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EXPLORING SUBJECTIVITY IN SENTIMENT ANALYSIS: A LINGUISTICALLY-INFORMED STUDY OF UNIVERSITY STUDENT AND RESTAURANT CUSTOMER REVIEWS

This paper aims to shed some light on the role of subjectivity and intersubjectivity markers in an annotated sample of two distinct evaluative discourse corpora: Restaurant Customers' Reviews (RCR) and University Students' Assessments (USA). The grammatical aspects of subjectivity and modality, as well as of intersubjectivity and deixis are explored in relation to the sentiment polarity of the reviews/assessments in the two corpora. Although the distribution of sentiment polarity appears to be fairly similar across both corpora, the two separate groups of writers demonstrate different linguistic choices for expressing sentiment.

Keywords: modality, (inter)subjectivity, deixis, sentiment polarity, corpus linguistics

1. INTRODUCTION

Sentiment analysis and opinion mining are two of the thriving application areas in Natural Language Processing (NLP), regarded as a specialized subfield of NLP. Both areas have significantly broadened the scope of NLP research, contributing numerous challenging research problems previously unexplored such as sentiment type classification and subjectivity detection (Liu 2020).

Recently, deep Learning Models, such as BERT and GPT-3 have revolutionized sentiment and opinion analysis by providing state-of-the-art results. These models pretrained on a vast corpus of language data achieve impressive performance scores with respect to these NLP tasks.

Despite these advancements, the extraction of interpretable semantic properties from discourse that affect sentiment polarity and subjectivity detection using these models still appears unattainable. This paper aims to provide insights from linguistic knowledge in order to build linguistically-informed models of sentiment analysis that may offer valuable guidance in achieving this goal.

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Setting the foundation to the theoretic framework of sentiment and opinion analysis, Liu (2020) suggest that, in contrast to objective data, both sentiment and opinion share an important characteristic, that is, they are inherently subjective with their subjectivity coming from various sources. The notion of subjectivity has provoked some confusion within the research community, as in numerous studies, being subjective and bearing sentiment are considered synonymous, yet they are distinct concepts (Ibid.). Specifically, an objective sentence may imply sentiments or opinions, whilst a sentence with subjectivity does not necessarily convey a sentiment or opinion with a positive or negative polarity (Ibid.).

The linguistically-informed annotation scheme proposed in this paper seeks to enhance understanding at a more nuanced level involving diverse subjectivity layers and the corresponding markers, as well as their relation to sentiment polarity. Building a theoretically-founded annotation scheme will be proven particularly valuable when employing supervised machine learning algorithms for sentiment analysis and subjectivity detection. For example, in (1), the modality marker ‘prepi’ (=should) seems to contribute decisively in a negative restaurant review.

1. Prepi na ine kalopsimenes i patates.
Potatoes should be well-done.

Previous studies in Natural Language Processing (NLP) and computational linguistics, have employed various approaches towards the examination of subjectivity, such as the inclusion of adjectives (Hatzivassiloglou & Wiebe 2000) and exclamation marks (Wiebe 1990) as indicators of the degree of subjectivity in text, as well as the utilization of the renowned approach of the identification of ‘private states’ that shaped the field of sentiment analysis such as opinions, beliefs, emotions, sentiment and speculation, manifested by various categories of lexical items (e.g., verbs, nouns, adjectives), phrases, sentences, or even larger units of text (‘subjective expressive elements’, as termed by the researchers) (for a comprehensive overview, consult Wilson et al. 2005). However, their research primarily focused on identifiable chunks of language rather than extending into the exploration of subtle linguistic phenomena, such as modality. Benamara (2012) explored the impact of modality on the discourse type of opinions and claimed that modality is a significant feature of opinion expression. Moreover, subjectivity has been investigated through elements of the deictic system from the perspective of narrative discourse, namely the Narrative Deictic Center (Wiebe 1990).

This exploratory study sets the stage for investigating the diversity of sentiment polarity expressions on two different corpora, namely Restaurant

Customers' Reviews (RCR) and University Students' Assessments (USA). The originality of this study lies in the *linguistically/grammatically-updated* annotation of reviews concerning the aspect of subjectivity with the future goal to implement *linguistically-informed sentiment analysis algorithms*.

To this end this paper attempts to answer the following questions:

- To what extent are subjectivity and modality related to the positive or negative sentiment?
- To what extent do the two corpora that represent two different types of subjective evaluative discourse differ with respect to subjectivity and modality markers?
- To what extent do the two corpora that represent two different types of subjective evaluative discourse differ with respect to sentiment polarity?

The structure of this paper is as follows: Section 2 outlines existing theoretical approaches to modality and subjectivity related to the research questions of this study and aspects of (inter)subjectivity, manifested by elements of deixis, as they shed light on latent qualities of the review writers' attitude. Section 3 includes the description of the dataset and the polarity annotation scheme of the dataset's reviews while Section 4 discusses the preliminary findings based on a series of statistical tests of association before concluding to the answer of the study's questions in Section 5.

2. LITERATURE REVIEW

Drawing on the literature on sentiment and opinion analysis (Liu 2020), what is underlined is the importance of delineating the multiple aspects of the concept of opinion to enhance their computational analysis. However, diverging from Liu's (2020) definition to opinion we are going to follow instead a discourse analytic path in approaching the notion of opinion which in turn will facilitate a more comprehensive understanding of the linguistic factors that encode sentiment.

The discourse conceptualization -guiding this study- is based on the belief that language is a source of *socially-bounded* meanings, not merely a means of expressing individual ideas (Mitsikopoulou 2000). Mitsikopoulou (2000) further explicates that this perspective enables an understanding that the variations in message interpretation and language production do not stem from individual differences among language speakers, but rather connect to language use within specific social contexts. Consequently, the position that speakers occupy within a communicative situation influences their reception and production of messages. Given these premises, it is plausible to inquire whether we might anticipate differentiated linguistic choices in comments directed towards socially similar

addressees -such as other restaurant customers- as compared to comments directed towards an authority – in the case of university students’ reviews.

In this literature review, particular attention will be given to identifying and analyzing concluding discourse markers that signal different levels of subjectivity in various linguistic contexts within the two corpora under examination. These markers, essential to understanding how subjectivity is expressed in discourse, will be explicitly referenced as part of the annotation scheme. To achieve a well-rounded and linguistically-motivated analysis, this study will focus on both the grammaticalized and the lexicalized aspects of subjectivity, with modality serving as the cornerstone.

2.1. Modality and Subjectivity

The afore-mentioned societal discourse perspective of language leads to the consideration of Halliday’s Systemic Functional theory which views language as a social semiotic system, which “mediates in all the various social role relationships” (Halliday 1970: 335). Particularly, Halliday and Matthiessen (2004: 29–31) introduce the interpersonal metafunction of the language that is used for the expression of speech roles and judgments. It is in this interpersonal framework that modality is perceived as the means via which the speaker’s attitude is expressed and communicated (Simpson 1993).

Modality, therefore, refers to the speaker’s judgment of the degree of probability or obligation, usuality or inclination, involved in the speaker’s attitude, as shown in Figure 1.

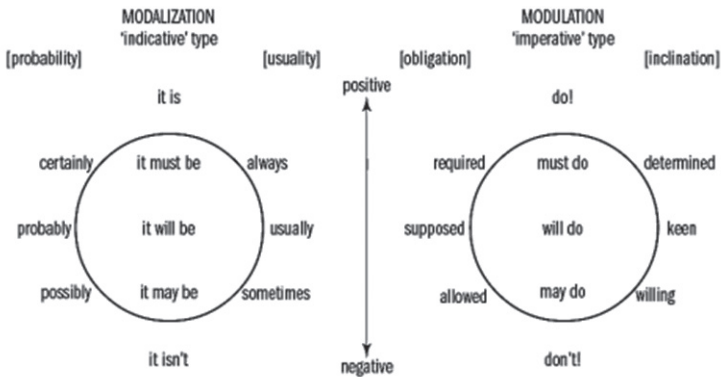


Figure 1. Relation of modality to polarity by Halliday & Matthiessen (2004: 619)

The polarity system (Figure 1), depicts the contrast between affirmative utterances and their negative counterparts with modality being represented

in the continuum between these poles, and manifested with expressions such as ‘sometimes’ and ‘probably’ (Halliday & Matthiessen 2004: 619). In essence, modality situates an interaction within the semantic space of uncertainty between the speaker and listener (Ibid.: 115–116).

Halliday’s concept of modality is organized into three levels of degree (Table 1) that will be taken into consideration by this study, as the annotation scheme will be organized with expressions for all three levels of intensity.

Values	Probability	Usuality	Obligation	Inclination
High	Certain	Always	Required	Determined
Median	Probable	Usually	Supposed	Keen
Low	Possible	Sometimes	Allowed	Willing

Table 1. The three values of modality by Halliday and Matthiessen (2004: 620)

This study will focus on the *Probability*, *Usuality*, and *Obligation* subcategories of modality, while excluding *Inclination* related to the speaker’s willingness to do something. Instead, the *Bouletic* modality, concerning wishes and desires, will be considered.

An interesting view on modality is offered by Palmer (2001). Although Palmer (2001: 7) adopts the classic distinction between *Epistemic* and *Deontic* Modality², interestingly he adds that that epistemic modality is used to express judgments regarding the truth-value of a proposition, whereas the deontic modality is employed to denote permissions and obligations respectively, as shown in (2–3) and (4–5), respectively.

- 2. Kate may be at home now.
- 3. Kate must be at home now.
- 4. Kate may come in now.
- 5. Kate must come in now.

The concepts of *possibility* and *necessity* also emerge in both deontic and epistemic modality (Palmer 2001; Von Fintel 2006; Tsangalidis 2009), underlining

the gradience that characterizes modality, as indicated by (6–9), taken from Palmer (2001):

6. It is possible that Kate is at home now. (epistemic)
7. It is *necessarily* the case that Kate is at home now. (epistemic)
8. It is possible for Kate to come in now. (deontic)
9. It is *necessary* for Kate to come in now. (deontic)

2.2. Modals in Greek

The meanings of obligation and possibility are conveyed in Greek via the two verbs, *prepi* and *bori/boro*, respectively (Staraki 2017; Κλαίρης & Μπαμπινιώτης 2011; Tsangalidis 2009; Holton et al. 1999).

The impersonal verb *prepi* is a modal verb of necessity (Staraki 2017) expressing a high degree of intensity in either deontic or epistemic readings, as in (10–11), taken from Tsangalidis (2009: 144–145):

10. *Prepi na fjis tora.*
'You must leave now.' (deontic)
11. *O Janis prepi na irθe.*
'John must have arrived.' (epistemic)

Nevertheless, in cases when *prepi* is accompanied by *θα*, the intensity changes. For instance, in (12) *θα* impacts on the immediacy effect of the utterance making it more polite (Holton et al. 1999: 210) and, thus, (12) is annotated with a median degree with respect to deontic advisability:

12. *Θa prepi telika na fijume noris.*
'We should leave earlier after all.'

For the epistemic meaning, in (13) *θα* impacts on the certainty level of the utterance (Holton et al. 1999: 210), leading to an annotation of high degree with respect to epistemic necessity:

13. *Θa prepi na ton ayapas poli ton aðerfo su.*
'You must love your brother very much.'

On the other hand, the modal verb *bori/boro* is a verb of possibility. Tsangalidis (2009: 144–145) illustrates it within an example:

14. *Boris/*Bori na pijenis tora.*
'You may go now.' (deontic possibility)
15. *Bori/*Borun na irθan.*
'They may have arrived.' (epistemic possibility)

Prepi and *bori/boro* are both included in the annotated scheme, whereby their respective intensity degrees, described in the literature, are also taken under consideration.

Following Tsangalidis (2009), the next modal category in Greek is [+/-imperative]. The communicative function of imperative has been emphasized, as it inherently suggests a certain modality; the speaker is requesting the listener to perform a task that she evidently deems essential to be completed (Κλαίρης & Μπαμπινιώτης 2011: 177). The verb types in both [im]perfective forms of imperative are marked morphologically for modality and denote command, request, exhortation or even permission (Κλαίρης & Μπαμπινιώτης 2011: 161). As the above types of denotation align with the aspects of attitude that this study aspires to capture, imperative is included in the annotation scheme as a separate category.

Moreover, modality is expressed by non-imperative verb types combined with the modal markers *θα*, *να*, *ας* (Κλαίρης & Μπαμπινιώτης 2011: 178) and *αν* (Holton et al. 1999). Cases similar to the ones provided below will be considered in this study and will be annotated according to their suggested level of intensity (i.e., *high*, *median*, *low*).

Holton et al. (1999: 226) suggest extremely high level of certainty in the following:

16. *An se pçasi o Alekos, xavθikes.*
'If Alekos catches you, you're lost.'
(annotated with a high degree of epistemic necessity)
17. *Na (mi) γrafi sti mitera tu ja ta provlimata tu.*
'He shouldn't write to his mother about his problems.'
(annotated with a median degree of deontic advisability)

Lexical verbs are also taken into consideration and annotated for their intensity, as also suggested by the literature. For example, the verbs *gnorizo* ('know') and *ksero* ('know'/'be familiar with') signify high level of certainty (following Palmer 2001), while the verbs *θεoro* ('consider') and *pistevo* ('believe') a high level of commitment (Politis 2001), and both were annotated, accordingly.

2.3. (Inter)subjectivity and Deixis

A reference point for the conception of subjectivity is the definition provided by Lyons (1982: 102) as "the way in which natural languages, in their structure and their normal manner of operation, provide for the locutionary agent's expression of himself and his own attitudes and beliefs." In the case of intersubjectivity, Traugott (2010), aligning closely with Lyons' view on subjectivity, forms her definition of intersubjectivity in a similar manner, suggesting that intersubjectivity pertains to "The way in which languages [...] provide for the locutionary agent's expression of his or her awareness of the addressee's attitudes and beliefs".

Intersubjectivity is particularly significant to this study due to the textual nature (i.e. review) of the two corpora, RCR and USA. These corpora convey socially-bound messages that incorporate elements of argumentation, which are relevant only when an addressee is involved. Examining intersubjectivity could help answer the second question posed in this paper, concerning the extent to which the different linguistic patterns are observed between the two distinct social groups of addressees in the two corpora.

Particularly, Traugott (2003) refers to the speaker or writer's consciousness of the addressee's "face" or "self-image" (Traugott 2003). This signifies the needs related to the addressee's image, which in turn might suggest various aspects and methods of politeness (Brown & Levinson 1987). Markers of politeness, such as the expression 'please', signify not only the speaker's acknowledgment but also attention to the addressee (Traugott 2010).

Other indicators of a writer's attention to the reader include hedges and *social deixis* (Traugott & Dasher 2002). Consequently, deixis emerges as highly pertinent to this research, having been suggested as an inherently egocentric phenomenon. It positions the speaker at the heart of the communicative circumstance, thus promoting the speaker as the deictic center; the speaker consequently encodes the message from their own perspective (Rauh 1983).

Narrowing the focus from the general phenomenon of deixis to *social deixis*, the term refers to the linguistic tools through which speakers' utterances generate or reflect information about the identity of the interlocutor, the character of the social situation, or the social dynamics between conversation participants (Fillmore 1975: 294). In a more specific sense, *social deixis* encompasses a range of phenomena which includes titles of address, honorifics and second person pronouns (Levinson 1979: 206).

When examining *person deixis*, it's important to note that the first and second person categories correspond to the members of the speech event - the current speaker and addressee respectively - in contrast to the third person (Levinson 2001: 3). Given this, it would be insightful to explore the author's choices in representing these speech event members within each textual

genre. Additionally, it would be valuable to investigate whether the degree of engagement, as indicated by the use of first and second person, reveals a linguistic preference by the writer to express a positive or negative attitude.

To codify the range of phenomena that deixis encompasses, this study will adhere to Fillmore's suggestion (1975: 78), which postulates that devices for person marking include pronouns -1st and 2nd person pronouns have been annotated- and devices for distinguishing speech levels include polite, honorific, plain, or humble speech. Accordingly, expressions such as 'thank you', 'please', and the plural of politeness (T-V distinction) have also been considered.

3. THE TWO DATASETS: RCR & USA

The two datasets consist of authentic texts by two groups of speakers with overlap in their profiles. The first corpus, RCR, consists of customers' evaluation comments about restaurants in Thessaloniki, collected from a widely recognized restaurant and catering evaluation platform, *Tavernochoros* (www.tavernoxoros.gr). RCR consists of approximately 1.030.000 words spanning over 20.139 comments.

For the compilation of the second corpus contains reviews, USA, a permission was granted to use the anonymous data of the Quality Assurance Unit (MO.DI.P.) of the Aristotle University of Thessaloniki. This corpus consists of approximately 1.000.000 words and 19.863 evaluative comments from university students across different departments, assessing various aspects of their course experience.

For the annotation process the web annotation platform, namely Tagtog was employed.³

In this paper, a sample of 650 manually annotated comments has been taken under consideration from both corpora.

3.1. Polarity annotation

The polarity annotation scheme of the tagset's comments included the sentiment polarity and the intensity. The polarity levels were initially distributed across five levels (i.e., 2, 1, 0, -1, -2), corresponding to positive, rather positive, mixed polarity, rather negative, and negative attitude. However, it became apparent that two additional categories were needed to capture numerous cases beyond -2 and 2. Liu (2020: 24) also recognized the need to represent an emotional category in the sentiment analysis of consumer reviews. For instance, the statement "This is an excellent phone" expresses a stronger rational evaluation of the phone than "This is a good phone". However, a review such as "I love this phone!" conveys an emotional evaluation of the phone. As a result, we expanded our categories to include -3 and 3, resulting in a revised 7-point Likert scale (i.e., -3, -2, -1, 0, 1, 2, 3).

4. PRELIMINARY FINDINGS AND DISCUSSION

Figures 2 and 3 illustrate the frequency distribution of polarity intensities across comments/assessments from both corpora, RCR and USA. As can be observed, there is a similar trend in both frequencies, with most of the data appearing at the two extremes, positive and negative, across the polarity span. However, a key difference exists between the two distributions. Specifically, in the RCR corpus, there is a preference for more extreme evaluations (-3, 2, and 3), whereas in the USA corpus, a significant portion of the distribution is concentrated around -2, -1, and 2. This finding is noteworthy, as it indirectly reflects the speakers' attitudes in the two different types of evaluative discourse.

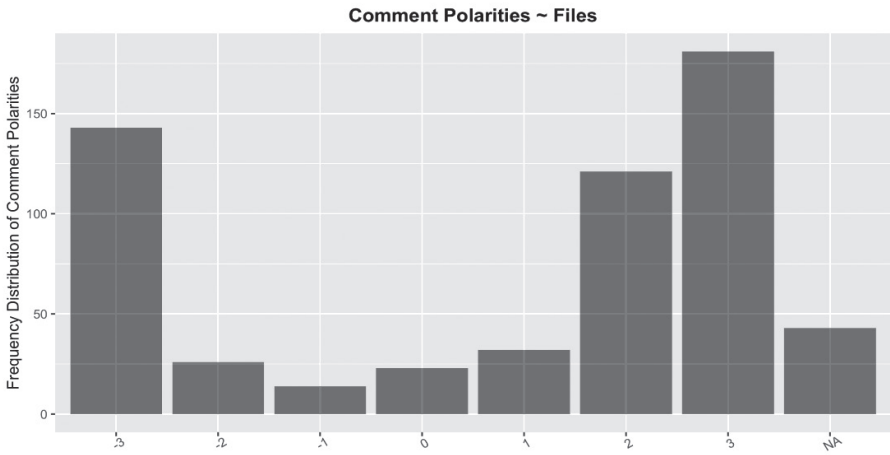


Figure 2. Distribution of comments across different sentiment polarity intensities in RCR

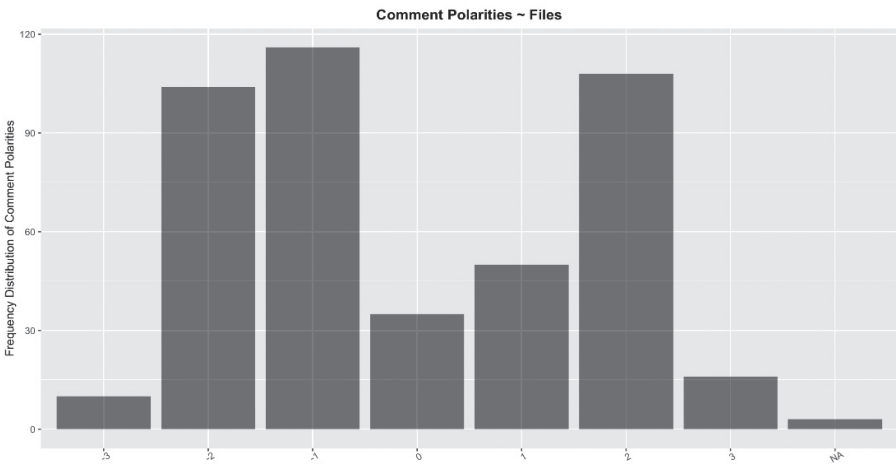


Figure 3. Distribution of comments across different sentiment polarity intensities in USA

Moving on to the distributions of the different types of subjectivity markers within the two corpora, Figures 4 and 5 already show an interesting and statistically significant difference confirmed by a Pearson’s Chi-squared test with $p < 2.2e-16$ and a Cramer’s V score of 0.288477. Deictic expressions are prevalent in RCR followed by epistemic modality markers, while deixis is ranked only third in USA. Nevertheless, the frequency distribution of deixis across sentiment levels does not reveal any linguistic preference by writers to use deictic expressions when they wish to express themselves positively or negatively in either corpus. (Pearson’s chi-squared test with $p > .05$ for both RCR and USA). Moreover, in USA deontic modality markers are significantly more prevalent compared to their frequency in the RCR. This discrepancy between the two corpora possibly reflects the sense of ‘duty’ or ‘moral obligation’ that the deontic modality denotes (Lyons 1982) likely related to the context of university compared to the more leisure-oriented context of the restaurant. What is more, the subtype ‘deontic necessity’, which signifies the highest intensity across the three levels of deontic modality shows a significant correlation to the expression of polarity ($p\text{-value} = 2.895e-09$ $P < .05$) for the USA speakers. This is also the case for the RSR, showing a significant correlation ($p\text{-value} = 6.46e-10$, $P < .05$). Therefore, modality as expressed through deontic necessity markers plays an important role in the expression of opinionated sentiment. This study aligns with Benamara’s (2012) research that demonstrates modality as a significant feature of opinion expression. What is also, interesting is that for the USA 5% of the deontic necessity expressions are employed for the expression of ‘emotional evaluations’, that is, for extreme opinions on the scale (namely 3 and -3), In contrast, for the RSR, 70% of such expressions are used in this manner, confirming the importance of Liu’s (2020) suggestion for the inclusion of ‘emotional categories’ within the polarity scale.

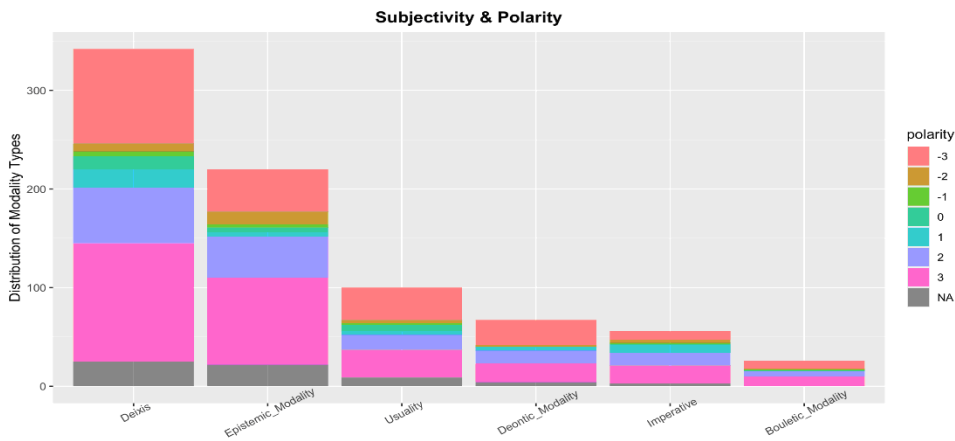


Figure 4. Distribution of subjectivity in RCR

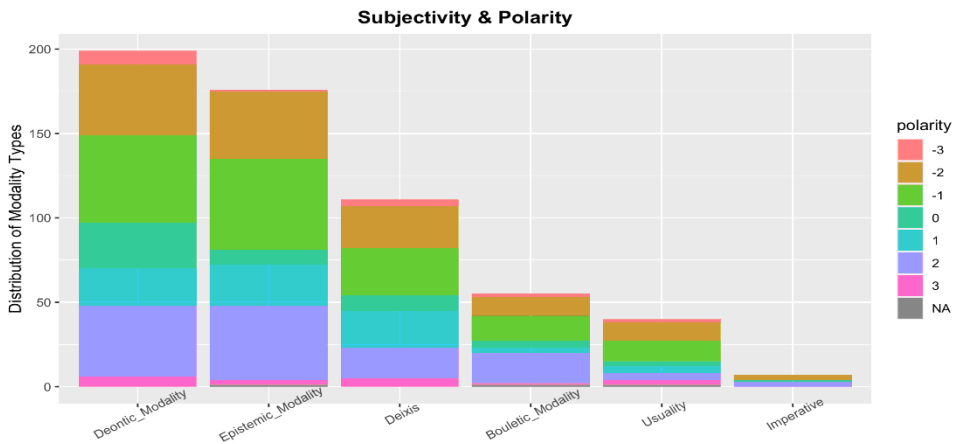


Figure 5. Distribution of subjectivity in USA

Conversely, when focusing on the distribution of subjectivity subtypes within each polarity level, in Figures 6 and 7, we can observe that deixis is the most frequent type in the RCR corpus for all polarity levels except for the level of -2 where epistemic modality ranks first (Figure 6).

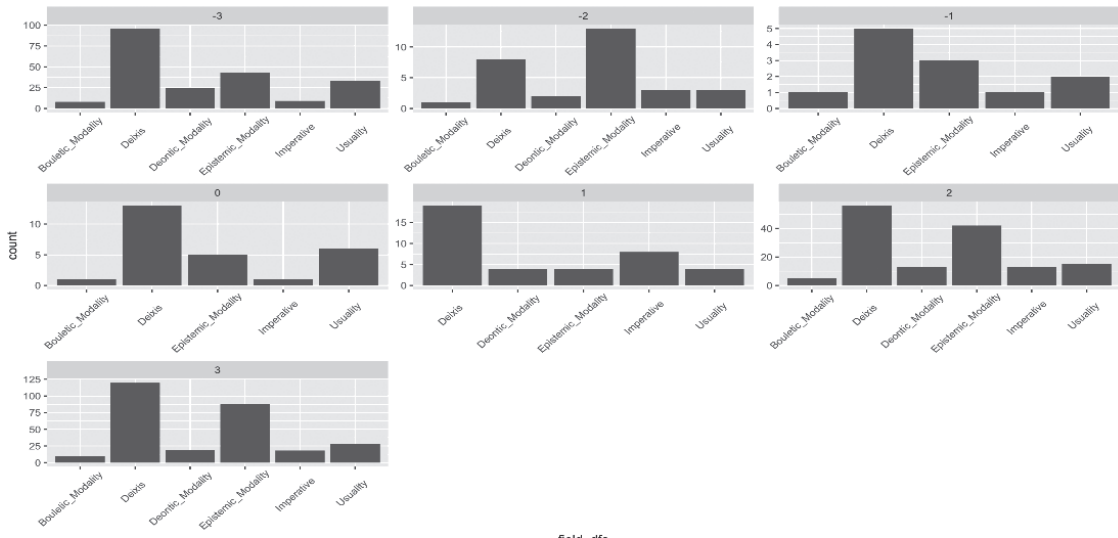


Figure 6. Distributions of subjectivity types within each polarity level in RCR

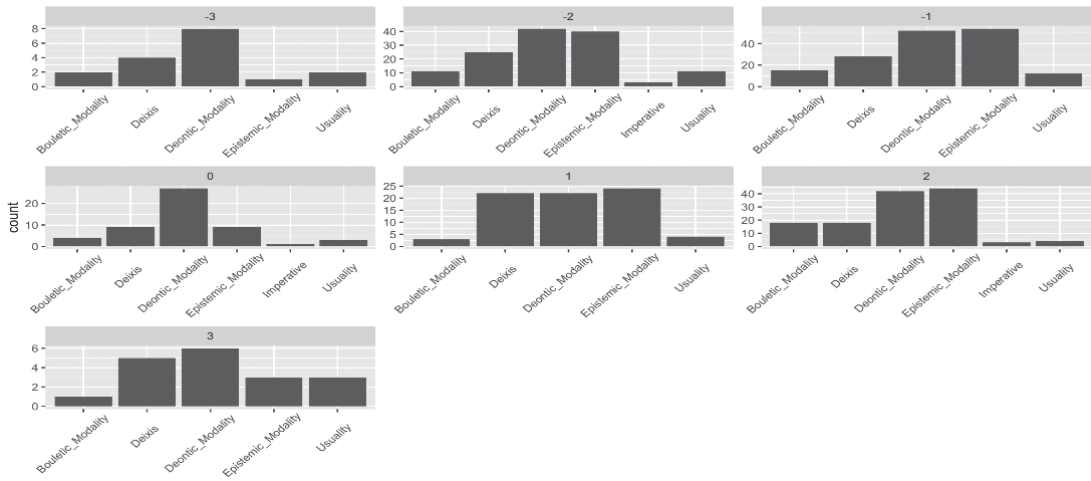


Figure 7. Distributions of subjectivity types within each polarity level in USA

On the other hand, as expected based on forementioned Figures 4 and 5, deontic modalities occur much more frequently in USA in 4 of the 7 polarity levels with epistemic modality ranking first in levels, -1, 1 and 2 (Figure 7). Interestingly, epistemic modality appears to be important in either mildly positive and negatively annotated text but not in the two extremes, 3 and -3, and in the mixed category of 0. This would imply that using epistemic markers is connected to expressing a clear but not extreme judgment, as demonstrated by the following original examples:

Θεωρώ ότι το μάθημα θα μπορούσε να χρησιμοποιεί περισσότερο πρακτικά παραδείγματα παρά τόσο θεωρία. Κατά τα άλλα πιστεύω πως είναι ένα μάθημα καλά οργανωμένο και ο καθηγητής προετοιμασμένος.
(I believe that the course could use more practical examples rather than so much theory. Other than that, I think it is a well-organized course, and the professor is well-prepared.)

Πρέπει να εκσυγχρονίσετε το τρόπο διδασκαλίας του μαθήματος...Η διάδραση είναι απαραίτητη!
(You should to modernize the teaching approach... Interaction is essential!)

Picking up on that and diving into the three subtypes of epistemic modality markers, Figure 8 reveals a clear preference of using epistemic certainty markers

that denote a high intensity in the USA corpus, rather than average or low intensity levels; namely the epistemic probability and possibility.

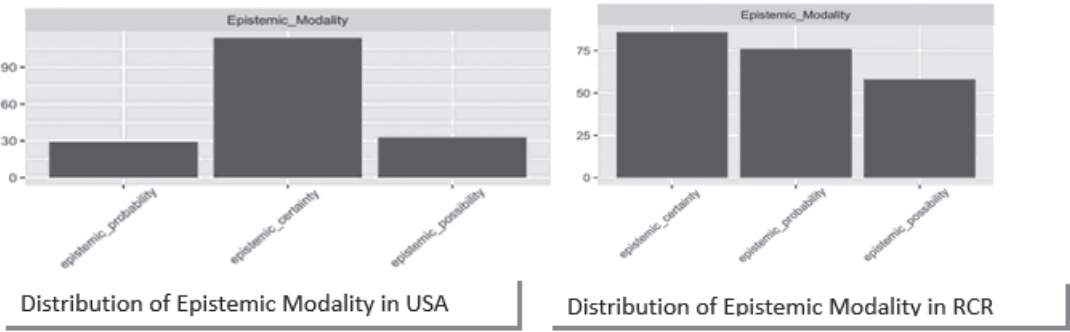


Figure 8. Epistemic Modality in USA and RCR

Therefore, markers expressing the writer’s highest level of commitment are preferred by the writer for mildly positive or negative polarities, in other words for “rational” rather than “emotional” sentiments reflected in levels 3 and -3, as the following example shows:

Ο άνθρωπος δεν κάνει για το μάθημα! Μιλάει γρήγορα, βαριέται και αυτό φαίνεται!!!
(This guy is not suited for the course! He speaks quickly, seems bored, and it shows!!!)

On the contrary, in the RCR corpus epistemic modality markers (Figure 8) appear to be a much more homogeneously distributed for the three intensity layers, i.e., certainty, probability and possibility. Another notable difference between the RCR and USA corpora with respect to epistemic modality markers is that in the RCR corpus 68% of epistemic certainty markers correspond to the two extreme polarity levels, -3 and 3, whereas in the USA only 2%, confirming the importance of Liu’s (2020) suggestion for the inclusion of ‘emotional categories’ within the polarity scale. Last but not least, epistemic certainty in both corpora shows a significant correlation with the expression of sentiment. Therefore, epistemic modality proves an important feature in the expression of opinion and attitude, as suggested also by Benamara (2012).

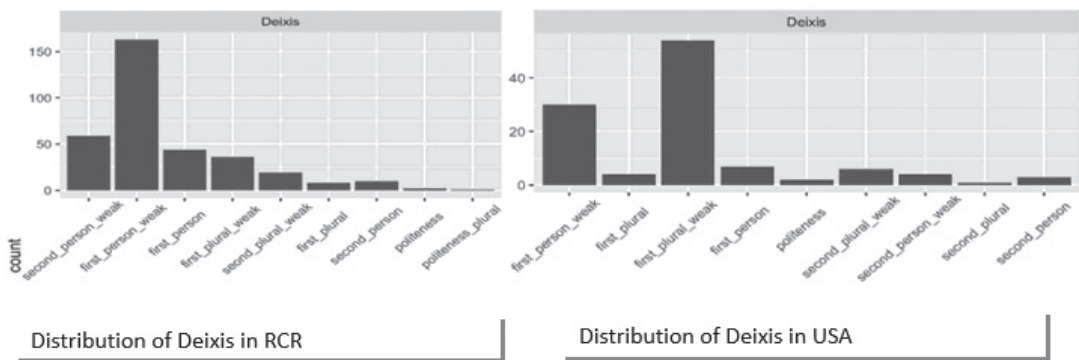


Figure 9. Deixis in RCR and USA

Zooming in in Figure 9, there are some interesting points to stress in terms of ‘deixis’ independently of the sentiment of the text that these markers appear in there are clear different tendencies in the two corpora; namely in the RCR corpus the first_person_weak form ranks first leaving the second_person_weak form second in quite a distance. On the other hand, in the USA corpus the first_plural_weak form is the most frequent deictic form.

The aspect of intersubjectivity is apparent in the RCR corpus, significantly influencing the writers’ linguistic choices (Traugott 2010). We not only identify statistical significance in deixis as a distinguishing factor between the RCR and USA corpora -as already mentioned- but the breakdown of deixis within the RCR corpus is also quite noteworthy. Specifically, first and second person pronouns being prominently used compared to other persons of the pronoun system, signify the writer’s intent to engage with the addressee in the speech event (Levinson 2001).

For the USA corpus, with only the first person pronouns ranking highly for both strong and weak types (‘I’ and ‘me’), interestingly, the second person does not seem to be a distinguishing factor. However, the lack of politeness markers in both corpora might suggest a disregard for the addressee’s face needs in this specific text type of reviews (Traugott 2003). The use of deixis as a variable has proven to be valuable, aligning with literature on opinion and sentiment analysis (Wiebe 1990).

5. CONCLUSION

Not all aspects of subjectivity appear to be relevant in the expression of sentiment polarity. Modality plays a significant role in expressing different types of opinions and sentiments (i.e. rational assessments, emotional assessments),

as shown by the statistical significance of varying intensity levels of modality in relation to opinion polarity. Writers across both corpora exhibit preferences for specific epistemic and deontic linguistic choices when expressing positive or negative attitudes. However, the role of deixis does not seem crucial in expressing positive or negative opinions, as no statistical significance has been identified in the relation between deixis and sentiment polarity.

Different linguistic choices have been identified among the two distinct groups of writers. While the distribution of sentiment polarity appears quite similar between the two corpora, the authors utilize different tactics for expressing their subjectivity, not only for extreme opinions on the scale (namely 3 and -3), but also for mild positive and negative ones. Statistical significance supports our initial hypothesis.

The extensive use of deixis found in the restaurant customers' reviews (RSR), as a marker of conceptualization of intersubjectivity, imply the writers' intention to involve the addressee in the communicative event. It appears plausible that the author of a review would signify their attention to the addressee, given their shared membership within the same target group, specifically, that of restaurant customers. On the other, the extensive use of deontic markers by the university students in their assessments (USA) may relate to the characteristics of the addressee, namely the authority of the university, for which a sense of duty is an essential characteristic of identity. In this sense, deontic expressions may function as a marker of intersubjectivity for this corpus.

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ΔΙΕΡΕΥΝΩΝΤΑΣ ΤΗΝ ΥΠΟΚΕΙΜΕΝΙΚΟΤΗΤΑ ΣΤΗΝ ΑΝΑΛΥΣΗ ΣΥΝΑΙΣΘΗΜΑΤΟΣ: ΜΙΑ ΓΛΩΣΣΟΛΟΓΙΚΑ ΕΝΗΜΕΡΩΜΕΝΗ ΜΕΛΕΤΗ ΚΡΙΤΙΚΩΝ ΠΕΛΑΤΩΝ ΕΣΤΙΑΤΟΡΙΩΝ ΚΑΙ ΦΟΙΤΗΤΩΝ ΠΑΝΕΠΙΣΤΗΜΙΟΥ

Περίληψη

Το άρθρο στοχεύει στην γλωσσικά ενημερωμένη ανάλυση συναισθήματος και τον εντοπισμό της υποκειμενικότητας σε δύο Σώματα Κειμένων (ΣΚ) που εκφράζουν διαφορετικούς τύπους υποκειμενικού αξιολογικού λόγου: Κριτικές Πελατών Εστιατορίων (RCR) και Αξιολογήσεις Φοιτητών Πανεπιστημίου (USA). Το άρθρο αναδεικνύει εκείνους τους γραμματικούς παράγοντες που μπορούν να προσφέρουν πολύτιμη καθοδήγηση για την επίτευξη της εξαγωγής ερμηνεύσιμων σημασιολογικών χαρακτηριστικών που συσχετίζονται με την πολικότητα του συναισθήματος. Στην μελέτη αυτή αφού συμπεριλήφθηκαν/επισημειώθηκαν δείκτες υποκειμενικότητας και διυποκειμενικότητας

διαφορετικών επιπέδων έντασης, αναζητήθηκε η σχέση τους με την έκφραση θετικής και αρνητικής στάσης.

Δυο από τα κύρια ευρήματα του άρθρου περιλαμβάνουν:

A) Διαφορετικές γλωσσικές επιλογές έχουν εντοπιστεί μεταξύ των δύο ξεχωριστών ομάδων ομιλητών. Ενώ η κατανομή της πολικότητας των συναισθημάτων φαίνεται αρκετά παρόμοια μεταξύ των δύο σωμάτων κειμένων, οι ομιλητές χρησιμοποιούν διαφορετικούς τύπους τροπικότητας και δείξης για να εκφραστούν θετικά ή αρνητικά.

B) Η τροπικότητα παίζει σημαντικό ρόλο στην έκφραση διαφορετικών τύπων απόψεων και συναισθημάτων (π.χ. ορθολογικές εκτιμήσεις, συναισθηματικές εκτιμήσεις).

Λέξεις-κλειδιά: υποκειμενικότητα, τροπικότητα, διυποκειμενικότητα, πολικότητα συναισθήματος, γλωσσολογία σωμάτων κειμένων