

Sentiment analysis: An Appraisal approach to Trip Advisor Reviews headlines

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Abstract

Online reviewing behavior is a novel trend driven by the constant presence of social media users on online platforms. Review excerpts are samples of social interaction where reviewers evaluate and promote for travel destinations. They can also be categorized as electronic word-of-mouth (eWOM). The study focuses on the textual and ethnographic aspects of the texts. Its uniqueness lies in its examination of the utilization of positive emotional language for the purpose of indirect promoting, and the realization of these emotions through a range of grammatical structures and lexical choices. Since the content of the reviews is mainly evaluative, the paper aims at utilizing Martin and White's (2005) Appraisal framework as the one suitable for the analysis of the selected data. Evaluation in this context is supposed to evoke a shared emotional reaction between the reviewer and the reader towards appealing travelling destinations, and entice them to follow suit. Headlines are specifically chosen for analysis since they intensify the evaluation through summing it up focusing on the most appealing features. The study concludes that among the appraisal tools, 'judgment' and 'appreciation' prevail over 'affect,' which is instant and hard to retrieve at a later point in time.

Keywords: Social media, Appraisal, Evaluation, Promotional texts, Trip Advisor Reviews.

1. Introduction

Recent developments in social media have created the potential to increase social presence on the Internet (Kaplan and Haenlein, 2010). As a result of this development, the public has become more dependent on online WOM in order to decide on what book to read, which movie to watch, what product to buy and where to go for vacations. Social media as a communication channel encompasses different types of discourse. Media discourse is defined by o'keeffe (2014:449) as "interactions that take place through some broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer" O'keeffe adopts Goffman's (1981) term "participation framework" to refer to the environment (context) where media discourse happens. "In the case of written discourse, the participation framework comprises an author or authors (the media persona) who broadcasts through the written medium to a reader or readers. What is produced may be

read at any time after it is published." Audience of the social networking sites are no longer the passive recipients, but they comment, join a chat and post what is written to others. This process is termed 'the ripple effect' whereby the consumer reads, reacts and then spreads what is read to others who will resume the process of reading, and passing it on further. In their research article, Lu, Ba, Huang, and Feng, (2013: 601) declare that "Online review platforms provide an opportunity for users to go beyond their own close circles of friends and family to access a large amount of information from many previous consumers".

2. Review of Literature

Trip Advisor, a leading online review website, (www.tripadvisor.com), that has become so influential in the travel and tourism industry is characterized by being interactive and user-generated rather than expert-generated. As such, they exhibit varied voices and different genres. They can be categorized as an indirect promotion for a touristic place (cities, hotels, or restaurants) where travellers persuade others through exhibiting opinions, offering feedback and making recommendations, at a time following that of the experience itself. This is communicated either through a thread of opinionated extracts, or through a narrative structure that is favored by some ex-travellers when evaluating their experience. Evaluation is defined by Hunston and Thompson (2000: 5-6) as:

the broad cover term for the expression of the speaker or writer's attitude or stance towards, a viewpoint on, or feelings about the entities or propositions that he or she is talking about ... every act of evaluation expresses a communal value system, and every act of evaluation goes towards building up that value-system. This value-system is in turn a component of the ideology which lies behind every text. Thus, identifying what the writer thinks reveals the ideology of the society that has produced the text.

Review writers are ex-travellers who are the main content producers of the reviews. They have a preconceived idea about the identity, values, and preferences of the receptors of this discourse type. Feelings, as presented in reviews, are written as a response to an emotional stimulus experienced by the ex-travellers. The reviewer sharing his emotions is referred to by Martin and White (2005: 46) as the "emoter," and the phenomena responsible for this emotion is identified as a "trigger." From there, future travellers, the addressees, also participate in this content reception, and future production with their views and recommendations. Accordingly, there is no clear-cut classification of producers and consumers of texts since the consumers themselves are future producers and distributors of content. Ritzer and Jurgenson (2010) blended the

term 'prosumers', to refer to the interchangeable roles between producers and consumers of texts. They believe that "prosumers seem to enjoy, even love what they are doing and are willing to devote long hours to it for no pay." (22).

In a previous study on online reviews, Hong, Huang, Burch, & Li, (2016) examined the role of culture in expressing emotions in restaurant reviews, and came out with the findings that individuals from collectivist culture (where people are considered 'good' if they are self-sacrificing, generous and helpful to others) are more likely to conform with prior opinions, and less likely to express emotions. This contrasts with individuals from individualist cultures (Where people are considered 'good' if they are independent, strong and assertive) who are more likely to express emotions. In another study, Yin, Bond, & Zhang (2014: 539) explore the effect of the two negative emotions, anger and anxiety, in online seller reviews on its helpfulness to readers. They examined the relationship between the content of the review and its helpfulness ratings, and came out with the finding that discrete emotions as expressed in online reviews "carry important practical implications for consumers and online retailers." Chua and Banerjee (2013) investigate the reliability of Trip Advisor for making travel plans on the two levels of inter-reviewer and intra-reviewer. The former refers to the extent star ratings of the reviewers are comparable to those attracted by a given hotel, where as the latter refers to the consistency of star rating to textual comments. Their findings proved the web site to be fairly reliable. In a different study on Trip Advisor, Zhang & Vásquez (2014) investigated the dominant structure of hotel responses to customer's complaints. They identified ten move types specific to this genre that start from expressing gratitude, apologizing for the inconveniences, and end with avoidance of reoccurring of the problem and finally solicit response to address customers' negative review. In their research, Mariottini and Toribio (2014) investigate the narratives presented in the body of the review adopting a pragmatic approach and comparing them to other types of narratives, focusing on the peculiar features specific to this touristic genre.

The reviews serve as a promotion for the service that the travellers experienced, and entice other consumers to try it. Lu, Ba, Huang & Feng (2013: 598) categorized reviews as online WOM that are even more effective than the traditional communication channels due to their content wealth and quantity of contributions. Unlike advertisements, reviews are spontaneous. They do not have a planned commercial aim, and do not undergo a process of careful editing nor selection, since consumers of the service are the ones who write them as a way of sharing their personal experience with future travellers. Reviews are purposefully sought by travellers to help them with their choices, and decision making. Unlike ads, reviews are genuine; they do not deceit readers as they do

not equate an imaginary word with a real one. Freitas (2012:430) stated that "there is on the one hand a safe, factual world ruled by logic and, on the other hand, a dangerous world created by ads, where illogicalness and falsehood rule."

Reviews, as a social discourse, presented on Trip Advisor website can be categorized as promotional text indirectly intended to influence travellers' decisions. As such they can be viewed as indirectly exercising power on the consumers. However, power as exercised in these reviews is not the usual unidirectional type addressed from the one in power to the powerless recipients. Khossravini and Unger (2016: 206) assert that "Social media communication has given rise to a new dynamic of communication that breaks away from the traditional linear flow of content from certain producers to (ordinary, powerless) consumers, as well as changing the distribution processes that were at the core assumptions about power in the mass media."

The peculiar linguistic features of reviews are accompanied by the non-linguistic features of accompanying photos of the place reviewed. This multi-semiotic process of communication will not be attempted by the current research. Unlike ads, text and image do not always complement each other in Trip Advisor reviews. The photos of a particular location are sequentially placed in an album form, and the viewer can scroll right or left to see the different angles of the place, whether a hotel or a restaurant. Reviews placed sequentially below the photo album are made on a variety of services, activities and staff, and on the feelings and emotions that one is likely to encounter in these places, all of which are not exhibited in the photos. Accordingly, the paper attempts a pure linguistic analysis of the discourse of the review as 'plain texts' using the Appraisal framework, and without reference to the accompanying photos.

The current study aims at investigating the essential role of positive emotions in writing headlines for Trip Advisor reviews. Negative reviews are slightly touched upon since they are found to be very rare (only three) in the selected hotel reviews. Unlike newspaper headlines, the headlines of the reviews do not follow any specific format. They are as spontaneous as the reviews' structures vary from single evaluative adjectives to whole statements and even questions. However, the predominant form that headlines take in the analysed data is that of a phrase.

White (2011:16) confirms that "emotion is crucially implicated in attitudinal assessment." The focus in the present paper is solely on positive emotional language. Marmolejo-Ramo, Juan, Sakarkar, Ngo, Ruiz-Fernández, Butcher &

Yamada (2017) map emotions onto a vertical scale where positive emotions are placed in upper spatial locations, and negative emotions in lower spatial locations. They assert that "Regarding emotional valence, it is expected that joy will be rated as highly positive, whilst sadness will be rated as highly negative." (753) The emotion of happiness, dominating the selected reviews is categorized by kövecses (2000: 20) as a "basic emotion." The researcher aims at highlighting the prevalent appraisal tool that characterizes and is most prevalent in this genre.

3. Research Questions

The current study attempts to answer the following research questions:

1. How are identities and relationships established by means of the reviews' headlines?
2. What is the dominant pattern for providing appraisal in the headline of this genre?
3. What are the assumptions on social values made by the reviewers, and upon which they base their reviews?
4. Whether or not this promotional genre accommodates the expression of attitude.

4. Methodology and Data Selection:

Trip Advisor website provides an overwhelming amount of data eligible for a qualitative or a quantitative analysis. O'keeffe (2014:451) asserts that "the discourse of social networking sites is an exciting area, waiting to be substantially researched and described." Data is constantly uploaded and updated on this website as travellers share their experiences and evaluations of the places & hotels. Their opinions and sentiments are vital for future travellers who plan their future trips based on the reviews provided by previous travellers. The analysis focuses on 345 review headlines of three hotels in one Turkish city 'Dalyan'. Since the concern of the study is the analysis of positive sentiments, the selection of the reviews is based on the percentage of the excellent scale given to a hotel compared to the other four scales. Of the 119 reviews on Botique Hotel Montana, 83% rates excellent. Of the 118 reviews on Keysan Yunus Hotel, 78% rates Excellent and 18% very good, and of the 99 reviews on Kano Otel, 83% rates Excellent. Reviews were written consecutively over a time span between the years 2006 and 2018. To deal with the non-linearity of text-production, and to guarantee the proficiency level of the language used, the reviews selected are those made by British or American tourists. It is also worth

mentioning that reviews made on the selected hotels are mainly by British tourists as they represent the majority of tourists in this specific region. Reviews are easily accessed in this paper by simply pointing on the headline where it will take the reader directly to the specific review.

All the reviews share a common organizational pattern that include a bold font title, the review date, the surname of the reviewer, sometimes accompanied by the initial of the first name, and the country of origin. Customers' opinions are presented basically in a structured way by rating the hotel or the place with stars from one to five. To free the website from any legal responsibility, every review is followed by the automated statement "This review is the subjective opinion of a Trip Advisor member and not of Trip Advisor LLC"

5. Theoretical Framework

The analysis utilizes Martin and White's (2005) Appraisal framework to analyze customers' evaluation/opinion and sentiments about the services and facilities provided by hotels. Appraisal theory extends further on Halliday's three metafunctions, and experiments them in different contexts. According to Groom and Littlemore (2011:26) " SFG lacked a detailed framework for modeling the lexical and grammatical resources for expressing evaluative meaning in texts." In describing their framework, Martin and White (2005:94) state that the appraisal theory is not so much concerned with grammatical forms but rather with meanings in context, and their rhetorical effects. Stemming from Halliday's systemic functional linguistics, the appraisal theory lays special focus on the interpersonal function. White (2011: 14) asserts that "the appraisal framework is directed towards developing the account of interpersonal functionality, with extending descriptions and understanding of those aspects of language by which speakers/writers construct for themselves particular identities or personae, and by which they position themselves and those they address."

‘Attitude’, ‘engagement’ and ‘graduation’ interact and form the basis of the Appraisal theory which is treated in this framework as a discourse semantic utilized to understand power and solidarity. Attitude is expressed via three semantic domains: affect, judgment and appreciation that respectively correspond to emotion, ethics and aesthetics. "Affect deals with resources for construing emotional reactions.... Judgment is concerned with resources for assessing behavior according to various normative principles.... Appreciation looks at resources for construing the value of things, including natural phenomena and semiosis." (Martin and White, 2005:35). Engagement refers to the presence of the authorial voice in the review "with respect to the value position being advanced and with respect to potential responses to that value

position" (Martin and White, 2005: 36). Authors can distance themselves by quoting or get involved by asserting or denying. Graduation refers to the grading and amplification of feelings. It adjusts the degree of the evaluation through repetition, intensification 'force', along with graphological or phonological features. The three categories of engagement, attitude and graduation aid in revealing the amount of enthusiasm that review writers communicate in their reviews.

White (2011:10) states that appraisal is categorized as part of discourse semantics for three main reasons. First, attitude is realized in discourse without regard to grammatical boundaries. Second, it can be presented by different grammatical categories; for instance an epithet, realized by an adjective, a process, realized by a verb or a comment adjunct realized by an adverb. The preference of one style for attitude presentation over the other is of considerable interest. Finally, attitude can be presented metaphorically, and it can also be nominalized as a thing. Judgment is either of social esteem or social sanctions. The former has to do with normality, capacity and tenacity whereas the latter is more concerned with veracity and propriety. White asserts that this five-way taxonomy is grounded in Halliday's (1994) modality. "This relationship operates in the following proportions: normality is to usuality, as capacity is to ability, as tenacity is to inclination, as veracity is to probability, as propriety is to obligation." White (2011: 14) advocates that appraisal as a framework focuses on the writers' expression of feelings and their stance taking and engagement with predetermined social values and positions which helps them to "align or dis-align themselves with the social subjects who hold to these positions."

In Martin and White's framework (2005: 35), appraisal with its three domains; attitude, engagement and graduation are equivalent to Halliday's notion of power, and are realized through lexicogrammar by various means including evaluative lexis, modal verbs, modal adjuncts, intensification, repetition, polarity, vocation, logico semantics, and manner/extent. Within their framework, dialogic space can be expanded or contracted. Expansion is realized through 'entertain' and 'attribute' whereas contracted space is realized by either 'disclaim' or 'proclaim.' With disclaim, dialogic alternatives are rejected and presented as not applying. Through 'proclaim' "some authorial interpolation, emphasis or intervention, dialogic alternatives are confronted, challenged, overwhelmed or otherwise excluded." (Martin and White: 2005: 117)

6. Analysis

Reviewers convey their enthusiasm towards their experience by various lexicogrammatical ways. Meanings are activated in texts either by explicit attitudinal

terms or by relying on implication, inference and association for statements that do not contain explicitly attitudinal lexis. White (2011:18) believes that "appraisal proposes a distinction between what it terms 'inscribed' evaluation, where the positive/negative assessment is directly inscribed in the discourse through the use of attitudinal lexis, and what it terms 'invoked' evaluation, where it is not possible to isolate such explicitly attitudinal vocabulary." The expression of attitude takes different grammatical forms that vary from single evaluative words, to phrases, clauses, interrogatives and exclamatives.

Of the appraisal tools, the present study will select the Attitude category as the one relevant to analyse the data under investigation. All the subcategories of attitude including Affect, Judgment and Appreciation are the focus of the analysis. From attitude, the categories of judgment and appreciation are found to be the most relevant.

6.1. Adjectival Realization of Attitude

Adjectival realization of attitude refers to how attitude is communicated through the pure use of adjectives whether on the word level, phrase level or sentence level. Martin and White (2005:92) confirm that "all utterances are seen as in some way stanced or attitudinal."

6.1.1 Explicit Judgment

Judgment is made through explicit attitudinal terms in the sense that it is communicated by clear adjectives evaluating a behavior or performance of an entity based on shared and approved social norms. Martin & White (2005: 45) assert that "judgment reworks feelings in the realm of proposals about behavior – how we should behave or not; some of these proposals get formalized as rules and regulations administered by church and state." Under both judgment and appreciation, 'feelings' are presented as qualities inherent in the evaluated phenomenon itself. The feelings of ecstasy, and the pride in the experience are communicated by single word adjectives in the headlines Fab, Great, Perfect, Charming, Wonderful, Heavenly, Relaxing, Superb

Judgment refers to the ethical and moral norms agreed upon in a society. As such they are found to come in the form of modification to nouns in noun phrases as in:

Great Location, Brilliant Staff, Excellent Service, A Wonderful Place, Great Management and Staff, Fantastic hotel, great staff! Friendly staff and lovely contemporary hotel, Lovely experience again. Excellent hotel and staff, Clean,

cosy, comfortable, so friendly and cheerful staff! Excellent place to stay...and very good staff:), Great service, Excellent place to stay, Fabulous Botique Hotel, Outstanding experience and Amazing Breakfast!

The adjectives 'great', 'brilliant', 'clean', 'fabulous', 'cozy', 'comfortable', 'amazing' and 'excellent' are utilized to evaluate human actors 'staff' and 'management' along with non-human actors 'services', 'experiences', 'breakfast' and 'hotel' in terms of morality, social esteem and social acceptability. The adjectives evoke in the reader the criteria agreed upon in the society of the qualifications and behavior of a great management system and a great staff, and the consequences of having this great management system and staff on the services provided by the hotel which leads to the complete desired satisfaction of the ex-clients and the clients to be.

The reviews under analysis are all portraying the subjective views of the reviewers. The polarity of the words and phrases in the above headlines are mainly positive. However, Duwairia, Ahmed, Nizar, Al-Rifai, & Saleh (2015: 109) assert that the polarity of the word whether positive or negative can change according to context wherein it is placed. This is evident in various headlines where the adjective "small" is used to evaluate hotels. The polarity of the adjective 'small' in the headline Small but perfect is negative denoting a sense of uncomfortableness to some travelers who prefer spacious hotels. It is followed by the conjunction 'but' which indicates a contrast with what comes after, 'perfect', carrying a definite positive polarity, and mitigating the negativity communicated by the adjective 'small'. On the other hand, the negative polarity of the adjective 'small' is transferred to a positive one in a different context as in Small, friendly, clean hotel and Small & Friendly Hotel in Dalyan where 'small' is associated to the positive attribute 'cozy', and is coordinated to the positive adjectives 'friendly' and 'clean' to comply with the socially acceptable variables that friendliness and cleanness are desirable and appealing values according to the social norms of the selected cultures. Similarly, in the headline Wilkin sons invaded hotel yunus, the negative polarity of the verb 'invaded' acquires a positive polarity when placed in the context of the review to reveal the implicit meaning that all members of the family of Wilkinsons agreed on staying at this specific hotel based on a previous recommendations from family members who visited the place, and experienced its services. The characteristics of an invasion; coming in groups and staying for a long time in someone else's territory, is summoned to the reader to communicate how appealing and tempting the place is, and that coming in groups adds to the pleasure.

Explicit judgment is made more apparent, and prevalent through graduation, which as stated by Martin and White (2005:37) is concerned with the degree of

evaluation, and is realized by various means as intensification, comparatives and superlatives, repetition, graphological and phonological features. "Attitude involves gradable meanings, which have the potential to be intensified and compared."

Intensification and mitigation affect the degree of sentiment. Martin and White (2005: 19) assert that intensification as a prosodic realization "involves amplification; the volume is turned up so that the prosody makes a bigger splash which reverberates through the surrounding discourse." Intensification of adjectives is seen through repetition in some headlines, which reflects the extent of the writers' engagement with the proposition expressed.

Lovely hotel – lovely service - lovely village,

Good location, Good service, very Good Hotel to Stay in Daylan

Perfect Location, Perfect host, Perfect Holiday!

The repetition of the adjectives 'lovely', 'good' and 'perfect' increase the force of the assertions made by the writer. Similarly, with Restful relaxation, the writer asserts that it is not just relaxation, but one that is full of rest.

The reviewers focus on elements of interest to the traveller as the hotel, service, location and the city as a whole. Repeating the adjective to modify these nouns increases their force, and hence the way they cling to the readers' memory. Similarly, the intensification is grammatically realized through graduation by utilizing the adverbials 'very', 'totally', 'absolutely' and 'highly' in the following headlines.

Very pleasant hotel

Totally Delightful

Absolutely lovely!

Highly Recommend, beautiful hotel

If placed on a graduation scale, the lexeme 'very' is an intensifier that is slightly lower than the lexemes 'totally', 'absolutely' and 'highly' that rate higher on the same scale. The pronouncement made by using these adverbs boosts the proposition, lays responsibility on the writer, and leaves no doubt of the truth value of the evaluation provided. It, thus, contracts the dialogic space. Through the up-scale graduation, writers increase the degree of positivity of the

attitudinal meaning. The judgment made by the review writer on the pleasantness, delightfulness, loveliness and beauty, is based on Adjectival realization of attitude that is commonly approved by the society, and that accords to certain social norms.

Explicit Appreciation: 6.1.2

Martin and White (2005: 56) avow that "In general terms **appreciations** can be divided into our 'reactions' to things (do they catch our attention; do they please us?), their 'composition' (balance and complexity), and their 'value' (how innovative, authentic, timely, etc.)."

Through explicit appreciation, writers assess the aesthetic quality through exhibiting their reactions to the place, its composition or its value. Appreciation as evident in Trip Advisors' headlines falls under the value of positive reaction either to the quality of what is appreciated or to the impact it left on the experiencers. Appreciation does not deal with the reviewer's personal feeling but externalizes it "by representing it as a characteristic which inheres in the evaluated entity itself." (White 2011: 26). The travellers' stance to appreciate their experience is communicated in single word headlines which are mainly adjectives as Relaxing, Superb, Wonderful, Charming, Heavenly, Great, Fab and Perfect, all of which are categorized as strong adjectives. Ghazi et al., (2014) confirm that adjectives are the most inspiring emotional terms. Other headlines take the form of noun phrases modified by emotionally loaded positive adjectives as in:

, A Splendid Hideaway, Lovely Little Hotel

Lovely hotel, Really friendly family run hotel - we'd definitely go back

Brilliant Hotel, Friendly family run hotel .. tranquility by the river was bliss

The aesthetic qualities in these instances are not judged, but appreciated by the review writers. These adjectives evaluate the hotels according to shared norms and values among people in the society. 'Lovely' evokes the heart captivating quality of the hotel by its elegance and exquisiteness. 'Tranquility' is favored, and sought by travellers who have a strenuous and bustling lifestyle. The repeated use of 'family run' to describe a hotel implies extra care, and attention given to the clients if compared to normal hotels.

6.2 Non-Adjectival Realization of Attitude

With this type of attitude expression, evaluations are not limited to adjectives for their realization, but are communicated through a range of other grammatical forms.

6.2.1 Implicit Judgment:

Judgment is made implicitly through the use of inclination. Inclination is related to the judgment value of tenacity. Since it is concerned with futuristic action or activity, the tense utilized is the future one with 'will' or 'going to'. By stressing their resolution to return to the same place, in the headlines, travellers indirectly impart the message that this hotel is irreplaceable, due to all the comforts provided, and that comply to social norms shared by the writer and the readers of the reviews.

Really friendly family run hotel - we'd definitely go back

We will be back, Will come back every year!!!, We are going back. The assertiveness communicated in these headlines is made more focused through the use of the adverbs 'definitely' and 'every year' which entice the future travellers to consider, and take the decision to stay in the reviewed hotel.

6.2.2 Implicit Affect:

Explicit affect is rarely found in the analyzed data. The only instance of explicit affect is evident in the headline, So glad to be back, where affect is presented as a quality attributed to the review writer; a reaction to an emotional 'Trigger,' namely, the hotel reviewed. He expresses his/her personal feelings that may or may not be shared by others; since what makes someone glad does not necessitate that it will entice a similar feeling in all. However, affect is found to be implicit within some headlines as in 5 girls on holiday and Mother and daughter trip. The two phrases do not contain any attitudinal lexis. However, the realization of feelings is more internally experienced as an emotive state or an ongoing mental process. They stimulate a number of emotions in clients whose circumstances are in somehow close to the expressed phrases. The title '5 girls on holiday' stimulates the enjoyable positive feelings that are constructed by a culture where private female activities are jointly experienced, and whose manifestation is paralinguistically evident in the laughter, inner joy, happiness, security and satisfaction that are felt among females on a trip. Similarly, 'Mother and daughter trip' will stimulate feelings only in clients of identical circumstances specifically in those where the mother and daughter relationship

is special and harmonious. Those clients envisage themselves in the same situation with the surge of happiness and joy that can be experienced on such a trip.

6.2.3 Implicit Appreciation:

The activation of meaning in this section relies on the readers' skill in interpreting implications, making inferences and associations. There is a move from the realm of explicit evaluative lexis to the implicit evaluation; the interpretation of which is based on context. In the context of Trip Advisor Reviews, any utterance, statement, phrase or even question is found to carry an evaluative element, even if it is not directly stated. Malrieu (1999: 134) asserts that "in context, even adverbs and complement such as 'always' and 'with a knife' have an evaluation".

Something SPECIAL

Four Star Hotel,,, Seven Star Service..

Appreciation as communicated in these headlines is not explicitly found in the lexis used. The numbers 'four' and 'seven' do not exhibit positive or negative evaluation. However, based on background knowledge, and when placed on a touristic scale to refer to the graduation of the hotels, the positive evaluation is made clear. Placing the four stars hotel on equal footing to the seven stars hotel implies that the service is as luxurious and outstanding as that of a seven stars. Visitors pay the price of a four stars, and get the services of a seven star hotel, which will definitely appeal to future travellers.

The polarity of the adjective 'special' is not totally positive when compared to the other explicit positive evaluative adjectives voiced in the section above. It has a vague implication. However, utilizing graphology by using all caps to write the word makes it sound like the writer is uttering it with a high voice so as to lay focus on it, and entice the reader to proceed with the rest of the review to find out what this special something is.

In the headlines, Why are there so many repeat visits? And What Is It That Makes Guests Keep Return? there is nothing attitudinal about the language used. The questions contain no positive lexis to denote attitude explicitly. They simply invite readers to contemplate, and try to anticipate the response which they will find in the body of the review. The selection of the lexis 'repeat' and 'return' denotes continuity of an activity namely visiting the reviewed hotel which in turn entails the appealing nature and services provided by the hotel to

its visitors. Similarly, the utilization of the verb 'keep' entails insistence on performing an act, namely, 'return' to the same place by the same guests which indicates satisfaction to the extent that they do not need to try another.

Similarly, the clause The Montana is still hard to beat has no evaluative vocabulary. However, the phrase 'hard to beat' entails an implicit comparison with other hotels that will prove incapable of competing with the present one which in turn, insinuate its outstanding qualifications in comparison to the others; hence, its value is appreciated. Preceding the phrase by the adverb 'still' is also indirectly evaluative as it implies that it has previously been 'hard to beat' up till the moment of writing the review which implicates consistency in maintaining the service level.

Appreciation is also implicit in the phrases: Back after three years, Still here!, 17 days away and 2nd Visit.

By simply stating in the headline the length of the period '17 days away', the current situation 'still here,' and the repeated visits 'back after three years' and '2nd visit', each headline implies an action taken as a reaction to previously experienced satisfaction that is based on generally agreed social norms and values. Among the implicit social values, and upon which the actions indicated in these headlines are taken are: cleanness is desired by everyone, everyone likes to be served in the best way when on holidays, and when booking a hotel room, overlooking a view is a preference. The utilization of the adverbs 'back' & 'still' denotes an implicit appreciation of the hotels, and the services they provide based on the desire to continue staying in these hotels.

6.2.3.1 Metaphoric Appreciation

Metaphor as a semantic notion of communication relies on context along with background knowledge, and shared norms and values for its full comprehensibility. Different headlines express attitude through metaphoric representation. The 'home' metaphor is prevalent in several headlines to communicate the positive feeling of coziness and comfort that was experienced during the stay. According to Brown (1976:378) "Meanings are feelings and mental experiences". Review writers use the 'home' metaphor based on the assumption that according to the social norms, the comfort of a home along with its emotional associations are qualities that are sought and favored by people generally, and travellers specifically.

home from home; amazing!, Relaxing home from home holiday and Wonderful Experience! We were HOME when we ARRIVED!

Similarly, since the majority of humans loves and cherishes material possessions, the metaphor of material value is stressed upon in several headlines. These headlines also reflect the societal interest in material possessions and the feelings of joy and pleasure they bring to the owners and onlookers.

A jewel of a hotel, A real treasure, Turkish Delight, Treasure find,

If you could bottle this you could make a fortune, A little gem of a place - don't tell everyone though!! , once again a brilliant stay.

Though the focus in these instances is not directly on the affective content, not on the occurrence of words indicative of feelings, yet the positive valence communicated by the words, and the intensity with which they are used communicate the feelings of joy, happiness and enthusiasm. The notion of values as discussed by Martin and White (2005: 16) is located on a scale running from low to high. The value attributed to the hotels using the metaphors 'Turkish Delight', 'fortune,' 'gem', 'treasure', and 'jewel' represent "the maximally high value of *ecstatic*." As such, the review headlines fulfill its function of promoting for, and recommending the hotel as the best choice for the upcoming stay. Similarly, the negative headlines Not Our Cup Of Tea & It did not live up to the promise denote the unfavorable attitude of the review writers to communicate dissatisfaction with the experience.

6.3 Interpersonal Relationship in Reviews Headlines:

The ultimate aim of the reviews is the production of user-generated content, and positive emotion in review texts. Trip Advisors texts exhibit an integrated means of

social interaction. Though appear scattered, and lacks consequentiality upon first encounter, the excerpts inherently display intersubjective relationship through the use of interpersonal and evaluative language.

The communicative context of the review is single voiced, and the assertiveness with which the review writers state their headlines, leaves no place for an alternative opinion at the moment the review was written. With this respect, they fall under Bahtin's 'monoglossic' style where the proposition is presented as taken for granted. Though review texts are all monoglossic, they aim at a dialogic relationship with the addressee with whom the writers share their

enthusiasm. People's posts on trip advisor website are similar to turns in conversation but are not transitory. They extend over time that could be different seasons or years, where readers can access, and at times respond and add to them. Both Martin and White (2005: 92) and Bakhtin (1981: 281) agree that due to the dialogic nature of verbal communication whether written or spoken, reference is constantly made to previous utterances on the same theme, and the readers' responses are constantly anticipated. Reviewers try to satisfy the readers' desires through making the right assumptions. By establishing a dialogic relationship with the content of the review, reviews aim at eliciting a reaction from the public. Accordingly, the impact of the review can be immediate where the reader can take an immediate action, and book a place or a vacation based on the review, or can be delayed when the reader does not take immediate action, and continues to scroll and read reviews about other places, compare services and prices then take the required action of interacting with the website sometime later. Martin and White (2005: 94) argue that:

When speakers/writers announce their own attitudinal positions they not only self-expressively 'speak their own mind', but simultaneously invite others to endorse and to share with them the feelings, tastes or normative assessments they are announcing. Thus declarations of attitude are dialogically directed towards aligning the addressee into a community of shared value and belief.

The headlines A special place that will warm your heart.., and Enjoy and relax at this family-run hotel - relaxation guaranteed are classified as "dialogistically contractive and by dint of this contractiveness they clearly align the reader into the value position which is being advanced at this point by the text." (Martin and White 2005:129) Reviewers pronounce that what is stated in the headlines or the bodies of the reviews that follow, leave no place for doubt that the aspired qualities are finally found. The assertiveness with which the authors voice their evaluative statements marks an overt intervention and engagement with the current proposition. The stance that the writers give themselves in these headlines is that of the care givers, the advisors who have undergone the experience, and provide their fellow readers with the thumbnail of this experience to save their time and searching effort. "Under the appraisal framework, 'Pronouncements' are formulations which involve certain types of intensification, authorial emphases or explicit authorial interventions or interpolations." (White 2011: 30)

The authorial emphasis expressed in the headline Look no further, assumes that the reader has been making an intensive search on the website to locate the best

and most suitable hotel. The imperative is monoglossic as it does not allow for any alternative actions. Through the directive, the writer exhibits pride in his/her experience, and in an assertive manner orders the reader to stop the search at this point where the review of this specific hotel is being made, and select it for his/her upcoming vacation without hesitation. However, the demand is grounded as an assessment and an advice by the writer, who undertook the obligation of providing an evaluation, rather than a true command.

Similarly, through the directives Don't miss this wonderful hotel! And You can't go wrong if you chose this hotel; the textual voice commits itself to the proposition expressed, and claims full responsibility for its truth and its consequences. Through the lexical choices 'don't miss' and 'can't go wrong,' and the negated conditional grammatical structure, the review writer contracted the dialogic space, and assures the reader about his approaching choice. The denial in 'can't go wrong' is dialogic in the sense that it assumes and responds to the conviction/belief made by the reader that 'he might be mistaken in selecting this hotel.' White (2011: 28) asserts that "by representing the proposition as highly warrantable (compelling, valid, plausible, well-founded, generally agreed, reliable, etc.), the textual voice sets itself against, suppresses or rules out alternative positions."

A little gem of a place - don't tell everyone though!!!

Please don't go to Yunus hotel....,

The above headlines shock the reader, and motivate him/her to read further to know the reason why they should avoid this hotel to find the surprise, in the body of the review, which praises all aspects and services of the hotel. The endearment lexical item 'please' and the negated statements 'don't go' and 'don't tell' establish an assumed intimacy, and create the atmosphere of shared knowledge through which the reviewer is ready to impart a secret to the assumed reader. Through this pronouncement, the writer assumes the existence of the shared social value of preserving valuable possessions to oneself, and not sharing them with others and indirectly emphasizes the fact that the hotel is highly evaluated, and is worthy of staying in. However, the value of this hotel should be hidden from the majority of the people, with no access to the reviews, to preserve it for the reviewer and his trusted readers.

7. Conclusion and Findings:

Trip Advisor, as a promotional genre providing reviews for travellers, mainly draws on evaluation, as a motivational influence, to achieve its goals of

persuading readers, and promoting for travel destinations or hotels. The communicative objective of the reviews is mainly to persuade, and the predominant nature of the review headlines is to foreground evaluative statements over informative ones. Evaluations are found to be extensive in the headlines and detailed through the body of the review. Due to their unique linguistic features as well as their clear projection of the writers' stance, analysis is confined to the headlines of the reviews. The reviews are all subjective, expressing each traveller's value judgment or appreciation. Analysis in the current study is confined to positive reviews since negative reviews are found to be relatively rare (only 3) in the collected data. Thus, only headlines with positive polarity were selected for the analysis. The majority of headlines are found to be single word or phrases; full clauses or questions are relatively few. The analysis utilizes Martin and White's (2005) appraisal framework for the attitude category, with its three basic interconnected categories: 'affect,' 'judgment' and 'appreciation' for sentiment analysis. Affect which is concerned with people's direct mental and emotional reaction to a stimulus is found to be rare in the analyzed data. This can be attributed to the fact that the reviews were written at a later point in time, usually after the travellers return to their hometown, and reflect on their experience through writing. Thus, the immediate emotional surge is not captured when it took place. Thus, evaluation as seen in the headlines is found to be prevalent in the realms of judgment and appreciation of the experience since both judgment and appreciation present feelings as qualities inherent in the assessed object.

Within the analyzed data, 'judgment' as an appraisal tool is either expressed explicitly or implicitly. Under judgment, feelings are reconstructed explicitly to assess staffs' behavior and hotels' services based on agreed social and cultural norms of what is acceptable, correct and desirable, and what is not. Indirect realization of judgment is implicit in the writers' expression of their futuristic inclination.

Reviews, as a promotional genre, impact the form and content of the language used. Appreciation with its focus on the aesthetic value of things is found to be dominant in the reviews headlines, since the expression of feelings is externalized, and attributed to social norms, values and esteem that are commonly agreed upon. This in turn serves the function of the reviews; namely amplify and highlight the aesthetic worth of the place being reviewed, and thus serve in promoting for it. Along with metaphoric expression of appreciation, other forms of implicit appreciation are revealed from headlines that do not contain a single evaluative lexis but rely on background knowledge and contextual clues for their realization.

Though monologic and subjective, reviews are found to establish a dialogic relationship with their readers. The pronouncement in review headlines are found to rely on dialogic contractions, where the writers challenge and dismiss alternative viewpoints to the one pronounced. However, new travellers are constantly enticed to add the judgment and appreciation of their experience, and enrich the dialogic nature of the genre. A limitation inherent in the research is its confinement to hotels in a particular region in Turkey. Further research can include a more comprehensive dataset to offer better generalizability of findings. Another can possibly investigate the language used in the body of the review and compare the language based on the gender of the reviewers. Finally, the internet with the abundance of interactive websites provides vast opportunities for future research in language. The current study sets an example of research in this wealthy field of language use.

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Links to Reviews

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https://www.tripadvisor.com.eg/Hotel_Review-g311315-d1081710-Reviews-Kano_Otel-Dalyan_Mugla_Province_Turkish_Aegean_Coast.html

https://www.tripadvisor.com.eg/Hotel_Review-g311315-d5454018-Reviews-or5-Boutique_Hotel_Montana-Dalyan_Mugla_Province_Turkish_Aegean_Coast.html