



Tone of Voice

Lina Henriksen, Bart Jongejan, Bente Maegaard

VID report no. 4

Center for Sprogteknologi, Københavns Universitet, University of Copenhagen
December 2004

© Center for Sprogteknologi, University of Copenhagen, 2004
The report can be downloaded from the CST web site: www.cst.dk/vid.

The VID project is supported by Center for IT-forskning (now the Danish Research Agency).

VID: Knowledge and document handling with language technology

Danish companies have a marked need to supplement their existing linguistic competence and knowledge with language technology tools and methods. Such tools and methods should support the employees in their work, as well as make it possible to store knowledge about facts and processes in the company information systems, and form the basis for the evolution necessary for the survival and growth of the companies in an ever more global economy.

The VID project is an R&D project with the purpose of investigating the various possibilities offered by language technology for information retrieval and document production, and of supporting the participating companies in developing tools for better exploitation of their own knowledge, as well as in better and more efficient production of documentation, including multilingual documentation. In addition to CST, the project participants are 1) the companies Bang & Olufsen Audio Visual, Zacco A/S and Nordea Bank AB who act as the technology users in this project, and 2) Navigo Systems A/S and Ankiro who are technology providers. The project comprises the following research tasks:

- Analysis of the text data the companies need to handle in order to create thesauri/ontologies for the relevant semantic domains, and investigation of the best suited formalism for representing these.
- Creation and further development of language technology components for automatic classification and concept based information retrieval, including tailoring of language technology basic modules for tagging of text.
- Research into ambiguities in texts, obstructing information retrieval; also the opposite problem: that the same content may be expressed in different ways and consequently be difficult to retrieve in large text corpora.
- Research into Controlled Language – also in a multilingual perspective – as a tool for document production, including an analysis of the style and Tone of Voice the companies wish to use, and a setting up of models for this sublanguage.
- Investigation of language technology methods suitable for the quality assurance of this aspect of document production, e.g. through terminology control and grammar control.

The project runs 2003-2004, and is supported by the Danish Research Agency.

Contents

| | | |
|-------|---|----|
| 1 | Introduction | 7 |
| 1.1 | Objectives | 7 |
| 2 | Controlled Language promoting readability | 8 |
| 3 | Controlled language promoting Tone of Voice..... | 9 |
| 3.1 | Critical Discourse Analysis | 10 |
| 3.1.1 | Vocabulary..... | 10 |
| 3.1.2 | Grammar..... | 11 |
| 3.1.3 | Textual structures..... | 12 |
| 3.2 | Language and Brand Position..... | 12 |
| 3.2.1 | Verbs and relational values..... | 13 |
| 3.3 | Company values and vocabulary/grammar | 14 |
| 3.4 | Conclusions | 15 |
| 3.4.1 | A comment on word collections established by this type of analysis..... | 16 |
| 3.4.2 | A comment on the analysis of the use of verbs | 16 |
| 4 | Tone of Voice for Nordea and Bang & Olufsen..... | 17 |
| 4.1 | Corpus analysis..... | 17 |
| 4.1.1 | The use of personal pronouns | 17 |
| 4.2 | Contribution by the companies..... | 19 |
| 4.3 | Personality values | 19 |
| 4.4 | Nordea | 20 |
| 4.4.1 | Vocabulary supporting company values | 20 |
| 4.4.2 | Modality | 22 |
| 4.4.3 | Mental verbs | 23 |
| 4.4.4 | Verbs and processes – ‘Who does what to whom’?..... | 24 |
| 4.5 | Bang & Olufsen | 26 |
| 4.5.1 | Vocabulary supporting company values | 26 |
| 4.5.2 | Modality | 28 |
| 4.5.3 | Mental verbs | 30 |
| 4.5.4 | Verbs and processes – ‘Who does what to whom’?..... | 31 |
| 4.6 | Conclusions on the analysis of the existing texts | 34 |
| 5 | Recommendations..... | 35 |
| 6 | References | 37 |

1 Introduction

The opportunities offered by language technology for supporting and streamlining document production are being increasingly exploited by companies for all types of documents. This is the case not only at the level of using correct terminology and correct grammatical structures etc, but now also at the level of supporting the right Tone of Voice of the corporate language.

In the VID project we are working with a number of Danish companies, and two of those, namely Bang & Olufsen Audio Visual and Nordea Bank AB, are both working in the domestic as well as the export markets, and need to express themselves in many languages. For both of them, the corporate language is English.

Bang & Olufsen and Nordea want automatic support for their writing of user documentation, corporate communication texts etc.

Both companies aim at high quality texts. Both companies are high profile, and they have developed a corporate image which should be supported by the language used in the written documentation. I.e. if the company image signals ‘solidity’, ‘loyalty’, ‘quality’, ‘creativity’ or ‘design’, such characteristics should also be signalled by the language of their documentation.

1.1 Objectives

Consequently, the aim of this study is twofold: on the one hand we will on the basis of company texts establish a set of Controlled Language (CL) rules promoting clarity and readability and investigate to which degree these rules correspond with existing CL rules. On the other hand we will perform an analysis of the linguistic phenomena used in the texts in order to achieve a particular Tone of Voice and develop linguistic specifications which can be used in an authoring tool with Tone of Voice support.

The result of this investigation is depending on CL techniques to a very high degree. However, the type of language we are defining, and for which we are developing ideas for authoring support, is not an ordinary CL. It has some features that are different from and perhaps in some ways even in contradiction to, ordinary CL.

An ordinary CL is often used in connection with documentation and manuals where **readability** is considered the prime factor. Tone of Voice in this context concerns definition of a style of communication reflecting a company’s **corporate image** taking the receiver and type of message into consideration as well. This may require other types of expressions and other means than those preferred by traditional CL.

At the same time, the fact that ordinary CL basically aims at readability, does not in itself contradict the aim for high quality language. In fact it is one of the qualities of high quality language that it is readable! So, we feel that Tone of Voice features are a natural extension to CL, and that it seems that a pretty large portion of these features may be expressed through the same types of rules as for CL.

2 Controlled Language promoting readability

As mentioned above, controlled languages are traditionally concerned with readability and they enhance readability through simplicity, obtained by for example simplified sentence structures and sometimes a very constrained vocabulary.

In the VID project, the companies started out by defining rules that improve readability. They did this on the basis of their own ‘style guides’ and written ‘language policy’ documents, as well as their own texts using their long experiences as text- and copywriters, but without research-based or formalized knowledge of the field of controlled language. Still, the two rule sets developed were nearly identical and they were also very similar to the AECMA¹ SE rule set. The companies developed about 40 main rules which can be classified into the categories of lexical, syntactic and textual rules.

The lexical rules include various restrictions on the use of vocabulary concerning for example the use of terminology, abbreviations, currencies and numbers, pronouns, superlatives and other word types. The syntactic rules concern restrictions on for example use of verb tenses, modals, participles, prepositions, subordinate clauses, the length of noun phrases, the passive voice and sentence structures. The primary function of textual rules is to restrict the information load in sentences, headings, paragraphs etc. In the VID report no. 1 “Kontrolleret sprog” these rule sets promoting clarity and readability are described in detail.

Traditional CLs and Tone of Voice phenomena certainly share the same universe and in many ways CL rules are an inherent part of Tone of Voice as clarity and readability will usually be considered basic and essential elements in order to get the message across and establish good relations to the customer.

However, some rules promoting clarity and simplicity and used in many controlled languages hamper the expression of a corporate image. Some examples are rules stipulating for the vast majority of a word collection that one word can only have one meaning and one word can only belong to one part of speech (e.g. *drink* is a verb, not a noun). These rules are much too restrictive when the goal is to express a corporate image as this will usually also require a vivid, subtle and varied language. It is of course a delicate balance where rules promoting a clear and simplified writing style should never be confused with rules promoting a simplistic writing style.

The Tone of Voice phenomenon is concerned with emotion and not necessarily always simplicity. It is often the words and phrases surrounding the core message that constitute an original Tone of Voice and cutting away these elements may simplify the text, but may also mean a loss of emotion and nerve.

¹ AECMA is the acronym for Association Européenne des Constructeurs de Matériel Aérospatial. AECMA SE was developed in the 1980s and is a list of writing rules originally used by the aerospace industry.

3 Controlled language promoting Tone of Voice

As indicated in the above short description of the readability rules these rules primarily discourage linguistic phenomena that are actually correct use of the language, but should still be avoided when possible. The rules do however not regulate all the remaining words and sentence structures. Though Tone of Voice aspects are not a fixed set of recommendations that can be clearly separated from readability rules, Tone of Voice recommendations are not as much a matter of discouraging, but more a matter of encouraging certain linguistic elements in the text. These recommendations will optimise the use of the remaining language by encouraging the use and controlling the frequency of language phenomena that particularly emphasize certain elements of the corporate image.

Tone of Voice is to some extent, though not solely, expressed through the choice of words. In the following we will especially concentrate on Tone of Voice in relation to choice of words as the use and frequency of words are relatively easy to control automatically and certainly in line with traditional CL rules. However, we will also investigate certain grammatical phenomena, some of which are already, as we shall see, included in the CL rule collection. Our purpose of this text analysis will be to pinpoint the language characteristics of a text promoting a particular Tone of Voice.

We imagine that an authoring tool with Tone of Voice support would – as is the case with some CL tools – allow the user to set up some parameters. On the basis of these the tool would analyse the text and report to which degree the requirements of these parameters are met. It could be argued that for the purpose of an authoring aid we do not want to *analyse*, we want to *produce* language, but here we will use the analysis to provide feedback as is quite usual for authoring tools, e.g. grammar checkers. The alternative would be a language generator which generates texts from some representation of meaning, but this is still for the future.

Methods for analysing the concept Tone of Voice and the way it is expressed by the two companies have to draw upon elements from discourse analysis, and in this case we have been inspired by the sender-receiver-message model (Fairclough 1989).

This model suggests basically that the discourse has three main elements: the *sender* or producer of the message, the *receiver* and the *message* itself. The sender in our case is the company, Nordea or Bang & Olufsen. The receiver is a potential customer, a customer, or maybe for some text types, the press or more generally the public. And finally the message is what the sender wants to say. In the case of Nordea we have two different receiver types, *International Customer* and *Public at Large*, each text collection containing text types of a similar kind, whereas for Bang & Olufsen we have two different text types *Marketing* and *User Guide*, each text collection aiming at the same receiver types.

The sender-receiver-message model says that the form and style of a text depends on the triangle. This means that texts from the same company will normally differ depending

on the receiver and the message, so even if the sender remains the same and the company's personality values remain the same, the weighting of the values may change.

Below we shall discuss the personality values and the way they are expressed in more detail, but first we want to make a short description and discussion of the features suggested by Fairclough.

3.1 Critical Discourse Analysis

Fairclough's approach belongs to the field of discourse analysis, and he names his method *Critical Discourse Analysis*, quite typical for the period of the eighties. Even if we no longer share the same ideologies, his approach still deserves interest as we shall see.

In Fairclough 1989, chapter 5, the methods for description of the discourse are presented. They are divided in three categories

- A. Vocabulary
- B. Grammar
- C. Textual structures

We will briefly examine the categories below, and then have a more thorough discussion of some of them.

3.1.1 Vocabulary

On vocabulary Fairclough mentions a long list of relevant aspects: positive/negative words, other value-laden words seen in relation to the text type (e.g. in a text on growth and development, we find words such as *increase, boost, cultivate, build, widen, enrich*). In our case this may be translated into creating vocabulary clusters for each of the personality values and using them as basic reservoirs of words and synonyms (near-synonyms) when writing texts.

Fairclough then goes on to examine the relationships that the text creates between participants. E.g. if an author uses a racist expression, he probably assumes that he shares a racist ideology with his reader. The relationship is one of the features which are taken up by Judy Delin, see section 3.2.1. In this category also belongs the use of formal and informal words and expressions, which is very important for our companies and was already treated in report 1 on Controlled Language.

The last aspect treated under vocabulary is the use of metaphors. Metaphors are used not only in poetry and literature, but also in everyday texts, and again they reveal the attitude of the sender. Fairclough's example has to do with a newspaper article on riots made by youngsters, the headline of which is: *As the cancer spreads*. Diseases are often used metaphorically, and as we know a cancer has to be removed, eliminated, so the metaphor is used to make us think that the riots have to stop, without at all expressing it openly.

The aspects we have chosen to work with in the vocabulary category are primarily creation of value-laden word clusters for each company personality value and also the means available for creating a certain relationship to the receiver/reader. The use of formal vs. informal words is already handled in the CL rules.

3.1.2 Grammar

In the grammar section, Fairclough discusses the effects of grammatical features, and as we shall see many of these have already been taken up in the CL report, but certain aspects of them are relevant also from this point of view.

One grammar category concerns the processes or actions involved in the text. Fairclough first discusses processes and participants in terms of agency, active/passive sentences, nominalisations etc. This cluster of aspects was already discussed in the CL report, and it is a classical part of a CL that the author is encouraged to use the active voice, to express the agent clearly and consequently also to avoid nominalisations. This is a very clear example of traditional CL and Tone of Voice using the same instruments. Another aspect concerning processes and actions ('Who does what to whom?') was not treated in the CL report as it is more related to the verbs themselves and their semantic content. This topic is further described by Judy Delin and will be elaborated in section 3.2.1.

Fairclough additionally mentions the use of positive or negative sentences: By using a negative sentence, including words like *not*, *no* etc., a negative aspect is brought forward: *This is not to imply that all who make their livings on Wall Street are dishonest because they are not.* (Example chosen by the authors at cnn.com, 2004). This sentence does *not* tell us that everyone in Wall Street is honest!

Another grammar category concerns the 'relational values' of grammatical features in a text, i.e. what relations are established between the sender and the receiver. Fairclough focuses on three features: *sentence modes*, *modality* and *pronouns*. In connection with sentence modes the concept of relational values is largely related to the text type or message type, e.g. some text types are more likely to have imperatives than others (manuals and user guides often use imperative), so even if the sender is omnipresent, the text type determines the grammatical features of the above type to a very large extent. Modes can be declarative, interrogative, or imperative. Declarative will often be the 'unmarked' case, but both interrogative and imperative clearly establish a relation between the sender and the receiver.

Modality is another important feature in this category. Modality may be expressed through modal auxiliaries, but also through adverbs and tense. The use of modals like *may*, *can*, *must* etc. sometimes relates to writer authority and thus establishes a relation between the sender and the receiver. We should note that the modals are often ambiguous, e.g. *may* is able to express possibility as well as permission (*it may happen*, *you may go now*) and *can* expresses permission, possibility revealing a reluctant attitude or ability (*you can have an orange*, *if you settle your payments we can offer you...*, *he can sing*).

The use of personal pronouns in the 1st and 2nd person is a very prominent way of establishing a relation between the sender and the receiver. This feature was already treated in the CL report.

The last item in the grammatical features list is ‘sentence connectors’, i.e. how sentences are linked together. Although this is also important, we have chosen not to treat this in this report, as it is quite difficult to automate and we believe the results would be less significant².

In the grammar section we have chosen to work with processes and actions in terms of agency and verb types (‘Who does what to whom’ and how is this done). The concept of processes in terms of active/passive sentences, nominalisations etc. is already treated in the CL rules. Regarding relational values we will investigate the use of modality in terms of modal auxiliaries. The use of personal pronouns is already treated in the CL rules and will not be further investigated here, apart from a comparative frequency study in 4.4.1.

3.1.3 Textual structures

The textual items as presented by Fairclough are mostly relevant for dialogue and for interactional texts. In the CL report we did treat the text structure briefly, but we believe that for our purposes the text structure does not bring much, - apart from the fact that a text has to be clear and readable and the structure can support this, or alternatively, sabotage it.

3.2 Language and Brand Position

Judy Delin’s report Language and Brand Position (Delin 2001) picks up several ideas from Fairclough 1989, but also introduces new aspects. Judy Delin for example describes how the Brand Analytics framework (see below) used by Enterprise IG, a global brand design agency, can be used to analyse a company’s profile.

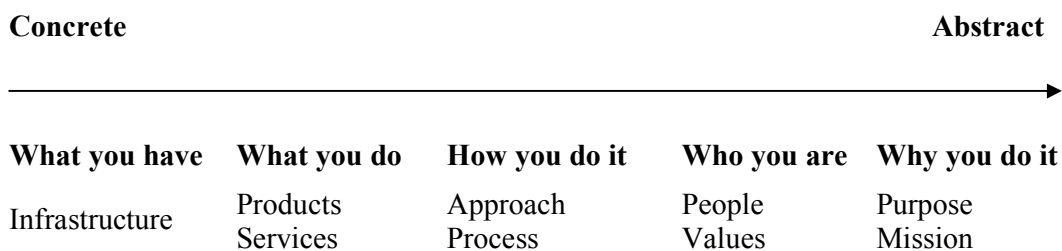


Figure 1: Enterprise IG’s Brand Analytics continuum

² It should be noted however, that we have treated part of this feature in the CL report, section 4.3.9.

In this context the Brand Analytics framework can be used to determine how personality values are expressed in existing texts - or how they should be expressed. A vocabulary or grammatical feature reflecting a particular personality value could for example mainly be used in connection with statements about the company's infrastructure, its products and services or perhaps the people constituting the company. It is important to use the language features intentionally and felicitously in order to reflect the company image appropriately. One company might find it useful to emphasize the very concrete elements that are offered to the customer as for example the infrastructure whereas another company would rather emphasize the more subtle values they offer.

In the remaining part of this document we use a slightly modified version of the continuum, where *you* has been changed to *we*, as we need both *you* and *we* in the discussion, *we* referring to the sender and *you* referring to the receiver.

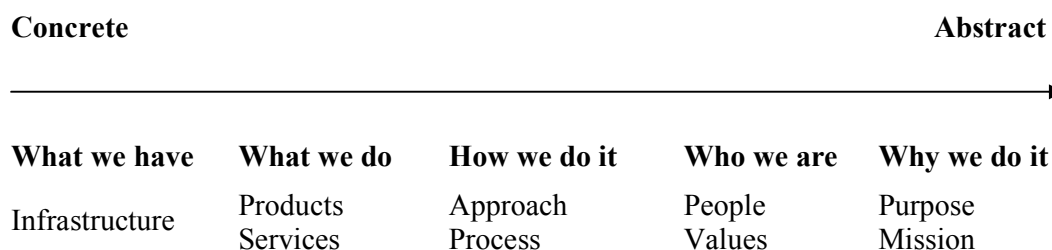


Figure 2: Enterprise IG's Brand Analytics continuum, slightly modified

3.2.1 Verbs and relational values

Another interesting feature which is picked up by Delin is the choice of verbs in relation to the sender (and possibly the receiver/customer). This can be seen as a further development of Fairclough's ideas about the relations the sender wants to create. The sender's perception of the receiver is a more subtle feature of the sender which is not explicitly represented in the framework shown above.

By looking at the verbs it can be derived what the sender does and how this is done. The sender can for example choose to offer, suggest, persuade or tell customers to do things. Furthermore, in connection with verbs – as in connection with value-laden words – different aspects of the sender may be in focus and therefore the grammatical subject of the sentences must be investigated as well. The perspective expressed through *We will help you save time* is different from *ABC Dishwasher will help you save time*.

It may also be relevant to establish how often the receiver should appear in the texts and in what kind of context. Is the customer for example expected to do many things or just a few? Is it necessary or suitable to make explicit assumptions about the customer's life to visualize how the company's products/services will fit in and make life easier or should this rather be implicit?

It of course depends heavily on the type of company and the type of product offered when establishing how and when the customer should be mentioned in the texts. When the customer does appear in the text and is obliged to do things it is also important to consider how helpful and kind the company should be in this connection.

Mental verbs are particularly important as they express the sender's wish, desire, opinion etc., and may thus be used to express the mission and the target of fulfilling the mission, - when the grammatical subject is the sender. Below we give some examples, organised in two sets of verbs, first the 'desire' set of verbs, and secondly the 'think and utter' set of verbs. Other verbs, expressing that the sender is a person with a personality may be important as well, and will thus be included in the analysis.

'Desire' verbs:

Will, wish, desire, want, crave for, seek, demand, ask for, request, allow, permit, forbid, prohibit, strive, endeavour, strain, aim, attempt, try.

'Think and utter' verbs:

Think, hope, intend, mean, suppose, consider, deem, feel, mean, say, remember, recollect, understand, comprehend, perceive, grasp, realize, gather (meaning 'understand'), expect, anticipate, perceive, comprehend, know, suspect, speak, tell, confirm, affirm, admit, acknowledge, confess, declare, remind, answer, reply, urge, recommend, believe.

Here, we have concentrated on verbs as verbs is the traditional way of expressing acts of will, but of course other parts of speech may be used as well, in particular adjectives. E.g. desire can be expressed not only by the verbs given above and similar verbs, but also by *be anxious to*, and the mental state of being sure by expressions like *be sure of, be certain of, be confident that*. We have chosen not to include adjectival expressions here, but others may prefer to include them. Adjectival expressions will be particularly needed if emotions as happiness, joy, despair are to be expressed.

3.3 Company values and vocabulary/grammar

Above we described the sender-receiver-message model as useful for the Tone of Voice analysis. There is a major emphasis on the sender, and most of the analysis will concern the sender, as the sender is the person being active in the production of the text. The receiver and the message are important through the influence they have on the sender's choice of vocabulary and grammar.

We believe that an analysis of the sender involves distillation of a company's key personality features, i.e. the company's values, tasks, goals, missions and the promises it wants to make to its customers and the society. The personality of the sender is static (as the company and its values remain the same within a given period) and in our opinion constitutes the core of the Tone of Voice phenomenon. Fairclough and Delin do not explicitly use the company personality features, but these features do have an important role to play and in this context constitute the basis of a Tone of Voice analysis as they will determine what kind of language features should be chosen.

A definition of the sender's personality values for example permits an analysis of the kind of words or phrases that particularly emphasize these values. If one of the personality values is 'reliability' a collection of value-laden concepts reflecting this value can be assembled, for example *safe, reliable, thorough, transparent, frank, open* and *candid*. A certain amount of value-laden words from this collection should then appear in the particular text type. This assumption will be further discussed below.

It does however not suffice that the words appear in the text; they must also appear in the right context. An analysis of a company's personality does not just involve a distillation of a number of values together with the creation of matching word collections and establishment of appropriate grammar features. It also includes an analysis of what the company can offer and how this should be done. The sender is of course of a complex nature and the value-laden words or the grammar features can be used in connection with various aspects of the sender cf. the Brand Analytics framework.

The receiver and message are, in contrast to the sender, much more dynamic elements. The tone used in a text to a colleague may be very different from the tone of a text to a shareholder. Similarly, the tone used in a reminder could be very different from the tone of a press release or an annual report. The receiver/message types determine which personality values will dominate the text and to which degree they will dominate.

3.4 Conclusions

Tone of Voice aspects can be at least partially expressed by establishing and controlling value-laden word collections reflecting the company image and by controlling the types of verbs used in connection with the sender. The use of such word collections will ensure that the right type of words is used at an optimal frequency to describe the right aspects of the company's Brand Analytics framework. Of course this will require not only an analysis of the company's personality values, but also an analysis of its position in the framework, i.e. what are the company's true virtues – are they of a concrete nature or of a more abstract nature. Controlling the use of verbs will also be an important means of achieving the right approach or attitude to the customer.

Above we have discussed various parts of the analyses proposed by Fairclough and Delin, and we have seen that several items have already been treated in the VID CL report, some of them are not sufficiently interesting for this purpose, and the remaining ones are those that will be applied for the two companies in the remainder of this report, together with our own contribution of analyzing the value-laden words reflecting the company personality values.

The analyses to be made in the investigation of the companies' Tone of Voice in relation to the company personality values are:

- First of all the investigation of the vocabulary which supports the company personality values. The investigation will be made of all value-laden words belonging to each value. This is a special case of Fairclough's value-laden

words; the additional aspect being that we are focussing on those words that support the company values.

- Modality may be used to express relations between the sender and the receiver or the attitude of the sender. We will analyse the use of modal auxiliaries.
- Mental verbs are often used to express a mission and a goal. We will analyse the use of mental verbs, i.e. verbs in the semantic field of ‘desire’ and verbs in the semantic field of ‘think/utter’. This is in particular inspired by Delin.
- The use of verbs in connection with company name or product name tells us which actions the company performs, and conversely the use of verbs in connection with the customer tells us which actions the sender assumes the receiver (customer) will perform.

3.4.1 A comment on word collections established by this type of analysis

In the next sections we will analyse the text collections and thereby create sets of words that are found to belong together, and/or belong to certain semantic clusters, predominantly defined by the company personality values.

Some sets of words are well-defined, such as modal auxiliaries, but the vocabulary belonging to the expression of the company values are somewhat ‘fuzzy’ sets in the sense that it may be a matter of opinion (of the company) if a certain word belongs to a particular value or not. However, when we consider the groups as a whole, the vocabulary certainly supports the particular value.

For the purpose of providing ideas for a tool, it should be noted that the word collections are the words found in the particular texts which were examined, and that a larger vocabulary could relatively easily be developed for authors writing new texts. Suggestions for word collections supporting company values can be enlarged by using the vocabulary identified, and adding synonyms (including new parts of speech) to all words, and synonyms to these, until it is felt the new vocabulary is too far from the value it has to express. In this way, the writer of a new text can be supported in his creativity by a large amount of useful words.

3.4.2 A comment on the analysis of the use of verbs

In Delin 2001 a small text sample is analyzed in detail: all verbs are taken into account etc. In this project we have had a much larger corpus and we have not been able to use the same methodology. In order to cope with the large amount of text we have concentrated our efforts on verbs that appear with company name, product name or *we* as subject, or verbs that appear with *you* as subject, as these constructions certainly show the processes and actions in which the sender and the receiver participate. It cannot be excluded that other sentences also describe such relationships, but this has not been analysed.

4 Tone of Voice for Nordea and Bang & Olufsen

4.1 Corpus analysis

A corpus analysis including a general frequency analysis is necessary for the investigation of the features mentioned above. Consequently, the companies selected a number of texts (Nordea: 198,996 words in 92 texts, Bang & Olufsen: 87,739 words in 25 texts) which were considered good texts with the right Tone of Voice. The texts were created for different media: for printing on glossy paper, in brochures or in booklets, or for electronic delivery via Internet or slide shows. Many documents are richly illustrated and care has been taken for a good text layout. All these aspects that certainly contribute to expressing personality values are of course not captured by a text corpus analysis.

The texts were organized in different categories for each company: Nordea organise their texts in *International Customer*, *Internal Communication*, *Investor Relations* and *Public at Large*. We can see that the Nordea categories do not totally correspond to a classical 'text type': they are classified according to receiver, not according to message. Bang & Olufsen organise their texts in *Marketing*, *Training*, and *User Guide*. This classification builds on text types, i.e. it is classified according to message.

The texts provided by Bang & Olufsen were in PDF-format, whereas Nordea's texts had several formats: HTML (50), PDF (39), Word (2) and PowerPoint (1). All texts were converted to a common format, RTF, a format supported by the analysis tool. By converting the texts to RTF much of the layout information was retained. The layout information could in many cases help to find sentence boundaries. After the conversion the RTF-texts were assembled into text corpora, one corpus per category. Thereafter the corpora were converted to segmented and tokenised flat text. Although we were mostly interested in words, a proper segmentation into syntactically coherent text chunks was important for a good part of speech (POS) tagging, which was the next step.

We used Eric Brill's part of speech tagger with rule files trained on the Brown corpus. The resulting POS tagged corpora were the basis for the analysis we had decided to do (see chapter 3).

4.1.1 The use of personal pronouns

We have made frequency studies of the distribution of parts of speech in the various corpora, and compared with what could be called a reference corpus for written texts: 2% of the written parts of the British National Corpus (BNC). The only part of speech that shows a real difference is the personal pronouns.

We see that *I/me/my/mine* constitutes 1% of the word occurrences in BNC, but are almost non-existent in the company corpora. This is an obvious difference, as BNC contains novels etc. with dialogue, whereas dialogues are quite uncommon for the text types we are analysing.

In contrast we see that the second person (*you/your/yours*) is used more frequently in the text types we are analysing than in the BNC corpus. This is consistent with the fact that the two companies both aim at the direct communication with the receiver.

Similarly, the companies recommend the use of *we/us/our/ours*, but we see no significant difference between the general corpus and the company texts; perhaps because the company name is used instead. Another possibility is that the BNC corpus contains novels and other texts with dialogues, so that 1st person plural is already quite common in general text. We have not analysed this further.

Nordea:

| Category | # words | % Pron 1st person singular | % Pron 1st person plural | % Pron 2nd person | % Pron 3rd person |
|------------------------|---------|----------------------------|--------------------------|-------------------|-------------------|
| International customer | 13,946 | 0.1 | 0.6 | 3.0 | 0.5 |
| Public at Large | 48,920 | 0.0 | 0.5 | 0.0 | 0.5 |

Bang & Olufsen:

| Category | # words | % Pron 1st person singular | % Pron 1st person plural | % Pron 2nd person | % Pron 3rd person |
|------------|---------|----------------------------|--------------------------|-------------------|-------------------|
| Marketing | 7,176 | 0.1 | 0.4 | 2.4 | 2.2 |
| User Guide | 63,404 | 0.0 | 0.0 | 3.1 | 0.5 |

British National Corpus:

| Category | # words | % Pron 1st person singular | % Pron 1st person plural | % Pron 2nd person | % Pron 3rd person |
|---|-----------|----------------------------|--------------------------|-------------------|-------------------|
| Subcorpus consisting of 2% of all written text in BNC | 1,992,310 | 1.0 | 0.4 | 0.7 | 3.5 |

Figure 3: Relative frequencies of personal pronouns in the company texts and BNC

4.2 Contribution by the companies

Bang & Olufsen and Nordea made valuable and essential contributions to the work with Tone of Voice aspects. They gave us a profound insight into their company values and extracted all the value-laden words from the corpus and categorized these into different groups that reflect their values.

4.3 Personality values

As mentioned a survey of Tone of Voice aspects first of all requires a definition of personality values and an identification of the word collections reflecting these values.

Nordea and Bang & Olufsen have well-established and very clear descriptions of their corporate images.

Nordea's key personality values are:

- Informal
- Committed to people
- Embraces change and challenge

Bang & Olufsen's key personality values are:

- Excellence
- Originality
- Passion

In this project the identification of value-laden words was performed manually on the basis of the the POS-tagged frequency lists generated for each text collection together with context studies of each word by means of a concordance tool. Here we have analysed only two of the text collections provided by each company. Consequently, Nordea extracted value-laden words from the frequency lists covering *Public at Large* and *International Customer*. Likewise Bang & Olufsen extracted words from the frequency lists covering *Marketing* and *User Guides*.

Experiments on automatic reduction of the frequency lists suggested that at least for the text collections in question the following word types could be excluded before extraction of value-laden words: numbers, dates, currencies, homepage/email addresses, proper names and terminology. Experiments on exclusion of terminology were primarily performed by means of a terminology database provided by Bang & Olufsen. Exclusion of these word types reduced the frequency lists by 25-50%.

An investigation of the frequency of value-laden words showed that these words can be high-frequent as well as low-frequent, but most of the genuinely value-laden words are fairly low-frequent. This is at least partly because value-laden concepts are expressed

with many synonyms – so this is an area where companies tend to use a very rich vocabulary.

4.4 Nordea

As mentioned above Nordea provided 198,996 words in 92 texts. The Nordea International Customer corpus contains 13,946 words in 1,560 sentences and the Public at Large corpus contains 48,920 words in 4,333 sentences.

4.4.1 Vocabulary supporting company values

In this section we shall investigate which words are used to promote the company values of Nordea. Nordea's key personality values are as mentioned: *Informal*, *Committed to people*, *Embraces change and challenge*.

International Customer texts

Committed to people: secure, efficient, efficiency, easier, advantages, important, reliable, expertise, trusted, successful, essential, true, success, are committed, ensure, secure, ideal, safe, secure e-mail, thorough, well-organised, qualified, opportunity, benefit, strong foothold, lower costs, local knowledge, seamless look and feel, easy electronic access, personal, private, reduce costs, cheap

Embraces change and challenge: aim, business goals, strategic, solutions, unique, advanced, forefront, ambitious, innovative, sophisticated, integration, simplify, improve, facilitate, minimise, optimise, gain, competitive

Informal: your, you, own, we, us, our

Value-laden words in the Nordea International Customer texts are partly used to describe Nordea as a company and partly to describe advantages that can be gained by the customer by using Nordea services. This use of value-laden words seems to fall well in line with the values *Committed to people* and *Embraces change and challenge*. The value *Informal* is partly reflected in CL rules discouraging formal sentence constructions and also through the use of personal pronouns instead of nouns as 'the bank' and 'the customer'. Some examples of sentences from the International Customer corpus containing value-laden words:

As implementation is an *important* issue in Nordea, we have an extensive network of multilingual and highly *qualified* banking professionals providing a combination of *local knowledge* and regional *expertise* to help you meet your *strategic business goals*.

Simple integration with your accounts payable as well as your liquidity management systems may *improve* your operating *efficiency*.

You can *gain competitive advantages* by enabling your clients to make *cheap* domestic payments

You receive *fast* information about incoming payments

Public at Large texts

Committed to people: aspirations, attract, value, solution, share, exchange, personal, local, need, earnest, effective, dedicated, dreams, commitment, competent, cooperate, motivated, help, sound advice, carefully, optimal balance, quick, flexible, efficiency, social responsibility, team work, excellence, duty, customer loyalty, customer satisfaction, Nordic, focus, speed

Embraces change and challenge: idea, change, vision, growth, potential, top of the league, choose, compete, top world ranking, creation, challenge, aim, initiative, optimal, integrate, outstanding performance, implement, adjust, improve, going forward, increase, innovative, launch, develop, optimise, superior, profitable, leading

Informal: we, us, our, you, your, own

A rather large part of these value-laden words are used about Nordea as a company and about general Nordea ambitions:

We are *Nordic* in operations while *personal* and *local* in delivering services.

We will be in the *top of the league* or show *superior profitable growth* in every market and product area in which we choose to *compete*.

We will have the *leading* multichannel distribution platform with a *top world ranking* in e-based financial *solutions*.

Focus, speed and *performance* will be the key words *going forward* in all we do

Conclusions

The above results show 1) that Nordea has a rich use of words related to the key personality values, and 2) that a very large part of the Nordea value-laden vocabulary is used to describe the infrastructure and the company itself, i.e. ‘What we have’ and ‘Who we are’ in the Brand Analytics framework described in 3.2. As mentioned in the introduction, the choice of vocabulary to some extent depends on the text type, and the Nordea text types that have been analysed are of types that will typically be at the more abstract end of the continuum. We consider that, 1) the two types of information ‘What we have’ and ‘Who we are’ fit well together, and also 2) that Nordea has made a deliberate choice of being at the left end, as well as at the right end of the continuum, cf. also below.

4.4.2 Modality

Here we investigate the use of modal auxiliaries in connection with *Nordea/we* and *you*.

International Customer texts

Nordea predominantly uses modality to express possibility or ability, perhaps sometimes indicating a slightly cautious attitude. We found no examples of *Nordea/we* + *ought*, *should*, *may*, *might*, *must*, but several (13) examples of *Nordea/we* + *can*. E.g.

We *can* also help you with account opening in many other countries than those mentioned above.

If your company wants to establish a shared service centre or another administrative structure, we *can* supply you with the necessary systems and support required.

We *can* almost make your wish come true.

The use of *will* ('desire') is handled under mental verbs 4.4.3

The use of modal auxiliaries in connection with the customer (*you*) is much more frequent (around 70 sentences) and also slightly different. Here the modals are in a few sentences used for advice or necessity (*should*), and again we see many examples of possibility, expressed by *may* or *can*. Possibility in this context indicates that Nordea is only making a suggestion which the customer can choose to follow or not.

To use this service you *should* contact your local adviser.

If you want to use the service Nordea Intercompany Payment (= payment without loss of value days), you *should* contact your local adviser.

When managing your liquidity, you *may* wish there were no borders or different currencies.

You *can* use this letter template to explain your preferred payment method ...

Public at Large texts

Similarly in the Public at Large texts, we found no examples of *Nordea/we* + *ought*, *might*, *must*. *Can* and *could* are again the most common modals, and in this text type they unambiguously describe ability:

We merged for growth but *could* not foresee the economic downturn

We *can* improve efficiency in all markets!

We *can* only hope that the recent tax plan from President Bush will be able to boost consumer spending further.

During the year we *may* see major swings, though, and particularly the outlook for the export sector is very uncertain.

This text collection has only a couple of sentences with *you* in the subject position and none of them contain a modal auxiliary.

Conclusions

The Nordea text collections do not have many examples of a modal auxiliary in sentences where *Nordea/we* is the grammatical subject. The examples we have found express possibility or ability sometimes indicating a reluctant or cautious attitude. Use of modal auxiliaries is much more frequent in the International Customer corpus in connection with *you*. These modal auxiliaries express advice, necessity or possibility. As modal auxiliaries are only used to a very limited degree in both text types this feature is not a key instrument for creation of customer relations.

4.4.3 Mental verbs

The use of mental verbs, ‘desire’ verbs and ‘think/utter’ verbs with the company as the subject will indicate relations to the mission, i.e. ‘Why we do it’ in the Brand Analytics continuum.

International Customer texts

Nordea has not chosen to express its thoughts, expectations or other mental states in the International Customer corpus. Seen as an isolated result this does not support a position in the right-most end of the framework, but neither does it support any other positioning. There are also quite few sentences containing *you* as the subject together with a mental verb. This does not indicate much about positioning in the framework or about customer relations.

In sentences with *Nordea/we* as the subject we found around 10 examples with mental verbs in the ‘desire’ category (*will, want, aim*) and 2 examples with verbs in the ‘think and utter’ category (*know, recommend*). Sentences with *you* gave a similar result; 9 examples in the ‘desire’ category (*wish, want*) and 4 examples in the ‘think/utter’ category (*think, consider*).

Public at Large texts

In this text collection mental verbs are used much more frequently expressing thoughts, expectations, beliefs and hopes. This is in support of a position in the ‘Why we do it’ position of the framework. There are no sentences with *you* as the grammatical subject and a mental verb. This does not indicate much about positioning in the framework or about customer relations.

In the ‘desire’ category we found around 25 examples (*will, aim, try*) and in the ‘think/utter’ category we found around 65 examples (*expect, believe, think, anticipate, hope, consider, understand*):

Nordea is and *aims* to remain a world e-leader in e-based financial solutions

We therefore *anticipate* a slowdown in business investment

Going forward, however, we still *believe* that the higher growth potential...

Conclusions

It could have been assumed that both the texts in the International Customer corpus and those in the Public at Large corpus would contain mental verbs expressing hopes, expectations, beliefs etc., - 'Why we do it' in the Brand Analytics framework - but this is the case only for the Public at Large texts. The Public at Large corpus contains annual reports and the like, where such expressions are an almost necessary element and can hardly be avoided. This could indicate that Nordea is quite conscious of the text type (message) and only wants to mention expectations etc. where the text type requires it.

4.4.4 Verbs and processes – 'Who does what to whom'?

In this section we will investigate the use of verbs in general in connection with the company name and the customer in order to reveal the types of actions performed by the sender and the types of actions expected from the receiver.

It has not been possible to investigate verbs in connections with product names, as we did not have a list of Nordea product names and as the type of these names make them difficult to detect automatically (multi-word names, not always with a capital letter). We have however made some small tests suggesting that product names do not play a very significant role in Nordea texts. For the time being, this is just an unproven assumption.

International Customer texts

Around 95 sentences have *we/Nordea* as the grammatical subject. These sentences primarily describe partly Nordea ambitions, partly Nordea business actions and successes, and partly what Nordea offers to the customers.

Around 10 sentences describe Nordea ambitions with the verbs *committed to*, *continuously develop*, *continuously upgrading*, *continuously entering into*. Around 35 sentences describe what Nordea offers to the customers. The verbs used in this connection are *offer*, *provide*, *supply*, *give* and *help*. Around 15 sentences out of these 35 sentences include the modal auxiliary *can* suggesting a certain reluctant or cautious attitude. Nordea business actions and successes are described with a richer variety of verbs not as easy to categorize, for example *launch*, *create*, *use*, *be*, *have*, *operate* and *assign*.

Orthogonal to this categorization of verbs, a group of verbs describes Nordea as a 'doer', for example *provide*, *supply*, *launch*, *develop*, *give*, *create*, *use* and *operate*. Verbs belonging to this group were used in approx. 40 examples:

Nokia and Nordea *launched* a pilot project to test the use of mobile chip identification in the delivery of banking and stock exchange services.

We are committed to being the leading Nordic financial institution in electronic services, now and in the future and we *will provide* the best foundation for your decisions and control.

At Nordea we continuously *develop* new payment systems which make it possible for your company to take full advantage of these opportunities, both on a domestic and cross-border scale.

Around 150 sentences have *you* as the grammatical subject. Very few of these sentences represent *you* as a ‘doer’ that should actually perform an action, and in those examples where *you* is the doer it is usually mentioned that the action will be easy to carry out:

You *receive* fast information about incoming payments.

You *reduce* costs by minimising foreign exchange deals. The Solo symbol denotes secure and easy electronic access to Nordea across different remote channels.

You can easily *order* payments via the service Request for Transfer in your electronic banking system.

Public at Large texts

This text collection contains around 400-500 sentences with *Nordea/we* as the subject and only rather few sentences represent Nordea as a ‘doer’. Only a couple of sentences have *you* as the grammatical subject and none of these represent the customer as a ‘doer’.

As mentioned in section 4.4.3 Mental verbs, many sentences in this corpus deal with Nordea expectations, feelings and thoughts as for example *we expect, we cannot rule out, we anticipate, we look for, we believe, we are pessimistic, we can only hope*. And as was also mentioned this suggests a position in the ‘Why we do it’ position of the framework.

Apart from the mental verbs and modal auxiliaries, there is a quite large set of sentences that describe Nordea as they see themselves in terms of size, coverage and capacity suggesting that these texts also aim for the ‘What we have’-end of the framework.

The Nordea Group has about 37,000 employees corresponding to approx 34,000 full time equivalents.

Nordea has 1,288 bank branches in 22 countries.

Nordea has approximately 512,000 shareholders.

We are a leading international shipping bank.

Nordea is the leading financial services group in the Nordic and Baltic Sea region and one of the five largest listed Nordic companies.

Conclusions

The cases of *Nordea/we* being the subject of various verbs (other than mental verbs and modal auxiliaries) are used by Nordea to support ‘What we have’, and not so much ‘What we do’ or ‘How we do it’.

4.5 Bang & Olufsen

As mentioned above Bang & Olufsen provided 87,301 words in 25 texts. Here we are analyzing only two of the text collections provided by Bang & Olufsen. The Marketing corpus contains 7,176 words in 414 sentences and the User Guide corpus contains 63,404 words in 6,610 sentences.

The Bang & Olufsen text types do not correspond precisely to the Nordea text types, and results cannot be directly compared. However, we feel that the marketing material can probably be compared to the Nordea text types, whereas the user guides do not really have a counterpart in Nordea’s collection.

4.5.1 Vocabulary supporting company values

In this section we shall investigate which words are used to promote the company values of Bang & Olufsen. Bang & Olufsen’s key personality values are *Excellence*, *Originality*, *Passion*. We have split the analysis in two, according to the text type.

Marketing texts

In the Marketing texts we found the following words in support of the company values:

Excellence: advanced, authentic beauty, easy, elegant, enhance, ensure, essential, exact, exclusive, expertise, favourite, flawless, flexibility, genuine, impressive, intelligent, perfect, powerful, precision, pure, quality, seamless, simple, simplicity, solution, spectacular, standards, state-of-the-art, striking, strong, stunning, sure, thorough, true, ultimate, virtues.

Originality: comfortable, cordless, design language, discovered, ergonomics, flexibility, future, idea, integration, intelligence, intelligent, intuitive, new, original, powerful, progressive, seamless, striking, unique.

Passion: dreams, elegant, enjoy, enjoyable, enjoyment, entertainment, experience, extraordinary, favourite, freedom, harmony, impressive, inspire, live, magic, striking, ultimate, we, you, your³.

The vast majority of these value-laden words are used in relation to the products:

³ For Bang & Olufsen the personal pronouns in first and second person are used to create a relationship with the receiver; they therefore belong to the value *Passion*.

It sits *perfectly* in the hand and offers you *intuitive* and *intelligent* operation of all your Bang & Olufsen sources.

BeoVision 5 is made for *entertainment* and includes a comprehensive range of features that will provide you with *outstanding* sound and vision *experience*.

Some value-laden words are also used to make assumptions about the customer's life, e.g.:

Music may not be *essential* to life, but it's hard to live without it

While you *enjoy* your *favourite* film, BeoVision 5 is making sure the picture you're watching is always a *perfect* one.

In the last sentence we have a mixture of value-laden words being used about the customer (*enjoy*, *favourite*) and about a Bang & Olufsen product (*perfect*).

Only very few value-laden words are used about the company itself, e.g.:

With its large screen, advanced sound system, original placement possibilities and multifaceted Bang & Olufsen *virtues* within operation, BeoVision 5 sets new standards

All Bang & Olufsen picture competencies are utilised to *enhance* the already razor sharp image of the 42'' plasma screen offered in BeoVision 5

User Guide texts

The User Guide texts provided the following words in support of the company values:

Excellence: extra, easy, quality, extraordinary, aesthetic, flawless, formidable, ideal, perfect, satisfaction, strive, facilitate, genuine, satisfactory, ensure, exact, correct, convenient, service, enables, benefits, powerful, automatically, simply, quick

Originality: new, development, powerful, special

Passion: you, your, favourite, personal, enjoy, enjoyment, preferred, desired, wish

As expected we have found much fewer value-laden words in the User Guide texts; only *Excellence* is well represented. The purpose of a user guide requires other text qualities that primarily fall within the readability rules. However, the value-laden words appearing in the User Guide texts are used in a slightly different way than the value-laden words in the Marketing texts. In the User Guide texts many value-laden words are still used to describe the products or their functionalities, but - more often than was the case in the Marketing texts - in some relation to *you* emphasizing the enjoyment and possibilities the products will bring the user, as e.g.:

... and Beo4 makes it *easy* to move *quickly* from page to page.

You can program BeoVision 5 to turn *automatically* on its stand to face your *favourite* viewing position when you switch it on, and turn away to a standby angle when you switch it off.

When you want *easy* access to your CD music, *simply* place a CD in your CD-rom drive and play it, just as you would play a CD on your audio system.

For your *aesthetic enjoyment* you can position your individual CD to make the graphical design and text on the CD present itself to your *satisfaction*.

The BeoSound 9000 is an *extraordinary* CD player with a built-in radio.

Conclusions

The above results show 1) that Bang & Olufsen has a rich use of words related to the key personality values, and 2) that for both text types most of the value-laden words are used in connection with the products and only very few are used about the company. This suggests that Bang & Olufsen profiles itself in the 'What we do' position in the Brand Analytics framework described in 3.2. As mentioned in the introduction, the choice of vocabulary is of course to some extent dependent on the text type, and the two text types are quite different with respect to their message. But we still believe that Bang & Olufsen has made a deliberate choice of being at this end of the scale, and concentrating on the products, not on abstract ideas and mission, cf. also below.

4.5.2 Modality

Here we investigate the use of modal auxiliaries in connection with *Bang & Olufsen/we* or *you*.

Marketing texts

Bang & Olufsen use some modal auxiliaries in their Marketing texts, but they do not use them with the company as subject: We found no examples of *Bang & Olufsen/we + may, might, should, ought, can, will, must*. However, we did find sentences with a product name as subject + *may, can, might, should, ought, could, must* (12 sentences), e.g.

Since the BeoSound 9000 *can* be placed in almost any position, the control panel can be turned to suit your choice.

That's why BeoVision 5 *can* be hung anywhere on a wall, or placed at an angle on its specially designed floor stand.

The BeoVision 5 viewingexperience *should* therefore offer the same calmness and allow the eye to focus as when examining a painting.

BeoVision 5 *may* be experienced at Bang & Olufsen shops in Europe and Asia from the middle of April 2002.

Note that in the above examples the passive voice is used and though the product names are the grammatical subjects the agent is the customer.

A number of sentences (around 20) have a modal auxiliary where the subject is *you*. These sentences all express a possibility which the customer can choose to make use of:

You *can* also programme it to permanently skip those tracks on a CD you never want to hear

You *can* place your BeoSound 9000 on a desk with two BeoLab 4000 loudspeakers, or upright between two BeoLab 1.

With BeoLink you *can* listen to everything the BeoSound 9000 has to offer in any room in the home.

With an extra set of loudspeakers, or a specially adapted BeoLink TV, you *can* change between discs, adjust the volume or listen to radio - directly from the bedroom, kitchen or study.

User Guide texts

The only modal auxiliary used in connection with *Bang & Olufsen/we* is *will* and only in very few sentences:

Please note that Bang & Olufsen *will*, in no event, be liable for any consequential, incidental or indirect damages arising out of the use or inability to use the software.

As you prepare to enjoy the new plasma experience, we *would* like to remind you that the technology differs from conventional TVs and bring your attention to the following points:

400 - 500 sentences in this text collection contain a modal auxiliary where the subject is *you*. Most of these sentences contain the modal auxiliary *can* expressing a possibility, but there are also a number of examples of *must* and *should*.

If P-IN-P is not available on the Beo4 display, you *must* add it to the Beo4 list of functions.

You *can* store your favourite sound type when tuning in your TV channels.

If you lock the key pad, you *can* answer calls, but you have to unlock the keypad to make a call.

Conclusions

Just like Nordea, Bang & Olufsen have chosen not to use modal auxiliaries very much, in particular not in relation to the company or products as the grammatical subject. The examples we found express possibility. Use of modal auxiliaries is more frequent in the User Guide texts in connection with *you*. These modal auxiliaries express advice,

necessity or possibility. As modal auxiliaries are only used to a very limited degree in both text types this feature is not a key instrument for creation of customer relations.

4.5.3 Mental verbs

Marketing texts

Very few mental verbs are used in the marketing texts in connection with the company or the products toning down the aspects of human involvement.

The corpus contains 9 examples of verbs from the 'desire' and 'think/utter' categories where the subject is a product name and 2 examples where the subject is *we*. Actually, most of the mental verbs found are used in relation to the customer: 16 examples of mental verbs where the subject is *you*.

User Guide texts

A number of mental verbs are used in the user guides with *we* or a product name as the subject. 21 verbs from the 'desire' category are used, most of them with a product name as a subject and 34 verbs from the 'think and utter' category are used, most of them with *we* as the subject (18 are however with the verb *recommend* which is to be expected in this text type). Sentences with *you* as the subject and a mental verb in the 'think and utter' category amount to 20. Similar sentences with a mental verb in the 'desire' category amount to 95. A few examples are shown below:

Your needs as a user are given careful consideration during the design and development process of a Bang & Olufsen product and we *strive* to make our products easy and comfortable to operate.

Therefore, we *hope* that you will take the time to tell us about your experiences with your Bang & Olufsen product.

We *expect* that your Bang & Olufsen retailer delivers the product to your home, installs it and makes all necessary connections as well as the initial setting-up.

We *recommend* that you follow this procedure when you set up your music system:

Therefore, we *urge* you to click through the 'Configuration menu' and refer to the instructions in the On-Screen Guide for additional information.

Conclusions

It is interesting that mental verbs are more common in the User Guide texts than in the Marketing texts. We would have assumed the opposite. But this result might be accidental, as mental verbs are overall not used very much in the Bang & Olufsen texts, which makes the statistics more uncertain.

Bang & Olufsen's choice to tone down involvement of the company itself and instead focus on the products, sometimes even giving the products human characteristics, places Bang & Olufsen Marketing texts strongly in the 'What we do' position of the Brand

Analytics framework. Furthermore, the absence of mental verbs in connection with the company itself contributes to consolidate this choice, and the absence of mental verbs in general in connection with the company/products suggests that at least some means available to express company desires and goals are not used.

4.5.4 Verbs and processes – ‘Who does what to whom’?

Marketing texts

Bang & Olufsen Marketing texts consist of 7,176 words in 414 sentences.

Around 20 sentences out of the 68 sentences with a reference to the company itself have *we* or *Bang & Olufsen* as the grammatical subjects of the sentences. Around 15 of these sentences describe Bang & Olufsen principles, efforts or successes (for example *takes this possibility a step further, do our best to ensure, believe, concentrated, have satisfied ourselves*), i.e. the verbs describe Bang & Olufsen ambitions, but only very few describe Bang & Olufsen as a ‘doer’ performing actions. 3 sentences also contain references to the reader and describe what Bang & Olufsen as a company offers to the users (*offer*).

Now that the dream has become reality, Bang & Olufsen *takes this possibility* a step further by *offering* a plasma solution that encompasses much more than a simple "picture on the wall"

We *utilise* the same active loudspeaker technology that's used in our BeoLab range of loudspeakers.

The best in entertainment requires the best of sources - and that's exactly what we *offer*.

That's why with BeoVision 5 we *concentrated* on making things more simple, not more complicated.

But when technology finally made it possible, we *discovered* that reality created its own limitations

Considering the text type and size Bang & Olufsen do not choose to mention themselves as a company or as persons very often. Bang & Olufsen have instead chosen to put their products in the forefront. Approx 55 sentences have a product name as the grammatical subject and many of these sentences ascribe a strong personality and will to the products. In many sentences a product name is the subject of a sentence where you would usually expect a human subject, for example:

BeoSound 9000 *makes* such a big thing about...

BeoSound 9000 *makes* a bold statement...

BeoVision 5 is *making* sure...

BeoVision 5 *sets* new standards

BeoVision 5 *takes* the idea one step further

BeoVision 5 *takes* the best plasma technology and *improves* it.

As can be seen many of these sentences are concerned with development, determination and ambitions.

With only one or two exceptions the verbs associated with the product names do not describe the products as 'doers'. Emphasis is, on the contrary, on the fact that the user is the 'doer'. 7 sentences use *let* and *allow* for this purpose, for example *BeoSound 9000 lets you create ...*, *BeoCom4 allows exact adjustment....* In 4 sentences a passive construction is used to place action with the user, for example *BeoVision can be hung...*, *BeoSound can be placed....*

The 77 sentences containing a reference to the customer include 55 sentences with *you* as the grammatical subject. These sentences primarily describe the possibilities available to the user when using the products, often expressed through the auxiliary *can*. The user is a 'doer' to a much higher extent than the company or the products. See examples below:

You can *place* your BeoSound 9000 on a desk with two BeoLab 4000 loudspeakers, or upright between two BeoLab 1.

With an extra set of loudspeakers, or a specially adapted BeoLink TV, you can *change* between discs, *adjust* the volume or *listen* to radio - directly from the bedroom, kitchen or study.

And if the BeoSound 9000 is part of a BeoLink setup, you can *enjoy* your virtual music collection in any room in the house.

Each time you *put* any of the up to 200 CDs you've *stored* into your system, the disc's attributes will be remembered.

User Guide texts

Out of 140 sentences containing *we* or *Bang & Olufsen*, 39 sentences have *Bang & Olufsen* or *we* as the grammatical subject and out of 736 sentences with a product name approx 70 sentences have a product name as the grammatical subject. The 1,300 sentences with a reference to the customer include approx 850 sentences with *you/customer* as the grammatical subject.

It is of course not surprising that the User Guide text type contains a much lower percentage of sentences with the sender in a subject position. The purpose of a user guide is to guide the user through the functionality of the products and in that context the sender is usually not the 'doer'.

It should be noticed, however, that the verbs associated with the company itself in the User Guide texts are slightly different from the corresponding verbs in the Marketing

texts. Some verbs still express Bang & Olufsen ambitions, but most of the sentences express a wish for what the user should do.

Though the sentences with a product name as the grammatical subject are relatively few, they describe the products as quite powerful ‘doers’.

Some examples can be seen below:

If you select a channel that offers a Teletext service, BeoVision 5 *gives* you access to Teletext pages.

In addition BeoVision 5 *supports* three extra Teletext functions: text enlargement for easy reading, placement of a Teletext page over a TV picture, and display of hidden text

BeoVision 5 *can* also *notify* you when a desired page has been found or updated.

When you start playback on your camera, the BeoVision 5 automatically *registers* the signal and you can see the pictures from the Camcorder on the screen.

BeoVision 5 *finds* TV channels and *stores* them by number and name.

Sentences with *you* as the subject are quite similar to the marketing sentences with *you* as the subject and the auxiliary *can* is often used (290 sentences out of 850).

You *are* still free to choose the speaker combination you *prefer*.

You *can* also *adjust* the picture dimensions to fill out the screen and complete the Home theatre experience.

If you *know* which Beo4 button activates the function you want, you *can call* up the function without activating the Set-top Box Controller menu first.

You *can store* your favourite sound type when tuning in your TV channels.

If you *have connected* a BeoCord V 8000 video tape recorder to your BeoVision 5, you *can copy* Camcorder recordings onto a videotape.

Conclusions

Bang & Olufsen/we appears as the grammatical subject of a limited set of sentences, if we disregard the mental verbs already treated above. In Marketing texts as well as in user guides, they have chosen to put the product names in the forefront, i.e. the focus is on the products, ‘What we do’, - in agreement with the other facets of the analysis.

Bang & Olufsen have a number of sentences with the user (*you*) as the grammatical subject, in marketing as well as in user guides: In user guides 850 sentences (approx. 65% of the total sentences referring to *you*) have the user as the grammatical subject, and the user is a ‘doer’ in many examples. In Marketing texts it is 55 sentences (approx.

70% of the total sentences referring to *you*). This shows that the company wants to involve the user, thereby establishing a relationship.

4.6 Conclusions on the analysis of the existing texts

Above we have seen the more detailed conclusions.

The summary conclusion for Nordea is that the company texts concentrate on the positions 'What we have' and 'Who we are' in the Brand Analytics framework. This is supported by all the analyses we have made. There is an extensive use of vocabulary supporting the company personality values.

The summary conclusion for Bang & Olufsen is that they place themselves strongly in the 'What we do' position of the Brand Analytics framework. All the analyses made above confirm the same position. And like for Nordea, there is an extensive use of vocabulary supporting the company personality values.

5 Recommendations

Above we have analysed existing texts – described by the company as ‘good texts’ - and the question is how this analysis can be used to support the authoring of future texts. Of course a creative writer with excellent language skills has many other resources at her/his disposal than the language features mentioned in this analysis. And the creative writer can certainly not be dispensed with – with or without an authoring tool. Still, such a tool could be an important aid to analyse and test some significant features of a text.

An authoring tool for Nordea and Bang & Olufsen would first of all have to support the CL rules described in VID report no. 1, so we suggest to take an existing CL tool as the point of departure. We have worked with Tedopres’s⁴ tool, but other CL tools could be chosen as well. It is important to understand however, that the tools do not offer all the features for CL rules necessary for the companies right away, so some modification is necessary. VID report no. 5 will go more into detail about the requirements for CL rules.

For Tone of Voice, the expression of company personality values is of major importance. The vocabulary to be used, once it is defined, can be stored in the CL tool together with information about the personality value it belongs to. Furthermore, a rule can be developed suggesting the percentage of words from a particular word collection to be used in a particular context. When a text has been written, the tool can make a frequency analysis and report if the desired amounts have not been reached. The tool can also help by suggesting words that might fit. This way, a desired coverage of the personality values in terms of word selections can be ensured.

The definition of the vocabulary supporting the key company values can be established by taking the word sets collected during this project, with any additions arising from the companies, as a basis. Creation of a larger vocabulary can be made by finding synonyms to all the words of the basic set. The extension by use of synonyms can be repeated until it no longer makes sense.

The use of mental verbs can similarly be checked by establishing a core set of mental verbs, with subsets as necessary. We believe that the verbs expressing hopes, expectations, etc. support significantly the expression of mission etc., and that they could be checked for those text types that are supposed to express mission, expectations for the future etc. Conversely, it could also be checked that they do *not* appear too often in more factual text types.

Modality expressed through modal auxiliaries can easily be checked through the CL tool, as the set of modal auxiliaries is small and fixed.

⁴ Tedopres HyperSE, www.tedopres.com

The use of company names and product names can be checked if the company names and product names are entered as a sub-vocabulary (list), if this is seen as essential by the company using the authoring tool.

The use of personal pronouns is already part of the CL analysis.

In conclusion, it seems that the types of analyses which have been performed in this study can actually be implemented through lists and through establishment of threshold values for each list in a CL tool. The extensive handling of lists and the various ways in which the lists are to be presented and used, may make some extension of the CL tool necessary, but it should not be impossible.

6 References

- AECMA Simplified English, PSC-85-16598, *A Guide for the Preparation of Aircraft Maintenance Documentation in the International Aerospace Maintenance Language*
- British National Corpus, www.hcu.ox.ac.uk/BNC, Oxford University, 2000
- Delin, Judy: *Language and Brand Position*, Enterprise IDU, 2001
- Fairclough, Norman: *Language and power*, Longman, UK, 1989
- Henriksen, L., B. Jongejan, B. Maegaard: *Kontrolleret sprog*, VID-rapport nr. 1, CST, 2003 (also referred to as 'the CL report')
- Henriksen, L., B. Jongejan, B. Maegaard: Corporate Voice, Tone-of-Voice and Controlled Language Techniques. In: *Fourth International Conference on Language Resources and Evaluation, Proceedings Vol V*, p. 1621-1624, Lisboa 2004
- Kamprath, C, Adolphson, E, Mitamura, T and Nyberg, E: Controlled Language for Multilingual Document Production: Experience with Caterpillar Technical English, in: *Proceedings of CLAW*, Pittsburgh, 1998
- Mitamura, Teruko: Controlled Language for Multilingual Machine Translation, in: *Proceedings of Machine Translation Summit VII*, Singapore, 1999
- Ng, Sik Hung and James J. Bradac: *Power in Language*, Sage Publications, Newbury Park, 1993
- O'Brien, Sharon: Controlling Controlled English. An Analysis of Several Controlled Language Rule Sets, in: *Controlled Language Translation, Proceedings of the EAMT-CLAW 03 Conference*, Ireland, 2003