

Brand Identity and Customer Engagement in Apple's iPhone 14 Ads: A Multimodal Critical Discourse Analysis

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Abstract

This study examined Apple's iPhone 14 advertisements using multimodal critical discourse analysis to see how Apple uses multimodal language to connect with consumers, highlight the iPhone 14's features and benefits, and reinforce its position as a technology leader. After Apple's September 7, 2022, announcement event, three iPhone 14 commercials were examined (Apple, 2022a). The first iPhone 14 ad highlighted its professional camera, always-on display, and dynamic island. The second ad addressed privacy and data protection, while the third promoted creative expression and community. According to the findings of the study, Apple generates enthusiasm about its products by combining compelling and persuasive language with cinematic imagery, dramatic music, bold font overlays, and emotive and descriptive language. The advertisements feature professional photographers utilising the phone's camera capability in order to lend credibility to the product and demonstrate its capabilities. The employment of cultural discourses on technology, innovation, and creativity in Apple's advertising helps to strengthen the company's brand identity as a company that prioritises the user experience, the satisfaction of its customers, and the protection of its clients' privacy. Persuasive approaches, emotional appeals, and social proof in ads can help organisations develop brand identification and engage customers, according to the study. The report also proposes studying how these ads affect consumer behaviour and brand loyalty.

Keywords: Brand identity, Customer engagement, Apple, iPhone 14, Advertising.

1- Introduction

Any company's success in the cutthroat business environment of today depends on its ability to successfully brand itself. A strong brand identity can help a business stand out from its rivals, cultivate customer loyalty, and boost sales. To communicate a unified brand message to their target audience, businesses devote significant resources to advertising campaigns. One of the most valuable companies in the world, Apple, has a long history of building a distinctive brand identity through cutting-edge marketing campaigns that arouse emotion and forge enduring bonds with consumers. Apple has turned to multimodal language in recent years to amplify its brand message and interact with consumers. Examples of this type of language include the use of visual components, music, and other nonverbal cues.

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This study aims to conduct a multimodal critical discourse analysis of Apple's iPhone 14 ads that followed its announcement event on September 7, 2022 (Apple, 2022a) to examine how the company uses language and other modes of communication to reinforce its brand identity and provoke customers' engagement. It focuses on how Apple Corporation uses multimodal language in order to create a "brand message" that complies with customers, highlights the key features and assistances of the iPhone 14 series, and underpins Apple's position as a pioneer company in the technology industry.

Recently, critical discourse analysis (CDA) has been applied to the examination of advertising in order to determine the underlying messages and strategies employed by corporations to establish brand identities that connect with consumers and promote commercial goals. Ads increasingly contain multimodal communication, which blends several modes of expression like word, image, and sound. Businesses may reach more customers and have a greater impact by employing multimodal language to convey ideas and emotions that would be difficult to express in text alone.

1-1 Problem Statement

Branding is crucial in today's global, competitive corporate climate. Brand identity may differentiate a business, develop customer loyalty, and boost income. Apple's iPhone 14 advertising, some with tens of millions of views, has captivated consumers worldwide. Startups, SMEs, and MSMEs must comprehend how Apple uses multimodal language to interact with consumers and consolidate its technical leadership. Multimodal language is essential to creating brand identities that resonate with customers and meet corporate goals. Critical discourse analysis (CDA) has been used to analyse advertising. Visual and auditory aspects also affect social reality and meaning. Thus, this study will conduct a multimodal critical discourse analysis (MCDA) of Apple's iPhone 14 advertising that followed its September 7, 2022, announcement event to analyse how the firm employs language and other modes of communication to promote its brand and engage customers. Successful companies use multimodal language in advertising, which will help startups, small, and medium-sized businesses establish brands and consumer engagement.

1-2 The Aim of the Study

On September 7, 2022, Apple unleashed the iPhone 14 on the masses and embarked on a strategy to fortify its brand and captivate shoppers via various forms of communication. Delving into Apple's advertising techniques, this research scrutinises how the Cupertino-based company devises a marketing plan that highlights the iPhone 14's strengths, wins over customers, and spotlights its tech prowess. The study examines Apple's videos and sound bites to grasp how the brand has managed to create an authentic message that caters to customers and concurrently advances the company's objectives. Unpacking the use of visual and verbal cues, this investigation delves into the practises employed by companies that appeal to consumers and increase their profitability via multimodal language in promotions.

1-3 Research Question

How does Apple use multimodal language in its iPhone 14 ads, released after its announcement event on September 7, 2022, to connect with consumers, highlight the iPhone 14's features and benefits, and reinforce Apple's position as a technology leader?

1-4 Limit of the study

After its event in which it announced the iPhone 14, Apple released 29 ads (until the date of writing this Article), 13 of which are directly related to the iPhone 14, 4 are indirectly related to the iPhone, and 12 are related to other products. This study analyses three of those 13 ads directly related to the iPhone 14. The selection criteria are based on the number of views each ad gains (until the date of writing this Article), because this is clear evidence that this ad gains more customer attention and then more success than other ads.

2- Literature Review

Companies need advertising, especially online, to reach their target customers. Advertisements often use verbal, visual, and gestural communication. Semiotic theories can help interpret these forms of communication. The current study uses the researcher's model to analyse Apple's iPhone 14 ads after its September 7, 2022, launch event. Semiotics interprets signs as words, images, sounds, gestures, and objects based on a society's cultural values (Chandler, 2002). Semiotic theory helps analyse how signs create meaning and shape social reality in advertising. Advertising uses different language forms, properties, and techniques to create ideologies (Dyer, 1982).

Advertising semiotics involves organising typefaces to make language visible (van Leeuwen, 2006). Typography is traditionally concerned with legibility and has not been adequately defined as a semiotic resource to allow for analytic methods to accept its meaning potential. Typography's visual grammar and spatial arrangements can give images meaning (Kress & Van Leeuwen, 2001). Apple's iPhone 14 ads are intriguing because they use congruent visual and verbal texts to convey a positive impression of the products and services. Apple's virtual ad can be analysed using semiotic typography theories. Facial expressions and gestures can reveal how the ads' images and typography reinforce Apple's brand identity and engage customers.

It was clear that there is a rising interest in tackling multimodality as an important component of language, particularly when it comes to the language used in advertising and marketing. This was especially clear when the topic was discussed. This concern has been illustrated by the analysis of pictures, illustrations, graphs, and tables within the examined multimodal discourses, particularly printed and onsite advertisements, and modes such as music, colors, iconography, facial expressions, and the like in television, online videos, and website advertisements. Specifically, this concern has been illustrated by the analysis of pictures, illustrations, graphs, and tables (Yousif & Abdul Razak, 2023).

The study will explain how companies use multimodal language in advertising to create brand identities that resonate with customers and support business goals. This study analyses Apple's iPhone 14 ads' visual and audio elements to determine how Apple creates a brand message that resonates with customers and supports its business goals. The study will also examine how typography affects ad semiotics and visual meaning. Halliday's socio-semiotic approach to language spawned multimodal discourse analysis. This approach recognises language as a semiotic resource and recognises that communication includes non-verbal elements like images, gestures, and music (Halliday, 2003). Multimodal discourse analysis examines how people use semiotic resources to communicate and create meaning in a sociocultural context.

In the digital age, print genres use multimodal discourse too. Texts use words, images, film, video, and sound to convey meaning (Kress, 2010). Thus, multimodal discourse analysis is becoming increasingly important for understanding meaning construction in various forms of communication. (Halliday, 2009) lists three language functions: intellectual, interpersonal, and textual. Interpersonal function is about relationships, while intellectual function is about the text. Textual function organises messages. Multimodal texts use images that depict real-world scenes and convey their meaning.

(Kress, 2010) offers a social-semiotic theory of multimodality that acknowledges communication's social nature. He claims that social context determines how different modes of communication affect meaning-making. (Machin & Van Leeuwen, 2007) examine genre and multimodality in international media discourse using *Cosmopolitan* magazine ads. Multimodal discourse analysis helps analyse advertising, film, and television. Multimodal discourse analysis can show how advertisements use images, sound, and music to evoke consumers' emotions and desires (Bateman, 2008). It can also show how ads reinforce culture.

Multimodal discourse analysis can show how camera angles, lighting, and music affect the meaning of a scene in film and television (Jewitt, 2009). It also shows how different communication methods can convey different meanings, such as emotional intensity or character development. Social media platforms can be examined using multimodal discourse analysis. According to research, social media users use images, text, and emojis to convey meaning (Angoluan, 2018; Luzón, 2023; Qureshi & Shakir, 2021). Meme culture, which uses text and images to communicate, has emerged from this.

However, multimodal discourse analysis has drawbacks. Analyzing multiple communication modes requires many analytical methods. Researchers must also consider the cultural context of communication, as different cultures interpret semiotic resources differently (Machin & Van Leeuwen, 2007). This study uses semiotic typography theories to analyse Apple's iPhone 14 ads' multimodal language to reinforce brand identity and engage customers. The study explores how companies use multimodal language in advertising to create brand identities that resonate with customers and support business goals.

3- Methodology

This section outlines the plan for carrying out the research project. A varied collection of reliable sources, including academic articles and scholarly journals, is gathered for the study. Additionally, a research design is created to ensure that evidence is gathered in a systematic manner. The method of data collection, be it surveys, interviews, or observations, is selected based on the research objectives. The data gathered is then analysed appropriately using statistical tools or through qualitative research. Finally, the research team evaluates the findings and forms conclusions based on the evidence gathered, ensuring that the final report is accurate and informative.

In pursuit of the study's purpose and research inquiry, a qualitative research design with a multimodal discourse analysis methodology was utilised. This approach was deemed appropriate to scrutinise both visual and verbal texts present in Apple's virtual advertisements that surfaced following the iPhone 14 unveiling event in September 2022. The study relied on a self-constructed conceptual framework, modelled after an enhanced study, consisting of four dimensions. Three of these are derived from Fairclough's three-dimensional model of critical discourse analysis (Fairclough, 1992), while the fourth is a multimodal dimension that draws inspiration from (Ledin & Machin, 2020).

3-1 Data Collection

The data for this study was collected from Apple online advertisements that emerged on YouTube channels. Data collection for this study was conducted using YouTube, as it is a prevalent platform for video sharing and viewing. The focus of the data is on three iPhone 14 advertisements that were released after the September 2022 iPhone 14 debut event. At the time of this study, 29 videos were tallied, but only 13 were ads related to the iPhone 14, after 12 were negated due to irrelevance and four were eliminated for lacking relevance to iPhone 14. Only three of the 13 videos were selected, depending on the views on YouTube as of the date of this study. Those three ads' videos are: "Introducing iPhone 14 Pro | Apple"(Apple, 2022c) which has (25,027,543) views; "Privacy on iPhone | A Day in the Life of an Average Person's Data | Apple"(Apple, 2023) which has (20,671,495) views; and "Introducing Dynamic Island on iPhone 14 Pro | Apple"(Apple, 2022b) which has (7,981,715) views.

3-2 Data Analysis

The data analysis process involved Multimodal Critical Discourse Analysis (MCDA), which is a methodological approach that combines semiotic analysis, discourse analysis, and critical theory. In order to analyse power relations and ideologies, MCDA delves into

the use of visual and verbal communication elements such as images, sound, and text. There are several steps involved in the data analysis process:

1. Transcription: All the data, including images, text, and sound, were
2. Multimodal data analysis: The data were analysed using the adapted MCDA conceptual framework, which involves a systematic analysis of the visual and verbal elements in the data, including the use of colour, font, layout, and other design elements.
3. Identification of themes and patterns: The data is analysed for recurring themes and patterns, with a focus on the branding, and customer engagement that are being conveyed through the visual and verbal elements.
4. Based on the themes and patterns identified, the data is evaluated and interpreted.
5. The data undergo triangulation with other sources, like relevant literature, to maintain the analysis's validity and reliability.

3-3 Validity and Reliability:

To ensure the validity and reliability of the data, the researcher employed triangulation and peer review. Triangulation involves using multiple sources of data to support the findings of the study. Peer review involves obtaining feedback from experts in the fields of multimodality and discourse analysis to ensure the validity and reliability of the study.

4- The Analysis

4-1 The First Ad: Introducing iPhone 14 Pro | Apple

This ad comes directly after the event and tries to conclude what has been talked about in relation to the iPhone 14 Pro. It is worthy to say that Apple, in this event, released four versions of the iPhone, namely: the iPhone 14 Pro Max, which is the head of the group; the iPhone 14 Pro, which shares most of the pro features of the iPhone Pro Max but comes in a smaller size; and, of course, it is cheaper. The third version is the iPhone Max, which belongs to the less featured versions but has a bigger screen, and finally the ordinary "iPhone 14," which belongs to the less featured versions but has a smaller screen.

4-1-1 Text Dimension

In terms of the text itself, we can see several linguistic and visual features that contribute to the branding and marketing of the iPhone 14 Pro. In the very beginning, the iPhone appears with "Always on Display," displaying the exact date of the event in which the iPhone 14 has been released. The photo of the iPhone clearly belongs to the iPhone 14 Pro due to the appearance of the "Dynamic Island" used for the first time in iPhones (See Figure 1). The use of ominous synth music at the beginning of the video sets a serious and impactful tone, immediately grabbing the viewer's attention. The language used throughout the video is emotional and descriptive, emphasising the many impressive features of the new phone. For example, phrases like "massive camera upgrade" and "never-before-seen display technology" are used to convey a sense of innovation and advancement. Those expressions are accompanied by the scene of an iPhone put on a professional Camera Jib with the hand of a person cleaning the cameras (Figure No. 2) in reference to the professional cameras the iPhone 14 has. This supports the iPhone's brand identity as a professional device. The whole scene represents a professional shooting setting with the iPhone as the professional camera. The Video continues to present the new features of the iPhone 14, like "always on Display" and dynamic island."Dynamic Island". Those features appear on an iPhone being used by a young lady who represents the customers (Figure 3). The video also employs several visual techniques, including close-up shots of the phone and its features and slick editing that creates a sense of excitement and momentum.



Figure No. 1: iPhone 14 (Pro) appears with the date of the event on it and the “Dynamic Island above)



Figure No. 2: iPhone 14 on a professional Camera Jib with the cameras being cleaned.



Figure No. 3: a consumer uses her iPhone 14 pro's new features.

4-1-2 Practice Dimension

Looking into the advertisement craft means analysing the methods by which it is spread and created. As we observe, the video displays exceptional quality production with an acute emphasis on detail. The video illustrates the iPhone 14 Pro's users as professional people (Figure No. 4). It is likely that Apple spent a significant amount of time and resources on the creation of this advertisement, as it is a key part of their marketing campaign for the iPhone 14 Pro. The video is also widely disseminated, appearing on YouTube. The customers of Apple (iPhone 14 Pro users) are illustrated doing all the work. They are the main characters in the whole ad. They are ordinary users (the sitting woman, figure 3), professional cameramen (figure 2, figure 4), and the subjects of the scenes (figure 4).



Figure No. 4: iPhone 14 pro's users are illustrated as professionals.

4-1-3 Social context Dimension

With great anticipation, new releases of the iconic iPhone generate a lot of hype. Throughout the world, many consumers highly covet the products of major global brands like Apple. In looking at the advertisement's existence, the social context can be analysed. Maintaining market share in the smartphone industry amidst fierce competition is quite a feat. And for Apple, standing out from competitors is key. To achieve this, their advertisement for the iPhone 14 Pro aims to brand their product as innovative and desirable, ultimately setting it apart as the more superior option.

4-1-4 Multimodal context Dimension

The linguistic and visual elements of the video work together to create a strong brand image for the iPhone 14 Pro. The video features a mix of cinematic visuals, dramatic music, and bold text overlays to emphasise the phone's features and capabilities. For example, the video showcases the phone's impressive camera system with high-quality footage of people taking photos and videos in various settings (Figure 2). The video also highlights the phone's safety features, such as Emergency SOS (Figure 5), where a man and an injured woman are alone in an isolated place with an expression of pain and tiredness on the woman's face, and the man uses the iPhone 14 Pro's new feature and asks for help via satellite connection, with the scene of the rescuing car finding their place with the help of the iPhone. Crash Detection, with dramatic footage of a car crash test and the iPhone that automatically detects the crash of the car and sends an automatic SoS message (Figure 6),

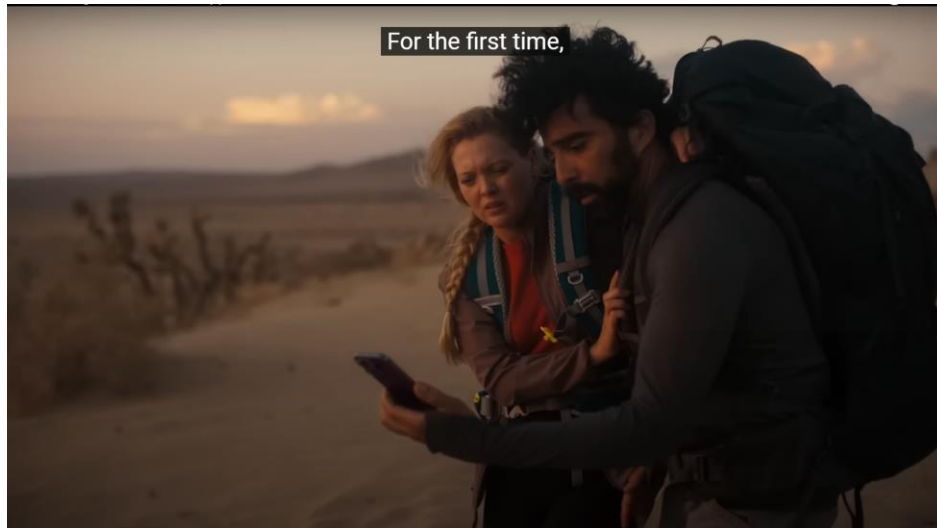


Figure No. 5: A couple in an isolated place rescued with the help of the new iPhone 14 Pro.

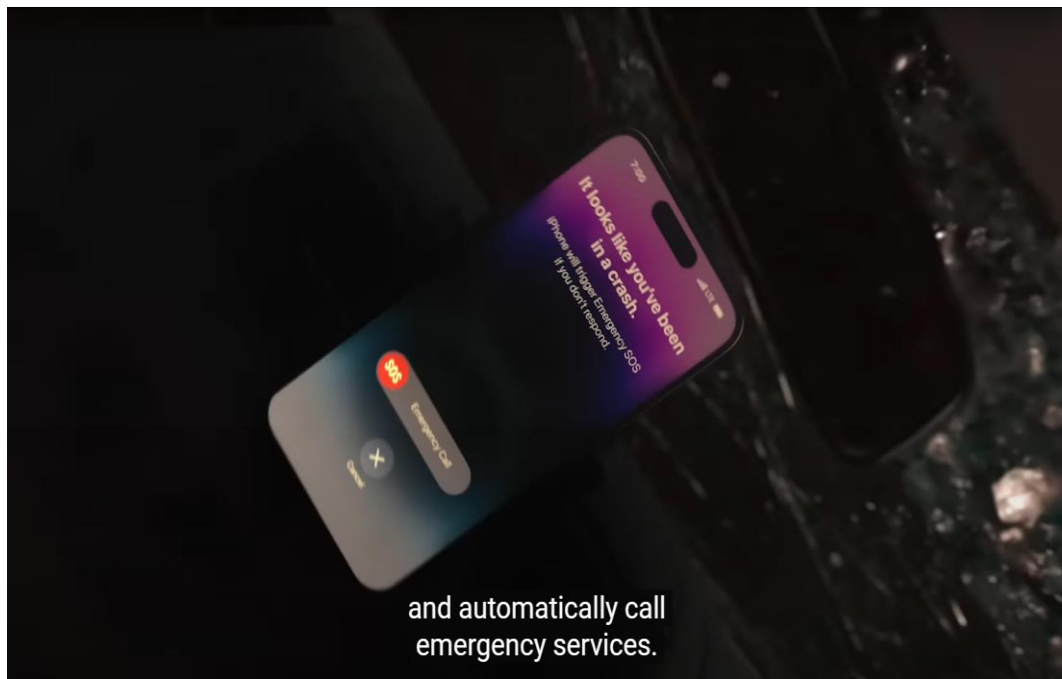


Figure No. 6: iPhone 14 pro automatically detects the car crash and sends an SoS message.

The video also incorporates several persuasive techniques to engage the audience and create a positive brand image. For example, the use of emotional appeals, such as the dramatic music and footage of people using the phone to capture important moments, helps to create a sense of excitement and anticipation around the product. The use of social proof, such as the inclusion of professional photographers using the phone's camera system, helps to establish the phone's credibility and expertise in the field.

4-2 The Second Ad: Privacy on iPhone | A Day in the Life of an Average Person's Data |Apple

This ad was released on January 24, 2022, and has been viewed 20,672,567 times. The ad is about the privacy services the iPhone 14 supplies to its users. It is a day in the life of an iPhone 14 user. The user is assisted from the very beginning of his day by an Apple

employee who symbolically represents Apple Corporation, which takes care about its customers' privacy (Figure 7). This theme illustrates the iPhone 14 brand identity as a device that takes care of its users' privacy and protects it from being violated in many scenarios that are shown in the various situations the user "Nick Mohammed" faces. This also conveys a hidden message to Apple customers that their lives are safe while they use their product (the iPhone 14 series).



Figure No. 7: Apple's professional explains privacy while Nick Mohammed is Yawning.

4-2-1 Text Dimension

The ad starts with an alarm clock ringing and Nick yawning, followed by an Apple Specialist introducing the idea of how people's data is harvested and used to track them every day without their knowledge (Figure 7). However, with the iPhone 14, privacy is built in from the beginning. The ad then takes us through a day in the life of an average person's data (Nick Mohammed's data), highlighting the different ways personal data is collected and used in everyday life. The ad highlights the different features on the iPhone 14 that ensure user privacy, including Mail Privacy Protection, Intelligent Tracking Prevention, and App Tracking Transparency. The use of everyday scenarios and relatable situations is intended to draw the viewer in and help them see the relevance of the topic to their own lives. The ad concludes with the Apple Specialist summarising the benefits of the iPhone 14's innovative technologies and protections that allow users to control what information they share and what they don't (Figure 8).



Figure No. 8: Apple specialist with Nick Mohammed at the end of the day.

4-2-2 Practice Dimension

The discourse practises used in the ad are designed to engage the viewer emotionally and intellectually. The use of everyday scenarios and relatable situations is intended to draw the viewer in and help them see the relevance of the topic to their own lives. The ad also uses persuasive language and emotional appeals, such as the idea that privacy is a fundamental human right, to make the viewer feel invested in the topic. The ad is structured to take the viewer on a journey, starting with the problem of data harvesting and concluding with the solution, the iPhone 14's privacy features. The viewer is guided through this journey by the Apple Specialist and Nick Mohammed, making it feel more like a conversation than a sales pitch. By the end of the ad, the viewer should feel that the iPhone 14 is a trustworthy and reliable tool for protecting their personal data. The ad is divided into scenes. Each scene (except for the first and last) represents a privacy solution that the iPhone 14 presents to the customers. This has two indications: the first is related to the iPhone 14 Brand identity as a device that is secure and works on protecting the privacy of its users, while the second indication refers to the customers who are the centre of the privacy care (Figure 9).



Figure No. 9: Main privacy solutions represent the main sections of the ad.

4-2-3 Social context Dimension

The sociocultural practises employed in the ad are designed to reinforce Apple's brand identity as a company that values privacy and the user experience. As demonstrated in Figure 9, Apple's iPhone 14 boasts an exceptional user experience that is both seamless and private. Apple's unique commitment to privacy sets it apart from competitors and is a cornerstone of its brand identity. Apple's trustworthiness and commitment to the user experience are underscored by the ad's spotlight on how easily the device can be navigated through intuition.

The iPhone 14 offers a solution to the spreading concern over personal data collection and usage. As society becomes more privacy-conscious, advertisements that highlight how everyday activities require the manipulation and accumulation of personal data will become more effective. Therefore, the ad in question resonates with such concerns, effectively showcasing how the iPhone 14 can alleviate the issue.

To make the subject of data privacy less daunting, the advertisement strategically taps into viewers' emotions through witty humour and relatable scenarios. By featuring a charismatic personality like Nick Mohammed, the ad fosters a deeper connection with viewers. There's even a catchy tune playing in the background, enhancing the ad's

already-positive vibe and reinforcing the perception that the iPhone 14 is a reliable tool for a safer and more protected digital life.

4-2-4 Multimodal context Dimension

4-2-4-1 Brand Identity

The advertisement for the iPhone 14 brand identity strongly features user privacy and customer satisfaction. Throughout the script, an Apple Specialist and Nick Mohammed discuss everyday practises of personal data collection and use, emphasising how the iPhone 14's innovative privacy features can protect its users from such actions (Figure 9). Focusing on these advanced privacy features, the ad portrays the iPhone 14 as a reliable device that prioritises user experience while assuring the protection of sensitive personal information. In turn, this further strengthens Apple's brand identity as a company committed to safeguarding both users' privacy and overall satisfaction.

Personal data control is the beating heart of the iPhone 14's privacy features. This highlights Apple's constant vow to put user experience and trust at the forefront of their agenda. The ad allows customers to take back ownership of their data, a win for the brand in strengthening customer relations and reaffirming Apple's corporate values.

4-2-4-2 Customer Engagement

The ad is designed to engage customers emotionally and intellectually. Privacy is a fundamental human right. The ad strategically utilises relatable situations and common scenarios to draw the viewer in and emphasise the significance of the topic to their own lives. Additionally, persuasive language and emotive appeals are employed to evoke genuine investment from the viewer.

The ad fosters a sense of community in regards to privacy and successfully targets customers who fear their data is being mishandled. By highlighting the iPhone 14's focus on user privacy, the ad normalises the desire for privacy and draws in customers with similar values. This approach creates a shared bond between customer and brand, ultimately resulting in a boost in engagement and customer loyalty.

The ad engages customers through its use of humour and relatable characters. Viewers can connect with the topic on a personal level thanks to the relatable character, Nick Mohammed. The ad creates a positive and upbeat atmosphere through the use of humour and music, ultimately increasing viewer engagement and brand recognition. It is constructed to reinforce the brand identity of the iPhone 14 as a device that prioritises user privacy and customer satisfaction. The ad engages customers emotionally and intellectually by using relatable scenarios and persuasive language, which creates a sense of community around the idea of privacy. By positioning the iPhone 14 as a tool for customer empowerment and personal privacy, the ad reinforces Apple's brand identity as a company that values user experience and user trust. Finally, the ad engages customers through its use of humour and relatable characters, which can help increase viewer engagement and brand recognition.

4-3 The Third Ad Introducing Dynamic Island on iPhone 14 Pro | Apple

This ad was released on September 7, 2022, the same day of the September 7 event, and it has had 7,981,715 views until the day of writing this study. It is a short ad (53 seconds), and it presents the new "Dynamic Island" feature of the iPhone 14 Pro. The ad displays the new feature with background music and active transitions that show the different uses of this newly presented feature.

4-3-1 Text Dimension

The textual dimension of the ad is constructed to reinforce the brand identity of the iPhone 14 Pro as a device that provides dynamic and immersive user experiences. The use of energetic music and emotive language, such as "What's the move?" and "Trying to

wile out," creates a sense of excitement and anticipation that draws the viewer in. The ad also uses persuasive language and emotional appeals, such as "Take your content to the next level," to make the viewer feel invested in the topic.

Additionally, the ad focuses on the new Dynamic Island feature of the iPhone 14 Pro (Figure 10), which allows users to move and resize objects in their photos and videos. By highlighting this feature, the ad positions the iPhone 14 Pro as a tool for creative expression and experimentation, which reinforces Apple's brand identity as a company that values innovation and cutting-edge technology.

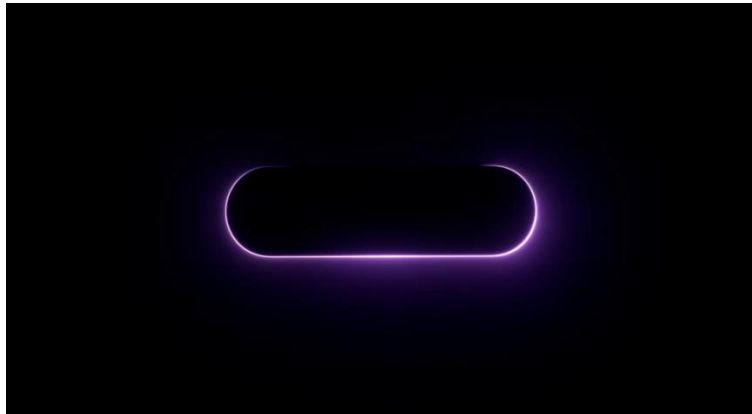


Figure No. 10: The formation of the Dynamic Island

4-3-2 Practice Dimension

The discursive dimension of the ad is constructed around the broader cultural discourses around technology, innovation, and creative expression. The ad positions the iPhone 14 Pro as a device that is designed for creative professionals and anyone who wants to take their content creation to the next level. By doing so, the ad draws upon cultural discourses around the value of creativity and innovation in society, which shapes the way people perceive and engage with the iPhone 14 Pro.

By presenting the iPhone 14 Pro as a means for individuals to nurture their creative side, the advertisement fosters a sense of community surrounding the concept of innovative expression. It caters to those who dabble in photography, videography, and other related art forms, thereby captivating an audience that holds a keen interest in creative pursuits. This portrayal of the iPhone 14 Pro positions it as an essential device for artists and creators, planting the idea that users can unlock their full potential with it. The ad effectively cultivates a shared philosophy between the consumer and the brand, ultimately encouraging stronger customer loyalty and engagement.



Figure No. 11: The various uses of the Dynamic Island

4-3-3 Social context Dimension

The power dynamic between Apple and its customers, along with societal norms influencing technology development, marketing, and consumption, shape the social dimension of the ad. The iPhone 14 Pro is promoted as a tool for creative professionals and those desiring to enhance their content creation. The ad taps into the societal elevation of digital media by drawing from its existing structures.

User satisfaction is highly valued by Apple, and this is emphasised in their advertising positioning. The experience of the user is also given significant consideration. By highlighting the device's advanced Dynamic Island capabilities (Figure 11), the ad reinforces Apple's brand identity as a company that values user experience and user satisfaction. This reinforces the power relations between Apple as a company and its customers, as it positions Apple as a company that prioritises the needs and desires of its customers, as represented by the ease of use and the different services the Dynamic Island presents (Figure 11).

4-3-4 Multimodal context Dimension

4-3-4-1 Visual Elements

The iPhone 14 Pro advertising campaign uses striking visuals to emphasise the brand's identity as an immersive and dynamic device. With colours that pop and images that move, the viewer is prompted to feel a sense of eager anticipation. Through clever camera angles and perspectives, the ad highlights key features like the all-new Dynamic Island functionality.

Apple's reputation for being a trailblazer in the world of technology is strengthened through the implementation of visual cues in their advertisements. By showcasing the advanced Dynamic Island's capabilities in the iPhone 14 Pro, the ad positions Apple as a company that values user experience and user satisfaction.

4-3-4-2 Multimodal Elements

The multimodal elements of the ad are constructed to engage viewers on multiple sensory levels. "Take your content to the next level" and "What's the move?" are just some of the emotive language and energetic music used in the ad, leading viewers to feel excited and anticipate something spectacular. The iPhone 14 Pro is distinguished by a few sound effects, like the chime of Apple Pay and the connection tone of AirPods, that seamlessly integrate it into the user's daily routine.

Containing both textual and graphic components, the ad for the iPhone 14 Pro engages its audience with a blend of captions and animations. By emphasising features connected to the "Dynamic Island" through captions and demonstrating them in action through animations (as seen in Figure 11), the ad captivates viewers.

4-3-4-3 Brand Identity

The advertisement is built to reinforce the brand identity of the iPhone 14 Pro as a device that provides dynamic and immersive user experiences. The advertisement creates a sense of excitement and anticipation by using emotive appeals, persuasive language, and dynamic visuals and sound effects. In addition, the advertisement establishes the iPhone 14 Pro as a means of creative expression and experimentation, reinforcing Apple's identity as a tech company that values innovation and leading-edge technology.

5- The Results

5-1 The First Ad

The first advertisement appears to be Emphasising iPhone 14 Pro's impressive features like a professional camera system, an always-on display, and a dynamic island. Persuasive techniques, cinematic visuals, bold text overlays, and emotive and descriptive language were employed to build excitement and anticipation for the product. The ad strategically positions the iPhone 14 as a superior and innovative product, surpassing its competitors. The phone's superiority in photography is emphasised in the ad through the use of professional photographers utilising the camera system, adding to its credibility and expertise in the industry. Additionally, attention is drawn to the device's focus on safety and protection with features like Emergency SOS and Crash Detection, further establishing it as a gadget that prioritises the well-being of its users. Incorporating social proof, the ad successfully solidifies the phone's reputation as the ultimate choice.

The advertisement is professionally produced and spread widely, reinforcing Apple's position as a leader in the technology sector. By situating the advertisement in a social context where the iPhone is an iconic and highly coveted product, Apple reinforces its brand identity as a company that values innovation and cutting-edge technology.

5-2 The Second Ad

The second ad, highlighted in the study's analysis, is a distinct advertisement for the iPhone 14 that accentuates privacy and data protection. Innovative and reliable tools are showcased, demonstrating how the iPhone 14 can safeguard personal information. By utilising persuasive language, emotive appeals, and relatable scenarios, the ad employs various discourse practises to emotionally and intellectually connect with the audience. Sociocultural practises are also demonstrated, further reinforcing Apple's renowned reputation for privacy and user experience and ultimately positioning the iPhone 14 as an instrument for customer empowerment and the preservation of individual privacy.

Engaging viewers with a touch of humour, relatable characters, and emotional language, the ad builds a sense of community around the concept of privacy, tapping into cultural discourses regarding the safeguarding of personal information. By giving customers control over their data, Apple aligns with its image as a company that relies on satisfied and engaged consumers. The combination of persuasive messaging and visual elements strengthens the bond between customers and the brand, resulting in greater brand recognition and identity.

5-3 The Third Ad

In the analysed study, the third advertisement for the iPhone 14 fosters a communal ambiance that revolves around the concept of imaginative expression. The ad highlights Dynamic Island's advanced capabilities, positioning the iPhone 14 Pro as a medium that unlocks one's creative potential. The ad entices those interested in videography, photography, and creative professionals by accentuating its creative potential. It captivates viewers through lively music, moving language, and vivacious visuals and audio effects. To coax a reaction from its audience, the ad employs emotive appeals and persuasive language, urging them to "Take your content to the next level." Additionally, weaving in visual and multimodal elements can enhance viewer engagement and strengthen brand recognition.

The ad draws upon broader cultural discourses around technology, innovation, and creative expression, positioning Apple as a company that values user experience and user satisfaction. By reinforcing the increasing importance of digital media in society, the ad further strengthens the power relations between Apple as a company and its customers.

6- The Conclusions

As a result of the analysis of Apple's iPhone 14 ads, the study determined that Apple implements various modes of communication to craft a brand message that echoes with consumers, draws attention to the new features of the phone, and Establishes its advanced position in the technology industry. The three ads that were chosen served specific purposes: ad one highlighted the phone's new standout features, ad two placed emphasis on data privacy and protection; and the third ad brought creative expression to the forefront.

All three ads employed a range of discursive modes (linguistic and visual elements) to create excitement and anticipation around the product. Apple used emotive and descriptive language, cinematic visuals, dramatic music, bold text overlays, and persuasive techniques in each of the three advertisements to position the iPhone 14 as an innovative and desirable product that outperforms its competitors. Apple also incorporated social proof to establish the iPhone's credibility and expertise in the field.

The current study concluded that those ads were professionally produced and widespread, which reinforced Apple's position as a leading company in the technology sector. By situating the advertisements in a social context where the iPhone is an iconic and Highly desirable product, Apple reinforced its brand identity as a company that values innovation and cutting-edge technology. The advertisements effectively employed linguistic and visual elements to engage customers on multiple sensory levels. The use of persuasive language and emotive appeals in the ads further reinforced Apple's brand identity as a company that values user experience and customer satisfaction. The ads reinforced Apple's brand identity as well as the iPhone brand identity by giving customers the power to control their own personal data or unleash their creativity, thus increasing the relationship between the customer and the product (and the company as well).

By utilising a combination of verbal and nonverbal methods, Apple was able to effectively communicate with consumers and reinforce their brand identity as a leading innovator in the tech industry. The iPhone 14 advertisements highlighted the product's advantageous features and connected with cultural narratives surrounding technology and creative expression. As a result of what Apple has done here, it has emphasised the company's commitment to customer experience and satisfaction while distinguishing itself from competitors. This study concluded that these multimodal techniques contributed to forming people's attitudes towards technology and the ways in which they engage with it.

7- Recommendations

The findings and conclusions of this study have led to the following recommendations for future research:

- Checking out the iPad and MacBook ads alongside the iPhone 14 ads to analyse their use of multimodal language. Start with the Apple product ads to see how they differ.
- Employing multimodal language is key when constructing a brand narrative that resonates with consumers. Samsung and Google, two of Apple's main rivals in the tech sector, use these techniques. By highlighting the benefits of their products and reinforcing their leadership positions, these companies successfully create a strong brand message in their commercials.
- How customers interpret Apple's multimodal language in commercials can have an impact on their opinions of the company and their purchasing decisions. It's important to dig into this aspect further.

- Apple's use of multimodal language throughout various markets and cultures must be studied to determine its effect on brand perception and consumer engagement. This examination should be the fourth priority in the analysis.

Leverage persuasive approaches like social proof and expert testimony to investigate how Apple's ads build a powerful message and engage customers. Hint: they use five.

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