



## **A Structural Move Analysis of Unboxing and Haul Videos**

**Siti Sarah Amalin Awang<sup>1</sup>, Khairil Azwar Razali<sup>1\*</sup>**

*<sup>1</sup>Kulliyah of Languages and Management, International Islamic University  
Malaysia*

*\*Corresponding author's email: [khairilrazali@iium.edu.my](mailto:khairilrazali@iium.edu.my)*

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### **ABSTRACT**

In the subject of English for Specific Purposes, genre analysis has become a popular method for students to comprehend specific language use patterns in target contexts. Nowadays, there are many YouTube's unboxing and haul videos that are made across the globe which sometimes can be similar to one another. Thus, this study seeks to investigate the rhetorical moves used by the Youtuber and also to examine the formulaic expressions that are common in YouTube's unboxing and haul videos. This study is based on Swales (1990) reexamined CARS model. To achieve the objectives of this study, a qualitative approach was implemented. The data was collected from YouTube which was further transcribed and analyzed using content analysis, specifically move analysis. This study found that most of the selected videos performed similar moves and steps, and most of the speakers used similar expressions in their unboxing videos. It is anticipated that the findings of this study could contribute to future studies and help to inspire YouTubers to figure out new ways to create interesting content in the future.

*Keywords: genre analysis, unboxing and haul videos, YouTube*

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## **INTRODUCTION**

Social media users worldwide have been using YouTube for fun or interesting videos. YouTube is recognized globally as the most preferred platform for entertainment. Unboxing and haul videos are some of the most popular genres of video on that platform. The unboxing of new electronic devices epitomizes the YouTube genre of unboxing videos, which features individuals unpacking and informally reviewing consumer items. Unboxing videos are currently the most common, with more views, likes and dislikes, and comments on YouTube compared to other types of videos available (Chaithra, 2019). Other than that, people also resort to shopping haul videos. Shopping haul videos first bloomed due to the act of some YouTubers who shared their experiences and personal thoughts of their makeup or fashion purchases (Keats, 2012). It is shared publicly on YouTube to inform and give the viewers some insights into what they have bought. Previously, haul videos were only meant to be in the scope of makeup and female shopping items. But nowadays, the term 'haul' in such videos is extended to many more items such as home appliances, car accessories, and kitchen utensils which proves that haul videos are not tied to makeup and shopping only anymore.

Genre analysis, specifically move analysis, is chosen as the approach for this study because there is not much genre analysis research that was done specifically on unboxing and haul videos. Most of the research done focused on make-up routine vlogs (e.g. Mohamad Ali et al., 2020; Riboni, 2017) and most genre analysis studies also focused on the written genre instead of the oral genre, which according to Kuldip Kaur et al. (2019), both of them have different levels of formality (as cited by Mohamad Ali et al., 2020). This study's move structure is based on the reexamined CARS model proposed by Swales (1990). The 'move analysis,' as described by Swales, is a hierarchical method that focuses on meaning and ideas while analyzing the discourse structure of texts from a genre. The research begins with the creation of a theoretical structure, which defines and explains the various forms of movement that can occur in the genre. The chosen texts would then be divided into moves, with the form of each move taken into account. The general discourse structure of a text can be illustrated in terms of the sequence of move forms.

## **PROBLEM STATEMENT**

The dynamic of video sharing across the internet has contributed to the growth of this kind of video. Previously, the significance of unboxing and haul videos are not recognizable as YouTube was only used by users to look up after their favourite celebrities. But as time passed, creators on YouTube managed to figure out new ideas and new ways of entertaining their subscribers, hence boosting the genre of unboxing and haul videos. Since these videos are made by people all

around the world, it is exciting to know if certain YouTubers expressed the same linguistic features throughout all of their videos.

Despite the emergence of these videos, scientific research on unboxing and haul videos is still lacking compared to any other research that has been done (Berden, 2020). Since unboxing and haul videos can be used for several purposes, including self-expression, knowledge sharing, and promoting a new product, researching the genre and identifying trends and linguistic features may assist influencers in producing more successful content. Therefore, this study seeks to understand the rhetorical structure and communicative purpose of unboxing and haul videos. This analysis will focus on unboxing and haul videos as a genre, on various channels on YouTube by analyzing 15 chosen unboxing videos to see the rhetorical moves and formulaic expressions that are common in the YouTubers of unboxing videos. The move structure that has been detected in those videos will later be compared between all chosen videos.

## **RESEARCH OBJECTIVES**

There are two research objectives for this research. This research aims:

1. to investigate the rhetorical moves used by the YouTuber of the unboxing and haul videos.
2. to examine the formulaic expressions common in YouTube's unboxing and haul videos.

For the research questions, this research seeks to understand:

1. What are the rhetorical moves used by the YouTuber of the unboxing and haul videos?
2. What are the formulaic expressions common in YouTube's unboxing and haul videos?

## **LITERATURE REVIEW**

### **History of Unboxing and Haul Videos**

The first unboxing video to ever surface on the internet is the unboxing of the Nokia E61 cellphone in 2006 by Yahoo Tech (Amlen, 2014). According to Buist (2014), early unboxing videos focused mainly either on gadgets or fashion items. As the years went by, unboxing videos received a warm welcome and a lot of support from the viewers. This has resulted in many unboxing videos being made for almost everything that is on the market (Amlen, 2014). Because of the videos'

popularity, some companies have been known to upload unboxing videos for their items, while others have given free products to uploaders (Kelly, 2014).

### The Unboxing Videos of Mobile Phones

Research conducted by Mowlabocus (2018) highlighted that most mobile phones' unboxing videos have a similar narrative structure. However, certain unboxing video creators try to make their videos as significant as they can from others by having different narrative structures. This is because by having different structures than the common ones, the viewers could enjoy something different from what they always watch.

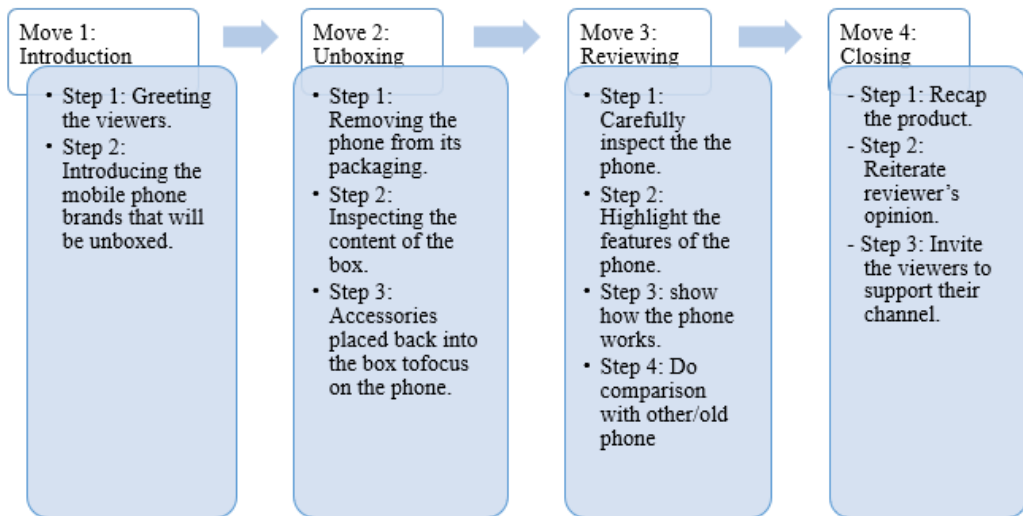


Figure 1: The move structure found in Mowlabocus (2018).

From these moves, it can be seen that the usual unboxing videos of mobile phones would consist of these moves. These moves flow smoothly from introducing the product to the closing of the product and this flow would surely take the viewer on a full tour of what the unboxing is all about. This simultaneously would supply them with numerous information about the phone that they want to know.

### Genre Analysis

Genre analysis was first described as a type of text or a collection of texts with a common form, theme, or pattern. Swales' definition is one of the most notable definitions of the genre, emphasizing the significance of a communicative intent (Biel, 2017). Meanwhile, Bhatia (2016) emphasized that genre analysis is not only an analysis that just describes and explains language use, but also an analysis that highlights how the professionals make use of their specialized knowledge to

create and disseminate their resources to achieve their professional goals. As to how this definition functions to this study, the move structure that is identified is hoped to highlight how the YouTubers used their English language in disseminating their messages to the viewers. Adopting a genre analysis approach into this study seems to be a perfect way of extracting the move structure of the YouTubers of unboxing videos. The formation of move structure through genre analysis by adapting the CARS model (which will be further explained under theoretical framework) is hoped to help the researcher to understand the pattern that the YouTubers followed to appear communicative and persuasive to the viewers.

Over the years, the genre analysis approach was chosen as one of the best approaches to study promotional or persuasive genres. This is because genre analysis enables the researcher to analyze a text to its macro and micro level (Mohamad Ali et al., 2020). A genre analysis research was done by Alhojailan (2020) which focused on the “About Us” sections of seven Saudi universities found that most of the universities used the same marking as an instrument for their university’s distinction and promotion which is believed to be effective in keeping the engagement between the universities and their targeted students. Similar research was done by Zhang (2017) where they analyzed university website homepages in China and they found that the universities have been implementing an advertising strategy to achieve a similar objective. Kristina, Hashima and Hariharan (2017) agreed to this when they managed to extract out important keywords that influenced the sales of batik in two batik companies in Indonesia.

From these researches mentioned, it can be seen that the genre analysis approach is often used in promotional or persuasive genres and it can be highlighted that most of the findings in those researches agreed on one thing which is there is a strategy that will ensure their messages could reach their targeted audience.

## **THEORETICAL FRAMEWORK**

### **Move Analysis through CARS Model**

This study is based on Swales (1990) reexamined CARS (Create a Research Space) model for the move analysis.

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Move 1. Establishing a Territory

Step 1. Claiming centrality and/or

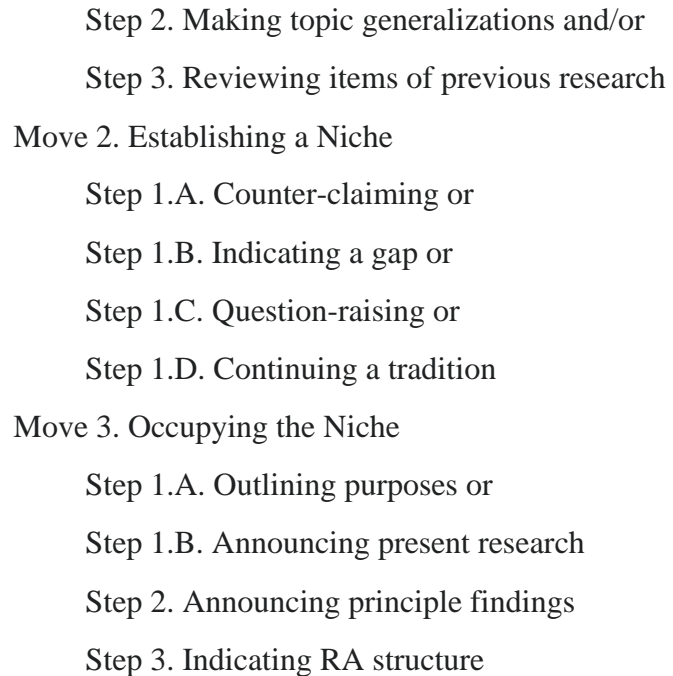


Figure 2. The CARS Model by Swales (1990)

Various studies have been performed using the reexamined CARS model as an empirical method to explore the characteristics of research article introductions in various scholarly fields and various languages after Swales' (1990) distribution of the reexamined CARS model. The CARS model has been a common guide in most studies conducted in this area, according to Sánta (2015). Many scholars, on the other hand, have varying viewpoints on the moves, with some even suggesting improvements to the model. Despite the issue, many people still believe Swales' (1990) definition of the CARS model is still accurate since the previous modifications tended to concentrate on the steps of the move rather than the entire model (Hirano, 2009). Thus, this research has adopted the CARS model to identify the moves and steps of YouTube's mobile phones unboxing videos.

The researcher believed that using the genre analysis approach through the CARS model could help the researcher to understand the move structure of the YouTubers better. The unboxing videos selected under this study is believed to fall under the promotional/persuasive genre because of the ability of the unboxing videos to provide information to the viewers, as well the persuading them towards

the product they reviewed (Sebastian et al., 2021). Studies using genre analysis especially for promotional/persuasive genres have a lot been done by previous researchers. However, most of them only focused on advertisements, business letters, emails and so on. The researcher intended to break this norm and focused on audiovisual samples using YouTube videos. Despite many genre analysis studies done on YouTube videos, most of them only focused on makeup vlogs (for example, see studies by Riboni, 2017; Mohamad Ali et al., 2020) and not unboxing videos. Thus, the research intended to focus on unboxing videos, as not much research was done on that.

## **METHODOLOGY**

This research is conducted using a qualitative exploratory approach. It is used to examine and identify the rhetorical moves and formulaic expressions that occurred in the videos of the unboxing of mobile phones, based on selected mobile phone unboxing videos on YouTube. According to Lee and Krauss (2015), a qualitative approach is essential for a researcher to better understand the ‘hidden meaning’ in the participant’s communication, as a qualitative approach deals with interpretive and communicative processes. It also helps to describe, understand and explain a particular social phenomenon (Gagliardi & Dobrow, 2011). As this study aims to examine and identify the rhetorical moves and formulaic expressions of the unboxing videos’ YouTubers, a qualitative exploratory approach is the suitable research design for this study. In this research, a move analysis was used to examine and identify the rhetorical moves and formulaic expressions that were performed by the YouTubers of mobile phones unboxing videos.

To begin this study, a few criteria are listed to help in choosing the videos from YouTube. These criteria are believed to have helped the researcher to find the videos which share the same backgrounds which would help to answer the research questions.

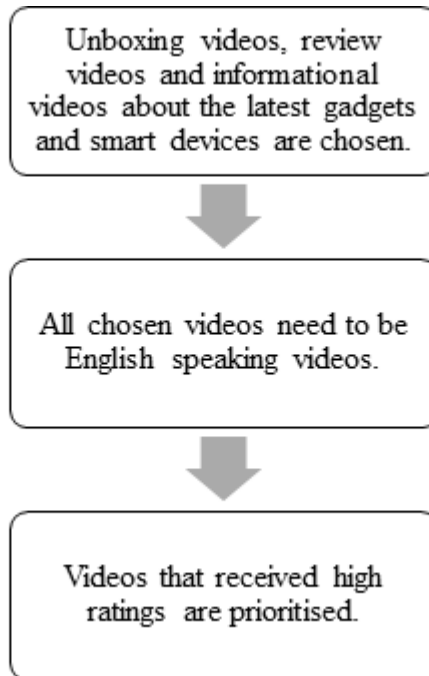


Figure 3: Criteria of chosen videos.

First of all, the channels found with keywords such as “unboxing of mobile phones” and “mobile phones unboxing” that specialize in unboxing videos, review videos and informational videos about the latest gadgets and smart devices are narrowed as the channels to provide the videos. The second one is that all of those chosen videos need to be identified and classified into English speaking videos. The videos which are not in English are eliminated and only videos in English were kept as the data for this study because this study wants to focus on English speaking Youtubers only, hence other languages’ speakers should be eliminated. Thirdly, to ensure the engagement between the viewers and the YouTubers, videos that received high ratings such as a high number of views, a high number of likes and dislikes, a high number of comments are prioritized. There is also a time frame listed for these videos which are only videos that are published between 2015 and 2021 are selected as the videos to be analyzed.

As a result, a number of 15 unboxing videos from various channels were collected as the data. The data were then transcribed so that the rhetorical moves and formulaic expressions can be identified and analyzed. In formulating the analysis of this study, all of the videos were watched more than once to get a general idea of what the video is all about. There were no transcriptions of these videos available online, hence the researcher transcribed all of the videos manually. The video is transcribed word by word, but the fillers such as “um”,



“aa” and pauses were eliminated. The videos were also viewed more than once to provide detailed and accurate transcriptions.

To make the transcription and analyzing process easier, the researcher has adopted a genre-analytical method proposed by Bhatia (1993) and Swales (1990). The first thing that needs to be addressed here is the rhetorical moves that are central to genre analysis (Zhang, 2017). Then, the move structure will be identified. The generic characteristics, such as text structure and rhetorical moves, will be discovered and summarized using this method. Other than that, critical discourse analysis also plays a role in analyzing the data for this study. The typical form of utterances will be studied within its context and the three steps of CDA which are text description, interpretation of text-social context relationship, and explanation of interaction-social context relationship, will give the researcher a linguistic perspective on how YouTubers utilize their language. This method will provide the researcher to understand the formulaic expressions that are common in YouTube’s mobile phones unboxing videos.

## FINDINGS

### RQ1 - What are the rhetorical moves used by the YouTubers of the mobile phones unboxing videos?

From the transcription of the videos, several moves and steps that have been used by the YouTubers of unboxing videos have been identified. Figure 4 shows the moves and steps available in the unboxing videos.

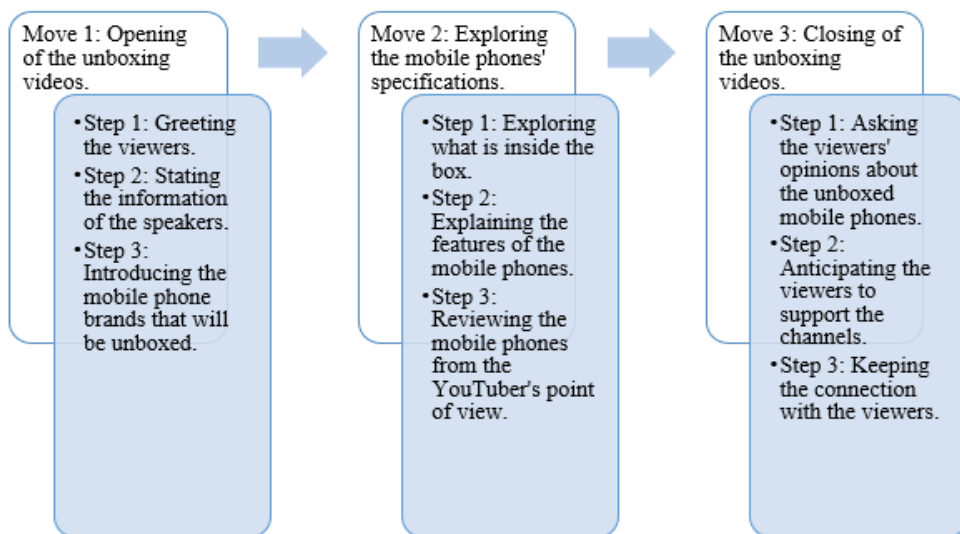


Figure 4: The moves and steps are available in the unboxing videos.

Based on Figure 4, these are the moves and steps that are identified in this study. Move 1 involves four steps which are greeting the viewers, stating the information of the speakers, introducing the mobile phone brands that will be unboxed, and informing the price of the mobile phones. The second move has three steps which are exploring what is inside the box, explaining the features of the mobile phones, and reviewing the mobile phones from the YouTuber's point of view. The third move which is the final move consists of four steps, which are asking the viewers' opinions about the unboxed mobile phones, anticipating the viewers to support the channels, keeping the connection with the viewers, and bidding goodbye. The first research question is answered by the identification of three sequential rhetorical moves that come with several steps in the chosen mobile phone unboxing videos. These moves and steps are needed since they appear in almost all of the selected videos. The results of these moves and steps are detailed below.

Table 1. Moves and steps in mobile phones unboxing videos.

Name of moves and steps/Videos		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Move 1: Opening of the unboxing videos.</b>																
Step 1	Greeting the viewers.	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	x	✓	✓	x
Step 2	Stating the information of the speakers.	x	✓	✓	✓	x	✓	✓	✓	x	✓	✓	x	✓	✓	x
Step 3	Introducing the mobile phone that will be unboxed.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Step 4	Informing the price of the mobile phones.	x	x	x	x	x	✓	x	x	✓	✓	✓	✓	x	✓	x

<b>Move 2: Exploring the mobile phones specifications.</b>																
Step 1	Exploring what is inside the box.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Step 2	Explaining the features of the mobile phones.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	×	✓	✓	✓
Step 3	Reviewing the mobile phones from the YouTubers' point of view.	×	×	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

<b>Move 3: Closing of the unboxing videos.</b>																
Step 1	Asking for the viewers' opinions about the mobile phones.	×	×	×	✓	×	×	×	×	✓	✓	×	×	✓	✓	✓
Step 2	Anticipating the viewers to support the channels.	×	✓	✓	✓	✓	×	✓	✓	✓	✓	×	×	✓	✓	✓
Step 3	Keeping the connection with the viewers.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	×	✓	✓	×

## **RQ2 - What are the formulaic expressions common in YouTube's mobile phone unboxing videos?**

The second research question is answered by the types of words used by the YouTubers that are provided in the discussion part along with some examples. Thorough examples of formulaic expressions that occurred in each video are attached in the Appendices. Below is the explanation of the function of each move and step.

### **Move 1: Opening of The Unboxing Videos**

Four steps have been identified under this move and they are as followed:

- Step 1: Greeting the viewers. This step involves the YouTubers greeting the viewers in a friendly way. Normally, the greeting will include terms such as exclamation to call for viewers' attention and questions asking how the viewers are doing by the time they are watching the videos. This step occurred in 12 out of the 15 chosen videos.

- Step 2: Stating the information of the speaker. This step involves the YouTubers introducing themselves. Some of them introduced themselves just by saying their names, some introduced themselves by saying their names and the channels they represented, some only introduced the channels, and some YouTubers didn't introduce themselves at all. Hence, this step did not occur in all of the chosen videos but only in 10 of them.
- Step 3: Introducing the mobile phone that will be unboxed. This step involves the YouTubers introducing the mobile phones that they will unbox in the video. Normally, the YouTubers will mention the brand first, followed by the model. This is important as this is the step where the viewers know what they are watching and what they are going to be exposed to. This step occurred in all chosen videos as this is the crucial part of unboxing.
- Step 4: Informing the price of the mobile phones. In this final step of Move 1, some of the YouTubers mentioned the price of the mobile phones. However, not all of them mentioned it. Only a few of the chosen videos exposed the price of the mobile phones that they are unboxing and the prices are in the currency of where the speakers came from. This step did not occur in all of the videos.

## **Move 2: Exploring the Mobile Phones Specifications**

Three steps have been identified under this move and they are as followed:

- Step 1: Exploring what is inside the box. This step involves the speakers identifying the accessories that come in the box alongside the phone. Typically, the speakers will reveal a start guide manual, a SIM ejector tool and a charging cable that comes with an adapter that is provided by the phone's company in the box. Sometimes, they were also given a phone case and headphones. This step occurred in all of the videos.
- Step 2: Explaining the features of mobile phones. The second step after revealing the accessories is explaining the features of the mobile phones. In this step, the speaker usually explains the phone charging capability, its camera features and what kind of processor it uses. The explanation involves both the internal and external features of the phone. Although this move is one of the crucial moves in reviewing a phone, this step only occurred in 13 out of 15 videos.
- Step 3: Reviewing the mobile phones from the YouTubers' point of view. The final step under this move is the step where the speakers review the product based on their own opinion. Their review might include their expectations or comparisons with previous phones that they have

encountered before. The speakers would also express the pros and cons of the phone based on their preferences. This step occurred in not all but only in 13 out of all videos.

### **Move 3: Closing of The Unboxing Videos**

Three steps have been identified under this move and they are as followed:

- Step 1: Asking for the viewers' opinions about mobile phones. The first step of this final move is the action of the speakers asking for viewers' opinions regarding the mobile phones that they unbox. The viewers are requested to leave their comments or feedback in the comment section as the speakers want to hear their side of thoughts. However, this step only occurred in 6 out of 15 videos.
- Step 2: Anticipating the viewers to support the channels. The second step involves the speakers requesting the viewers to support their channels. This is typically aimed at new viewers who have not subscribed to their channels yet. They would also ask the viewers to turn on the notifications for their channels so that the viewers will get the updates of their channels immediately. This step occurred in 11 videos.
- Step 3: Keeping the connection with the viewers. In this final step, the speakers would remind the viewers to look forward to their next upcoming videos or suggest the viewers watch their other videos as well. Some of the speakers would renounce their names as this step also acts as a step where the speakers bid goodbye to their viewers. Some of them would also thank the viewers for watching their videos. This step occurred in 13 out of 15 videos.

## **DISCUSSION AND CONCLUSION**

### **Discussion**

Move 1 is the opening of the unboxing videos which act as the introduction of the videos. The speakers kickstart the videos by greeting the viewers (Step 1) as a sign that they are welcoming them to watch the video. The speakers would also ask the viewers how they are doing at the time they are watching the videos. The common formulaic expressions used during this step are "**Hey, what's up?**", "**Hey guys, how's it going?**", "**Hi**", and "**Hello**". The use of these words somehow is believed to leave a significant impact on the viewers. This is because people have certain words that are significant to them and in this case as a viewer of a YouTube video, the use of greeting words could open a range of new reactions (Eisenstein-Naveh, 2002). This step is then followed by the speakers

introducing themselves (Step 2) and as mentioned in the previous chapter, the style of the speakers introducing themselves vary depending on whether they are representing an organization or not. One of the examples of formulaic expressions that are common in this step is “My name **is Wade with TechDaily**”. Similar to research done by Mowlabocus (2018), he agreed that unboxing videos of mobile phones normally start with a brief salutation such as “**Hey everyone, Lenny from OneTechStop here**” by the speakers, which includes greeting the viewers and introducing themselves. These steps (Step 1 and Step 2), however, vary in terms of exposing the speakers’ faces on the screen, because some speakers prefer to just show their hands unboxing the mobile phones. For Step 3, the speakers will proceed with introducing the type of phone that they are going to unbox. This step requires the speakers to mention the brand of the phone followed by its model so that it is recognizable to the viewers. Mowlabocus (2018) explained this step as a ‘biography of the phone’ where the speakers provide the details of the phone, for example, “Today we are having **Microsoft’s latest flagship Lumia** device with us”. As in this research, the researcher collected results such as “In today’s video, we’re going to be unboxing the OnePlus Nord N10 5G from MetroPCS” where the speaker mentioned the brand first then the model of the phone. There are some of the chosen videos that were endorsed by famous brands to unbox and review their phones, hence confirming the notion stated in Chapter 2 that businesses are highly interested in hiring YouTube influencers as brand ambassadors (Sokolova & Kefi, 2020).

For Move 2, the speakers move on to focus on the phone after they are done introducing themselves and the phone. Based on the results, the speakers would explore what is inside the box (Step 1) which are the accessories that come with the phone. The common phrases such as “**inside the box**”, “**the first thing you will see when you open the box**”, and “**in the box**” are used to indicate they are moving on to focus on the phone box. As for the accessories, usually, the phone comes with a SIM ejector tool, charging cable and charging adapter which are essential for mobile phones nowadays. The formulaic expression common in this step is quite normal where the speakers would highlight the accessories simply by stating what they are. For example, the speakers would just state “The first thing you will see is the same **removal tool**. You get a **screen protector, warranty card** and a **TPU case**. You also get an **earpiece, a micro-USB cable** and a **10 watts charger**”. Step 2 is the heart of these videos where the speakers explain the features of the phones that they are unboxing. This is a crucial step because this is what the unboxing videos are made for. The viewers wanted to know what the phones could do to them, and most of the viewers’ questions were answered in this step. Since this is the part where the features of the phones are explained, common nouns such as “**processor**”, “**storage**”, “**milliamp-hours**”, and “**megapixel**” are used to explain the phones’ capability. Mowlabocus (2018)

agreed to this that he also found out that speakers would pay a lot of attention to the onboard cameras, the processor's speed and the software that is embedded inside the phone. The use of words such as "**face recognition**" and "**thumbprint**" is very common. These words can be considered jargon words in the gadget and smart devices world. The use of these jargon words is believed to help the speakers to convey the message more effectively and sufficiently (Patoko & Yazdanifard, 2014). The last step in this move involves the speakers giving their opinions about the phone (Step 3). They might compare the phone they have in their hands with the ones that they have used before which are a different model, and highlight how the previous one differs from the current one or vice versa. This step acts as a benchmark for the technological and aesthetic progress of the device, as well as reflects the brands' capability of producing new technologies and devices (Mowlabocus, 2018). The common expressions that symbolize the speakers are about to share their opinion about the phones would be when the speakers use phrases such as "**I particularly liked**", "**I will**", "**I don't like**", and "**For me**". The speakers' opinions vary according to what crosses their minds. Sometimes they commented on the phone's speed, thus phrases like "**this phone is already very fast**" would be used. Other than that, some speakers reviewed the phone by what it is lacking with such as the absence of certain ports, thus phrases like "**this phone doesn't come with USB type C port**" would be used. There are many other points of view that their opinions came from and most of them are beneficial for the viewers to know how the speakers think of that device.

In Move 3, the speakers would be ready to wrap up their unboxing videos by asking the viewers' opinions about the phones that they have unboxed (Step 1). The viewers are asked to leave their thoughts and comments in the comment section under the videos and this is where the exchanging of opinions between the viewers and the speakers, or among the viewers themselves happened. This step is commonly expressed with the phrases such as "**Let me know what you guys think about the Poco M3**" and "**let me know what you think about this device**". The claim stated by Kim, Sohn and Choi (2011) is proven here when YouTube has become a place where the users can experience information exchange aside from having it as a medium for entertainment. Lee (2009) further emphasized that this activity also highly influenced the customers' perceptions of the product. This step is then followed by the speakers anticipating the viewers to support their channels (Step 2). Current subscribers are requested to like and share the videos, while new viewers are requested to subscribe to the channel as well as turning on the notification bell. Words such as "**subscribe**", "**hit the like button**", "**give it a thumbs up**", and "**follow**" are common in this step. This step is to ensure that the viewers will always be updated with the content that the speakers upload later on. According to Mowlabocus (2018), this step is seldom topped up with extra content such as the latest news and prize giveaways to encourage the

viewers to stick to their channels. For the final step under this move, simultaneously the final step in the unboxing videos, the speakers would keep their connections with the viewers by asking them to check out their other videos before they end the video by bidding goodbye (Step 3). This step usually involves the speakers reminding the viewers to stay tuned for upcoming videos and the speakers would also thank the viewers for watching their videos. Some of the speakers would reintroduce themselves but not all speakers perform this act. Phrases such as “**Thank you** for watching once again and **I will see you guys soon**”, and “**Thanks** for watching. **Catch you guys in the next one**” are common in this step. Mowlabocus (2018) explained that the conclusions of unboxing videos are usually short and differ from what this research found, he found that in the conclusion part the speakers would usually recap the focus of the review and reiterate the speakers’ opinions about the phones. However, both researchers agree that the speakers would include an invitation to subscribe to their channels.

## CONCLUSION

In a nutshell, this study aimed to answer the research questions which are “what are the rhetorical moves used by the YouTubers of the mobile phones unboxing videos?” and “what are the formulaic expressions common in YouTube’s mobile phones unboxing videos?”. To answer those questions, a total of three rhetorical moves with several steps and formulaic expressions have been identified through 15 selected unboxing videos from YouTube. The analysis of this study found that most of the selected videos performed similar moves and steps, and most of the speakers used similar expressions in their unboxing videos to trigger the viewers’ emotions and reactions, to convey information to the viewers and to maintain their engagement with the viewers. These findings also have a few similarities and differences to the previous research conducted on this similar field of study that was done by Mowlabocus (2018).

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