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Discourse Evolution as a Result of Professional Identity Growth: A Comparative Analysis of Steve Jobs's 1984 and 2011 Speeches

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A B S T R A C T

The research paper presents a discourse analysis of two renowned speeches delivered by one of the most prominent business figures of our time, Steve Jobs, the CEO of Apple. Through the discussion of two speeches, namely the presentation of the Macintosh brand (1984) and the iCloud service at the World Wide Web Conference in 2011, which mark the beginning and end of his activity, the article attempts to reveal the gradual development of Steve Jobs's image represented in key linguistic and rhetorical elements of his communication preferences. The unique features of his speeches are explored within the framework of discourse and comparative analyses, which show that Steve Jobs demonstrated mastery not only in digital innovation but also in the art of persuasive communication, by skillfully employing language to influence, inspire, and achieve strategic impact. The findings indicate that the two speeches differ in tone and communicative intent, reflecting Jobs's evolving journey in the business world and the prominent position he came to occupy in 2011.

Keywords: Public speaking, rhetorical devices, discourse evolution, discourse analysis, professional identity growth

1.Introduction

Business communication is one of the most vital aspects of the contemporary world. It plays a pivotal role in establishing effective professional relationships and shaping one's rhetorical and communicative style. This ultimately leads to the formation of the image of a businessperson, their leadership identity, and professional maturity. An overwhelming number of scholars have conducted research on business communication and presented their research results in a range of works (Drew & Heritage, 1992; Stepanov, 1995; Karasik, 2000; Bargiela-Chiapinni et al., 2009; Gunnarsson, 2009; Holmes, 2009; Bisen & Priya, 2009; Thill & Bovée, 2013, Shiryaeva, 2014, Vlasenko & Maistruk, 2023).

Some scholars interpret the concepts of business discourse or business communication as identical, claiming that there are no clear boundaries between these two concepts, or if they exist, they are not sufficiently defined (Shiryaeva, 2014; Bargiela-Chiappini et al., 2009). There are also views that business discourse is perceived as a separate phenomenon, which has its own characteristics and criteria, although their interaction and intersection in certain cases are not excluded (Stodolinskaya, 2013).

To make the speech effective and achieve the intended goal, Skazhenik (2005) highlights the following priority points for an effective beginning of the speech: empathy, paradoxical beginning, unexpected question, intriguing description, interesting or unusually presented fact, original quote, compliment to the audience, illustrative example, joke, appeal to the immediate interests of the audience (Skazhenik, 2005). These points are important and decisive for the beginning of the speech. If the speech does not interest the audience from the very beginning, the continuation becomes meaningless. Additionally, the speech should follow specific rhetorical canons. Nevertheless, the speaker may not follow them, reduce or expand some topoi depending on their professional level, talent and style (Mezheritskaya, 2025). The end of the speech is no less important; it should be as strong, clear, inspiring, and motivating as possible to achieve the appropriate result.

Sitnikov (2024) attaches much importance to the pace and tone of speech, noting that people receive 70-80 percent of information visually. According to the researcher, depending on the primary sensory modality through which people receive information from the outside world, people are divided into visual learners (when the priority of perception is given to images, characters), auditory learners (when the priority of perception is given to sounds), and kinesthetic learners (when the priority of perception is given to smells, tastes, and the sensory field). The intonation of the speech of visual learners is directed upwards; the intonation of the speech of auditory learners is monotonous, and they speak calmly, without speeding up or slowing down the

pace of speech. The intonation of the speech of kinesthetic learners is directed downwards, the pace of speech is slow, and for this reason, they convey less information (Sitnikov, 2024). From the perspective of this distinction, it can be mentioned that Jobs's speech is a combination of visual and kinesthetic types, depending on the purpose, role, and expected result of the speech at each specific moment.

As businesspeople gain experience, overcome new challenges, and interact with diverse audiences, their delivery, persuasiveness, and authority may shift. Studying speeches over time reveals how leadership identity evolves in response to rising expectations and development.

Many studies have examined the strategies employed in Steve Jobs's speeches. However, fewer have compared speeches from different periods to reveal differences tied to his professional growth. Most literature focuses on linguistic, extralinguistic, rhetorical, persuasive, and marketing aspects. Yet, comparatively little research explores his speeches diachronically.

Building on these assumptions, this research compares two speeches delivered by Steve Jobs over a span of twenty-seven years to identify the shifts in linguistic and extralinguistic aspects that might be likely linked to his professional development. The 2011 speech represents a later point in his career when Jobs gained more professional experience, whereas the 1984 speech represents a crucial but earlier stage of his career.

The research questions of this study are:

- What are the distinctions between the two speeches from the linguistic and rhetorical perspectives?
- To what extent might these differences be linked to the indicators of professional growth (such as achievements, position, wealth, public recognition, etc.)?

2.Literature Review

As one of the iconic voices in business, Steve Jobs's public addresses have attracted much linguistic investigation. This is largely due to their rhetorical depth and distinct style. Researchers have analyzed his speeches for their structure, devices, and persuasive strategies, seeking to uncover what sets Jobs's communication apart in business discourse.

Studies vary by their objectives and methods. Some examine the persuasive function of Jobs's speeches and his tools for impact. Analyses of extralinguistic features include his speech tempo, pauses, vocal modulation, and charisma in gestures and facial expressions (Niebuhr et al., 2016).

Other researchers focus on his rhetorical artistry, such as the use of rhetorical questions and calls to action (Heracleous & Klaering, 2017). These works analyze the structure and influence of Jobs's Stanford commencement address (Niebuhr et al., 2016).

From a rhetorical theory standpoint, Duarte's (2010) study is particularly noteworthy. The analysis explores how the speaker's emotionally charged personal narratives become powerful tools of persuasion. The classical rhetorical triad—pathos, ethos, and logos—is employed with precise balance. These elements produce speeches that are engaging, credible, and inspirational. Duarte's (2010) analysis, framed within this context, highlights that Jobs's speeches are not only rhetorically effective but also coded in brand communication language. They convey Apple's core values and vision.

Another investigation (Zhang et al., 2021) employs both functional grammar and semiotic analysis to evaluate how Jobs constructs "public resonance" through guiding language and imagery in the launch of the first iPhone.

There exist studies specifically addressing Jobs's speeches from various perspectives, including discourse analysis, metadiscourse analysis, and rhetorical analysis. For instance, Peacock (2007). conducted a discourse analysis of Jobs's 2005 Stanford commencement speech from the perspective of branding. This work reveals how Jobs tried to act as a 'human logo' for Apple. The researcher states that the commencement speech was not merely a biographical narrative but a branding strategy that connected Jobs with Apple in the minds of the people. The study's results explored four key themes in the speech: fate, divine leader, love, and counterculture. Through these themes, the speaker instilled moral values in the graduates. The narrative of his speech consists of three parts, all of which were drawn from his life experiences, beliefs, and struggles. These stories aimed to evoke motivation, admiration, and empathy. Similarly, Nan and Liu (2013) studied the same Stanford speech by Jobs, but from the perspective of Hyland's (2005) metadiscourse framework. They attempted to identify the linguistic strategies employed by the speaker to convey a crucial message to the audience. The key findings indicated that Jobs employed 235 interactional metadiscourse elements (68.3% of total), including self-mentions (63%) to maintain speaker identity and credibility, and boosters (16.6%) to express certainty in his beliefs. Additionally, engagement markers, attitude markers, and hedges were used to engage the audience. Jobs also employed 109 interactive resources (31.7% of total): transitions and frame markers constructed meaning and maintained clarity, while code glosses and evidentials fostered comprehension and provided cohesion. The primary aim of using 'we' instead of 'I' was to personally address each graduate, not just to convey information.

Collectively, these studies show that Steve Jobs's charisma stemmed not only from strong personal qualities but also from exceptional rhetorical skill, making his messages influential and inspiring.

Despite the abundance of existing literature, Jobs's role as a communicator at the intersection of business discourse, leadership identity, and corporate value transmission still calls for a more systematic and in-depth linguistic analysis. This article aims to address this gap by employing a combined methodology of discourse and comparative analyses to examine how Jobs communicates corporate values and crafts leadership identity within business discourse.

3. Methodology

This study employs discourse and comparative analyses. Discourse analysis examines the use of language in various social contexts. It highlights linguistic choices and emphasizes specific words and expressions in defined contexts. Special attention is given to the speaker's communicative intent. The analysis also considers strategies used to enhance emotional and rhetorical impact and evaluates persuasive devices. Comparative analysis examines linguistic and extralinguistic elements across the two speeches. It identifies patterns and performs contrastive evaluations.

Data The research material is drawn from Steve Jobs's two public addresses: the 1984 presentation titled *"Steve Jobs Introduces the Macintosh" (*Computer History Museum, 2016), lasting 1 hour and 13 minutes, and the *"Apple Special Event – March 2, 2011: iPad 2" (*PCWizard7, 2011), with a duration of 1 hour and 20 minutes. The two speeches were transcribed, and regular linguistic and extralinguistic patterns were identified. This stage was followed by a comparative analysis. The analysis reveals differences that could be linked with Steve Jobs's professional and leadership identity growth.

4. Analysis of Steve Jobs's 1984 speech

Jobs's 1984 speech targeted specialists and the public interested in new technologies. He skillfully combined accessible and technical vocabulary, using terminology when required. The businessman's speech stands out for his personal charisma, seen in the self-confidence of someone aware of the uniqueness and importance of his work, qualities that are conveyed to the audience.

Jobs's goal is to attract the audience with a new product and show that it is currently the best and will become far better. To achieve this goal, he uses various linguistic and extralinguistic means and rhetorical devices. These tools make the speech more impressive and help him achieve the intended result as skillfully as possible. During the speech, parallels are regularly drawn between Apple and IBM. Their products, and especially their fierce competition, are noted. He regularly attempts to underestimate the competitor and its products, showing in various ways the shortcomings of IBM products and their failure to meet customer expectations.

The speech in question consists of the following main parts, which are typical of a regular public speech: the beginning or prologue, where Jobs discusses his new brand, describes it in general terms, and provides the audience with an overall idea of the product. The second part of the speech presents the brand itself, its technical characteristics, and is quite saturated with technical terms, professional vocabulary, numbers related to the product's various technical capabilities, and periods of updating various product details. In the final part, it is proposed to organize a question-and-answer session, which summarizes the speech.

Various linguistic devices are used in the main part of the speech: wordplay, humor, repetition, frequently repeated slogans, etc. Emotionally charged words and expressions such as *only, minimal, clear, super, incredible, more, most famous in the world, fastest developing, with the most competitors*, etc., are used to praise and emphasize the brand's advantages.

Comparing the external parameters of the Macintosh with other existing personal computers, its lightness and the luxury of the accessory set are demonstrated, and all this is concluded with a short but expressive humor.

"The Macintosh even has a security kit, so your Macintosh won't go anywhere without you." (Computer History Museum, 2016).

"We believe the Macintosh has changed our lives over the years we've been working on it, and we're confident it will change the lives of millions of people who get it" (Computer History Museum, 2016, 18:13)

The phrase "we believe" and the verb "change" in this context effectively convey the team's confidence in their own strengths and instill the same belief and trust in the potential consumer.

The speech often uses figures related to production volume, the possible or planned number of consumers, indicators of product capacity, parameters of similar products from a competing company, and their comparisons. Pure representation of numbers is more eloquent and purposeful than dozens of beautiful epithets and other stylistic devices. For example:

"In the coming months, one computer will be released every 27 seconds. " (Computer History Museum, 2016, 17:33)

"These computers will be used by 25 million researchers and 11 million students, who are the researchers of tomorrow…" (Computer History Museum, 2016, 11:31)

As a wordplay and repetition device, the following phrase is used at the beginning of the speech:

"We are one people, with one purpose, one determination, one cause…. On January 24, Apple will introduce the Macintosh and you will understand why 1984 will never be the same again as 1984." (Computer History Museum, 2016, 12:11)

With this sentence, Jobs attempts to highlight the unprecedented nature of the Macintosh by all standards, marking a new level of development and perfection. The title of George Orwell's famous novel, "1984," and its work, contrasted with the computer, which gives people confidence, individuality, and comfort, is exemplified in this statement.

One of the most often used linguistic devices by Steve Jobs is repetition. At the beginning of the speech, all new ideas are introduced with repetition, for example, a year, the name of the company, its activities, or the product it has released. When discussing the specialists who worked on the

Macintosh, the choice of words used to describe them is impressive. Jobs emphasizes not only their professional qualities, but also their desire to create something incredibly great and powerful, and to dedicate it to humanity. The desire to devote their energy to creating this product makes these people the ideal team for Jobs (and, through him, for the audience).

In Steve Jobs's speech, comparisons are especially eloquent, and the enumeration of the product's real features becomes a unique figurative application. The comparison of the computer with the telephone is impressive, characterizing it as a table tool, in the sense that it is indispensable on everyone's table. Jobs calls it the only tool on the table until that moment that was truly useful, simple to use, not time-consuming in terms of learning, and, of course, cheap. In fact, these are the features of the Macintosh and the company's desire and assurance that the Macintosh will become the second tool on the table.

Both as humor and as advice to those who are going to use a computer, the following thought is pronounced by the computer itself:

"Never trust a computer that you do not know." (Computer History Museum, 2016, 10:52)

With this statement, Jobs urges and motivates people to learn how to use a computer; only then can one trust it.

His verbal formulations, even when expressing ordinary thoughts, often resemble slogans. Such expressions are designed to capture the audience's attention, and most importantly, they are easier to remember and impress both on the conscious and subconscious levels.

In the main part of the speech, Jobs constantly tries to show and convince that using a computer is quite simple, everyone can use it without difficulty, and expresses the following idea:

"If you can use your finger, then you can use a computer". [Computer History Museum, 2016]

This idea is combined with the corresponding material of the presentation, where the human hand, using a computer mouse, operates the computer, voicing the following assumption:

"You're about to see a few people learning to use the newest, most advanced business computer in the world". (Computer History Museum, 2016, 14:29)

To demonstrate the simplicity of learning and application, he concludes by referring to the computer:

"If you know how to point, you already know how to use it." (Computer History Museum, 2016, 14:29)

Then Jobs presents Apple's dream idea:

"The Macintosh is a computer for all of us." (Computer History Museum, 2016, 12:23)

The emotional phrase "all of us" emphasizes the unity between the producer and consumer worlds, and thus the availability of the product to everyone.

The commercials presented during the event are an innovation not only from the perspective of the advertising industry's standards, but also as an idea for creating a story and a memorable narrative.In this part of the speech, verbal and nonverbal means of communication are combined to make the speech more convincing:

"Everyone can use the Macintosh, you just need to learn." (Computer History Museum, 2016, 11:19)

Here, the speaker conveys the meaning of simplicity through the word "learn", bypassing the fact that this requires time, desire, ability, effort, and awareness of the need to acquire this knowledge.

In his speech, Jobs tries to raise the rating of his product in every possible way, by mentioning several times that their brand is advertised in the Winter Olympics, the Macintosh will also be used in a number of well-known universities, such as Stanford University, Harvard University, Boston College, the University of Texas, etc. During the presentation, several slogans run like a red thread, the purpose of which is to once again make the Macintosh affordable, accessible to the general public: "Macintosh the computer for the rest of us", or "You don't have to be a genius to use the Macintosh", or "Man and earth for the rest" (Computer History Museum, 2016, 10:24). As already mentioned, the abundance and frequency of slogan usage contribute to the impressiveness of the speech.

While promoting his product, Jobs regularly underestimates IBM and accuses it of making promises and not fulfilling them by noting that what IBM has not done, they are ready to do:

"IBM's been promising the world a local area network for two years now and hasn't announced anything." (Computer History Museum, 2016, 9:24)

Jobs uses rhetorical devices in his speech, one of which is a separate 'questions and answers section' at the end of the speech and the main goal is to involve the audience in the communication process, to start a dialogue, to get their opinions, impressions, and based on the questions raised, to identify various vulnerable points and have the opportunity to correct them later.

Gradually, verbal communication is combined with various types of nonverbal means; in this case, the most common types are applause as a sign of agreement, the pause, used when Jobs clearly wanted the audience to applaud, drawing the necessary attention to himself and his words. In general, he is known for his fast speech rate, but his speech especially slows down, and the words sound separate, when talking about an important date, event, or technical point. Here, the speech rate slows down, but the expressive tone remains, drawing the listener's attention to each word. This is followed by the

continuation of the speech at a fairly fast pace, showing the abundance and diversity of the information being conveyed. In thematic terms, there are no very noticeable changes in the speech, except that sometimes the critical attitude towards the opponent increases.

In the speech, there are many words that emphasize the ease of use of the product: *radical simplicity, windows,* and *cut*. These computer terms are used as tools that show the advantages of their product. Comparisons are made with their previous production, mentioning and appreciating the previous one generates respect for the work that the company has fulfilled. The capabilities of the Macintosh, including memory, RAM, and ROM capacities, are presented in precise numbers, allowing the listener and potential consumer to make informed comparisons, considerations, and conclusions.

Jobs's speech is periodically interrupted by a presentation, where the Macintosh computer is showcased, demonstrating its capabilities, tools, applications, and even the availability of games through presentation images; in this case, chess is presented, a choice that is also not accidental.

The personification of the computer is also a demonstration of independence and perfection, when Jobs gives the latter the opportunity to speak, creating a play on words.

"We have discussed the Macintosh extensively, but today, for the second time in history, the Macintosh will speak for itself." (Computer History Museum, 2016, 10:30)

And the computer really speaks and begins with humor:

"Hello. I am Macintosh. How good it is to get out of this bag." (Computer History Museum, 2016, 10:46)

Then the gadget announces that it would like to rest and happily introduces the man who has created it, i.e., Steve Jobs. In the case of Apple, Jobs's personality played a significant role, as emphasized by the Macintosh, and the responsibility for speaking is then transferred back to Jobs. Thus, the mission is accomplished: the Macintosh has spoken and introduced itself to the one who taught it to speak.

Jobs's famous speech in 1984 was also a significant event in the field of advertising innovation. The Macintosh brand advertisements shown during the speech, in addition to being unexpected and unprecedented both as animation and as an idea, are interesting and influential as an overall message. The stylistic devices used are contrast (antithesis), pun, and repetition.

Jobs presents several computer advertisements through a presentation:

"It’s more sophisticated, yet less complicated." (Computer History Museum, 2016, 12:53)

Here, the contrast is built on a play of words, where the word "complicated" is used in terms of structure, and the lexical unit “sophisticated” conveys simplicity of use, which is understood through the combination of verbal and nonverbal communication tools.

"It’s more powerful, yet less cumbersome." (Computer History Museum, 2016, 12:53)

The juxtaposition of the words "powerful" and "cumbersome" highlights the compatibility of technical power and the lightness of the object, which was previously less relevant. The idea is that this is a very complex office computer, and to use it, one just needs to learn how to operate it.

"A computer can store a huge amount of information about the past or tell you what awaits you in the future." (Computer History Museum, 2016, 12:53)

In this sentence Jobs employs contrast to highlight the computer’s broad capabilities. By mentioning “the past” and “the future,” it underlines two distinct periods: what has already occurred and what is yet to come. Bringing these ideas together demonstrates the versatility of computers. They keep records from earlier times and can also predict or inform us about what might happen next. Thus, the contrast effectively highlights the wide-ranging capabilities of modern technology.

"It can draw or draw conclusions." (Computer History Museum, 2016, 10:27)

By using personification, the sentence attributes human-like intellectual and creative abilities to the computer. Using the verb “draw” twice amplifies this effect, demonstrating the computer as a creative and thinking being that represents art and logic.

Another advertisement says that the real genius of the Macintosh is not its microprocessor, nor even its small size, or affordable price. The real achievement is that one does not have to be a genius to use it. The enumeration of data and parameters that were considered extremely innovative at the time causes the listener to adopt a serious attitude towards the device, and simultaneously makes them feel smarter in comparison to the Macintosh.

"All you have to do is touch the mouse button with your finger… The genius is that you don’t have to be a genius to use it". (Computer History Museum, 2016, 12:31)

The enumerations and repetitions here carry a powerful stylistic charge and a strong wave of influence. To use the newest and most advanced business computer, one needs to be able to point with one's finger.

At the end of these advertisements, the slogan sounds: "Macintosh - a computer for all of us," and thanks to this repetition, they are all connected to each other, creating a commonality, but each of them stands out in its own way with its own message; each represents a parameter of the computer being better than the others.

Studying Jobs' 1984 speech, we notice a combined and dynamic use of different verbal means, which make the speech more effective, and through which Steve Jobs is able to constantly remain in the center of the audience's attention.

4. Analysis of Jobs's 2011 speech

In 2011, during the Worldwide Developers Conference in San Francisco, Steve Jobs introduced the iPad 2 in his keynote speech, emphasizing technological progress and new design solutions, which also referred to the iCloud service. He presented iCloud as an innovative service that replaced traditional methods of data storage and management. Jobs's presence as one of the founders of Apple and the head of the organization further emphasized the significance of the speech. In this context, the importance of the address and its long-term impact are more visible.

The main emphasis of the presentation is the revolutionary technological nature of iCloud: it is not just a program or a platform, but a connecting link that will coordinate all information, whether it be users' email addresses, photos, songs, or other data.

The primary purpose of the speech was to introduce the iCloud service to the public, highlighting its future significance in Apple's development strategy. This innovative technology is designed to provide consumers with easier and more accessible ways to store data. In his speech, Jobs aims to emphasize the simplicity and efficiency of the service, while also strengthening Apple's leading position in the technology market. However, he does not take up only technical details but presents this solution as a so-called "vision of the future", which practically changed the world's technological landscape. Job's main message is "Simplicity and Integration," which is reflected in the clear structure of the speech that enables the audience to follow the content and fully engage with the targeted messages.

Jobs begins his speech with a short introduction, where he emphasizes the importance of the topic. He begins his address, noting the unprecedented importance of iCloud, and then proceeds to provide more specific technical details.

In the main part of the speech, Jobs discusses technical innovations, the capabilities of iCloud, and its impact, comprehensively explaining iCloud services, from data storage to the seamless integration of the service with other Apple devices.

In the final part of the speech, Jobs emphasizes Apple's vision and the importance of the message. Despite explaining complex technical issues, he delivers a concise and inspiring message at the end of the speech, aimed at strengthening the confidence and faith of the audience.

The direct presence of the Apple brand occupies a very important place in the structure of the speech. In this regard, the clarity of the speech and the audience's involvement are important, including the use of stories, comparisons, and user experience presentations.

From a competitive positioning perspective, the difference between this solution and those from Google and Microsoft is noteworthy. Jobs presents his company's vision, highlighting the innovative role it brings and Apple's leading position in the world. During the speech, he immediately acts as a leader whose words can revolutionize the technology market. He regularly uses powerful words (such as "revolutionary" and "amazing") throughout his speech to emphasize the importance of the brand. His statements are often repetitive. The importance of iCloud is emphasized by phrases like "absolutely new" and "innovative." Sentences like "it just works" also serve this purpose. Jobs presents a situation-problem-solution framework. He uses numbers and comparisons to make his speech more relatable and impactful.

The audience for the speech is diverse, comprising software developers, technology professionals, programmers, journalists, technology experts, and loyal Apple product users. Taking this into account, the presentation is also in a language understandable to ordinary users, which again emphasizes the high level of management of public messages. He prefers simple and clear words, uses language that can immediately evoke images in people's minds on a personal level, enabling them to subtly combine technical concepts and accessible language.

The presentation employs metaphors that simplify complex ideas and amplify the speaker's impact. Here are some examples:

"Your digital life in the cloud." (PCWizard7, 2011, 8:27)

Apple often presented iCloud as "your digital life in the cloud", creating an image where all devices are connected in one common place, and the data is accessible to everyone without user intervention.

"PCs are like digital hubs."(PCWizard7, 2011, 78:00)

Jobs compares computers to "digital hubs," which simplifies the idea that computers manage and organize all the data on devices, and iCloud is a way to keep it all in a synchronized way.

"Cutting the cord." (PCWizard7, 2011, 68:01)

Jobs uses the metaphor "cutting the cord" when talking about the capabilities of iOS 5. This means that consumers no longer need to connect their devices to a computer for updates and synchronization.

"The center of your digital life." (PCWizard7, 2011, 79:21)

When introducing iCloud, Jobs calls it "the center of your digital life," which clearly shows that iCloud is a point of convergence for consumers' all devices and data.

"Keeping all your devices on the same page." (PCWizard7, 2011, 78:55)

This phrase emphasizes the convenience of iCloud synchronization, which connects all devices to each other as if they were all on the same page simultaneously. These examples help to present complex technical concepts in a simple, visual, and memorable way.

Another device employed by Jobs to capture the audience's attention is the use of rhetorical questions:

"Wouldn't it be great if the things you did on your iPhone automatically showed up on your iPad?" (Apple, 2011, 1:38:00)

Starting with this question, Jobs introduces innovative ideas, in this case, the iCloud synchronization function, the answer to which is clearly positive.

"How do we make this even better?" (Apple, 2011, 1:38:25)

This question shows that Apple is constantly striving for perfection, emphasizing innovation.

"Isn't that amazing?" (Apple, 2011, 1:40:24)

This is a rhetorical question that highlights the uniqueness of the presented service.

"What if we could do this automatically?" (PCWizard7, 2011, 47:24)

With such a question, Jobs reveals the convenience of the services, for example, automatic backup of iCloud.

"Can you imagine...?" (PCWizard7, 2011, 49:14)

In his speeches, Jobs often uses this question to engage the audience and discuss future possibilities. These rhetorical questions contribute to maintaining a direct dialogue with the audience, enabling people to feel the value and importance of Apple's innovations without delving into technical details.

The clarity and precision of speech are emphasized by employing words and expressions, that convey the simplicity and accessibility of the users' experience and inspiring confidence in the audience.Through repetitions, Jobs underlines the main ideas, while maintaining their easy comprehension. The phrase "It just works." is often repeated, especially when talking about the convenience of iCloud, iOS 5, and Mac OS X Lion. Jobs regularly uses the word "automatically" to emphasize that the services work mechanically, without additional user intervention. Examples of these services include iCloud synchronization, as well as photo and document storage. The words "revolutionary" and "breakthrough" are continuously uttered when he introduces innovative services such as iMessage, Notification Center, and iCloud. With the phrase "We think this is amazing", the speaker emphasizes important innovations of their brand, underlining the fact that Apple's solutions are advanced and represent the future by the phrase "This is the future." (PCWizard7, 2011, 54:14)

Humor plays a crucial role in Jobs's speech, maintaining the audience's attention and softening the formal nature of the presentation. For example:

"It's not too shabby, is it?" (PCWizard7, 2011, 49:19)

During the introduction of iOS 5's new functions, Jobs utters this phrase with a smile, as though ironically diminishing the significance of Apple's substantial achievements. His remark provokes laughter among the audience.

"We've got a lot of apps on the App Store... 425,000 of them. But who's counting?" (PCWizard7, 2011, 51:15)

The humor in this statement lies in the deliberate miscoincidence between Apple's evident prioritization of such metrics and Jobs's rhetorical posture of nonchalance, as he pretends not to pay too much importance to numbers.

"If you don't have a PC, we'll get you one." (PCWizard7, 2011, 54:21)

In introducing iCloud's features, Jobs humorously addresses those who have yet to acquire a computer, subtly suggesting—as if in jest—that Apple stands ready to "uplift" them by facilitating access to one, thus reinforcing the company's image as both an innovator and benefactor.

"You can finally cut the cord... You don't have to go back to your PC to sync. Isn't that nice?" (PCWizard7, 2011, 48:41)

The phrase is laced with subtle irony, evoking the metaphor of the computer as a physically and conceptually "wired" apparatus—something to be escaped. In framing iCloud as a means of cutting this cord, Jobs rhetorically situates Apple at the forefront of a new, untethered digital era.

"We're going to move the digital hub, the center of your digital life, into the cloud... Some people think the cloud is just a hard disk in the sky." (PCWizard7, 2011)

The humor in this comment highlights the persistent confusion surrounding cloud computing. It reveals a gap between technological advancement and public comprehension, suggesting that even as such innovations become integral to daily life, their conceptual foundations remain misunderstood by many.

"You know, we were pretty successful selling these things." (PCWizard7, 2011)

While presenting the sales figures of the iPad, Jobs wryly remarks that it was "not selling too badly," a statement laden with irony given the device's overwhelmingly successful performance in the market. His understatement serves as a rhetorical strategy to downplay extraordinary success, enhancing its impact through contrast.

Job's speech is usually at a medium pace. This allows the audience to better understand the information. At important moments, he slows down, but when discussing innovative ideas, his speech pace is faster. Due to the speed, the uniqueness of the technology is emphasized, and an additional benefit is provided to the audience.

Analyzing the extralinguistic elements, we can note that Jobs uses open-handed gestures. This makes communication more understandable. In addition, open-handed gestures can be perceived as a visual language of trust signals. It is also noteworthy that Jobs sometimes points to the screen to focus the audience's attention. Job's voice is quiet at the beginning, but full of energy at the climax. It emphasizes Apple's philosophy and evokes a collective response from the audience.

During his speech, Jobs also involves the audience, establishing contact with them, periodically directing his gaze in different directions. Sometimes he directly addresses the audience, which makes them participants in the speech.

5. Conclusion

A comparative analysis of two speeches by Steve Jobs, delivered twenty-seven years apart, identified how professional growth can be reflected in linguistic terms. As can be seen from the study, Jobs fully mastered not only the field of digital technologies, but also perfectly and skillfully applied the main means of verbal art. Steve Jobs's speeches in both 1984 and 2011 are impressive events in the technological community. They are distinguished by their clear structure, coherent rhetoric, and the inherent charm of the Apple brand. Jobs uses various linguistic tools to make his speech understandable and accessible to the audience. In both speeches, Jobs's preferred choice of words revolves around simplicity, convenience, and accessibility, which help the speaker present the products as customer-friendly. The abundant use of numbers and dates, as well as stylistic devices such as rhetorical questions, pauses, and repetitions, makes the speaker’s message more targeted and purposeful.

One of the main differences, which is especially noteworthy and distinguishes the two speeches, is more psychological and is related to the serious path of development. In his 1984 speech, Jobs presents himself as a businessman who has just taken the path of success, who is still a beginner, and in his speech, he regularly draws parallels between Apple and IBM, their products, especially referring to their fierce competition, trying to underestimate and devalue the competitor and its products, and its failure to meet customer expectations. In his 2011 address, Jobs avoids such comparisons and employs only the new and old items of his own brand as a foundation for comparison. Jobs is already a successful businessman who holds a significant position in the global arena and exploits his authority as a technological developer and co-founder of Apple. Through expressive and eloquent speech that sounds appealing and accessible, he establishes a personal connection with the audience, which supports the assumption that, due to his professional identity growth, Steve Jobs’s message delivery and authority projection style have matured qualities typical of an inspirational and forward-looking leader.

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