

ASSIGNMENT: Meaning Through Performance EXAMPLE

This assignment asks you to consider how the speaker's message is conveyed through language and performance. How is personal, social, and cultural identity constructed in the performance? Select **one** of the following performances and discuss how the speaker's meaning is conveyed through language and performance techniques?

In 2007, Steve Jobs, co-founder of Apple, unveiled the first **iPhone** during Apple's Macworld keynote, marking a crucial moment in the company's history and a revolutionary new project. His keynote speech is still noted as one of the best presentations of all time. Watch his presentation and assess how he uses language and performance techniques to communicate his message. Try to pick out these examples as you watch the video.

Rhetorical Strategies

What rhetorical strategies does the speaker use to convey his message more effectively?

- User-friendly **DICTION** – effective use of words *revolutionary, breakthrough*
- Simple **SYNTAX** – the sentence structure is easily understood
- **LISTING**
- **REPETITION**
- Use of **EXAMPLE**
- Figurative Language: his speech isn't poetic in intent yet his message is conveyed with great description.
 - Personification: "It already knows how to power manage...and if there's a new message it will tell me."
 - Metaphor: "A huge heart transplant to Intel microprocessors."
 - Simile: "It works like magic."
 - Hyperbole: "Best version of Google Maps on the planet, widgets, and all with Edge and Wi-Fi networking."

What is the developmental structure?

Chronological/timeline - he begins with the iPod in 2001

Language

What language does the speaker/storyteller use?

- Avoids jargon as much as possible – which would be difficult for a technological product reveal
- Colloquial and conversational

Performance

What voice techniques does the speaker use to convey the message?

- *Pacing, pitch, intonation, tone, pause, volume*

What performance techniques does the storyteller/speaker use?

- *Humour*
- **NONVERBAL:** *eye contact*
- **Accompanying VISUALS**

Identity and Message

What is the main idea of the performance? What does this performance reveal about personal, social, and cultural identity?

The purpose of the keynote was to introduce three revolutionary products all on one device called the iPhone.

- Widescreen iPod with touch controls
- Revolutionary mobile phone
- Breakthrough internet communications device

The message of the keynote is that Apple has created a product that will revolutionize the phone and changed communication forever. Thus, Apple has revolutionized communication.

Obviously, the intent of the speech is to promote Apple products, but Jobs is very proud of his accomplishments and years of hard work and research. This performance reveals many aspects of identity.

Aspects of identity revealed in this presentation include...

Personal	Social	Cultural
<ul style="list-style-type: none">• Determination• Achievement• Honesty• Initiative	<ul style="list-style-type: none">• Innovation• Advancement• Intelligence• Risk-taking• Creativity• Competition• Efficiency	<ul style="list-style-type: none">• Freedom and mobility• Equality• Individuality• Hard work = success• No limits