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A Multimodal Discourse Analysis of AI Feature in Samsung Galaxy S24 Ads Video

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Abstract
This study has analyzed the multimodal construction of artificial intelligence (AI) features in Samsung Galaxy S24 AI Series advertising videos through a social semiotics approach to multimodal discourse analysis. The research focuses on how each AI feature in each segment of the video represents meaning through verbal and visual elements. Verbal elements have been analyzed for Halliday's ideational meaning which focuses on the main character's speech in the video. The visual elements have been analyzed based on Kress and van Leeuwen's visual grammar and how the two elements work together to form a meaning or narrative of advanced technology advertisements such as AI features. The analysis was conducted to explore the narrative and conceptual representations in the video. The results show that the Samsung brand from this video successfully integrates verbal and visual elements to create a narrative of efficiency and convenience, portraying AI technology as an intuitive tool to help users perform daily productivity. The findings contribute to the study of advertising strategies on technology, by highlighting how multimodal approaches influence consumers' perceptions of advanced technology, especially AI technology.

Introduction

In the modern technological era, technology is integrated into almost every aspect of human life. This includes how we communicate, work, and access entertainment and information. There are two definitions of the word “digital”. The first refers to the devices and technology platforms that enable digital interactions, while the second refers to the changes in the way data is processed and consumed in digital form. However, both definitions remain somewhat vague, prompting many to seek further clarification on “digital” by adding related keywords (Hadiono et al., 2021). The digital era significantly impacts various aspects of life, including business, education, work, lifestyle, and more. This digitalization process has proven to be inclusive and transformative, allowing technology to enter realms such as product manufacturing, social relationships, and business organization (Ietto-Gillies & Trentini, 2023). Therefore, there is a prevailing expectation that individuals today must possess digital literacy, as a lack thereof can lead to severe consequences, leaving one behind in comparison to peers. As the digital era influences business practices, it has also shaped new norms for consumer behavior, particularly in the purchasing of goods and services (Yeo, Sook Fern, et al., 2022). In this era, organizations that fail to adapt to digital transformation risk being outpaced and overshadowed by competitors that are digitally responsive, a phenomenon known as “Digital Darwinism” (Schwartz, 2021).

In business, marketing and advertising are critical to achieving product recognition and market reach. In the digital era, product marketing and advertising can leverage various media,

such as YouTube, to reach broader audiences. Advertising serves to persuade consumer attitudes and introduce products or services to the public (Vidiyawati & Wibowo., 2023) YouTube ads that are relevant and aligned with viewer interests encourage viewers to engage attentively and watch the ad until its end, demonstrating the effectiveness of this advertising strategy (Kumar et al., 2023). One of the major companies utilizing YouTube for advertising is Samsung. Known as the world's leading producer of smart electronics and memory chips, Samsung's brand reputation is well-established globally for its quality and innovation in electronic products such as smartphones, laptops, and tablets. Samsung leverages its brand strength by creating YouTube ads that appeal to target audiences, delivering quality content tailored to marketing objectives.

As a key player in the digital shift, Samsung has embraced cutting-edge technologies like Artificial Intelligence (AI) in its products. AI has become a widely discussed topic, with numerous platforms now offering AI-driven features. Over recent decades, rapid advancements in AI integration have transformed our communication, access to information, and interaction with the world (Roozafzai, Z. S., 2024). Samsung, a leader in AI innovation, has continued to align its products with these technological trends, notably by incorporating AI capabilities in its latest release, the Samsung S24 AI Series smartphone. The AI features in this product—such as Circle to Search, Interpreter, Live Translate, and Chat Assist—demonstrate a high degree of technological sophistication. AI, defined as the ability of computer programs to think and learn, is designed to enhance human capabilities and deliver superior solutions, potentially replacing human functions in tasks such as vehicle control and business automation (Hadriyan et al., 2022). The AI in Samsung products is engineered not only to improve user experience but also to establish narratives and ideologies around the integration of advanced technology into everyday life.

Multimodal discourse analysis emerges from social semiotics which highlights how meaning is shaped through forms like visual verbal and auditory expression. This approach views how multimodal elements work together to deliver complex messages that speak to emotional and rational aspects of audiences. Kress and van Leeuwen developed a strong framework to examine how visual signs carry their own grammar that functions like spoken or written language. They built on Halliday's theory that language operates as a social semiotic system which expresses human experience and action through symbolic structures. In this study multimodal discourse analysis becomes the central method for unpacking how advertisements construct images of convenience and intelligence through advanced technology. Fernando (2019) shows how visual and verbal features in Samsung advertisements create emotional narratives that link devices with self-confidence and security in digital interactions.

Kress and van Leeuwen divide visual meaning into three core metafunctions which are ideational interpersonal and textual and each plays a role in narrative formation within advertisements. The ideational function reveals how visuals portray ideas and events that carry experiential significance and reference the material world. Hadriyan et al (2022) examined the relationship between images and text in TED Talks which explored artificial intelligence and showed how these elements build persuasive messages. Their study demonstrates that the integration of visual and verbal modes supports a portrayal of technology as smart reliable and user-oriented. This study applies a similar framework to examine how Samsung Galaxy S24 advertisements present AI features as daily digital solutions for modern users. These visual representations display the interaction between humans and machines as smooth rapid and oriented toward productivity.

Multimodality not only expands meaning but also strengthens emotional connection and relevance for global audiences with diverse expectations and preferences. Hyland et al (2023) explain that each mode in a multimodal message contributes distinct semiotic power and the interaction between modes defines how powerful the final message becomes. YouTube serves as a rich platform for this interaction since it enables real-time audiovisual storytelling on a global scale. Samsung leverages this platform to communicate narratives that associate its products with

innovation efficiency and seamless digital living. Through a mix of visuals text sound and body gestures the advertisements build an immersive experience that feels emotionally persuasive and functionally modern. The use of multimodal discourse analysis is therefore essential to reveal how messages about technology are carefully crafted and delivered with precision and strategic clarity.

Methodology

This research is a type of qualitative research with data analysis in the form of videos on the Samsung Galaxy S24 series: A friendly guide to galaxy AI on Samsung's official YouTube. This video was chosen because it is one of the promotional videos that has the most viewers on Samsung's official YouTube channel. This video has been watched more than 20 million times for 7 months and received 10 thousand likes with 0 dislikes. This Samsung video is a video that is quite long than other videos which on average only range from 1-4 minutes in Samsung's official account. In addition, this video displays the advantages of its products very complexly, especially in the advantages of AI technology features available and clearly introduced. The selection of this video is intended to represent the promotional content of the product line. As well as showing how the AI features used in this product can make everyday tasks easier. The data collection process began with downloading the video and then identifying the visual and verbal elements in the video. Verbal and visual data collection is identified in each segment of the video, there are 10 segments, the first segment is the introduction segment, the second to the 8th segment is a segment about the main features of the product, and the 9th and 10th segments are additional and closing segments in the video. Verbal data collection focused on the utterances of the character Grace, who is the main speaker and guides how the AI features of the Samsung S24 work and function in this video. Grace's speech was identified in each of these segments. Meanwhile, visual data collection is done by capturing screenshots or video clips of scenes that are prominent in each segment.

Furthermore, data analysis was carried out on verbal elements first, focusing on Grace's character utterances. The verbal data from Grace was reviewed using Halliday's SFL theory which focuses on analyzing the ideational metafunction process. The verbal data is identified in the verb category according to the process such as (mental, material, relational etc.). Then the recipient or object part is also analyzed. After analyzing the verbal data, the next step is to analyze the visual data using Kress van Leuween's visual grammar which focuses on representational visual meaning, which is one of the main aspects that shows how visual elements represent actions, identities, and relationships in a visual image. Representational meaning includes narrative representation and conceptual representation. Narrative representation includes analysis of visual elements in the form of Vectors, Action Processes (transactional and nontransactional actions), and Reaction Processes (reactors and phenomena). While the visual analysis of conceptual representation includes the analysis of visual elements in the form of analytical processes (carrier objects and parts) then analysis in the form of symbolic processes (Attributive Symbolic Process and Suggestive Symbolic Process) and the last is the Classificatory Process. After the verbal and visual data are analyzed, then analyze the integration of visual and verbal by comparing the two modes. It aims to find out how both of them simultaneously build a narrative about the AI feature in the advertisement as a whole.

Results

Verbal Analysis

After analyzing the verbal data in the form of Grace's utterances using Halliday's ideational metafunction which focuses on analyzing the type of process. It was found that there are only

several types of processes in Grace's speech in explaining the technology of Samsung Galaxy S24's AI features, including the following:

Segment video		**Types of processes**	
	Material	Mental	Relational
Introduction on Video	Show can use	- explored	-
Circle to Search	Lets search long press scribble drag tap	-	Is
Interpreter Feature	Taking can translate swipe down tap set	-	-
Live Translate	press tap select switch on set	-	works is called
Chat Assist	can translate get open up select tap switch on choose start chatting	want to show	-
Browsing Assist	make open change summarize organize translate copy	-	-
Note Assist	organize summarize open select turn	-	-
Photo Assist	make resize move around go to tap select long press save tap	see (Edit Suggestions) see (retouch suggestions)	is

Galaxy AI on More Devices	Look	-	is (available on devices) is (here)

In the analysis table, there are 3 types of processes found, namely material, mental and relational processes. Material processes seem to dominate compared to mental and relational processes. The total number of processes found in grace utterances in the video is 56 processes. In this process analysis, there are no results on the types of behavioral, verbal and existential processes. The behavioral process was not found because the grace narrative in this video aims to display a technical intrusion of the Samsung Smartphone AI feature. So there is no behavioral action that explores emotional or psychological reactions to users. Verbal processes are not found because grace's utterances focus on demonstrating the use of features rather than interactive verbal dialogue that usually marks verbal processes. The process that is also absent in Grace's utterances in the video is the existential process because Grace's utterances emphasize how to use the feature rather than simply stating that the feature exists as is characteristic of the existential type.

The result that shows the dominance of the material process type is because Grace's utterances in this video focus on action-oriented instructions and demonstrations of the capabilities of AI technology features on Samsung S24 smartphones. The use of verbs such as select, tap, move and so on shows the physical actions that Grace performs on the AI technology features by using material clauses. material clauses are clauses related to “doing and happening”. A material clause represents a change in the flow of events caused by a specific energy input. material clauses are clauses that are concerned with “doing and happening”. A material clause represents a change in the flow of events caused by a specific energy input (Halliday & Matthiessen, 2013). In the context of grace speech in this video, it is showing the user how the technology works (giving instructions) which requires real action.

The results of the analysis on the types of mental and relational processes tend to be few because Grace's utterances show the exploration of real actions and to introduce the functions and procedures for using features. while mental processes are processes related to the world of consciousness, such as feelings or thoughts (Halliday & Matthiessen, 2013). So in Grace's utterances in this video there are a total of 6 mental processes used. The 6 processes are used when Grace invites users to understand how the described feature works, for example, see what edit suggestions does. Likewise, in the relational process, there are only 4 processes found in Grace's utterances in the video. Relational process is a type that identifies and classifies the relationship between elements (Halliday & Matthiessen, 2013). As in grace utterances, this process emphasizes the relationship of identity (identifying process) or attribution (attributive process) such as is called, and is available. So the use of the relational process in grace's utterances in this video aims to emphasize or emphasize the function and technology of AI features on Samsung smartphones that she introduced.

Visual Analysis

Visual analysis to find representational meaning is divided into two: “narrative representation” and “conceptual representation”. The distinctive feature is the existence of a vector owned by narrative visuals, while conceptual never has a vector (Kress & van Leeuwen, 2020, p. 59). The following are the findings of representational meaning in the form of narrative and conceptual representaion in the visual data analysis of each segment in the video:

Segment 1 (introduction)

Figure 1 (Segment 1)

Figure 2 (Segment 1)

1. Narrative representation

Vector: In this intro video segment, the vector analysis includes Grace's gaze at the camera and the product directly, which gives a friendly and interactive impression in accordance with the theme "A Friendly Guide". Furthermore, there is a spotlight on the Samsung Galaxy S24 smartphone product, which forms a vector that directs the audience's attention to the device as the main visual element. Action process: Action process: this analysis uses the image of Grace Holding the Action Product to show the use of the device. This shows that the product is the main subject of the story. Reaction Process: Grace's friendly visual expression as she speaks gives the audience a positive emotional reaction. This creates the impression that this technology is accessible and relevant to everyday life.

2. Conceptual Representation

Analytical Process: The appearance of the product is shown with an elegant gold color and a symmetrical camera design that suggests a premium device with high technology. The Galaxy S24's identity as a flagship device is emphasized through its prominent visual elements. Symbolic Process: Grace as a Symbol of the Modern User is part of this process analysis. Grace's relaxed and friendly appearance shows the connection between technology and everyday life. It shows that the product is made for contemporary customers who have changing needs. The presence of white in the title text "A Friendly Guide to Galaxy AI with Galaxy S24 Series", the next example of a symbol element, gives a professional and simple impression while emphasizing the main purpose of the video as a practical guide.

Segment 2 (Circle to Search Feature)

Figure 1 (Segment 2)

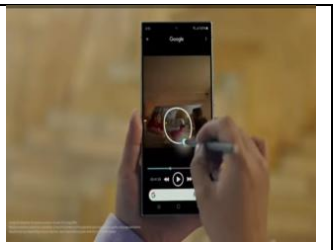


Figure 2 (Segment 2)

1. Narrative representation

Interaction Process: the interaction of the actors in the video, Grace and Juan, is depicted in the communication process where Grace is the guide in using the AI feature on this Samsung smartphone. The relationship or interaction illustrates the dynamics of this AI feature that needs guidance in understanding and operating it. Action Process: The action in this visual segment in the form of Grace's hand movement towards Smarthpen to run the Circle to search feature shows a vector that emphasizes interactivity and the function of intuitive AI technology. Reaction Process:

this process shows the reaction of Juan who looks enthusiastic listening to Grace's explanation. The reaction shows the interest and relatability of the AI features brought to the audience.

2. Conceptual representation

Analytic Process: this process focuses on the entire Samsung product displayed as the main visual element by showing the circle to search feature on the screen displayed. The visual of the phone screen in the center with the back screen blurred makes the product clearly visible and eye-catching, this emphasizes the product's role as the main tool to support user productivity. Symbolic process: in the visuals of this segment, there is symbolic data in the form of the google logo displayed on the smartphone screen. This creates an association of credibility to the symbol which reinforces the product's image as part of a trusted and global technology ecosystem. The results of the visual data analysis of this segment contain the meaning and message that the circle to search feature is designed to provide users with technology that is relavant to their needs. The narrative connection and visual focus on the product reinforces the idea that AI technology on Galaxy S24 is a smart solution that empowers users to achieve results easily and practically.

Segment 3 (interpreting feature)

Figure 1 (Segment 3)

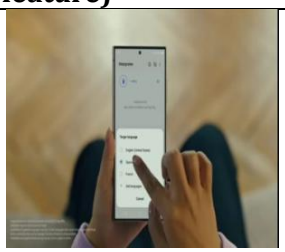


Figure 2 (Segment 3)

Figure 3 (Segment 3)

1. Narrative Representation

Process vector: The interaction of Grace and Juan's eyes and Grace's hand movements operating the Interpreter feature form the process vector in this segment. The interaction shows that the relationship between Grace as a feature user and the technology is direct. And the interaction between Juan and Grace shows how the device functions as an active mediator of communication. This vector shows the ever-changing relationship between the user, the technology, and the context across languages. It shows the technology's ability to provide practical solutions. Action Process: The visual action process in this segment is seen when Grace uses the Interpreter feature to translate a real-time conversation with Juan. With different languages where Juan speaks German, and Grace in English. In this segment, the feature is portrayed as a well-functioning tool to support multilingual communication and shows technology as an active partner in solving problems that occur around the world, such as language barriers. Reaction Process: The reaction process seen in Grace's friendly expression and smile adds an emotional touch to this representation of the technology. The reaction shows that the technology is not only technically efficient but also fun and easy to use.

2. Conceptual Representation

Analytical Process: In this process, data was found that displayed the smartphone screen with the Interpreter feature in detail, this visual depicts the function of components such as the visual display of translation results and Grace's hand controlling the device. This presentation emphasizes the relationship between the component (the interpreter feature) and the component (the Galaxy S24 smartphone), showing that each component is designed to provide a complex user experience. Symbolic Process: The large text “Interpreter”, which is white and contrasts with the background, serves as a symbol. The choice of color and position of this text shows the clarity,

openness and efficiency of the technology, which makes this feature a key element of the visual story.

Segment 4 (Live Translate Feature)

Figure 1 (Segment 4)

Figure 2 (Segment 4)

Figure 3 (Segment 4)

1. Narrative Representation

Vector: Several elements of Grace's action of talking on the phone, forming a live connection with Spanish customer service, form a vector in this segment. This action illustrates the process of cross-language interaction through technology. In addition, when Grace holds the smartphone while the screen displays the translation results, her hand forms a vector between the technology and the user, suggesting a close and personal relationship between the device and the user. Action Process: In this segment, two types of action processes are found, namely Transactional Actions visualized by Grace when making a phone call, and the act of speaking directly impacts the customer service, who responds in Spanish. then Non-Transactional Actions in the scene where the customer service speaks over the landline without being directly affected by Grace show Samsung's AI technology as a link between different languages. Reaction Process: the reaction process is shown During the communication Grace looks calm and confident, which indicates user satisfaction with this feature. Her friendly expression reinforces the story that this AI technology makes cross-language communication easier.

2. Conceptual Representation

Analytical Process: This process enhances the visual connection of the S24 smartphone screen, which displays the ongoing conversation in a format similar to a forum chat. This display demonstrates the AI's ability to record conversations in real-time, which makes it easier for users to view. In addition, the recording features and modern design of the device demonstrate Samsung's attention to detail and efficiency. Symbolic Process: This large text, like the previous feature, symbolizes clarity and intuitive capabilities. The white color contrasting with the background shows Samsung's commitment to a simple user experience. The visual of the landline used by the customer service depicts a real-world situation where this feature can be widely used, even for traditional communication technologies. This shows that the Live Translate feature is not just limited to advanced devices but can also work in a variety of situations.

Segment 5 (Chat Assist Feature)

Figure 1 (Segment 5)

Figure 2 (Segment 5)

1. Narrative Representation

Vector: Vectors are shown with Jean Making Coffee. Jean's actions in the kitchen with the coffee maker form a vector of a relaxed and comfortable atmosphere, reflecting the use of technology in everyday life. Vectors can also be seen in the way Jean and Grace use the AI Chat Assist feature to send messages to each other. Jean's eye gaze and hand gestures show the direct connection between him and technology.

Action Process: In this segment, Jean and Grace engage in a two-way interaction through the process of sending and receiving messages on the smartphone. The Transactional Action type shows the advantages of technology that allows automatic cross-language communication, while the Non-Transactional Action type shows that Jean makes coffee without Grace's involvement, indicating that technology can be used in various activities, such as making coffee. Reaction Process: the reaction process in this segment is still the same, showing user satisfaction with the seamless and intuitive technology experience.

2. Conceptual Representation

Analytical Process: This process focuses on the smartphone's display screen that shows the sent message and automatically translates it, demonstrating AI Chat Assist's ability to process language. This component of the screen serves as an information center that connects the technology with its users. Furthermore, the background design of a clean kitchen with a coffee machine gives the impression that this feature is relevant for daily activities, as well as emphasizing the versatility of the technology in various situations. Symbolic Process: the symbolic process is similar to the previous section, in that in this case, the device serves as a representation of technological sophistication that facilitates cross-language communication. AI's ability to facilitate cross-cultural interaction is represented by the display screen that automatically displays messages and translates them. The coffee machine is also a symbol of convenience and a modern lifestyle supported by technology.

Segment 6 (Browsing Assist)

Figure 1 (Segment 6)

Figure 2 (Segment 6)

1. Narrative Representation

Vector: Ava's movement of entering and putting down her bag creates a process vector that shows the flow of her arrival and her relationship with Jean and Grace. In addition, Ava's Frowning Look and Gesture as she realizes her tour plan message was not read, creates a reaction process that emphasizes mild frustration, bringing the audience to feel the effectiveness of the AI solution. The visual vignette showing how Grace uses Browsing Assist creates a transactional vector that shows the relationship between Grace, technology and Ava. This emphasizes the relationship between humans and technology. Action Process: the Transactional Action process is seen as Grace actively introduces and demonstrates Browsing Assist's AI features to Ava, building a narrative of intuitive technological solutions to everyday problems. Reaction Process: the Reaction process highlights Ava's positive reaction to seeing the technology solution, showing satisfaction and confidence in the feature.

2. Conceptual Representation

Analytical Process: the process of analyzing the Browsing Assist feature on the smartphone screen makes it the main concern. It demonstrates the technology's ability to filter and make lengthy information easier to read. After that, the addition of Ava as a new character strengthens the story and creates new social relationships related to technology. Symbolic Process: The smartphone, as indicated by the previous feature, serves as a representation of technological sophistication and the ability to solve practical problems. Then, as the New User Representation, Ava transforms into a symbol of a tech user who needs a simple solution to a difficult problem. This emphasizes the message that the product is inclusive. And the Browsing Assist Screen shows the ability of technology to increase user convenience and simplify data.

Segment 7 (Assist Feature Transcript)

Figure 1 (Segment 7)

Figure 2 (Segment 7)

Figure 3 (Segment 7)

1. Narrative Representation

Vector: The transcription and translation process that takes place on the smartphone screen forms a transactional vector that shows the relationship between Grace's actions executing the technology and the results displayed on the screen. A reaction vector is then formed when Ava's face is highlighted by the camera. This shows Ava's enthusiasm and excitement after using the technology feature. Action Process: When Grace uses the transcription and summarization features, the material process is displayed. This shows how the technology works in real time. Reaction Process: A positive emotional reaction to the technology on offer is shown by Ava's enthusiasm upon hearing Grace's explanation.

2. Conceptual Representation

Analytical Process: The focus of the story is the smartphone screen, which shows the relationship between various technological processes, such as voice input, automatic writing output, and automatic translation. Ava's role in the story serves as a representation of a new user who is interested in and easily connected to technology, enhancing its context of use. Symbolic Process: The screen becomes a symbol of technology's ability to simplify complex communication processes, like any other part. Ava's enthusiastic expression then becomes a sign of positive acceptance of technology and confirms that the Galaxy S24 is a user-friendly device. Grace also represents a tech-savvy character, emphasizing how easy the feature is to solve everyday problems.

Segment 8 (Note Assist Feature)

Figure 1 (Segment 8)

Figure 2 (Segment 8)

Figure 3 (Segment 8)

1. Narrative Representation

Vector: A transactional vector is formed between Ava, who holds the smartphone, and Grace, who provides guidance; this emphasizes collaboration and interpersonal relationships in the use of technology. As they look at each other, a reaction vector is formed, indicating direct communication and a close personal connection. Then, their movement out of the café forms an action vector that shows the continuation of the story and curiosity, indicating a transition to the exploration of the next feature. Action Process: in this process we see Ava actively operating the AI Note Assist feature, giving the perception that this AI technology feature is very easy for new users to understand and operate. Reaction Process: in this process the reaction from the face-to-face interaction between Grace and Ava highlights the emotional dimension and the trust built during the use of the feature is displayed in Grace and Ava's direct encounter.

2. Conceptual Representation

Analytical Process: The smartphone screen display shows how the feature works by emphasizing easy operation, showing the relationship between the component (user) and the overall function of the technology. Subsequent Collaborative Interaction: Grace leads Ava as a symbol of support and says that this technology allows everyone to use it easily, regardless of their experience. Symbolic Process: the previous Leaving the Room gesture symbolizes transition, further exploration, and the not-yet-fully-explored potential of the technology. The Blue Highlight on the Feature Name denotes excellence and innovation, creating the impression that this feature is an important component to look out for.

Segment 9 (Photo Assist Feature)

Figure 1 (Segment 9)

Figure 2 (Segment 9)

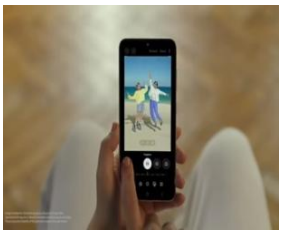


Figure 3 (Segment 9)

Figure 4 (Segment 9)

1. Narrative Representation

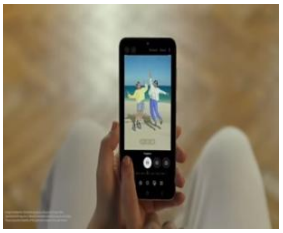
Vector: As Grace speaks enthusiastically and Jean and Ava watch her with attentive expressions, a reaction vector is formed that shows the main communication flow in this segment. As Jean speaks to Grace, a reaction vector is formed showing Jean's curiosity about Grace and the two-way relationship. In addition, Grace and Jean are actively using the Photo Assist feature to edit photos, as shown by the visual. This process shows how the product can handle visual issues, such as removing objects or improving the composition of the photo. Action Process: The focus on Grace's work in editing the photo shows that the feature is easy to understand and use. Furthermore, the visual of Jean Attempting to Edit a Photo shows that Jean is one of the active users and is a representation of potential users, increasing the inclusion of the product.

2. Conceptual Representation

Process Analytics: The process focused on the smartphone screen displays complex photo editing by moving objects and removing distractions, emphasizing the relationship between the components (specific features) and the product as a whole. Furthermore, Grace and Jean's interaction shows that this feature is advanced and available to all users. Symbolic Process: The symbolic process is seen in Grace as the Central Character, with her position in the center of the

sofa and the focus on her face showing authority and trust in explaining the technological feature. Jean and Ava's enthusiastic and inspired facial expressions then show satisfaction and inspiration, indicating that this technology adds value to users' lives. There is also the text “Photo Assist”: Like the previous feature, this text emphasizes the positioning of the feature as a specialized solution for visual needs.

Segment 10 (Closing video)

			
Figure 1 (Segment 10)	**Figure 2 (Segment 10)**	**Figure 3 (Segment 10)**	**Figure 4 (Segment 10)**

1. Narrative Representation

Vector**:** The focus of this process is Text and Product Images. For example, the large text “Galaxy AI is here” with a blue star element forms the visual center of attention and directs the audience's gaze to highlight Samsung's AI products and concepts. In addition, there is a material process consisting of product images that move and assemble dynamically, which creates a representation of action that shows Samsung's technological innovation that unites various devices under AI features. and there is a reaction process in the form of The emotional connection between users and technology is reinforced by the Reaction Process that exemplifies Grace, Jean, and Ava as they pose for a selfie, which shows emotional reactions such as happiness and togetherness.

2. Conceptual Representation

Analytical Process**:** This Analytical Process involves product relationship elements such as the appearance of the Galaxy devices (S23, Z Flip5, Z Fold5, and Tab S9), which show a part-whole relationship that extends the scope of AI features to Samsung's product ecosystem, emphasizing that AI is not just a single device feature but a brand identity. Furthermore, the visual details on the front of each device, which feature the words “Galaxy AI is here”, connect each device to the main theme of AI technology, making the user experience uniform.

Symbolic Process**:** The analysis results in the symbolic process include the Samsung logo on a black background at the end of the video, which shows brand strength, reliability, and dominance in the technology market. Then comes the star symbol and the color blue. The blue gradation of the star shows innovation, optimism, and advanced technology, and gives Samsung products a futuristic feel. In addition, there are selfies taken by Grace, Jean, and Ava. They are smiling as they demonstrate technology in everyday life and how easy and fun it is to interact with the devices.

Discussion and Analysis

The analysis of the Samsung Galaxy S24 AI promotional video shows a clear pattern of strategic interaction between verbal instructions and visual sequences. Grace uses direct language that consists mostly of material processes to represent concrete actions in digital operations. This supports Halliday’s theory that material processes signify physical changes triggered through action and intention (Halliday and Matthiessen, 2013). Words like select and tap represent clear

calls to engage directly with the device through simple and efficient steps. The clarity in these commands strengthens user focus by narrowing attention on what needs to be done visually and verbally. This aligns with patterns in Nashiroh and Wahyudi's (2023) study where short commands structured audience interpretation of persuasive visuals.

The video's visual components work closely with these linguistic instructions through narrative visual strategies that involve movement direction and gaze. Grace's gestures and eye movement guide the viewer's attention using visual vectors that match Kress and van Leeuwen's (2020) framework on narrative representation. These vectors establish a dynamic structure that builds a sense of interaction between actor and object. Each visual choice supports the command-like narration and visually affirms its practicality for daily use. The close-up framing emphasizes the interaction as seamless and intentional rather than mechanical or passive. These elements show how meaning construction occurs through precise alignment of semiotic elements in motion.

The Circle to Search segment presents an ideal example of multimodal coordination between speech and gesture in shaping a technological experience. Grace circles an object on screen while delivering verbal instructions that describe the tool's ease and immediacy. The gesture becomes a strong visual vector that synchronizes meaning across both spoken and seen modes. This pairing exemplifies Kan's (2020) observation that multimodal messages assert influence by integrating symbols of control into everyday scenarios. The feature is not only explained but demonstrated in a way that evokes a sense of user empowerment and control. The meaning becomes more than functional as it transitions into a form of embodied digital fluency.

The Browsing Assist feature furthers the idea of machine-human partnership through synchronized interaction captured in the same visual frame. Grace shares the screen space with the phone while initiating real-time commands that trigger instant responses. This reflects Kress and van Leeuwen's (2020) model where participants in a narrative are actively involved in ongoing action. The device is positioned not as a tool but as a smart actor capable of taking initiative within the visual structure. This reinforces Fernando's (2019) findings that Samsung promotes its products through themes of confidence and intelligent adaptability. The scene translates that message through the technology's fast and precise reaction to Grace's engagement.

Multimodal discourse plays a central role in establishing Samsung's message about intuitive technology through social interaction and narrative structure. Evelyn (2019) noted that Samsung's campaigns often use multimodality to elevate the user's status in relation to digital tools. The Galaxy S24 campaign adopts this same strategy by casting the user as capable and the machine as reliable. That relationship becomes visible through semiotic decisions like gesture tracking framing and linguistic anchoring. Hadriyan et al. (2022) emphasized how this technique creates a persuasive appeal across platforms by coordinating visual and verbal symbols. The video reproduces this effect by constructing usability as a visualized experience rather than a set of abstract claims.

Multimodality allows the video to combine precision and emotion into one coherent message that feels accessible and powerful. Hyland et al. (2023) argue that each mode in a multimodal structure brings a specific semiotic resource that strengthens the overall message when integrated. The spoken language adds clarity the visual gesture provides motion and the layout structures perception. These modes operate in tandem rather than isolation to create a fluid and cohesive viewing experience. Hannon et al. (2024) noted that effective multimodal AI designs rely on intuitive coordination between voice visual cue and user expectation. Samsung uses that logic to make the AI appear natural efficient and embedded into the user's daily habits.

This analysis shows that the Galaxy S24 promotional video applies multimodal discourse as a tool for strategic meaning construction. The layering of verbal cues gesture sequences and narrative visuals generates a message that feels personal and technically advanced. Ietto-Gillies and Trentini (2023) observe that digital systems are now judged through their perceived intelligence and usability across visual cultures. The video answers that demand by making interaction appear

smooth confident and supported through multimodal communication. Evelyn (2019) and Fernando (2019) both emphasize that Samsung's branding strategy centers around framing its devices as emotionally secure and technologically sharp. That framing succeeds here through a seamless collaboration of image movement and linguistic precision.

The use of white text in the title "A Friendly Guide to Galaxy AI with Galaxy S24 Series" symbolizes clarity and simplicity. This visual choice supports the verbal message by reinforcing the guide-like tone of the video. According to Anurudu et al. (2023), such typographic strategies are part of a larger visual grammar that producers use to highlight themes of professionalism and usefulness. This title functions both as a label and as a promise, shaping viewer expectations before the video content begins. The color scheme and font choice become semiotic resources that define the brand narrative. These strategies are employed deliberately to ensure coherence across verbal and visual elements.

The overall message that emerges from the verbal and visual data is that the Samsung Galaxy S24 is designed not just for technical functionality but for everyday integration. This dual narrative is built through consistent use of material process verbs and dynamic visual representation of interaction. These methods create a perception that technology is both powerful and intuitive. The findings support the broader conclusions drawn by Nashiroh and Wahyudi (2023), where coordinated semiotic strategies in media narratives aim to build credibility and relatability simultaneously. The ad positions the product within a lifestyle rather than a technical domain, expanding its appeal to a broader audience.

The integration of multimodal discourse features in this video reflects a larger trend in media production where verbal clarity is matched by visual engagement. The strategic balance between action-oriented language and symbolic visual design exemplifies the evolving techniques used in digital advertising. As shown by Kan (2020), such practices contribute to shaping consumer behavior and reinforcing brand identity. The Samsung video exemplifies this through clear language, relatable visuals, and synchronized semiotic codes. These choices reflect an advanced level of media planning that incorporates both linguistic precision and visual aesthetics to produce a compelling promotional message.

The combined analysis using Halliday's functional grammar and Kress and van Leeuwen's visual grammar reveals that the Samsung Galaxy S24 advertisement effectively merges instructional communication with lifestyle representation. Each segment of the video is constructed with deliberate attention to both what is said and what is shown. This dual-layered strategy increases the persuasive power of the message. Similar to the propaganda tactics examined by Nashiroh and Wahyudi (2023), the advertisement subtly blends factual information with emotional resonance. This study shows that linguistic and visual harmony can significantly enhance the delivery of commercial narratives in contemporary media environments.

Kress and van Leeuwen (2020) argue that visual communication forms meaning through structured design. Their framework explores how salience, framing, and modality produce representational effects. This theory applies directly to the AI Interpreter segment where accuracy is visually symbolized. The Interpreter scene highlights technological intelligence through symmetrical and futuristic visuals. This aligns with the conceptual function that focuses on representation rather than action. Visual semiotics in this case serve to project competence and precision.

Halliday's (2013) systemic functional linguistics provides the analytical lens for the spoken elements. His model explains language through three metafunctions: ideational, interpersonal, and textual. The verbal segments of the video heavily rely on material processes to describe functions. These processes highlight physical actions such as translating and suggesting. Grace's statements use declarative sentences that express clarity and action. This verbal structure reinforces the functional identity of the product.

Material processes dominate Grace's narration throughout the video. These types of processes show how the technology operates in concrete terms. The words focus on doing and accomplishing rather than feeling or thinking. Halliday (2013) sees this as constructing an experiential meaning tied to real-world events. The rare use of mental and relational processes complements this focus. Their placement is strategic to signal understanding and connection only when needed.

In a study conducted by Hadriyan et al. (2022) found that the MDA approach that connects visual, lingual, and written text is an effective way to introduce AI technology in the media. The study also analyzed videos about AI through the media on TED Talks, just like this Samsung ad that introduces AI technology in its products through the media. This study is in line with the results of previous research, where elements are used together to enhance the message about the sophistication of AI technology in Samsung products. Another study that uses a multimodal approach to Samsung products in its advertisements is by Fernando (2022) whose results are in line with this study. The study emphasized how verbal and nonverbal elements can create a narrative of emotion, as shown in the Samsung Galaxy A8 advertisement about self-acceptance issues. In this study, a similar narrative is seen through the portrayal of the character's emotion changing from frustration to awe after evaluating the capabilities of Samsung Galaxy S24's AI features. In addition, a study by Evelyn (2022) analyzed Samsung's “Ingenius” advertisement on how multimodal elements are used to build brand positioning by comparing competitors' product features. The study found that Samsung products position their products as technology-based solutions that are easy to understand and in accordance with the daily needs of consumers as it is also relavant to the results of this study.

In addition to these previous studies which also analyzed Samsung product advertisements, there are also previous studies that also analyzed the AI features of Samsung S24. the research was conducted by Putri and Budiman (2023) which focused on the AI feature “Live Translate” which is a simultaneous translation mode in the Samsung Galaxy S24 feature. The research is relevant to this study mainly because it shows how AI technology enables translation in real time. This study also uses similar features as part of the narrative approach to show the convenience and effectiveness of the AI technology features of Samsung Galaxy S24 products. A study by Shao (2023) that used critical methods to assess CSR videos showed how multimodal elements can be used to create a responsible corporate image. Relevant to this study, these elements show Samsung's social responsibility and image as a company that is innovative and offers technological solutions for the needs of today's consumers. Therefore, this research focuses on verbal and visual modes in the context of promoting AI technology which is the latest advanced technology.

This study supports the idea that AI is not just a tool but also a partner in everyday life. This is in line with the findings of Ferry Hadriyan et al. (2022) who emphasized that through clear multimodal data, AI can help human decision-making in the context of education. Features such as Browsing Assist and Circle to Search show the Samsung Galaxy S24 in the video, which emphasizes cooperation between users and technology to complete tasks quickly. The study results in visual representation analysis also show a correlation with study on multimodal journalistic practices that emphasize AI as an innovative technology that displays positive and interactive images. However, in contrast to this research, the findings emphasize the role of visual elements in building interpersonal relationships between technology and users, which is emphasized by the user-friendly design and ease of use of Samsung videos.

Conclusion

This study reveals that Samsung's video titled Samsung Galaxy S24 series: A friendly guide to galaxy AI that promotes AI technology features on Samsung Galaxy S24 Series smartphones effectively utilizes multimodal elements in the form of verbal and visual to convey messages to the

audience. Ideational analysis on verbal elements with results in the form of mental and rational processes has a role to build audience understanding of the product and the relationship between AI features. This verbal analysis results in the dominance of the material process, concluding that the verbal elements used aim to emphasize the user's real action towards the AI features. The visual analysis shows that the AI features of the product are practical, efficient, and relevant in today's multitasking and fast-paced digital culture. The combined meaning of each element supports the principles of modernity and efficiency created and strengthens Samsung's image as an inventive company that provides advanced technological solutions collaborated with AI technology to support consumers' daily needs. Based on the results of this study, some practical recommendations for future researchers are that the study should be expanded to examine the trend of AI representation in various other industries or other advertising products. Also, expand the range of multimodal theories used. Thus, the findings of this study are expected to be used practically to develop more creative and relevant advertising approaches. In addition, it will pave the way for further studies in the field of multimodal analysis on technology-based advertisements especially AI technology.

Conflict of Interests Statement:

The author declares that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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