Interpersonal Meaning in Apple New Product Launches: An Analysis of Tim Cook's Speeches Based on AIDA Model

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Abstract

A new product launch is a popular strategy for companies to promote new products, publicize brand image, and connect with customers. It conforms to the four stages of the AIDA model: awareness, interest, desire and action. To introduce new products, the presentation speech conveys a plethora of interpersonal meanings. Based on the AIDA model, this thesis analyzes the interpersonal meaning of Apple's current CEO Tim Cook's speeches during Apple's new product launches through mood, modality and person systems. This study aims to explore the types and distribution of lexico-grammatical resources that Cook adopts, and how these resources realize the interpersonal meaning and help Cook achieve alignment with the audience over Apple's new product information in four steps of the AIDA model. The findings show that Tim Cook has an obvious preference for the resources in the speeches of Apple's new product launches. He tends to use distinctive lexico-grammatical resources in four stages of the AIDA model to realize the interpersonal meaning.

Keywords: Interpersonal meaning; AIDA model; New product presentation speeches; Apple events.

1. Introduction

The intense competition in the industry of electronic products makes new product releases, driven both offline and online, a necessary promotional strategy for companies. A new product launch generally refers to a conference held to present new products to a target audience (Gao and Zhang, 2015). The main communicative purpose of a successful new product release is to market new products and brands and eventually boost sales volume or profits (Jiang, 2018). According to System Functional Linguistics (hereafter referred to as SFL), its interpersonal meaning concerns that the speaker establishes a relationship with the audience in the context of a new product introduction expresses opinions and attitudes towards new goods and services and attempts to persuade the audience to purchase the products. The process resembles the AIDA model (awareness or attention, interest, desire and action), one of the hierarchy-of-effects models to assess the effects of marketing campaigns (Cavill and Bauman, 2004). The model suggests that a successful salesman is supposed to attract customers to be aware of the product and make them interested in the goods or services so that their desire will be aroused and then take the action of purchase.

Interpersonal meaning is widely discussed in relationship construction and attitudinal exchange among interlocutors. However, it also concerns the influence speakers exert on listeners through communication. It needs to be further explored what kind of impacts have been made after the relationship is established and attitudes are presented. By incorporating the AIDA model, this study aims to delve into the lexico-grammatical resources and the

realization of interpersonal meaning by Tim Cook in his speeches at Apple Events. Meanwhile, this research explores how interpersonal meaning serves to align with the audience over new products under the AIDA model in new product launches, in the hope of enhancing product promotion through the exploitation of interpersonal meaning.

2 Literature Review
2.1. The New Product Launch

A new product launch is a new form of product promotion in a commercial environment (Chen, 2015), and is increasingly recognized by enterprises at home and abroad (Gao and Zhang, 2015). One of the fundamental elements of product presentation is verbal product description (Kim, 2019). Kim and Lennon (2008), found that more verbal product information and larger product image as visual information had greater effects on inducing positive affective and cognitive attitudes of the audience. Many scholars keep abreast with the times, focusing on new product conferences based on multimodal discourse analysis (Chen, 2015; Liu, 2016; Valeiras-Jurado *et al.*, 2018). However, few spotlights are put on a speaker's verbal product description in a new product launch. Verbal information is beneficial for inducing positive consumer attitudes and purchase intent (Kim and Lennon, 2008). Few scholars are concentrating on rhetorical analysis in new product launches (Huang and Yuan, 2019; Kast, 2008). But what's more fundamental is the speaker's direct verbal information about new products, which can be revealed in interpersonal meaning. From systemic functional linguistics, the interpersonal meaning of new product speeches presents the speaker's verbal description and attitudes toward new products. It is of great significance that this study probes into the interpersonal meaning in speeches of new product launches.

2.2. Interpersonal Meaning

As one of the three meta-functions raised by Halliday, interpersonal meaning refers to the exchange of clauses, which represents social relationships between speakers and listeners (Halliday, 1985). Through interaction with others, the speakers establish a relationship, show attitudes, feelings, and opinions and attempt to exert influence.

Some scholars adopt the sociolinguistic perspective to study the interaction between the relationship between language users and language use (Brown and Gilman, 1960; Li and Liu, 2006; Wen, 2011). However, these studies primarily focus on revealing the relationship established between the speaker and the listener and neglect the attitudes and evaluation during the exchange as well as the mutual interpersonal influences. The influences the speaker exerts on the listener through interpersonal meaning, also the eventual purpose of social exchange, deserve more academic attention in reality. Other scholars also attempt to explore interpersonal meaning from the perspective of pragmatics. Some claim that strategies of pragmatic ambivalence help to build interpersonal meaning (Cai, 2007). Others concentrate on the interpersonal meaning manifested through empathy and de-empathy by deixis (Wang, 2015; Zhang and Miao, 2004). Such studies on interpersonal meaning discard the grammatical systems in SFL on a general basis. Whether pragmatic ambivalence or empathy can be presented in such lexico-grammatical systems as mood, modality or personal pronoun. Starting from the lexico-grammatical resources, it is more rational and logical to analyze how the pragmatic effects these resources carry benefit the achievement of different interpersonal meanings in different contexts.

2.3. AIDA Model

The model was initially put forward in 1989 and modified by St. Elmo Lewis. Later, a three-step model was introduced: cognition (awareness), affect (interest and desire) and behaviour (action) (Ashcroft and Hoey, 2001; Lavidge and Steiner, 1961). Generally speaking, the AIDA (awareness, interest, desire, action) model is still the widely acknowledged version (Rehman *et al.*, 2014). Though going through modification, the AIDA model is still one of the most popular models used in marketing activities (Hassan *et al.*, 2015). The model is often adopted to assess the effectiveness of promotional activities, such as advertising, mobile and email marketing campaigns (Javed *et al.*, 2015; Sorayaei and Alijantabar, 2015; Ullal and Hawaldar, 2018). As a promotional assessment tool, the AIDA model is also applied as an instruction for composing marketing materials no matter what is promoted are goods and services or a candidate (Chu, 2011; Sun, 2006; Tang, 2013).

Nonetheless, the new product release deserves more attention with its increasingly prominent role in modern marketing. Besides, the above studies on marketing strategies based on the AIDA model are mostly carried out from a marketing perspective. Language is the most important and indispensable tool in any form of communication, marketing strategy or speech. It gives rise to this study to investigate how language functions to proceed with each step under the AIDA model from a linguistic perspective.

In summary, this study analyzes interpersonal meaning in Cook's speeches at Apple's new product launches based on the AIDA model. It seeks to discover what lexico-grammatical resources Cook employs, how interpersonal meaning is achieved through mood, modality, and person systems, and how Cook connects with the audience over new product knowledge via interpersonal meaning at the four stages of AIDA. By analyzing the linguistic resources employed and interpersonal meaning achieved in the speeches, this study attempts to generalize the discursive patterns of the similar promotional genre, and shed some light on future studies of new product launches.

3. Methodology

The data in this study come from Tim Cook's 19 speeches in Apple Events since October 2011, the first time he appeared in Apple Event as CEO. Based on the 19 speeches in Apple Events, this study is mainly framed as

qualitative, with statistical results applied as the supporting evidence. The quantitative method is applied to make a statistical analysis of the general frequency and percentage of different lexico-grammatical resources, as well as a percentage of different percentages of lexico-grammatical resources under four steps of the AIDA model. By the qualitative method, this study makes an interpretative analysis of how the manifestation of interpersonal meaning through mood, modality and person system helps to achieve alignment between Cook and the audience.

To fulfil the study, the research procedure is designed as the following:

The first step is corpus collection and transcription. The videos of Apple's new product launches are downloaded from Apple's official account on YouTube. And the corpora are transcribed through the software Youdaonote (http://note.youdao.com/).

Corpus processing is the next step. What is processed first is the types and percentage of mood, modality and personal pronoun choices by Tim Cook with the help of AntConc and Excel. Then, each speech of the corpus is analyzed into four divisions based on the AIDA model: awareness, interest, desire and action, and the percentage of lexico-grammatical resources of mood, modality and personal pronoun is statistically presented. The corpus is classified in line with the concepts of each step within the AIDA model. The principles of classification are borrowed and adapted into the following:

- Awareness: introduce background information on the brand and product to seek identity and draw attention (Rehman *et al.*, 2014; Rowley, 2002).
- Interest: present benefits and advantages of new products to arouse and maintain interest (Chu, 2011; Ganesh, 2020; Ghirvu, 2013; Sun, 2006).
- Desire: create a picture for the audience of how new products will benefit them and satisfy their needs (Chu, 2011; Richardson, 2013; Sun, 2006).
- Action: provide release time, price and purchase channels of new products to stimulate real purchasing the (Chu, 2011; Ganesh, 2020; Sun, 2006).

The third part is analysis. According to the statistical results, typical examples are chosen based on the percentage of resources. The analysis is made to study the construction of the interpersonal meaning of Tim Cook's speech through mood, modality and person systems under the four steps of the AIDA model and how interpersonal meaning assists in achieving alignment between Cook and the audience.

4. Results and Discussion
4.1. Overview of Lexico-Grammatical Resources
4.1.1. Mood System

Table-4.1. Distribution of Mood Type in Tim Cook's Speeches in Apple Events

Mood Type	Declarative	Interrogative	Imperative	Exclamative	Total
Average	95.22%	0.98%	1.96%	1.84%	100%

According to Table 4.1, Tim Cook favours the declarative mood the most, with an average of 65.22 per cent. With a percentage of 1.96 per cent, the imperative mood is utilized. With a frequency of 1.84 per cent, exclamative is the next most common type. With 0.98 per cent, interrogative is the least preferred mood type.

4.1.2. Modality system

Table-4.2. Distribution of Modality Value in Tim Cook's Speeches in Apple Events

Values	Low	Median	High	Total
Average	54.83%	31.25%	13.92%	100%

It may be deduced from the above data on the distribution of modality value that Tim Cook prefers low and median-value modal verbs. Low-value modal operators account for 54.83 %, such as "can", "could". With a percentage of 31.25 %, the second most commonly utilized modality is the median-value modal operator, among which "will" and "would" occur frequently. Furthermore, the study demonstrates that high-value modal operators account for only 13.92 %, such as "can't" and "couldn't".

4.1.3. Person system

Table-4.3. Distribution of Pronoun Type in Tim Cook's Speeches in Apple Events

Pronoun	First	Second	Third	Total
Average	44.50%	24.85%	30.65%	100%

Since Apple hosts new product announcements to showcase its new goods and services to potential customers, Tim Cook utilizes first personal and possessive pronouns the most frequently, with a proportion of 44.50 per cent. The second and third personal pronouns each account for 24.85% and 30.65% of the total.

4.2. Awareness

At this step of awareness, Tim Cook needs to capture the audience's attention and get them aware of the goods and services he is about to introduce. It is a critical step where the speaker must demonstrate the existence and values of both the brand and new products to regular and potential customers. As a result, there is no denying that the declarative mood is in charge of narration. Meanwhile, a new product release conference is a public speech with the potential to reach a large audience both online and offline, not to mention Apple's brand influence. Along with his narration of every new product, Tim Cook is prone to using a variety of mood types to catch the listeners' attention. Another feature of this step lies in-person system. To get the audience aware of Apple and its new products, Cook's speech usually takes the perspective of Apple and the whole community to introduce brand philosophy and product information, which explains the wide use of exclusive and inclusive first pronouns in this stage.

4.2.1. Mood System

Cook includes a mix of mood types to boost audience awareness, as seen in Table 4.4, with declarative mood taking the lead and interrogative, imperative, and exclamatory moods greater than average.

Table-4.4. Mood of Awareness in Tim Cook's Speeches at Apple Event

Mood Types	Declarative	Interrogative	Imperative	Exclamative	Total
Awareness	93.32%	1.15%	3.07%	3.46%	100%
Average	95.22%	0.98%	1.96%	1.84%	100%

4.2.1.1. Declarative

Excerpt 1: It's been gratifying to see the important role our products have played in helping people come together, carry on and move forward. (September 15, 2020)

In Excerpt 1, Cook employs the declarative mood type, taking the role of giving and the commodity of information. The Subject "the important role of our products…" is what the speaker focuses on. Against the backdrop of COVID-19, Cook points out the significant role of Apple products in getting people to stick together and go back to routines of everyday life. And Apple's performance is satisfying, which displays Apple's brand strength and confidence. This declarative mood directly conveys Cook's positive opinions toward Apple products and informs the audience about the company's powerful and essential products.

4.2.1.2. Interrogative

Excerpt 2: We have also been creating a growing collection of world-class services, and that is what today is all about. So what is service? Well, if you look up the dictionary, you will see that a service is defined as the action of helping or doing work for someone. At Apple, our services are actively working to help our customers get the most out of their products and enrich their lives. (March 25, 2019)

At the step of awareness, Cook also adopts the interrogative mood. He employs the interrogative mood "So what is the service?" in Excerpt 2, where he chooses the speech role of demanding and the exchange commodity of information. Cook asks a question about what a service is before announcing new Apple products and services. He assigns the audience the task of providing further information, i.e., thinking about and responding to his question. The interrogative mood enhances the speaker-audience engagement and catches the audience's attention. It prompts the audience to think about their definition of service and compare it to Cook's explanation, which makes the audience a deeper understanding of Apple's service. More significantly, it fosters the belief that Apple goods can provide users with exceptional and life-changing services.

4.2.1.3. Imperative

Excerpt 3: Now let's talk about Apple Podcasts. (April 20, 2020)

Excerpt 4: Let's get started with Apple Watch. (September 15, 2020)

Excerpt 5: Using the iPhone as an example, let's take a look at our services in action. (March 25, 2019)

Excerpt 6: Now let's talk about iPhone. (September 12, 2018)

Tim Cook, as one of the most powerful spokesmen of Apple, has a strong voice and power. The "let's" structure is common in his speeches at Apple's new product launches. And it often appears as he finishes introducing one product and moves on to the next. Under these circumstances, Tim Cook takes the speech of demanding a command, expecting the audience to carry out his command of switching focus to another product. Through the imperative mood, and "let's" structure, Tim Cook controls the process of the events out of his professional power, urging the audience to follow his order and pay attention to the next product.

4.2.1.4. Exclamative

Excerpt 7: What a great day of announcements! (April 20, 2021)

Excerpt 8: What a great day of the announcement! (September 15, 2020)

Excerpt 9: What a fine morning! (March 25, 2019)

Excerpt 10: What a huge morning! (October 30, 2018)

Excerpt 11: What a morning! (September 9, 2016)

Excerpt 12: What is a fantastic new lineup of iPhones? (September 12, 2018)

Exclamative is one of the most frequently used moods by Cook when he closes the Apple Events, taking Excerpts 7-12 as examples. He opts for the speech role of giving and the exchange commodity of information. The exclamative mood helps Cook express his appreciation and confidence in Apple products introduced at the events. It is also a typical expression by Cook to conclude each Apple Event from a diachronic perspective. It is a sign of Cook inviting the audience to look back on what Apple products and services are introduced in each release.

4.2.2. Person #System

Concerning the pronoun system, 57.64% are first personal and possessive pronouns. The second personal and possessive pronouns with a percentage of 12.06y are less adopted than average. The rest of the 30.29% are third ones.

Table-4.5. Pronoun of Awareness in Tim Cook's Speeches at Apple Event

Pronoun	First	Second	Third	Total
Awareness	57.64%	12.06%	30.29%	100%
Average	44.50%	24.85%	30.65%	100%

Excerpt 13: As we all continue to make our way through these difficult times and face the challenges that COVID-19 is causing in our communities around the world, it's so inspiring how people everywhere have adopted: working remotely, learning from home and gathering virtually to stay close to family and friends. (September 15, 2020)

Excerpt 14: Apple celebrated his 40th birthday earlier this year. It is no coincidence that we think committed to education for that entire time. It's simply deep in our DNA. We have always believed that education is a great equalizer and for powerful force of change for good. And we've always believed that our products have a tremendous positive impact on teachers and students. But we are keenly aware that not every school can have this impact. And that's why we're so deeply committed to ConnectED. (September 9, 2016)

In Excerpt 13, the pronouns are inclusive, which means each includes Tim Cook, on behalf of Apple, and the target audience. Facing the worldwide challenge of COVID19, he uses inclusive pronouns to describe the problem people all suffer to seek solidarity with the audience, which can achieve sympathy and mutual understanding between Apple and its stakeholders. These pronouns help the audience get engaged and aware that Apple products make the world a better place. In contrast, the personal pronouns "we" in Excerpt 14 are exclusive, which represents Apple. Cook adopts exclusive pronouns and expresses Apple's attitudes towards the importance of education, which eventually brings the audience to its product ConnectED. The use of exclusive "we" identify Apple's authoritative power and emphasizes its motive for the launch of the new product.

4.2.3. Brand Awareness and Product Awareness

To raise awareness of the Apple brand, Cook tends to mention the company's past achievements and the common situations that the global community faces. For Apple, its brand and its products are closely connected.

Excerpt 15: As we all continue to make our way through these difficult times and face the challenges that COVID-19 is causing in our communities around the world, it's so inspiring how people everywhere have adopted: working remotely, learning from home and gathering virtually to stay close to family and friends. (September 15, 2020)

In the step of awareness, brand awareness is often achieved using the lexico-grammatical resources, the inclusive personal and possessive pronouns. For instance, the personal pronoun "we" in the above excerpt leads to the solidarity between Apple and the audience. Issues of common concern like COVID-19 shorten the interpersonal distance between Apple and the audience. It implies the rapport strategy to build a relationship of sympathy and mutual understanding with the audience, which leaves a good impression on the audience. The rapport strategy indicates that Apple and the audience are on the same line trying to fight against COVID-19, through which Cook strengthens the awareness of Apple changing people's lives and inspiring people to move on.

Excerpt 16: Now let's talk about Apple Podcasts. (April 20, 2021)

Excerpt 17: Now let's talk about iPhone. (September 12, 2018)

Excerpt 18: What a great day of the announcement! (September 15, 2020)

Excerpt 19: What a morning! (September 9, 2016)

Cook, as the representative of Apple and the main speaker of Apple Events, is entitled to show his authority and control over the launches by adopting imperatives and exclamations, which are typical in Cook's speeches. Emotionally, imperatives and exclamations could better attract the audience's attention. At the same time, these two moods in the step of awareness specify some new product, such as Apple Podcasts or iPhone, announcement in the above excerpts. In this way, the audience can quickly get aware of the products Cook is about to introduce. They contribute to strategies of processing aids and attention-getting. Processing aids and attention-getting work together to increase understanding and shift the audience's awareness from one product to the next.

4.3. Interest

In the step of interest in Apple Events, Cook must introduce the benefits and advantages of goods and services, which are highlighted by declarations of mood systems to ignite the interest of the audience and potential consumers. In the modality system, the choice of levels of modal operators reflects Cook's attitudes towards different new products. He adopts more median-value modal operators to emphasize the features of Apple's new products, which

shows more confident attitudes than low-value ones and meanwhile better avoids information imposition and absolute assertions than high-value ones.

4.3.1 Mood System

According to Table 4.6, declarative, with a proportion of 97.20 %, is the most preferred mood. The interrogative mood is slightly higher than average, whereas the exclamative mood is significantly lower. In the step of interest, the speaker abandoned the imperative mood.

Table-4.6. Mood of Interest in Tim Cook's Speeches at Apple Event

Mood Types	Declarative	Interrogative	Imperative	Exclamative	Total
Interest	98.20%	1.08%	0	0.72%	100%
Average	95.22%	0.98%	1.96%	1.84%	100%

Excerpt 20: iPhone X has an incredible camera system that uses intelligent software to make the most stunning portraits. This was only previously possible with pro-level equipment. And there are so many other innovative technologies that are built right in, and of course, all of them are powered by the world's most advanced mobile operating system, iOS. (2018.9.12)

In Excerpt 20, Tim Cook takes the speech function of a statement to narrate the characteristics and advantages of the iPhone X. The incredible camera system and advanced operating system make iPhone X different this time. The distinct differences are conducive to increasing the audience's interest in iPhone X and being willing to continue to engage in the following releases.

4.3.2. Modality System

As is shown in Table 4.7, the low-value modal verb still maintains the lead with 45.45%. Median-value modal operators follow with the percentage of 36.36%. And the rest 18.18% are modal verbs with high value.

Table-4.7. Modality of Interest in Tim Cook's Speeches at Apple Event

Values	Low	Median	High	Total
Interest	47.95%	38.36%	13.70%	100%
Average	54.83%	31.25%	13.92%	100%

Excerpt 21: We've got all 3 major networks supporting us and we have all of the nation's top banks supporting us. And just since last month announcing this, we have signed another 500 banks. They will be rolling out support later this year and early next year showing the support and the enthusiasm around Apple Pay. (2014.10.16)

In Excerpt 21, Cook narrates the benefit of Apple Pay which has powerful networks with 500 more banks involved. In traditional grammar, will could mean future tense. Here the modal operator shows the audience the momentum of Apple Pay having a large number of banks supporting its payment system.

4.3.3. Product Features

To maintain the interests of the audience, the declarative mood takes the dominant role to elaborate the features of new Apple new products are presented. Cook adopts declarative most frequently to express his attitudes towards Apple's new products.

Excerpt 22: Our products help people express their creativity and to tell their stories because great stories can change the world. Great stories can move us and inspire us. They can surprise us and challenge our assumptions. We feel we can contribute something important to our culture and society through

great storytelling, so we partner with the most thoughtful, accomplished, and award-winning group of creative visionaries who have ever come together in one place to create a new service, unlike anything that's been done before. (March 25, 2019)

In the step of interest, the speaker is supposed to state the features of new products to identify their unique features and advantages and intrigue customers. As exemplified in Excerpt 22, the declarative mood is employed to describe new products. The interpersonal meaning of Cook's attitudes and comments on Apple products reflects the evaluation strategy. In this excerpt, the strategy allows the audience to be more accepting of the assessment that Apple products enjoy the benefit of bringing creative storytelling to users.

4.4. Desire

Desire is a state of motivation in which feelings compel one to act. To effectively generate desire, Tim Cook always narrates how Apple products benefit consumers in their real situations. The second person pronouns are widely employed to involve the audience and thus stimulate their desire for Apple's new goods or services. As the second person pronouns refer to the audience, Cook adopts the low-value modal operators most frequently.

4.4.1. Modality System

The statistical results of the modality system in the step of desire differ greatly from the average. At this stage, low-value modal verbs lead the way, accounting for 80.87% of the total. Compared with the average, the percentage of median-value operators decreases and only occupies 15.65%. The modal operators with high values are the least adopted.

Table-4.8. Modality of Desire in Tim Cook's Speeches at Apple Event

Values	Low	Median	High	Total
Desire	80.87%	15.65%	3.48%	100%
Average	54.83%	31.25%	13.92%	100%

Excerpt 23: In fact, our vision for the Apple TV app is to bring together your favourite shows, movies, sports, and news, and make them available on all of your devices, so you can spend less time looking for something to watch and more time enjoying it. (March 25, 2019)

The low-value modal verb "can" is the most frequently employed operator to evoke desire. To make consumers believe Apple TV can optimize their timelines, Cook describes a scenario where consumers can save time on looking for shows to enjoy. With the Subject "you", Cook adopts the low-value modal verb "can" to put the audience at the centre and show that Apple TV can satisfy the need of spending less time searching. At the same time, it avoids pressuring the audience and helps create a favourable relationship between the speaker and the audience.

4.4.2. Person System

In the step of desire, over half of the pronouns are the second personal and possessive pronouns, which is much higher than average. The first and third ones have a lower percentage of 19.75% and 27.90% than average.

Table-4.9. Pronoun of Desire in Tim Cook's Speeches at Apple Event

Pronoun	First	Second	Third	Total
Desire	19.75%	52.36%	27.90%	100%
Average	44.50%	24.85%	30.65%	100%

Excerpt 24: The iPhone you carry with you with its powerful hardware and powerful software allows you to capture the very best moments of your life, and our iCloud service helps you easily share those photos with loved ones and automatically makes your entire photo library available across all of your devices, anytime, anywhere, safe, and protected. (2019.3.25)

The second pronoun in the above excerpt is the direct address to the listeners in traditional grammar. Cook attempts to picture the audience enjoying the function of the iPhone and iCloud. The application of "you" helps Tim Cook call on the audience to get involved in the scenario. It signals a one-to-one relationship between Apple and its potential customer and directly associates the product with them, which helps create desire from the audience.

4.4.3. Product Experience

In the step of desire, Cook is inclined to help the audience to visualize how Apple's new products will benefit them in real life, emphasizing potential customers' product experience. Under this circumstance, the second person "you" and "your" are widely employed.

Excerpt 25: In fact, our vision for the Apple TV app is to bring together your favourite shows, movies, sports, and news, and make them available on all of your devices, so you can spend less time looking for something to watch and more time enjoying it. (March 25, 2019)

From Excerpt 25, the use of the second personal pronoun "you" and the possessive pronoun "your" directly involve potential customers and make the product Apple TV relevant to them. The relationship of seeking solidarity contributes to the strategy of rapport. The close and harmonious relationship between Apple as a product provider and potential customers as product users reflects Apple's concept of customer first. In Excerpt 39, the rapport strategy makes it easier for Cook to help the audience picture and experience how Apple TV meets their needs.

4.5. Action

In this step of action, Cook tends to announce the release time or price of Apple's new products, which is definite information. As a result, the median-value modal operator predominates in the modality system.

4.5.1. Modality System

In the step of action, median-value modal operators predominate in the modality system and take up over half of the percentage. Low-value modal verbs only account for 27.42%, a great decrease from the average. High-value modal operators have an increase of nearly 7% compared with the average of 13.93%.

Table-4.10. Modality of Action in Tim Cook's Speeches at Apple Event

Values	Low	Median	High	Total
Action	27.42%	51.61%	20.97%	100%
Average	54.83%	31.25%	13.92%	100%

Excerpt 26: All of these new releases will be available tomorrow. And all of the products we announced today will ship with these OS updates. (September 15, 2020)

The median-value modal operator "will" in the above excerpt means "determination and obligation" and also predicts the future. It indicates the determination and promises of Apple to release new products and technologies, raising the audience's expectations and impelling them to take action to buy the new release.

4.5.2 Release Information

To drive actual purchase action, relevant information about new products, such as price and date of release, must be declared. In this case, Cook tends to use the median-value modal verb "will".

Excerpt 27: Both the HomePod and the TVOS updates will be available on Monday, September 17th. (September 12, 2018)

In the step of action, the median-value modal operator "will" is one of the most typical lexico-grammatical resources. As indicated in Excerpt 27, the speaker expresses the certainty of the date of release, keeps it professional and avoids pressure on an audience. It leads to an evaluation strategy. The strategy makes the assessment more trustworthy and enhances credibility. In the example, the evaluation strategy influences the audience to be convinced of the release date of HomePod and TVOS updates on September 17th.

5. Summary and Conclusion

Through qualitative analysis of lexico-grammatical resources in mood, modality and person systems, this study finds that Tim Cook has an obvious preference for the resources in the speeches of Apple's new product launches. He tends to use distinctive lexico-grammatical resources in four stages of the AIDA model to realize the interpersonal meaning. The research shows: (1) Cook's speeches are dominated by declarative mood, low-value modal operators and the first person; (2) During the four stages of AIDA, the speaker employs different lexico-grammatical resources to realize interpersonal meaning: in the stage of awareness, he chooses more declarative and exclamative to attract attention, and the inclusive first person "we" to achieve sympathy with the audience; in the stage of interest, declarative and low and median-value modal operators are more frequently adopted to introduce the features and functions of new products; in the stage of desire, he tends to apply more second person, such as "you" and "your", to describe the advantage of new products of satisfying the actual needs of consumers; in the stage of action, he median-value modal operator "will" is often used to indicate the price and time of product release to promote consumers' purchasing behavior; (3) realization of interpersonal meaning is conducive to building a harmonious relationship between brand and audience, maintaining audience's interest, promoting audience's understanding of new product information and inviting audience to accept the speaker's evaluation of new products.

6. Discussion

There is no denying that this study has some limitations, and there are some related suggestions for future studies.

Firstly, this study only chooses three of the most fundamental system of mood, modality and person. There are some other ways to realize the interpersonal meaning, such as key, appraisal system and metaphor. It is suggested that future studies should apply key, appraisal systems and metaphors to investigate how interpersonal meaning is differently realized in new product launches.

Secondly, a new product launch incorporates many other elements that make an important impression on the audience. With the development of new media, audio and video devices and the design of background presentation could make a bigger difference than ever, which also carries interpersonal meaning. Future studies may pay more attention to a multimodal analysis of new product launches and explore how different modes work together to make the release more effective.

Thirdly, a new product release is two-way interactive communication between the brand and the audience. This study only investigates the influence that the company gives on the audience from the speaker's perspective. How the audience reacts to the new product launches needs more subsequent investigation on the audience's attitudes and purchase intentions. It is necessary to apply quantitative questionnaires and interviews or incorporate theories and models from business and marketing to obtain audience feedback in future studies.

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