If you can understand from where your audience is coming from, then you can create content for that particular location so that you can accelerate the viewership.

d. Top YT Keyword Searches

Video is very important when building your SEO. Online videos are ranked on top when searching for a related keyword.

e. Embedded Videos Sources

Embedding is a code for your video. This process means that you are merging a video on a particular website, and when clicked, the video is watched on your page instead of YouTube.

f. Channel Social Media Stats

You can have the social media stats check the social media analytics for your YouTube channel engagement.

g. Channel Audience

You can check the number of subscriber's gained and lost with the access to the profiles of the users who have subscribed and on what year.

h. Top Performing Videos

You can check and compare the top performing videos of your channel and your competitors.

B. Previously Relevant Studies

Several studies on speech function had been done by some researchers previously:

Tobing (2013) research's focused on cosmetic advertisement analysis. her analyzed *speech function used in male and female language in cosmetic advertisement*, the writer found that the dominant speech function used in *speech function used in male and female language in cosmetic advertisement* is statement. It means that cosmetic advertisement is mostly giving information through their product. It is very difference with smartphone product advertisements official introduction research. Because, smartphone product advertisements official introduction research take the videos from YouTube and the object of videos absolutely different.

Another researcher, Astuti (2011) analyzed speech function used in reality show *Uya Emang Kuya* on SCTV, the writer found that the dominant speech function used in reality show *Uya Emang Kuya* on SCTV is question. It means hypnosis utterances in that reality show tent to use question because the hypnotist asked some question to the person to get some information and questions deals

with demanding information. the object of research is about the reality show. Smartphone product advertisements official introduction on Youtube did not have correlation with the reality show.

The last researcher, Siagian (2012) analyzed speech function *among seller and purchasers in Padangsidempuan traditional market*, the writer found that the types used such as Statement such as: Attribution, Material, Mental, Relational, acknowledge statement, question, response statement to question, offer, acknowledge offer, command and response offer to command were used by sellers and purchasers in the Padangsidempuan traditional market. Siagian's research take from market location. It means on the spot. The object so far from smartphone product advertisements official introduction on Youtube. From all of relevance studies the similarities are the research is about speech function analysis.

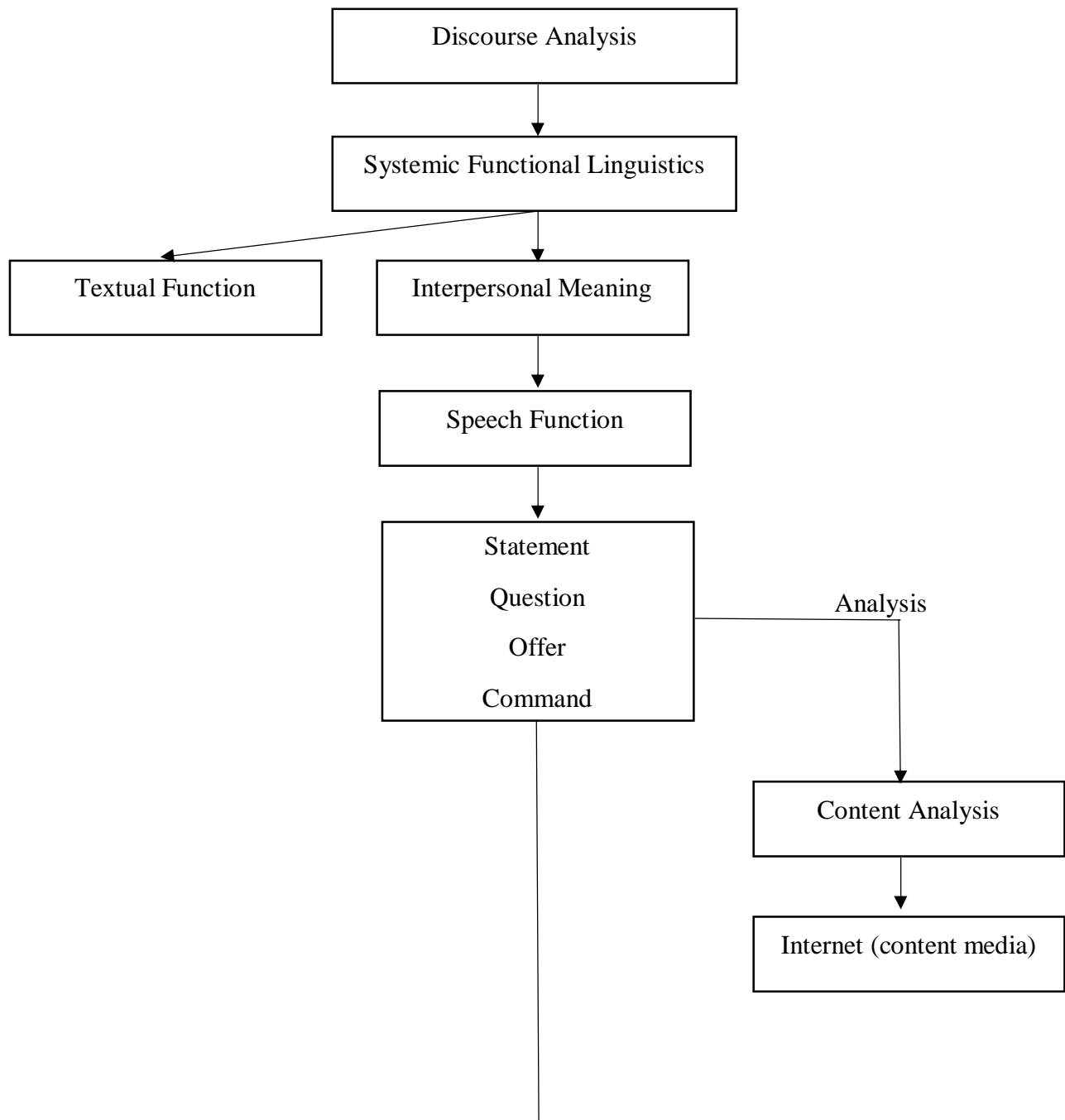
C. Conceptual Framework

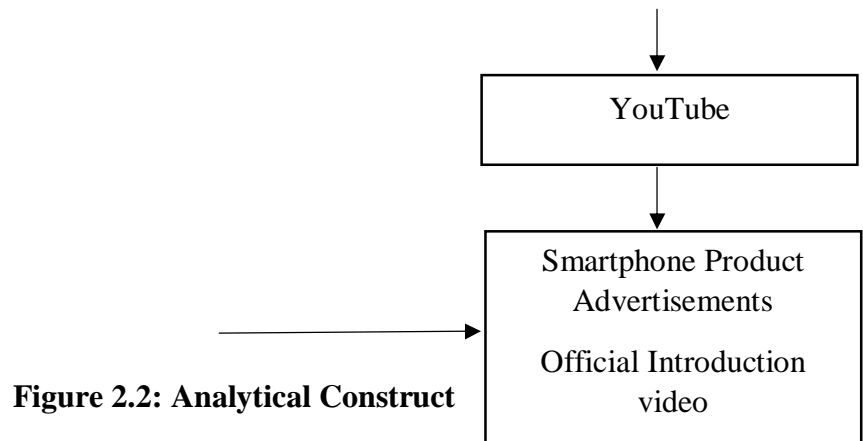
Speech function is the speaker's role of communicative exchange realized in interpersonal meaning which is related to Systemic Functional Linguistics. Whenever two or more people use language to interact, one of the things they are doing is establishing a relationship between them; the person is speaking now (speaker) and the person who will speak next (listener). This interaction forms a functional semantics perspective. To establish the relationship between them, they take turn at speaking on different speech role in the exchange. Based on Halliday

(1994:30) There are 4 types of speech functions; statement, question, offer and command.

In this research, the researcher's analysis uses speech function by identifying and classifying the types of speech function and also find out the dominant types of speech function use on smartphone product advertisements official introduction on Youtube.

Analytical Construct:





CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was conducted by using descriptive qualitative design. Creswell (2009), states qualitative research was a means for exploring and understanding the meaning individuals or groups ascribe to social or human problem in doing this research, descriptive qualitative method applied after collecting the data. Descriptive qualitative approach is taken as the analysis is about discussing, analyzing and finding the speech function types. The collected data were the chunks of conversations in the videos; the researcher attempts to arrive at a rich description to analysis the types of speech function. The researcher used this method because he wants to get a description and rich understanding including speech functions used by all of the speaker in *smartphone product advertisements official introduction video*.

B. Source of Data

The source of data in this research were collected from official account smartphone product on youtube. From familiar brand there are; Apple, Samsung Mobile, HTC, and Asus on 2017 official introduction products video. The researcher take one video from each smartphone official account on YouTube, except samsung mobile because, a year their had 2 flagship series there were galaxy and note. The other reason, every year a brand launches only one flagship series. Except in 2017 Apple had 2 flagship series there were iPhone 8 and iPhone X because their celebrate 10 year²⁸ ne. But, apple only uploaded iPhone X official introduction product. The videos research which chosen purposively according to Arikunto (2002:16), purposively sampling is the technique of selecting data by collecting the videos of some official account and transcribing the data as the population or sample in this research.

C. Techniques of Collecting Data

This researcher applied several types to collect the data. Firstly, the data was collected by downloading official introduction videos from official account of smartphone brands in YouTube. Then, transferred into written text or downloaded the script of videos. After that, the researcher edited the script of videos in short page.

Secondly, the researcher read the transcript of the videos to find out the dialogue which included of spech functions. Then, the researcher identified the underlined script which contained some kind of the types of speech function used

by the speaker. Next, the researcher categorized each kinds of speech functions types found in the scripts.

The last step, was reducing the data that appropriate to the variant and showing the dominant types of speech functions. The researcher finally found all speech function part that became the data of this research.

D. Technique of Analyzing Data

The technique that used in this research was content analysis. According to Denscombe (2007:236-7), content analysis is a method that can be used in any text to analyze the content of the data. In this research, the analysis is related to the speech function analysis that are used in *Smartphone Product Advertisements Official Introduction on YouTube* video. The systematic procedures in conducting the analysis were as follow :

- 1) The data taken from *Official Introduction on YouTube* video.
- 2) The data were classified based on the research question and put into the data sheet.
- 3) Each datum which classified in the data sheet was analyzed based on the research question.
- 4) The data were interpreted to answer the three research question.

- 5) The findings were explained in content analysis description.
- 6) Finally, the findings were concluded.

CHAPTER IV

DATA ANALYSIS

A. Description of Data

The data of the research were the total occurrences of speech function used on Smartphone Product Advertisements Official Introduction on YouTube. There were five videos from 4 YouTube channels: Zenfone 4 Pro Design Story | Asus consisted of 44 utterances, HTC_U11Capturing The Brilliant U consisted of 8 utterances, Iphone X – Introducing iPhone X – Apple consisted of 27 utterances, Samsung Galaxy Note 8 : Official Introduction consisted of 31 utterances, Samsung Galaxy S8 and S8+ : Official Introduction. Speech functions consisted of 28 utterances were included statement, question, offer and command.

B. Data Analysis

In analyzing the data, the researcher answered three main points of formulations as following.

1. Types of speech function used in Smartphone Product Advertisements Official Introduction on YouTube

The speech functions were classified into four, namely: statement, question, offer and command. It was found that the description below showed the detail explanation of speech function used in Smartphone Product Advertisements Official Introduction on YouTube. It also was found that all of the kinds of speech function appeared.

31

a. Statement

Statement is a declarative or an assertive statement which used to give the information (either positive or negative) and usually ended with a period (.). Subject is placed in front of a verb or auxiliary verb/ modal (the formula: subject + verb/aux). It means in this study, statements are most naturally expressed by declarative clause.

There are many types of sentence: simple sentence, compound sentence, complex sentence and compound complex sentence. Based on worksheets from lamisson learning center, here is the explanation about types of sentence:

Simple Sentences

A simple sentence contains a subject and a verb.

It expresses a single complete thought that can stand on its own.

Compound Sentences

A compound sentence has two independent clauses. An independent clause is a part of a sentence that can stand alone because it contains a subject and a verb and expresses a complete thought.

Basically, a compound contains two simple sentences.

These independent clauses are joined by a conjunction (for, and, nor, but, or, yet, so).

Complex Sentences

A complex sentence is an independent clause joined by one or more dependent clauses. A dependent clause either lacks a subject or a verb or has both a subject and a verb that does not express a complete thought.

A complex sentence always has a subordinator (as, because, since, after, although, when) or relative pronouns (who, that, which).

Compound-Complex Sentences

A compound-complex sentence has two independent clauses and at least one dependent clause.

The examples of speech function 'statement' that showed from each kind of video:

1) Video 1:

- (1) ***People enjoy taking photos because pictures make the familiar new again and help us express parts of ourselves words cannot.*** (v.1 num.2) (Compound Complex Sentence)
- (2) ***The zenfone 4 series has reached new heights in the cameraphone realm.*** (v.1 num.5) (Simple Sentence)
- (3) ***The result is 8 times the light sensitivity of a typical smartphone camera.***(v.1 num.16) (Simple Sentence)

2) Video 2:

- (4) ***Squeeze is the easy way.*** (v.2 num.2) (Simple Sentence)
- (5) ***Squeeze to share the best view.*** (v.2 num.3) (Simple Sentence)
- (6) ***Squeeze to immortalize the moment.*** (v.2 num.6) (Simple Sentence)

3) Video 3:

- (7) ***For more than a decade our intention has been to create an iPhone that is all display.*** (v.3 num.1) (Compound Complex Sentence)
- (8) ***The custom OLED panel was engineered to fold and seamlessly combined with the external surfaces.*** (v.3 num.6) (Compound Complex Sentence)
- (9) ***This data is analyzed by the mural engine on the a11 bionic chip the first of its kind.*** (v.3 num.16) (Compound Sentence)

4) Video 4:

- (10) ***The phone that defined big just got bigger introducing the new Samsung Galaxy Note 8.*** (v.4 num.1) (Compound Complex Sentence)
- (11) ***Its design has evolved with a bigger infinity display yet.*** (v.4 num.2) (Compound Sentence)
- (12) ***You getting all that guy.*** (v.4 num.7) (Simple Sentence)

5) Video 5:

- (13) ***We created it by reorganizing the phone's interior making components smaller without sacrificing performance and embedding the home button under the screen.*** (v.5 num.6) (Compound Complex Sentence)
- (14) ***The camera is even better.*** (v.5 num.18) (Simple Sentence)
- (15) ***It also takes sharp beautiful pictures in low light.*** (v.5 num. 20) (Simple Sentence)

The example of statements above conveyed the term of statements which probably presented some declarative clauses related to Smartphone Product Advertisements Official Introduction on YouTube.

b. Question

Question is an interrogative statement used to seek confirmation or to demand for information or to ask for something by using question words and auxiliary verbs and usually ended with question mark (?). The subject is placed after auxiliary verb or wh-question and followed by verb (the formula: aux. verb or wh-question + subject + verb). So, questions are used to enquire about something to request information or to probe.

The examples of speech function 'question' that showed from each kind of video:

1) Video 2:

(16) *How do you capture your brilliant moments?* (v.2 num.1)

2) Video 4:

(17) *Anything else?* (v.4 num.6)

(18) *Where are you?* (v.4 num.15)

From the example above, it showed the information that conveyed the term of interrogative sentence which realized the question.

c. Offer

Offer is an expression of willingness to give or do something. Offer does not have an unmarked representation of mood. Offers are the odd one out, since they are not associated with a specific mood choice.

The examples of speech function 'offer' that showed from each kind of video:

1) Video 1:

- (19) *These serve to reduce noise artifacts from low-light shooting in post-processing.* (v.1 num.13)
- (20) *It's lens gives you 2 times optical zoom for finely detailed close-ups and videos from a distance with a simple tap of the screen while it's 10 times maximum zoom get you up close and personal to faraway objects with stunning clarity.* (v.1 num.18)
- (21) *You will have extraordinary power.* (v.1 num.23)

2) Video 3:

- (22) *Mechanical buttons give way to touching gestures.* (v.3 num.7)
- (23) *The polished stainless steel band reinforces the water-resistant all glass design.* (v.3 num.11)
- (24) *This new glass formulation their most durable ever in a smartphone enables for the first time wireless charging.* (v.3 num.12)

3) Video 4:

- (25) *It refines your experience and redefines what you can do with a phone okay just one second.* (v.4 num.4)
- (26) *S-pen allows you to go further write down a memo while you're on a call so you don't miss a thing.* (v.4 num.5)
- (27) *You can now start your day organized with reminders and just double tap to edit again.* (v.4 num.12)

4) Video 5:

- (28) *The new infinity display gives you an incredible fullscreen experience yet fits comfortably in your hand.* (v.5 num.5)
- (29) *We created the beautifully curved edge display and also erased the bezels to give you more space for the things that matter creating a level of immersion you see and feel.* (v.5 num.7)
- (30) *And a bigger screen gives you the room to multitask seamlessly.* (v.5 num.9)

From the examples above, it can be conclude that the samples of Smartphone Product Advertisements Official Introduction Videos filled with the term of offer of speech function.

d. Command

Command is an imperative statement used to demand goods and service or to make a request for something to someone. There is no subject in the imperative statement (command) but only the predicate expressed. The subject “you” is the understood subject. A command is usually ended with an exclamation mark (!). the subject is omitted and the basic form of the verb is used (the formula: verb + object). So that, command is used to get things done or to obtain goods or services. commands are usually used in oral interactions, though they can be found in written procedures such as instruction or in dialogue. Command is realized by imperative clauses.

The examples of speech function ‘command’ that showed from each kind of video:

1) Video 1:

- (31) *Lock onto fast-moving subjects wherever you are!* (v.1 num.19)
- (32) *Blurring the background it maintaining focus on the subject in the foreground!* (v.1 num.25)
- (33) *Making sure your portrait public's truly stand out from the crowd!* (v.1 num.26)

2) Video 2:

- (34) *Record sound in 360 degrees for you to zoom in on!* (v.2 num.7)
- (35) *Squeeze and do it no other phone lights you! , HTC U11* (v.2 num.8)

3) Video 3:

(36) *A single swipe takes you to the home screen!* (v.3 num.9)

4) Video 4:

(37) *Create your own live message to express yourself in fun in unique ways!*
(v.4 num.11)

(38) *Unlock the artist in you and bring to life what you can only imagine!*
(v.4 num.13)

(39) *Okay, send it to me now!* (v.4 num.17)

5) Video 5:

(40) *Unbox your phone Samsung Galaxy s8!* (v.5 num.4)

(41) *Bixby capture this screen and text it to Jane!* (v.5 num.11)

(42) *Unbox your phone Samsung Galaxy s8 and s8 plus!* (v.5 num.28)

From the utterances above, it was concluded that the samples of Smartphone Product Advertisements Official Introduction Videos used the term of command of speech function. The speech function of statement, question and command are realized by declarative, interrogative and imperative clauses in which statements are most naturally expressed by declarative clause; Questions by interrogative clauses; and command by imperative clauses. They are different from 'offer' which does not have an unmarked representation of Mood.

2. The dominant type of speech function that Used in Smartphone Product Advertisements Official Introduction on YouTube

Related to the data found by the researcher above, the dominant type of speech function that used in smartphone product advertisements official introduction on YouTube generally following by the table 4.1:

Table. 4.1
Result of the study generally

No.	Kinds of Speech Function	Total Data
1	Statement	81

2	Question	3
3	Offer	39
4	Command	15
	Total Data	138

Based on the table above, it could be identified that the dominant type of speech function was statement with 81 data or utterances. Because the speaker using statement to herding speaker or viewer opinion. After giving some statement, the speaker usually used offer to showed some advantages of their product to the speaker or viewer, it can be in the form of declarative, interrogative or imperative. So that, the second position followed by offer with 39 data or utterances. Next, Command with 15 data or utterances and the last were question with 3 data or utterances.

3. How the words are used of speech function expressed in Smartphone Product Advertisements Official Introduction on YouTube

Based on the data found in point 1 and 2 of data analysis above, there were some particular ways in which the realization of speech function above. The mood in English was realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely declarative, interrogative, and imperative. Saragih (2013) states that with reference to the semiotic system the speech functions are analogous to meaning and the mood is to expression. Thus, in their unmarked representations, statement, question and command are respectively realized by declarative, interrogative and imperative

moods, while offer does not have an unmarked representation of mood. Offer is potentially coded by any one of the three moods. This means that it was realized either by the declarative, interrogative or imperative mood. Related to the realization above, here are the elaboration of the speech function realization in linguistic features from smartphone product advertisements official introduction on YouTube.

a. Statement

1) Video 1:

The zenfone 4 series has reached new heights in the cameraphone realm. (v.1 num.5)

- Mood : Subject ^ Finite : Declarative
- Speech Function : Statement
- Markedness : Unmarked

<i>The zenfone 4 series</i>	<i>has reached new heights in the cameraphone realm.</i>
Subject	Finite
Residue	Mood

2) Video 2:

Squeeze is the easy way. (v.2 num.2)

- Mood : Subject ^ Finite : Declarative
- Speech Function : Statement
- Markedness : Unmarked

<i>Squeeze</i>	<i>is the easy way.</i>
Subject	Finite
Residue	Mood

3) Video 3:

The custom OLED panel was engineered to fold and seamlessly combined with the external surfaces. (v.3 num.6)

- Mood : Subject ^ Finite : Declarative
- Speech Function : Statement
- Markedness : Unmarked

<i>The custom OLED panel</i>	<i>was engineered to fold and seamlessly combined with the external surfaces.</i>
Subject	Finite
Residue	Mood

4) Video 4:

Its design has evolved with a bigger infinity display yet. (v.4 num.2)

- Mood : Subject ^ Finite : Declarative
- Speech Function : Statement
- Markedness : Unmarked

<i>Its design</i>	<i>has evolved with a bigger infinity display yet</i>
Subject	Finite
Residue	Mood

5) Video 5:

The camera is even better. (v.5 num.18)

- Mood : Subject ^ Finite : Declarative
- Speech Function : Statement
- Markedness : Unmarked

<i>The camera</i>	<i>is even better.</i>
Subject	Finite
Residue	Mood

b. Question

1) Video 2:

How do you capture your brilliant moments? (v.2 num.1)

- Mood : Finite ^ Subject = Interrogative
- Speech Function : Question
- Markedness : Unmarked

<i>How do you capture</i>	<i>your</i>	<i>brilliant moments?</i>
Wh/compliment	Finite	Subject
Mood		Residue

2) Video 4:

Where are you? (v.4 num.15)

- Mood : Finite ^ Subject = Interrogative
- Speech Function : Question
- Markedness : Unmarked

<i>Where are</i>	<i>You?</i>
Wh/compliment	Subject
Mood	Residue

c. Offer

Offer is potentially coded by anyone of the three moods. (declarative, interrogative, imperrative).

Declarative:

- *You will have extraordinary power.* (v.1 num.13)
- *Mechanical buttons give way to touching gestures.* (v.3 num.7)
- *You can now start your day organized with reminders and just double tap to edit again.* (v.4 num.12)

Interrogative:

There was no offer with interrogative form.

Imperrative:

- *Unbox your phone Samsung Galaxy s8!* (v.5 num.4)
- *Unbox your phone Samsung Galaxy s8 and s8 plus!* (v.5 num.28)

d. Command

1) Video 1:

Lock onto fast-moving subjects wherever you are! (v.1 num.19)

- Mood : Finite ^ Subject = Imperrative
- Speech Function : Command
- Markedness : Unmarked

<i>Lock onto fast-moving subjects wherever</i>	<i>you are!</i>
Finite	Subject
Mood	Residue

2) Video 2:

Squeeze and do it no other phone lights you! , HTC U11 (v.2 num.8)

- Mood : Finite ^ Subject = Imperrative
- Speech Function : Command
- Markedness : Unmarked

<i>Squeeze and do it no other phone lights</i>	<i>you! , HTC U11</i>
Finite	Subject
Mood	Residue

3) Video 3:

A single swipe takes you to the home screen! (v.3 num.9)

- Mood : Finite ^ Subject = Imperrative
- Speech Function : Command
- Markedness : Unmarked

<i>A single swipe takes</i>	<i>you to the home screen!</i>
Finite	Subject

Mood	Residue
------	---------

4) Video 4:

Okay, send it to me now! (v.4 num.17)

- Mood : Finite ^ Subject = Imperrative
- Speech Function : Command
- Markedness : Unmarked

<i>Okay, send it to</i>	<i>me now!</i>
Finite	Subject
Mood	Residue

5) Video 5:

Bixby capture this screen and text it to Jane! (v.5 num.11)

- Mood : Finite ^ Subject = Imperrative
- Speech Function : Command
- Markedness : Unmarked

<i>Bixby capture this screen and text it to</i>	<i>Jane!</i>
Finite	Subject
Mood	Residue

The four speech function were the basic forms which further specific or delicated speech functions were potentially derived. The number of speech function in language was the semantic aspect of meaning which find their realization in mood which is an aspect of interpersonal meaning at level of lexicogrammatical.

As smartphone product advertisements official introduction video's example of speech function were some kind of words which inherent in human being and life. It speeched used the term of speech function in his language to make easy the communication. Cause language conveyed messages that included meaning. Those utterances also used language to interact with other people, to establish and maintain relations with them, to influence their behavior, to express our own viewpoint on things in the world and to elicit or change them. However, language is very important to fulfill people needs such as to represent, to

exchange and to organize our experience. Moreover, those utterances could be presented the speech function because the grammar which contained in the utterances proved the term of the realization of speech function itself.

C. Research Findings

After analyzing the kinds of speech function (statement, question, offer, command), the result of the analysis could be summed up in the following table. It was formulated to make the readers easier in getting information about the result of the study specifically. The table 4.2 following shows summed up specifically of finding of this research.

Table 4.2

No.	Kinds of Speech Function	Total Data from Zenfone 4 Pro Design Story Asus	Total Data from HTC_U11 Capturing The Brilliant U	Total Data from Iphone X – Introducing iPhone X – Apple	Total Data from Samsung Galaxy Note 8 : Official Introduction	Total Data from Samsung Galaxy S8 and S8+ : Official Introduction
1	Statement	30	5	19	15	12
2	Question	-	1	-	2	-
3	Offer	10	-	7	10	12
4	Command	4	2	1	4	4

Total Data	44	8	27	31	28
	138				
Result of the study specifically					

Based on the table of total data found in the smartphone product advertisements official introduction on YouTube, it could be identified that there were 138 total data or utterances. The occurrences of statement by Zenfone 4 Pro were 30, HTC U11 were 5, iPhone X were 19, Galaxy Note 8 were 15 and Galaxy S8 and S8+ were 12, the occurrences of question by Zenfone 4 Pro were 0, HTC U11 were 1, iPhone X were 0, Galaxy Note 8 were 2 and Galaxy S8 and S8+ were 0, the occurrences of offer by Zenfone 4 Pro were 10, HTC U11 were 0, iPhone X were 7, Galaxy Note 8 were 10 and Galaxy S8 and S8+ were 12, the occurrences of command by Zenfone 4 Pro were 4, HTC U11 were 2, iPhone X were 1, Galaxy Note 8 were 4 and Galaxy S8 and S8+ were 4. And from the table, it could be seen that the dominant type was statement there are 81 utterances or 58.7%, then offer with 39 utterances or 28.26%, and followed by command where there were 15 utterances or 10.86%, the last was, question where there are 3 utterances or 2.18%.

D. Discussions

Based on this research, the researcher got some results. First, the dominant type of speech function that used on Smartphone Product Advertisements Official Introduction on YouTube was statement with 81 occurrences. Because, the speaker

dominantly introduce their product with explanation, it means statement. Then, the speaker including offer as the effect of their statement. So that, the second dominant types of speech function was offer with 39 occurrences. The third position was command with 15 occurrences. Fourth position was question with 3 occurrences. Second result, based on the theory of speech function types, all the types of speech function used on Smartphone Product Advertisements Official Introduction on Youtube. The third result, the realization of the words can identified by used: Statement were used by declarative (Subject^Finite). Question were used by interrogative (Finite^Subject). Offer coded by anyone of the three (declarative, interrogative, imperrative). Command were used by imperrative (Finite^Subject).

The researcher hopefully, this research will used as the new information that delivered the contribution for English academic workers or lecturers, other researchers especially for linguistic lecturers in developing the mat related to speech function and other linguistic fields.

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

After analyzing the data, the researcher could give some conclusions as follows:

1. Speech Function Analysis on Smartphone Product Advertisements Official Introduction on YouTube (SFAOSPAOIOY's) utterances showed the

existing of statement, question, command and offer on the video. Even from those fifth videos there were 138 utterances consist of 81 statement or 58.70%, 3 question or 2.18%, 39 offer or 28.26% and 15 command or 10.86%. As the result in the first video, 30 utterances related to the statement, 0 utterance related to the question, 10 utterances related to the offer and 4 utterances related to the command. In the second video, 5 utterances related to the statement, 1 utterance related to the question, 0 utterance related to the offer, 2 utterances related to the command. In the third video, 19 utterances dealt with the statement, 0 utterance dealt with the question, 7 utterances dealt with the offer and 1 utterance dealt with the command. In the fourth video, 15 utterances belong to the statement, 2 utterances belong to the question, 10 utterances belong to the offer and 4 utterances belong to the command. In the fifth video, 12 utterances related to the statement, 0 utterance related to the question, 12 utterances related to the offer and 4 utterances related to the command.

2. The dominant type of speech function are statement with 81 data or utterances. Because the speaker using statement to herding speaker or viewer opinion. After giving some statement, the speaker usually used offer to showed some advantages of their product to the speaker or viewer, it can be in the form of declarative, interrogative or imperative. So that, the second position followed by offer with 39 data or utterances. Next, Command with 15 data or utterances and the last were question with 3 data or utterances.

3. SFAOSPAOIOY's used the term of speech function in their language to make easy the communication. Cause language conveyed messages including its meaning. Those utterances also used language to interact with other people, to influence their behavior and to change our viewpoint on things in the technology.

B. Suggestions

According to the conclusion above, some suggestions could be staged as in the following.

1. The result of the research were suggested to be use as the references for the researchers especially the students in English Department of UMSU or the other researchers who would conducted the same research using speech function theory or combinantion theories to enrich the heterogeneties and variances of literary work.
2. For the readers, especially English Department students, the linguistic such speech function term were very applicable to be used in analyzing the more complexity language in human daily life.
3. Speech function was suggested to be used as a material of the study in class that examined in every field of context.

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APPENDIX

Video 1

Channel: Asus

Title: Zenfone 4 Pro Design Story I Asus

No.	Texts	Type of Speech Function			
		Statement	Question	Offer	Command
1	imagine capturing an instant before it's gone that's a photograph				√
2	people enjoy taking photos because pictures make the familiar new again and help us express parts of ourselves words cannot	√			
3	the asus zenfone fall Club provides control and finesse that meet the rigorous demands of professional photographers	√			
4	we need to now take the perfect picture when where and however you choose	√			
5	the zenfone 4 series has reached new heights in the cameraphone realm, no longer limited by a single camera lens	√			

6	the remarkable dual lens system opens new doors for users putting more creative possibilities in your heart continuing in the trend of camera innovation	√			
7	the zenfone 4 pro performs superbly in low-light and catches even the smallest details	√			
8	the exclusive super pixel main camera packs a wide aperture and	√			
9	the industry-leading sony AMX 362 sensor to capture abundant light	√			
10	this is further enhanced by OIS which allows longer blur free handheld exposure	√			
11	the light is then processed by the super pixel engine	√			
12	a formidable image processor that intelligently controls the sensors light sensitivity with the aid of multiframe processors	√			
13	these serve to reduce noise artifacts from low-light shooting in post-processing			√	
14	even when ISO is	√			

	significantly boosted				
15	the zenfone 4 pro further enhances captured images with the most advanced qualcomm spectral Isp bringing that final touch of perfection to your photos	√			
16	the result is 8 times the light sensitivity of a typical smartphone camera thus producing bright and nighttime photos with minimal noise and true-to-life image quality	√			
17	the second telephoto camera uses the sony IMX 351 sensor	√			
18	it's lens gives you 2 times optical zoom for finely detailed close-ups and videos from a distance with a simple tap of the screen while it's 10 times maximum zoom get you up Close and personal to faraway objects with stunning clarity			√	
19	lock onto fast-moving subjects wherever you are!				√
20	no matter the			√	

	conditions in a flashing 0.03 seconds to basis tri tech plus technology				
21	zenfone 4 Pro utilizes the same technology found in professional cameras	√			
22	dual pixels phase detection autofocus uses each of the sensors pixels to lock subjects into its sights with the swiftness and accuracy of the human eye	√			
23	you will have extraordinary power			√	
24	The twin rear camera lenses enable the rapid blending of images in portrait mode	√			
25	blurring the background it maintaining focus on the subject in the foreground!				√
26	making sure your portrait public's truly stand out from the crowd!				√
27	the zenfone 4 pro not only contains an advanced dual lens smartphone camera system	√			
28	its front facing camera employs a	√			

	Sony IMX 319 sensor with an F 1.9 aperture				
29	the super pixel engine also serves to augment light sensitivity while phase detection autofocus optimizes speed of focus with lightning-fast precision resulting in spectacular selfies night and day			√	
30	the slim and elegant design of the zenfone 4 Pro realized the monstrous power that lies within	√			
31	the phones Qualcomm Snapdragon 835 processor has been made using the world's leading 10 nanometer processing construction technology	√			
32	it features a CPU with an octa-core configuration for high performance efficiency and longer battery life so power-hungry apps and even VR won't limit your possibilities			√	

33	its onboard advanced LTE modem brings LTE and Wi-Fi connectivity at fiber optic speeds	√			
34	the phone also supports dual band Wi-Fi transforming into a Wi-Fi hotspot hub for connecting other smart devices	√			
35	you'll be able to get the most out of your phone without worrying about power			√	
36	with the zenfone 4 pro's high capacity 36 hundred million power battery and boost masters fast charges technology you have more time to make memories with a streamlined design using nano molding technology			√	
37	the zenfone 4 pro's elegant unibody is a modest touch to a powerful smartphone	√			
38	the ultra-slim display bezel means more display for easier viewing in a slim width body that feels remarkably comfortable to hold			√	

39	the contoured corning gorilla glass screen back and front is designed for ultimate strength and comfort and it exudes the finest in artistry	√			
40	meanwhile the metal body is finished with a ceramic glaze to give it a lustrous velvety appearance inspired by Kintsugi traditional Japanese ceramic craftsmanship	√			
41	they say two is always better than one	√			
42	And the zenfone 4 pro dual lens camera let you glimpse twice as much as before			√	
43	From the moment you step out of your door	√			
44	The zenfone 4 pro enables you to see discover and capture the world around you in unparalleled detail	√			

Video 2

Channel: HTC

Title: HTC U11_Capturing The Brilliant U

No.	Texts	Type of Speech Function
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		Statement	Question	Offer	Command
1	how do you capture your brilliant moments?		√		
2	squeeze is the easy way	√			
3	Squeeze to share the best view	√			
4	immersed yourself in music adapted to you where outside noises fade away!	√			
5	squeeze for the adventurous you	√			
6	squeeze to immortalize the moment	√			
7	record sound in 360 degrees for you to zoom in on!				√
8	squeeze and do it no other phone lights you! , HTC U11				√

Video 3

Channel: Apple

Title: Iphone X – Introducing iPhone X - Apple

No.	Texts	Type of Speech Function			
		Statement	Question	Offer	Command
1	for more than a decade our intention has been to create an iPhone that is all display	√			
2	a physical object that disappears into the experience	√			
3	this is iPhone X	√			

4	developing the form and display together defines a whole new integration	√			
5	making the boundary between the device and the screen hard to discern	√			
6	the custom OLED panel was engineered to fold and seamlessly combined with the external surfaces	√			
7	mechanical buttons give way to touching gestures			√	
8	there's no home button	√			
9	a single swipe takes you to the home screen!				√
10	a more responsive touch system means the gestures in iOS 11 are more fluid	√			
11	the polished stainless steel band reinforces the water-resistant all glass design			√	
12	this new glass formulation their most durable ever in a smartphone enables for the first time wireless charging			√	
13	our new true depth camera system contained	√			

	within this tiny space uses extraordinary depth sensing technology to let you unlock your phone with a glance				
14	we call this face ID	√			
15	it Maps the unique geometry of your face with over 30,000 invisible dots	√			
16	this data is analyzed by the neural engine on the a11 bionic chip the first of its kind	√			
17	your iPhone now recognizes you even in the dark and will adapt to your physical changes	√			
18	this makes your face your secure password			√	
19	So with just a look you can authenticate your phone or use Apple pay			√	
20	the true depth camera also enables new experiences like bringing emojis to life by mapping more than 50 facial muscles in real			√	

	time so you can be happy or sad or cross				
21	both the front and rear facing cameras now have full frame mode and for the first time you can actually define the light in a scene			√	
22	based on fundamentals photographic principles portrayed lighting produces the effect of real studio lighting	√			
23	on the back the dual camera system is completely redesigned	√			
24	it's made even smarter by the a11 Bionic chip with machine learning the camera detects elements in the scene to optimize the image before the photo is even taken	√			
25	the camera we use every day now delivers so much more	√			
26	and as iOS becomes the world's largest platform for augmented reality	√			

	it will redefine what's possible				
27	this is the iPhone X	√			

Video 4

Channel: Samsung mobile

Title: Samsung Galaxy Note 8 : Official Introduction

No.	Texts	Type of Speech Function			
		Statement	Question	Offer	Command
1	the phone that defined big just got bigger introducing the new Samsung Galaxy Note 8	√			
2	its design has evolved with a bigger infinity display yet	√			
3	it fits perfectly in your hand			√	
4	it refines your experience and redefines what you can do with a phone okay just one second			√	
5	s-pen allows you to go further write down a memo while you're on a call so you don't miss a thing			√	
6	anything else?		√		
7	You getting all that guy	√			
8	translate and convert at the tip of the pen			√	
9	there can be words you don't agree with but never words you don't	√			

	understand				
10	the s-pen also opens a whole new way to communicate	√			
11	create your own live message to express yourself in fun in unique ways!				√
12	you can now start your day organized with reminders and just double tap to edit again			√	
13	unlock the artist in you and bring to life what you can only imagine!				√
14	the s-pen is also water resistant which means it's ready whenever your ideas strike	√			
15	where are you?		√		
16	I am here	√			
17	okay, send it to me now!				√
18	you can even capture your screen and add your thoughts so your friends know exactly what you're thinking about	√			
19	the note 8 has a more advanced camera	√			
20	it brightens your journey even under low-light conditions	√			
21	and with the new dual camera not only do	√			

	you get an outstanding portrait				
22	but it also reveals the hidden story and freely adjust the background to focus on what really matters			√	
23	note 8 also has optical image stabilization on both counts and get closer even on the moon	√			
24	it would keep steady to take a clear photo and with two times optical zoom easily capture the scene without missing a single detail			√	
25	the Samsung dex you can have a PC like experience from your phone to your monitor	√			
26	you can also launch two apps at once on the big screen to conveniently go through your everyday routines no matter where immerse yourself in every situation			√	
27	hey bixby call me an uber to go home!				√
28	Bixby understands	√			

	your command				
29	and it also translates and provides the information you need without typing a single word			√	
30	with the infinity display enjoy the full cinematic experience wherever you want			√	
31	the phone that defines big just got bigger	√			

Video 5

Channel: Samsung mobile

Title: Samsung Galaxy S8 and S8+ : Official Introduction

No.	Texts	Type of Speech Function			
		Statement	Question	Offer	Command
1	we live our lives through our phones	√			
2	there now our screens of choice to enjoy everything from TV shows to mind-blowing games but smartphones still look the same as they did a decade ago	√			
3	button bezels and frames that I'll get in our way until now	√			
4	unbox your phone Samsung Galaxy s8!				√
5	the new infinity			√	

	display gives you an incredible fullscreen experience yet fits comfortably in your hand				
6	we created it by reorganizing the phone's interior making components smaller without sacrificing performance and embedding the home button under the screen	√			
7	we created the beautifully curved edge display and also erased the bezels to give you more space for the things that matter creating a level of immersion you see and feel			√	
8	even games and movies are completely different with the infinity display cinematic full screen experience	√			
9	and a bigger screen gives you the room to multitask seamlessly			√	
10	the Galaxy s8 also presents a whole new way to interact with your phone like bixby	√			

11	bixby capture this screen and text it to Jane!				√
12	Bixby gets smarter and more intuitive with every use and if you find something you like Bixby analyzes it and provides information without having to type a single word	√			
13	bixby evolves as it learned to routine so you'll have the right content just when you need it			√	
14	Bixby also gives you information on what you're looking at and will recommend places to go			√	
15	we constantly push ourselves to give you technology that makes your life easier			√	
16	the ability to unlock your phone one finger or even with your face and secure your most important files with your eyes			√	
17	Samsung Dex provides you a PC like experience right from your phone			√	

18	the camera is even better	√			
19	it always focuses on your face so you get perfect selfies every time			√	
20	it also takes sharp beautiful pictures in low light	√			
21	and now it's even easier to zoom it	√			
22	and of course the Galaxy s8 is still water resistant so water doesn't get in the way of your day			√	
23	the new Galaxy s8 connects you to a new world of experiences	√			
24	the new gear VR has a motion-sensing wireless controller that makes navigating your virtual worlds simpler and more intuitive	√			
25	and paired with the new gear 360 the Galaxy s8 lets you live broadcast in 360!				√
26	so you can share your most memorable moments in real time			√	
27	the Galaxy s8 will take you beyond the limits of any phone you've ever known before			√	

28	unbox your phone Samsung Galaxy s8 and s8 plus!				√
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