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DEPARTMENT OF FOREIGN LANGUAGES
ÚSTAV JAZYKŮ

EVALUATIVE LANGUAGE IN ELECTRONIC PRODUCT REVIEWS
EVALUATIVNÍ JAZYK V RECENZÍCH NA ELEKTRONICKÉ VÝROBKY

BACHELOR'S THESIS
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Bakalářská práce

bakalářský studijní obor **Angličtina v elektrotechnice a informatice**

Ústav jazyků

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Evaluativní jazyk v recenzích na elektronické výrobky

POKYNY PRO VYPRACOVÁNÍ:

Cílem práce je identifikovat a analyzovat evaluativní jazyk používaný v recenzích na elektronické výrobky (např. mobilní telefony, tablety atd.). Student porovná různé typy recenzí a zhodnotí, zda se strategie používání evaluativního jazyka shoduje nebo je odlišná.

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MARTIN, J a P WHITE. The language of evaluation: appraisal in English. New York: Palgrave Macmillan, 2005, xii, 278 p. cm. ISBN 14-039-0409-X.

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ABSTRACT

This thesis will focus on the evaluative language in mobile phones reviews. For this purpose, review of Apple iPhone 7 is going to be used. Apple company has wide portfolio of products, such as computers, TVs, tablets, watches or mp3 players. Phones are still one of the most popular products. For this reason, phone reviews are perfect source for this thesis. The main purpose is to analyse and demonstrate the means of advertising in the field of corporate discourse and unveil the strategies and tools to influence the reader, appealing on emotions, morals and aesthetic perception. I suspect that reviews are rather biased to due to the used form of language, which might contain personal opinions of the author or methods of manipulation with the reader. These methods may be deployed in the text stylisation, appealing on the reader´s emotions and social background or in the decision making about providing certain information. This thesis is going to verify whether this statement is true or false.

ABSTRAKT

Tato práce bude zaměřena na ohodnocení jazyka v recenzích mobilních telefonů. K tomuto účelu bude použita recenze Apple iPhone 7. Apple má širokou nabídku produktů, jmenujme počítače, tablety, hodinky nebo mp3 přehrávače. Mobilní telefony jsou ale jedním z nejpopulárnějších produktů. Z tohoto důvodu, jsou recenze mobilních telefonů perfektním zdrojem pro tuto tezi. Účel této práce je analyzovat a demonstrovat prostředky ohodnocení jazyka v reklamní mluvě a odhalení strategií a jazykových prostředků použitých k ovlivnění čtenáře, při apelování na city, morálku a estetiku chápání. Předpokládám, že recenze jsou zaujaté díky použité formě jazyka, která může obsahovat osobní názory autora nebo metody manupulace se čtenářem. Tyto metody mohou být použity při stylizaci textu, mohou apelovat na emoce nebo sociální zázemí čtenáře nebo mohuu být použity při rozhodování o tom zda a jaké informace v recenzi poskytnout. Tato teze ověří, zda je tato hypotéza platná.

KEYWORDS

Attitude, Affect, Judgement, Appreciation, Positive, Negative, Apple, iPhone 7, Veracity, Propriety, Normality, Capacity, Tenacity, Reaction, Valuation, Composition, Intensification, Downplay, Repetition, Association, Composition, Diversion, Omission, Confusion

KLÍČOVÁ SLOVA

Postoj, Postih, Posouzení, Uznání, Pozitivní, Negativní, Apple, iPhone 7, Pravdomluvnost, Slušnost, Normalita, Kapacita, Soudržnost, Ocenění, Kompozice, Zesílení, Bagatelizace, Opakování, Sdružování, Kompozice, Odvrácení, Vynechání, Zmatení

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PROHLÁŠENÍ

Prohlašuji, že svoji bakalářskou práci na téma Evaluativní jazyk v recenzích na elektronické výrobky jsem vypracoval samostatně pod vedením vedoucího semestrální práce a s použitím odborné literatury a dalších informačních zdrojů, které jsou všechny citovány v práci a uvedeny v seznamu literatury na konci práce.

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V Brně dne ....

(podpis autora)

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INTRODUCTION

The world today has developed into the information age. Every person who has access to the Internet is able to reach information about various topics. To possess the ability of reaching such information, one is required to own an electronic device, which is able to connect with the world. Owning such a device may offer several advantages in everyday life, for example being able to effectively manage personal time, the ability of reaching any person or information in the blink of an eye or this device can fulfil the role of a fashion accessory. In fact, living regular everyday life would be a much bigger challenge without our communication devices. With this in mind, manufacturers are offering a wide variety of mobile devices on the market with different price tags, thus every person is able to find a phone which suits their needs. Humans are easily manipulated however. Having a choice between several brands is confusing, even if the differences between particular models are only minor. Advertisement and reviews are created in order to help with the final choice. The more influence a certain review has on the potential buyer, the more likely he is to buy the product. This will raise the income of the particular manufacturer which is the reason for creating advertisement as well.

Electronic products and devices are great business, therefore product descriptions have to excite the urge of having this particular product. A properly written review or advertisement will influence sales heavily. The product alone is not enough to achieve big sales however. Even though it may be a device of exceptional quality, a poorly styled review or advertisement can deny this product from its future success.

Due to this, evaluation is an important tool when it comes to the description of electronic products. This thesis will be analysing the various methods of influence, hidden inside the texts of the reviews. These methods may involve stylistic changes of the text and beneficial placement of key facts and information, thus appealing on aesthetic feelings of the reader and also appealing on his social opinions or social background.

1. THEORETICAL PART

While writing any text in order to influence the reader, the author uses language as interpersonal tool to comment on certain fact or situation. This allows the author to interfere and express his own opinions, attitudes and judgments with a given context or situation while seeking influence in opinions, attitudes and judgments of others (Halliday 2007, p. 184). The interpersonal function is accommodated by MODALITY, which indicates a probability or USUALITY (modalization) and an obligation or inclination (modulation) (Hart, 2014, p. 44). In other words, this creates the grammar of APPRAISAL. Using this grammar, the author utilises numerous thorough strategies to imprint his subjective opinions into the text. Grammar of APPRAISAL is divided to the three individual sub-groups. These are namely ATTITUDE, GRADUATION and ENGAGEMENT. This thesis will be mainly focused on the analysis of the ATTITUDE tool.

1.1 ATTITUDE

ATTITUDE covers three areas which are described as emotion, ethics and aesthetics. It is a speakers' tool for expressing the meanings in the text or speech of the subjective opinions or judgements to the reader with reference to the authors reactions based on emotions. Attitude is further divided into three the sub-systems, AFFECT, JUDGEMENT and APPRECIATION (Martin & White, 2005). Complete organisation of ATTITUDE system is demonstrated on the Figure 1.

1.1.1 AFFECT

AFFECT focuses on the reader/listener and expresses the emotional reactions or emotional arrangement of the author. The Realisation is done simply by describing these emotions or personal emotional states (*He is happy, She is sad, They are disappointed*). Possibility of the realisation through nouns exists as well (*Those people were not hiding their joy*). It is important to recognize the positivity or negativity (such as *boring x amusing*) of the statement and also the intensity (*dislike, hate, be repulsed by)(www.grammatics.com, 2015)*

AFFECT is further divided into three more fine categories. These are HAPPINESS, SECURITY and SATISFACTION. HAPPINESS describes personal emotions with regard to the temper of the individual (*sadness, hate, happiness and love*). SECURITY indicates emotions connected to the personal well-being (*anxiety, fear, confidence or trust*). Finally, SATISFACTION describes emotions with regard to the meaning of life (*displeasure, curiosity, respect*) (Martin and White, 2005, p. 49)

1.1.2 JUDGEMENT

JUDGEMENT focuses on people who share any social environment with the author. This tool evaluates the human behaviour in positive or negative way based on the set of socially accepted norms. Judgement is used when the author is judging the other human being with reference to its actions or aptitudes (Martin & White, 2005, p.52). Judgement offers the possibility to evaluate the behaviour of individual as positive (*moral, legal, acceptable*) or negative (*immoral, illegal, unacceptable*). Judgement also enables the author to express the intensity (*abysmal, bad, OK, great, brilliant*).

JUDGEMENT is further divided into the two major categories. These categories are SOCIAL ESTEEM and SOCIAL SANCTION. SOCIAL ESTEEM is describing the overall oral culture in utterance where humour often takes critical part whereas SOCIAL SANCTION implies on the ones ethos qualities. SOCIAL ESTEEM is further divided into NORMALITY, CAPACITY and TENACITY. NORMALITY judges how unusual or ordinary one is (*lucky, eccentric*), CAPACITY describes how capable one is (*mature, insane*) and TENACITY is concerning ones dependability (*reliable, disloyal*). The other category, which is SOCIAL SANCTION, is far more often focused on the written utterance, consists of the two further parts. These are VERACITY and PROPRIETY. VERACITY describes the level of truth contained in utterance (*honest, manipulative*) while PROPRIETY demonstrates how ethical someone is (*sensitive, cruel*) (Hart, 2014, p.49).

1.1.3 APPRECIATION

APPRECIATION enables the author to aesthetically evaluate the objects or processes in the sense of their *´social valuation´* (www.grammatics.com, 2015). The living beings are possible to be evaluated by the tool of APPRECIATION as well. While JUDGEMENT evaluates attributes connected to the behaviour of the being, APPRECIATION describes attributes of the physical appearance or attractiveness. Once again APPRECIATION is further divided into the three more sub-categories, REACTION, VALUATION and COMPOSITION. REACTION, while being **positive** or **negative,** is specification of the quality or effect (*exciting, monotonous*). VALUATION describes the value or uniqueness (*exceptional, insignificant*) and COMPOSITION expresses the balance and complexity (*harmonious, extravagant*) (Hart, 2014, p. 50 - 51).

1.1.4 EXEMPLIFICATION

EXEMPLIFICIATION is special case of APPRAISAL and it occurs in the situations when AFFECT and JUDGEMENT are expressed at the same time (www.grammatics.com, 2015).

Ex. "*I am pleasantly surprised* [affect] *by the fact that you can mix two beverages, generally despised* [judgement] *by the public, into one and create tasty mix.*"

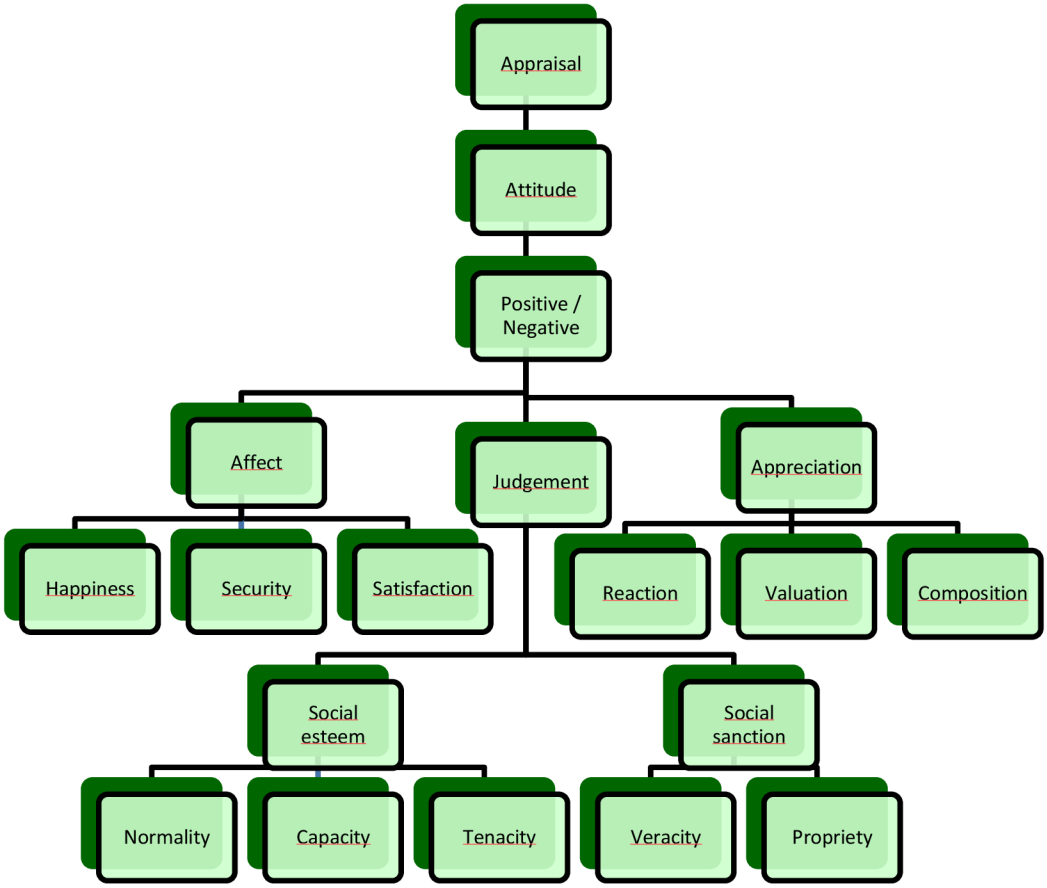

Figure 1 - System of Appraisal

1.2 LANGUAGE FORMALITY

INFORMAL LANGUAGE

The proper level of formality in the text is an important factor. The speaker should be aware of the reach of his text, thus be aware of the audience type. Due to this, the author has to correctly decide whether it is going to be more likely an academic audience, business audience, or casual audiences, such as friends or family. What is interesting about reviews is the fact that they are written in informal language yet they aim for a wide public. The reason for this is that they aim for the ´friendly´ appearance to the recipient, to evoke safety and surety about the product, but giving certain minor downsides about it in order to appear as ´non-manipulative´.

The informal language is the perfect tool for this because of numerous reasons. In informal language, speaker is allowed to use CONTRACTIONS (can´t, don´t), PHRASAL

VERBS (mix up, break down), SLANG / IDIOMS (busted, pass the buck, hang out), FIRST PERSON PRONOUNS (I, you, we), ACRONYMS (NATO, Interpol, radar) or INITIALISM[1] (FBI, CIA). These phenomena are allowing the speaker to keep the text natural and relaxed. (www.uts.edu.au)

FORMAL LANGUAGE

Formality of the used language is important factor for the author to decide, as mentioned in 2.6. If the reviews are aimed for passive[2] audience (generally a reader), usage of formal language is more proper. Reviews written in formal language are very in-depth and comprehensive, aimed to give recipient feeling of safety due to its more specialized and 'official' appearance.

Formality in the text is indicated by not using CONTRACTIONS and full form is used instead (*can not, do not)*, avoiding the PHRASAL VERBS (*explode* instead of *blow up*) and also avoiding IDIOMS (using the term *all advantages* instead of *best of both worlds*). Texts written in formal language are not situated into FIRST PERSON rather than THIRD PERSON (*I believe* is substituted with *It is believed*). In case of ACRONYM of INITIALISM usage, certain way of explanation is offered. Most usual is explanation in brackets after certain ACRONYM or INITIALISM. Footnotes are rather common as well. Exception is technical review, where the recipient is expected to possess certain level of knowledge about the topic or in specific field. Last characteristic of formal language is overall level and complexity of the text. Sentences are richer, more precise and well-polished. (*vehicle suffered damage from being hit by…,* instead of *car was hit by…*). (www.uts.edu.au)

[1] There is difference between ACRONYMS and INITIALISM. ACRONYM is word which was formed out of several initial components and it is pronounced as the whole word. INITIALISM is very similar in the way they are created to ACRONYMS, but INITIALISM is pronounced by single letters.

[2] AUDIENCE is group of people that consume media in smilar way. PASSIVE audience means, that audience is not actively responding to the text.

2. MEANS OF MANIPULATION

The world around us today is oversaturated with situations when somebody is trying to manipulate others mind or judgment. Examples are all around us, from seemingly innocent ad in television, across various businessmen trying to make us choose their products, to political propaganda. Hugh Rank in his book 'Teaching about public persuasion' points out the fact that nobody is really teaching the regular people how to deal with this kind of manipulation. Specifically, he points out the fact, that no one educates regular citizen since their early years in school. Not even the schools themselves. Nobody has the meaningful and coherent effort to teach regular people how to properly understand the text and be properly literate (H. Rank, Teaching about public persuasion, p 22-23). His book was published in 1976 and nothing really changed. Communication is the most frequently used skill used by people worldwide, yet students are still being taught about grammar and literature, but not to be literate or to be able to know when someone is trying to manipulate them. Despite the fact that grammar and literature have their place in education, language skill when it comes to rhetoric should be added into the education while paying more attention to this subject. H. Rank also points out that these skilled are being taught today, but in a different field of education, namely business oriented colleges. This fact means that only people who are interested in language are able to correctly and properly decode, analyse and understand language. For example, a technically oriented school will teach the student to excel in their field of study, but they still communicate with others. This leaves them in a disadvantageous position. On the other hand, students of business or law are going to excel in their field of study as well. In addition, they are going to have the advantage, since they have been taught how to communicate with people, how to persuade them because it is part of their field of study.

There are two basic models of persuasion, whether it is written of spoken communication. These are namely Intensification and Downplay. These models are used to amplify speaker´s good intentions or draw attention away from bad intentions. However, in aggressive situations it is possible to intensify bad intentions of other people or vice versa, downplay their good intentions (H. Rank, Teaching about public persuasion, p 15-16).

Models, which I am going to describe in following chapters, were originally meant to be used in propaganda and political speeches. However, they were meant to be influencing

judgment and actions of people due to the forming the stylistic form of the text or speech and its pragmatic form as well. This is the reason why I suppose they might work similarly in reviews of electronic products, since they are meant to influence the final decision of the reader, as well.

2.1 INTENSIFICATION

Intensification is a model of persuasion which aims at increasing significance of certain fact. Most noticeable way to intensify is to draw attention to the speaker while stating facts which are intended to be intensified. Drawing attention is possible in several ways, the speaker may raise his voice, use very distinct body language or gestures, or use certain patterns of words (H. Rank, Teaching about public persuasion, p 6-7). After the attention from the audience is acquired, there are three main strategies to increase the importance of certain fact.

Repetition

Repetition is the simplest way how to intensify. Repeating of certain word pattern does make the audience to memorise it. Repetition may be also used in cases where the speaker needs to make the audience accept a certain fact. This is based on the psychological factor that people love to repeat their "favourite" songs, movies, tales etc. in order to feel comfort from it again. Repetition is extensively used in ads and commercials where certain elements are being repeated numerous times during the commercial. Repetition is also used in politics, where catchy and simple to remember slogans associated with a certain party are being repeated with the intention that people memorise them easily, then vote for the party (H. Rank, Teaching about public persuasion, p 8-9).

Association

Another technique to intensify is to associate. Association is based on psychology as well. It connects the facts, which speaker intends to intensify with generally liked phenomena. However, intensifying for the audience interested in an unusual hobby may be rather difficult. Knowledge of such an audience is very advantageous. Association in the verbal utterance is done via direct comparisons (metaphors) or indirect comparisons which are called *similes* (H. Rank, Teaching about public persuasion, p 9-10).

Composition

The composition is a rather sophisticated technique to intensify, particularly for being rather in-depth and difficult to recognise. Composition requires careful preparation because it consists of numerous factors being combined to created final effect. These factors are namely patterns of facts, word selection and its effectiveness, usage of supportive sources of information (pictures, graphs, etc.) in given order and overall structure, stylisation and overall cohesion of the text or speech. Composition in the text can be also done by using extraordinary means, which will attract the attention of the reader. These means are CAPITAL letters, underlining, the similarity of symbols (4 instead of A, [-] instead of H, etc.), punctuation or by the violation of grammar rules and conventions (intentional grammar mistakes or misspelling). In spoken language, only mean that allows the speaker to attract the attention of the audience is his voice manipulation and body language, such as volume, intonation, and gestures (H. Rank, Teaching about public persuasion, p 8-9).

2.2 DOWNPLAY

Completely opposite strategy to intensification is *downplay.* Following mechanics are meant to hide the unpleasant, make the ‘bad’ better, pull the attraction of the audience away from it, or make it forgotten. Due to the intentions of downplaying certain facts, the mechanics are well hidden and very hard to recognise. In order to recognise *downplay*, the audience has to be very perceptive to the utterance and attentive to the context. As being said, *downplay* is completely opposite to the *intensification* and same applies to its mechanics.

Diversion

Downplaying by diversion means that speaker or writer is distracting the audience from the important and key aspects. This is usually done by intensifying the not important facts or side and not relevant issues. Most common tactics to divert are following:

1. Red herring:
   Deliberate attempt to divert the topic to different one, in which the speaker or author expects to have better space for response.
2. Straw man:
   Misrepresenting the position of the opposite side in the utterance and then continuing with argumentation against the false image created.
3. Hairsplitting
   Focusing of very fine details of little importance in order to keep the focus away from the major issues.
4. Nit-Picking:
   Repeatedly lowering the satisfaction from the current situation and increasing the demands on it.

Other effective tactics to deploy this mean of downplay are usually hard to notice and/or pleasant for the audience. Such tactics may be humorous and entertaining remarks, attacking the emotions of the audience or energy draining activities (H. Rank, Teaching about public persuasion, p 13).

Omission

First important step in order to successfully omit information is SELECTION. SELECTION is a strategical decision of which facts will be omitted, withheld, or hidden. This allows the communication or speech be edited, thus biased. The omission is also possible to deploy with the usage of Euphemisms[3] (H. Rank, Teaching about public persuasion, p 12).

[3] Euphemism is inoffensive term, used instead of the term which may be found offensive by the audience.

Confusion

Confusion means that the author or speaker is deliberately creating very complex, chaotic and hard to comprehend situations for the audience with the intention of the audience will simply "give up" on understanding the context or message and take necessary actions against the speaker (H. Rank, Teaching about public persuasion, p 13).

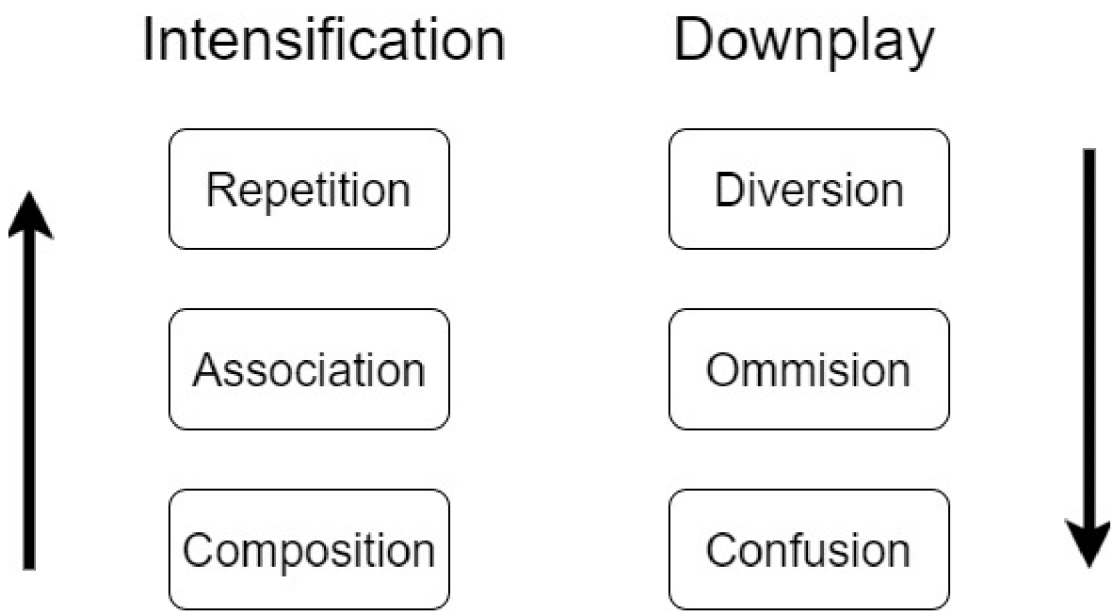

Figure 2 - Intensification / Downplay scheme

3. REVIEWS

Since I have chosen two reviews for the analysis, I would like to define what is the review aimed for, who reads them, what kind of reviews are possible to encounter and how to write a review. The word review has the origin in the Latin and French language and it was formed between the years 1555 – 1565. For the formation of this word, French noun revue (feminine past participle of revoir) was used, which means 'to see again' and Latin word revidēre (re +vidēre), which means 'to see'. (www.dictionary.com)

Nowadays the word review can be translated in the manner of critical judgement or appraisal of the text, product or performance. Word review was mostly connected to the academic or artistic text. Modern age allowed this term to be used in connection with the products or performances.

Next factor when writing the review is the audience. The interest of the audience may be risen by the four basic factors. The first factor is the topic of the review. This is the simplest and most common reason, why readers are showing their interest in reading a particular review. Another important factor is the approach which is the author taking while reviewing the current topic. The reader may sympathise with the writers´ point of view, the procedures and methods used in the description and analysis, the overall level of expression, or the form and structure of the review.

Furthermore, the reader may sympathise with the current field of interest of the author and with his ability to pinpoint the topic and make it more understandable and visible, which is the third factor that can be attracting attention from the potential reader. The last factor is the identification of the reader with the personality of the author and his reviewing manner (www.ped.muni.cz).

There are three types of reviews. The first type is the BRIEF OVERVIEW. This type of review is rather frequently used on the internet and it functions as a brief summary of a certain product. This kind of review is very short, generally two columns with an included link to the merchant site. In certain cases, tools like a rating, preview, product image or a number of views are included as BRIEF REVIEW is a highly effective way how to attract the viewer and inform him about the latest popular products (www.affilorama.com).

The second type is COMPREHENSIVE REVIEW. This is a very detailed review, containing the smallest details of the product, such as features, benefits, pros and cons and a large number of photographs of the product and its details. The effectiveness of this review depends on the usage. The primary aim of this review is not to attract the viewer into buying the product but to give the information and share the experience of using it. COMPREHENSIVE REVIEW is most often read by the people who are interested in given product in the sense of buying it or the people who have a hobby in the certain range of products in order to increase their knowledge about latest trends in the given field. The example can be people with interest in latest mobile technologies (www.affilorama.com).

The last type of product review is FEATURE LIST REVIEW. Several products are aligned into the grid and are compared with regard to having various attributes while noticeably highlighting the best product and drawing attention from the lacking ones. When this type of review reaches a certain level of complexity it becomes chaotic and discouraging to read. On the other hand, it can be used to discretely influence the reader to favour certain product (www.affilorama.com).

Writing a review is not as easy task as it may seem for several reasons. Because the review is usually the first critically oriented statement towards any new thesis, product or performance, it relies only on the experience and knowledge of the author in given field, his intuition and overall ability to judge and analyse (www.ped.muni.cz). There are several requirements which should be met by the well-written review. This process is divided into the two stages – PREPARATION and WRITING.

3.1 PREPARATION

a. **Researching the product** – In order to share the knowledge and experiences it is required to get the necessary and thourough knowledge about the product. Manufacturer based information are the reliable source for such information. The publicity materials are to be avoided for its biased display of the products since the review should be based on the real information and experiences. The research should be also put into the alternative products for the possibility of comparison in the review (http://www.wikihow.com/).

b. **Obtaining the product** – Since the reviewer has to share his real life experience with the product, it is mandatory to obtain it by buying or renting the product (http://www.wikihow.com/).

c. **Usage of the product** – Using the product in the everyday life and getting known to it is important part. It gives the reviewer clear insight in its pros and cons which are to be later shared with the reader. It is convenient to demonstrate usage of the product by including picture or video in the review. False and misleading information are easy to distinguish by the reader. In the case of using such information, reader will find the review unattractive (http://www.wikihow.com/).

d. **Interest of audience –** The reviewer is required to have a conception of the information or opinions which are sought by the audience. To create such image, there are a couple of factors to consider. Namely, the ease of usage, build and material quality, aim of the product, experience of others with the product, pros and cons, possible alternative and price. Researching the most popular websites or periodicals of a certain field is required in order to publish the review on the forum, blog or magazine (http://www.wikihow.com/).

3.2 WRITING

a. **Introduction –** In this part is vital and appropriate to depict the product under the review and its advertised benefits. An important aspect of the review, which should be included in introduction, is explaining the basic functionality of the product for the first-time users. For the experienced and long-time users is convenient to focus on the evolution, main changes and features over the past models (http://www.wikihow.com/).

b. **Description –** This section allows the reviewer to give the reader basic information about the product. These may include the brand, dimensions, model number (or name), price etc. (http://www.wikihow.com/).

c. **Balance –** During the reviewing, the author is required to keep balance between describing pros and cons of the product, otherwise readers will find the review biased. To preserve the balance, the judgements have to be clearly described, including the reasons for such judgements. The unbiased review is more likely to be completely read by reader, while the biased one may force the reader to skip a certain parts or quit reading completely (http://www.wikihow.com/).

d. **Comparison –** The comparison allows the reviewer to highlight certain pros or cons against the alternative products. This is also convenient for the first-time user, requiring a point of reference (http://www.wikihow.com/).

e. **Audience Targeting –** This section depicts to the reader specific audience, which might benefit from the usage of the product (http://www.wikihow.com/).

f. **Conclusion –** The proper conclusion have to include the summary of all the good and bad factors of the product, evaluation of the ability of the product to stand up to its marketing and express the opinion of the reviewer whether the product offers good ratio of the price and value (http://www.wikihow.com/).

g. **Publishing –** The author should use the researched knowledge for the best possible placement (http://www.wikihow.com/).

4. TEXT ANALYSIS

4.1 REVIEW OF APPLE IPHONE 7

For the text analysis of informal review, I have chosen the review of an electronic product, the Apple iPhone 7 specifically. This review was published on the www.cnet.com on November 22, 2016, and it has been written by Scott Stein. This is the COMPREHENSIVE REVIEW type since there are included all details about the product such as pros and cons, photos or personal opinion and it is structured into sections. The review is written in INFORMAL LANGUAGE. For the purposes of the analysis, I will use only short part of this review, because of the fact that this review is rather voluminous.

In the text, I will point out phenomena of each sub-category of ATTITUDE (see 1.1). For this purpose, I will abide the key given by C. Hart in his book Discourse, Grammar and Ideology (p. 60).

Single underlining - AFFECT

Double underlining - JUDGEMENT

Dashed underlining – APPRECIATION

+/- ve – positive or negative

Super fast

The iPhone 7's new [+ve VALUATION] processor, called the A10 Fusion, promises another significant [+ve VALUATION] set of speed bumps with two cores. There's also a new wrinkle [-ve REACTION]: A lower-power battery-optimizing mode with two other cores. In classic [-ve VALUATION] Apple fashion, the phone switches between these cores automatically and you can't tweak it.

In a few benchmarks using GeekBench 4 (an updated version of the no-longer-available GeekBench 3 that we use to test phones), the 7 made big gains [+ve CAPACITY] (3,488 single-core, 5,605 multicore in case you're curious).

The phone is seriously fast [+ve CAPACITY]. It's faster than any other [+ve CAPACITY] iOS devices including the iPad Pro, and faster than [+ve CAPACITY] Samsung's last batch of phones by a significant margin [+ve VALUATION], faster than Google's Pixel phone. But I have to say -- as I do many years -- that this iPhone feels about as fast the last iPhone in most everyday instances. You don't need all this speed, but this iPhone is a speedster [+ve VALUATION] in the phone world without a doubt [+ve VERACITY].

Someday, maybe, we'll see phones stop getting relentlessly [+ve CAPACITY] faster every year. For now, it's something to appreciate [+ve PROPRIETY]. But I wouldn't drop everything and get this phone just for [+ve SECURITY] any promised speed gains.

Battery life: Minor gains

It's hard to judge Apple's battery-life claims on the iPhone 7, because a lot of what's being touted [-ve PROPRIETY] involves low and high-power performance [+ve REACTION] management that happens automatically [-ve REACTION] in Apple's processor, and can't be adjusted in settings.

Our battery life test involves a video playback loop in airplane mode, which doesn't reflect [-ve VERACITY] everyday use cases for how most people would use an iPhone. But on that test, using iOS 10 .1, the iPhone 7 lasted around 10 hours, 45 minutes -- a bit better than [+ve CAPACITY] last year's iPhone 6S, but not by much. Android phones like the Samsung Galaxy S7 and Google Pixel both fared a lot better [+ve CAPACITY] on our test.

And, as Apple's own claims suggest [+ve VERACITY], your mileage may vary [-ve REACTION] depending on how you use the phone. I still find myself needing a top-off charge around 4 p.m. That being said, I found the iPhone 7 eking out [+ve CAPACITY] better battery life through the day, lasting me a little longer than before. I'd say the difference is subtle [+ve REACTION]. With Apple's new [+ve VALUATION] power-managing processor, what you do will possibly cause different results.

As mentioned in 1.3, the review should be unaffected by personal bias towards certain topics or brands. Every flaw or strong points should be clearly described and explained. While ATTITUDE consists of three subsystems (see 1.1), this fact actually disfavours application of the AFFECT system in the text, since it describes emotional effects used in the text. Martin (2000, p.146) says that ‘some texts foreground one or another of these three systems’. Usage of the certain system will be affected also by the purpose of the text, by the different type or positive or negative ATTITUDE (Hart, 2014, p.61).

In the text *Super fast* one can notice that author is indeed avoiding any usage of AFFECT. Despite the fact that author wants to describe his positive or negative feelings or the experiences in a way that the reader will be able to distinguish them and possibly find any further sense or help in the text, he is obliged for wider usage of JUDGEMENT and APPRECIATION tool than is usual in casual informal language.

In the first paragraph is expressed the enthusiasm about the newest processor A10 Fusion implemented in iPhone through the double usage of positive VALUATION. The author highlights its uniqueness and technological advance with the word new and with the phrase significant set of speed bumps. This new and fast processor is more demanding in the terms of

power supply while being used to its maximum potential. In the next case, negative REACTION is used. Although the word new might indicate the usage of VALUATION, word wrinkle implies a flaw. The combination of these two words together is describing the negative experience which was not present with the previous models. Negative VALUATION is also used due to the word classic. While this word might be usually understood in a positive way, in this case, next sentence indicates the Apple is preventing any user-based tweaks. This is considered as let down by the Apple users since the earliest models of iPhone and it still remains even in the new model.

In the second paragraph, there is described positive CAPACITY of the phone, therefore great capability with regard to the processor performance by using the phrase *made big gains*. These big gains were made in the GeekBench 4 benchmark and are supported by reached scores to underline and justify the results. Including the score illustrates real performance and readers can compare the score with the alternative products.

In the next paragraph, the author is comparing the reaction speeds of the iPhone 7 with its alternatives, namely Samsung 7 Note and Google Pixel. The extreme reaction speed is expressed by multiple usage of positive CAPACITY in the initial two sentences. In the case of comparison with Samsung, there is defined also the magnitude of this difference by positive VALUATION, using the words *by a significant margin*. This big advantage in the speed is again emphasised by positive VALUATION with the word *speedster*. The author of the review is using a large number of instances of SOCIAL ESTEEM since he is apparently trying to avoid the usage of AFFECT system. In the last sentence of the paragraph is also an instance of SOCIAL SANCTION to be found. Due to the words *without a doubt* is author expressing the positive VERACITY, thus highlighting the level of truth in these statements about the speed of the phone.

In the last paragraph is described the latest trend in the mobile world, which is manufacturers literally 'fighting' over the imaginary title of the 'fastest phone owner'. For this purpose, positive CAPACITY with the instantiation of *relentless* is used. Another tool used is positive PROPRIETY with the word *appreciate* which indicates the positive level of ethics regarding the tendency of increasing the mobile phone processors speed. The only example of AFFECT can be found in the last sentence of this paragraph and its positive expression of SECURITY. The author claims that only speed is not enough to convince him into buying the phone by positive SECURITY with the phrase *I wouldn't drop everything ... just for.*

In the following part, Battery life: Minor gains, negative PROPRIETY and positive REACTION are present. The author expresses his mixed feelings about the battery of the new iPhone 7. Due to the usage of negative PROPRIETY is expressed negative experience with many features being run at the same time. The next negative experience about the impossibility to manually adjust or manage running applications, therefore, improving battery life, is expressed by negative REACTION. On the other hand, the positive feelings about the performance management are described using positive REACTION.

In the second paragraph is described battery life and compared to the latest model. At first, there is negative VERACITY regarding the fact that test conditions were not possible to adjust to the real life usage of the phone. The author is using positive CAPACITY when comparing the battery life of the iPhone 7 with the previous model. While comparing battery life with the alternative models from Samsung or Google, negative CAPACITY is used due to the idiom *fare better*. These two instances also differ in the intensity of the terms used due to the usage of phrases *bit better* and *a lot better*.

Usage of positive VERACITY in the last paragraph indicates that the information about the variable battery life of the phone is stated by Apple as well. While no references to this statement are provided, the author used the term *suggest* to indicate that Apple did not specify this directly. The next tool used is negative REACTION with the term *may vary*, where is expressed the uncertainty about the battery life due to the varying intensity of usage in the hands of different people. As the next finding, the author states better utilisation of the battery power during the day by using the idiom *eke out*. This statement is however slightly mitigated in its intensity by using positive REACTION, *subtle*, in the next sentence. The last tool used in this paragraph is positive VALUATION concerning the latest processor, similarly as in the first paragraph of the section *Super Fast*.

4.2 REVIEW OF SAMSUNG GALAXY S7 EDGE

In the next part, I will try to analyse review which describes the Samsung Galaxy S7 Edge smartphone. This review was published on the server www.notebookcheck.com on 27th March 2016 and it was written by Daniel Schmidt (translated by Liala Stieglitz). This is COMPREHENSIVE REVIEW (see 3. Reviews). The review is written in FORMAL LANGUAGE and is very extensive. This is again the reason why I will use only certain parts for the analysis.

Snappy, but short on juice

The Galaxy S6 line is the first to use [-ve VALUATION] Samsung's own Exynos processor in US, EU and UK versions of its smartphones. Typically the Exynos chips have only been used [-ve VALUATION] in countries without 4G coverage, favouring Qualcomm's Snapdragon chips in the US, EU and UK.

The octo-core Exynos 7420 processor has two quad-core processors combined [+ve VALUATION] . A lower power [-ve VALUATION] 1.5GHz chip performs most undemanding tasks [-ve VALUATION] and a more powerful [+ve VALUATION], but also more power hungry [-ve VALUATION] 2.1GHz chip takes over when needed.

As a consequence the Edge is one of the fastest [+ve REACTION] Android smartphones I've used to date, with no visible lag. Even the recently used apps launcher, which is notoriously slow [-ve VALUATION] on almost every Android smartphone, is fast [+ve VALUATION] to pop up.

That speed comes at the price of battery life [-ve COMPOSITION]. Samsung ditched both a microSD card slot and a removable battery with the S6 line, which power users will cry over.

The S6 Edge is more susceptible to [-ve REACTION] usage battery drain than most other smartphones. In standby it consumes almost nothing [+ve REACTION] and when performing less demanding tasks, such as emailing, battery life is solid [+ve REACTION]. But when the faster processor [+ve VALUATION] is fired up, it consumes battery very fast [-ve REACTION] indeed. It means battery life can be very variable.

Most days I was able to make it through [+ve COMPOSITION] a solid work day and go to bed without it dying. Others it could be dead by 6pm – and forget about doing [-ve CAPACITY] any gaming for any extended periods of time.

It charges fast [+ve REACTION] and has wireless charging [+ve VALUATION], but one day's battery life is no longer good enough [-ve CAPACITY]. Some flagship smartphones such as Sony's Xperia Z3 can last over two days [+ve CAPACITY] on a charge, most last at least a day and a half.

Samsung's excellent power saving modes [+ve VALUATION] work well and extend battery life by days, but only by sacrificing [-ve COMPOSITION] usability.

Glass, metal and smooth curves

For Samsung, the Galaxy S6 Edge is a statement that design should lead technology rather than the other way around.

It is Samsung's first [+ve VAUATION] all metal and glass smartphone. Out with the plastic and in with a hard chamfered aluminium band running around the side of the device and a glass back. It is solid [+ve REACTION] with absolutely no give or flex anywhere in the body, but loses the waterproofing [-ve TENACITY] of last year's Galaxy S5.

The S6 Edge is both thin [+ve REACTION] at 7mm thick [-ve REACTION] and light [+ve REACTION]at 132g, comparing favourably [+ve CAPACITY] to competition from Apple's 6.9mm thin [+ve REACTION] and 132g iPhone 6 as well as HTC's thicker and heavier [-ve REACTION] One M9 and most other smartphones.

The standout [+ve VALUATION] feature, however, has to be the curved edges of the screen, which roll over the left and right sides down to the metal bezel running around the side. In the hand the metal edges make the S6 Edge feel thinner [+ve REACTION] than it is, but have a reassuring solidity [+ve REACTION] to them.

The metal band also has a hard edge to it, which makes it easy [+ve CAPACITY] to hang on to, while the curved edges of the screen feel silky smooth [+ve REACTION] when running a thumb over them.

The 5.1in quad HD screen itself is pin sharp [+ve REACTION] with one of the highest [+ve VALUATION] pixel densities to date, vibrant [+ve REACTION] and has rich blacks [+ve REACTION] and wide viewing angles [+ve REACTION], making it one of the best [+ve VALUATION]screens ever fitted to a smartphone and a marked step up from already good [+ve REACTION] screen on the Galaxy S5.

Overall, Galaxy S6 Edge is the best-looking [+ve VALUATION] smartphone Samsung has ever produced and finally matches HTC and Apple on craftsmanship.

In the review of the Samsung Galaxy S6 Edge, there is again a noticeable lack of usage of AFFECT. The author is instead focused on using the JUDGMENT and APPRECIATION. This phenomenon is what this review has in common with the review of Apple iPhone 7. In the first paragraph of chapter *Snappy, but short on juice*, the author extensively uses the means of positive VALUATION to express the uniqueness of this model and its processor due to the usage of the terms the first to use and have only been used.

In the next paragraph, usage of positive VALUATION continues with the *has two quad core processors.* At the time of the release of Samsung Galaxy S6 Edge, this solution was rather uncommon, therefore positive valuation describes the uniqueness in this case. In the next lines, the author uses VALUATION again to describe the processor itself. For the slower part is used negative case of VALUATION by terms *lower power* and it is connected to dealing with rather simple applications with the use of *undemanding tasks* by using negative VALUATION again. Usage of *more powerful* with *more power hungry* (positive with negative VALUATION respectively) makes the final feeling about the processor rather unsatisfactory.

The third paragraph shows the usage of positive REACTION because it describes the quality of the phone by words is one of the fastest. In the rest of the paragraph, positive and negative VALUATION is put to the contrast with terms *notoriously slow* (regarding application on other phones) and *is fast* (regarding application on Galaxy S6 Edge) to express the phone´s fluent operation.

The fourth paragraph contains a case of negative COMPOSITION. The terms *come at the price of* are expressing the balance between two factors.

The sixth paragraph is very REACTION oriented as the author uses this mean several times. With words *is more susceptible to* is described phone´s high power demand. Next use of REACTION is put to contrast with the previous one as the author uses positive REACTION and words *it consumes almost nothing* regarding the phone´s power consumption in standby mode. The overall feeling is made neutral by using positive VALUATION (*faster processor*) and negative REACTION (*it consumes battery very fast*) in contrast, expressing the variability of the battery life.

In the next paragraph, positive COMPOSITION is expressed by the *terms most days I was able to make it through*, expressing overall positive feeling. In the next sentence, there is negative CAPACITY with using words *forget about doing* expressing the denial of certain activity.

Following part of the review contains remarks about the charging of the phone. While the author is clearly not entirely optimistic this aspect of the phone. This is expressed by positive REACTION followed by positive VALUATION, with terms *It charges fast and it has wireless charging*. This creates a positive feeling, but it is turned down immediately with the usage of negative CAPACITY in words *is no longer good enough*. By using positive CAPACITY, *can last over two days*, mentioning the competition, the whole turndown is highlighted even more.

In the last paragraph of this chapter, there is a positive case of VALUATION, giving the reader positive feeling about the looks of the phone.

Next chapter, *4.2 Glass, metal and smooth curves* contains following:

In the second paragraph, the author is describing the material quality of the Galaxy S6 Edge. At first, he is praising the first-time use of all metal construction of the phone with positive VALUATION using the words *Samsung´s first*. In the next case, by using the words *It is solid* (positive REACTION) and *loses the waterproofing* (negative TENACITY), the author is creating the positive COMPOSITION because the combination of these two factors is giving the balance between two factors.

Third paragraph deals with the dimensions of the Galaxy S6 Edge. In its first sentence, there is an interesting phenomenon to be seen. Even though the author wants to describe the dimensions of the phone as very good, he is forced to use a positive, negative and positive combination of REACTION. Positive REACTION mentioning overall thickness by using the word *thin* and then describing its overall thickness by using the word *thick*, which is negative REACTION. This is done due to the limitations of English language. It is not natural to describe thickness as *7mm thin*, even though it is actually complimenting the dimensions of the phone. Next case is mentioning the weight of the phone with words *comparing favourably* which is positive CAPACITY, creating a positive impression in the end. Using the words *thicker* and *heavier* (negative REACTION) regarding the competing models only emphasises the positive impression.

The fourth paragraph contains an expression of positive VALUATION using the word *standout*, expressing one of a kind quality. In next case, the author is highlights positive properties of phone´s design by using double positive REACTION.

Following paragraph is very APPRECIATION focused due to the even distribution of REACTION and VALUATION. An interesting phenomenon in this paragraph is that all of the means used are positive and are concerning the same thing, the phone´s screen. This description creates exceptionally positive feeling concerning its quality. The author used an unusually large number of evaluative means (seven specifically) to emphasize the quality of the screen.

In the last short sentence, at the end of the chapter, there is used positive VALUATION expressed by the term best-looking, emphasizing phone´s uniqueness once again.

5. INTESIFICATION / DOWNPLAY ANALYSIS

As mentioned in the chapter Means of Manipulation, intensification and downplay were originally meant to be used in propaganda and political speeches or texts. Due to this, these means provide mechanics which should not be used in reviews, because it would make the review subjective and biased. This would change the text from being a review to be 'subjective opinion'.

In the system of intensification and downplay, there is one specific mean which should not be used in the reviews. This mean is OMISSION. Reason for this is very simple. As stated before OMISSION is not mentioning or leaving out the information. If author omits the information in the review, he is violating the rule for writing reviews, as they have to be considering all the pros and cons of the subject.

There is also one method of intensification, which is partly used in most reviews. This method is COMPOSITION. The reason for its partial use is that in most of the reviews, authors use pictures for demonstrative purposes, which could be considered as intensifying though COMPOSITION of the text. However, COMPOSITION is still a viable method of intensification in the reviews, but as long as the pictures included in the review are fulfilling only the demonstrative or descriptive function, it should not be considered as intensifying though COMPOSITION.

Any other use of intensification and downplay (including OMISSION) should be considered as the violation of the rules for writing reviews, either for biasing the review or not including the needed information for the reader.

For the highlighting of the specific cases in the reviews, I will be using the following key:

Intensification

Downplay

Specific cases of intensification or downplay will be described in the side comment. Review with highlighted cases of intensification and downplay may be found reviews at the end of the document.

5.1 ANALYSIS OF APPLE iPhone REVIEW

In this part, I will be analysing the review of Apple iPhone 7 for any instances of intensification or downplay.

At the very start of this review, there is a quick summary of the good and bad aspects of the phone. Even though the author is comparing at the first look, he is actually excusing the information given in the bad section. This creates an overall positive impression by creating uncertainty, thus CONFUSING the data for the reader, DOWNPLAYING the bad aspects.

After the section with pros and cons, the author included Editor´s note. In this note, he is providing information not related to the actual phone. Another fact to notice is that he is including rather complex information about the other models. This creates CONFUSION for the reader. Another fact is, that author mentions aid program in Africa done by Apple company. This is DIVERTING the reader´s attention from the first paragraph which is overall not very positive about the new iPhone and describes it as the 'same' phone as the previous models regarding the design.

In the rest of the introduction of the review, the author is very 'focus inconsistent'. In following paragraphs he switches his focus between the attributes of the phone (mentioning the display and missing 3.5 mm jack) and overall model options on the market. This is creating CONFUSION once again because of using too complex data.

In chapter Headphone jackless he expresses his personal opinion by I don´t tend to like, which should not be present in the review. In addition, there is an instance of INTENSIFICATION present in this chapter, where the author uses REPETITION and repeats his complaints about missing 3.5 mm jack. He mentioned this fact in the previous chapter for the first time.

Another instance appears in the chapter *Super Fast*, where the author uses rather ambiguous information in form of the benchmark scores to describe the performance of its processor, therefore creating the CONFUSION for readers without the required knowledge of these applications.

COMPOSITION of this review contains certain elements, which are used for more than demonstrative or descriptive purposes. The author in this review is using a large number of visual elements such as videos, pictures and charts or tables throughout the whole review. This makes an impression of the very professional text. Another noticeable feature is the placement

of ‘quick-review’ video at the very start of the review. The majority of the video states positive things about the product, while the part with mentioning the bad aspects is happening in the last third of the video. This allows for making a positive first impression in the reader. While stating positive aspects at first, people are most likely not be too concerned about bad aspects. This is made even more noticeable by placing the pros and cons comparison as the following element. What is also characteristic for this review is occasional use of questions, which are answered by the author himself in the next sentence. This suggests his opinion to the reader to a certain extent, thus influencing reader´s judgments and opinions.

Overall, this review is trying to manipulate the reader by often use of CONFUSION in order to DOWNPLAY the less favourable aspects of the phone, such as not very innovative design or missing 3.5 mm jack. Also, using the Editor´s notes is drawing away attention from the reviewed model, therefore this may be considered as a certain form of DIVERSION.

1.3 5.2 ANALYSIS OF SAMSUNG GALAXY REVIEW

In the following part, I will deal with the analysis of the Samsung Galaxy S6 review for any use of intensification or downplay.

The first instance of using any of the means of intensification or downplay is in the chapter Glass, metal and smooth curves, where the author uses INTENSIFICATION by REPEATING the standout features of the phone (curved edges specifically). This happens in the introductory paragraph, in the chapter Glass, metal and smooth curves and once again in the chapter The Edge, which is about the curved display edges exclusively.

Another possible instance of biasing the reader´s opinion is when the author mentions the dimensions of the phone and describes the phone as thin and light in the same chapter. Due to the placement of specification bullet point (the are placed behind this statement), this is the use of REPETITION again.

COMPOSITION of this review, while it shares certain elements with the review of Apple iPhone, is quite different. The first noticeable element is there is only one introductory picture instead of video. This picture displays the whole device, without any obvious intention to influence the reader´s first impression, therefore the picture has only a descriptive reason. Apart from the picture, there are no additional elements which might alter reader´s initial feelings.

Next noticeable element in the review is the table with the specifications of the phone. The specifications are stated in a neutral way (in form of the bullet points), with no personal opinions connected to them. The common element with the Apple iPhone review is the usage of pictures in paragraphs. In the case of the Samsung Galaxy S6 review, however, these pictures are not as frequent and always to the point discussed in the given paragraph.

Pros and cons section is placed into the Verdict paragraph, which is way more proper due to the fact that reader already has opinions formed based on the information gathered from reading the review. Therefore, the placement of the pros and cons section will have minimal (or negligible) effect on reader´s judgments.

To summarise the review of Samsung Galaxy S6, this review as a whole is significantly less intrusive to the reader´s judgments and opinions. Firstly, there are less manipulative techniques used in the text compare to the Apple iPhone review, secondly, the whole review contains less personal opinions and more objectivity in general.

6. REVIEW COMPARISON

This figure shows an overall number of specific means of Evaluative language in both reviews. This figure clearly demonstrates that both authors are focused towards different means of evaluative language.

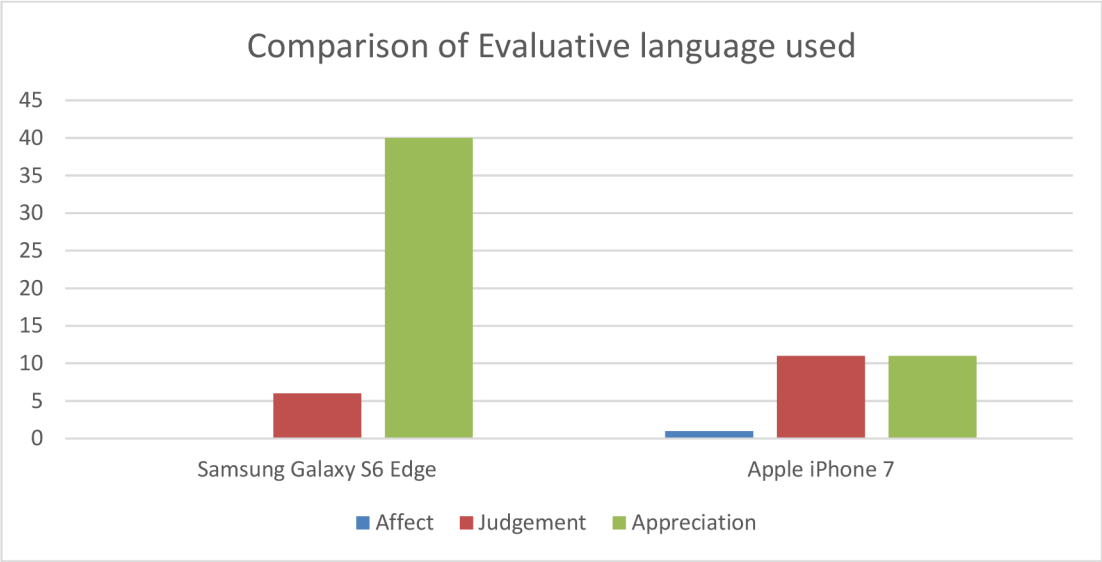

Figure 3 - Comparison of Evaluative language used

The following figure shows overall positive or negative means of the Evaluative language used in both reviews. This figure shows common feature of both reviews, which is the usage of mostly positive expressions.

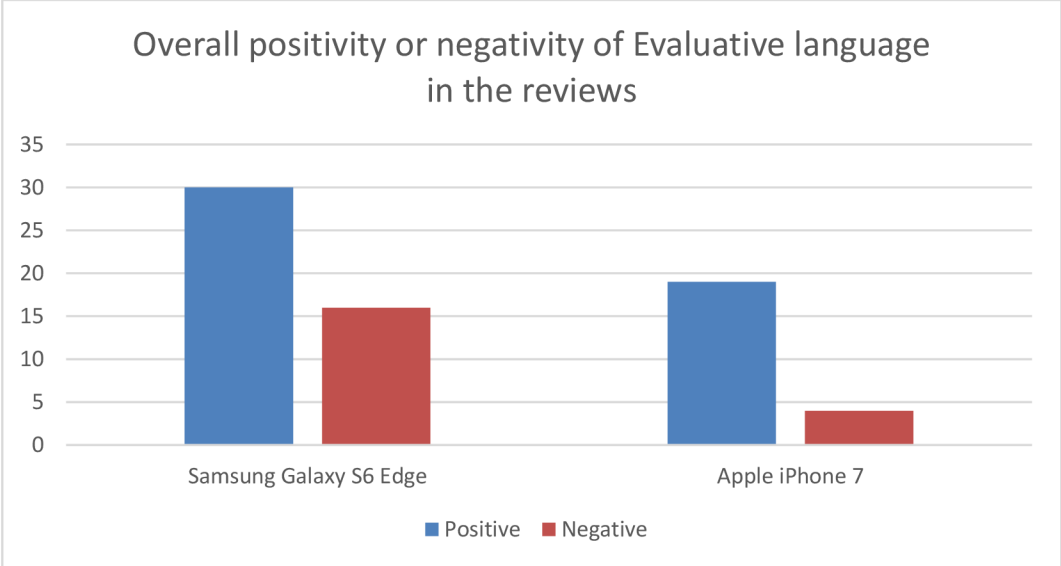

Figure 4 - Overall positivity or negativity of Evaluative language in the reviews

The figure below compares the specific methods of intensification or downplay used in both reviews. This figure shows more manipulative nature of the Apple iPhone review.

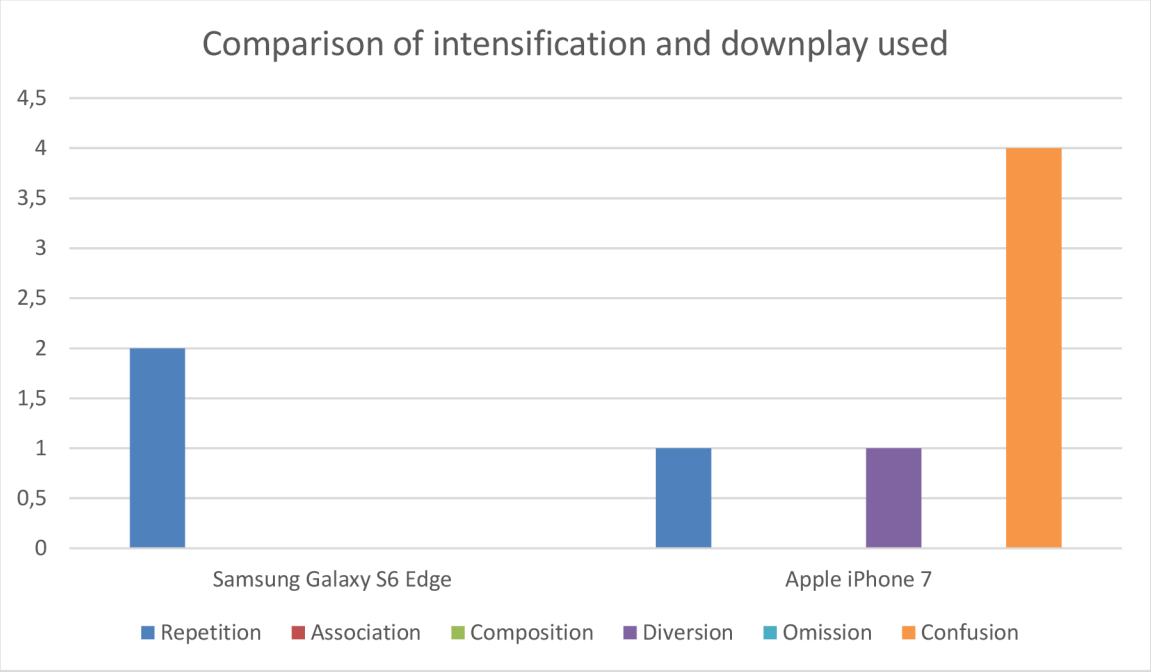

Figure 5 - Cmparison of intensification and downplay used

CONCLUSION

To conclude this thesis, I claim that reviews contain the methods of manipulation with the reader. Especially the reviews written in informal language are focused towards the wider usage of JUDGEMENT and APPRECIATION systems and its subgroups, rather than APPRECIATION system. The proof for this statement is contained in section 1.3, which states that reviews must not be biased by personal disfavour towards the certain topic, fact or brand, which would compromise its objectiveness. The further proof is demonstrated in section 2. Text analysis of these chosen texts provides the clear and visible proof for my statement. Most used tools are VALUATION and CAPACITY, with REACTION being the third most used tool. The reason for this is that JUDGEMENT is easier to provide with proof from trustworthy sources (e. g. the case of benchmarking the processor speed) or with generally known and accepted facts (e.g. case where the author is mentioning classic Apple fashion which does not let the users interfere with the default settings).

Another fact which is shown in the chapter Review Comparison is that usage of specific means of evaluative language depends on the formality of the text. The author in the informal review of the Apple iPhone 7, is using evenly distributed JUDGEMENT together with APPRECIATION, complimented with minor use of AFFECT. This means that he is appealing on the wide variety of reader´s attributes, such as reader´s emotions, social background and his aesthetic perceptions as well. Due to this, the review of Apple iPhone 7 is very likely to convince the reader to buy the product, even though the review is written in the manner of manipulation, which is rather easily recognisable.

On the other hand, in the review of the Samsung Galaxy S6 Edge, there is a completely different approach to the manipulation with the reader. Due to the formal language, which is used in this review, there are also different means of the evaluative language used. In this case author is heavily focused on using the means of APPRECIATION complemented with minor usage of JUDGEMENT. This allows the review to appear more neutral and unbiased than it actually is while highlighting the product. Describing the product with the means of APPRECIATION is a very subtle way of highlighting because the reader is able to ‘form his own opinion’ without noticing the fact that he was previously influenced by the opinions of the author. Overall possibility of influence the reader is comparable to the review of Apple iPhone 7, mainly because the reader is not likely to recognise the manipulation.

In the chapter 7 Review Comparison, included figure 7.2 shows a common trend of both authors while writing a review. That is the usage of positive expressions of Evaluative language in most cases. This is due to the fact that overall positivity is better perceived by the readers.

When it comes to the means of intensification and downplay, there are too many factors to consider. Finding the methods of intensification or downplay is rather difficult mainly for the reason, that these mechanisms are intended to remain unnoticed. One should also consider the fact that these reviews are rather outdated at the moment. The authors might have been slightly biased by the sensation of the 'new and improved' of these two phones when they were introduced to the market.

Overall usage of the means of intensification and downplay also depends on the formality of the text. Apparently, informal language offers more possibilities to use these and be more aggressive on appealing to the reader´s judgements and opinions for the cost of being more obvious to the reader.

Moreover, there is one interesting aspect common for both reviews. This aspect is the usage of COMPOSITION. While the composition is described as a method of text formation and stylization in order to gain advantageous perceptions of the fact from the reader, in the case of reviews it seems that COMPOSITION is expected to a certain extent. COMPOSITION is used in a very similar way in these reviews by inserting the demonstrative pictures into the text. However, this is also easily abused, as seen in the review of Apple iPhone, where the author is inserting the elements such as videos and pros and cons section at the very beginning of the review. In the case of the Samsung, the whole COMPOSITION appears more neutral, reasonable and less biased.

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