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PÓS-GRADUAÇÃO EM LETRAS/INGLÊS E LITERATURA CORRESPONDENTE

EVALUATION IN CUSTOMER REVIEWS:

A LINGUISTIC INVESTIGATION ON APPRAISAL RESOURCES

por

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ABSTRACT

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This study is a sample of the investigation of evaluation, as an important feature in the negotiation of meaning that goes on in every interaction. The model used is Martin's APPRAISAL framework (1992, 1996, 2000), an approach to describing the semantic resources used to negotiate emotions and opinions. The data, on which the study is based, is a set of 14 customer reviews on the book "Healing Back Pain: the mind-body connection", by Dr. John E. Sarno, drawn from the world wide web site Amazon.com. The results of the analysis of the texts show ways in which reviewers engage in the APPRAISAL system in order to evaluate not only the book, but also traditional medicine, pain, traditional doctors, the author of the book and themselves. Evaluations directed at themselves revealed that reviewers' deployment of APPRAISAL resources serve as a way to give themselves credentials to express opinion on the subject at hand and also to enhance solidarity with readers. The results also demonstrate how much writers rely on the potential role of context in bringing out the opinion they intend to pass. Even in a text which has evaluation as its main purpose, implicit evaluation has a significant role. The importance of a study of this kind lies in the fact that it helps us realize the part played by the writer in the construction of a text and hence instigate higher reading and writing awareness.

RESUMO

A AVALIAÇÃO NA SEÇÃO "OPINIÃO DO LEITOR":
UMA AVALIAÇÃO LINGUÍSTICA DOS RECURSOS DE
APRECIAÇÃO (APPRAISAL)

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Este estudo é uma amostra da investigação da avaliação como um importante elemento na negociação de sentidos que ocorre em toda interação. O modelo usado para tal investigação é o modelo teórico desenvolvido pelo professor James Martin (1992, 1996 e 20000. Este modelo proporciona uma maneira sistemática de descrever e classificar os recursos usados para negociar emoções e opiniões. Para esta investigação foram selecionados 14 textos da seção "opinião do leitor" do site Amazon.com da internet. Os resultados da análise dos textos mostram como os leitores (escritores) fazem uso do sistema de Apreciação (APPRAISAL) para avaliar não só o livro, como também a dor, a medicina tradicional, os médicos tradicionais, o autor do livro e a si mesmos. As avaliações sobre si próprios mostram como os recursos de Apreciação (APPRAISAL) são usados para dar maior credibilidade ao leitor, aumentando assim a solidariedade com o interlocutor. O estudo também mostrou a importância que o contexto tem na emissão de opiniões, mesmo em textos explicitamente avaliativos, como é o caso das opiniões analisadas, a opinião passada implicitamente aparece em grande quantidade e cumpre um papel fundamental Uma investigação como esta é importante pois ressalta o papel do escritor na construção de seu texto e incita uma escrita e uma leitura mais crítica e consciente.

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Chapter 1

The Research

1.0 Introduction

The following text, a sample of the data to be analyzed in this dissertation, is a review on a book called "Healing Back Pain: the mind-body connection", by John E. Sarno (193 pages, 1991, first edition) and was found on the world wide web site Amazon.com. Its main purpose is to evaluate the book, so that potential buyers can have access to the opinion of those who have already read it.

I was healed after reading this book!, June 27, 1998

Reviewer: bennete001@hawaii.rr.com from Hawaii, U.S.A

In October 1996 my car was hit from behind by another car and the next day I had excruciating back pain. Within a month the pain had spread to my neck and jaw (TMJ). I tried to live my life as before but couldn't. Everything I did made the pain worse. I had to quit my teaching job. I couldn't play guitar or sing or swim or lift things. I tried an osteopath, chiropractor, dental splint, biofeedback, and almost a year of physical therapy. Physical therapy would relieve the symptoms temporarily but they would return after a day or so. I began to realize physical therapy could help me but never HEAL me. I was so depressed by the pain and all

the limitations on my life and I prayed desperately for healing. I believe this book, which I stumbled upon in a bookstore the next day, was an answer to my prayer. After about two weeks my pain was gone. Occasionally it comes back and then I just have to keep from fearing it again and just re-read the book and renew my thinking according to what the book says. I've been healed since February 1998. In order to get better you must read and understand how the brain works as Dr Sarno describes. Then you must be aware that there are things in your life making you angry and fearful. This is hard to do when you'd rather ignore these things in your life. Emotional pain is hard to face but it sure beats constant back, neck, and jaw pain and the physical and emotional misery this kind of pain brings.

This text goes beyond a simple evaluation of the book "Healing Back pain...". By reading this text we get to know how the reviewer hurt him/herself (*In October 1996 my car was hit from behind by another car*), how excruciating and fast the pain was (*and the next day I had excruciating back pain. Within a month the pain had spread to my neck and jaw*), how incapacitated he/she became after the pain commenced and how much his/her life was changed because of it (*I tried to live my life as before but couldn't. Everything I did made the pain worse. I had to quit my teaching job. I couldn't play guitar or sing or swim or lift things*). We get to know that the reviewer is tenacious because he/she has tried many different kinds of treatment (*I tried an osteopath, chiropractor, dental splint, biofeedback, and almost a year of physical therapy*) and also that the reviewer sees physical therapy as inefficient (*Physical therapy would relieve the symptoms temporarily but they would return after a day or so. I began to realize physical therapy could help me but never HEAL me*). We also get to know that the book is good and its author is trustful *(In order to get better you must read and understand how the brain works as Dr Sarno describes)*. In summary, we get to know much of this reviewer's opinion not only about the book, but about the world!

Many of the utterances in this text do convey, or at least trigger an attitudinal response from the reader, and not only through direct evaluations but also through simple "facts" or "apparently unevaluated descriptions of some event or state of affairs" (White, 2001, Appraisal Website).

Evaluation, or the writer/speaker's opinion, has for a long time been an essential concept in describing how naturally occurring discourse works and has interested many scholars in linguistics. The notion that every utterance, besides information, carries an opinion about that information (Hunston, 1993) has motivated the search for descriptions of language use that would take into account the attitude and evaluations encoded in every utterance. Labov (1972, p.366) for instance, states that evaluation in narratives is "perhaps the most important element in addition to the basic narrative clause". He also suggests that speakers constantly monitor their interactions by using evaluation. They want to show the "point of the narrative, its raison d'être" (ibid) in order to pre-empt the question "so what" at the end of the telling, which in most narratives would represent the total failure of the teller. Halliday, since 1973, has advocated that language, besides conveying an ideational function conveys interpersonal meaning which encompasses the speaker's opinion/intrusion on what is said. Winter (1982, p.190) looks at evaluation as a major discourse component and claims that the Situation-Evaluation pattern of clause relations "is one of the larger clause relations which organizes the other clause relations". And Hoey (1983, p.55), following Winter, asserts that "Situation and Evaluation are the fundamental units of discourse analysis".

More recently linguists have proposed different approaches to a productive analysis of evaluation. It was in the search for a systematic approach that Martin (1992,

1996, 1997, 2000) developed frameworks to be deployed in the analysis of what he calls APPRAISAL.

APPRAISAL (labels for systems will be in capital) is the overall system which gives language users choices in terms of how they appraise, grade and give value to people, objects, events and social experience. This system belongs to the category of interpersonal meaning. Choice of APPRAISAL, together with its linguistic realization and deployment in the staging of a text, is critical to the construction of meaning and significance.

APPRAISAL may be realized directly, through explicit evaluative lexis (e.g. wonderful, pleasant) or indirectly, that is, a word or set of words may be used to trigger a particular reaction from the reader/listener. APPRAISAL, in this last case, is constructed through ideational meaning. An analysis of ideational meanings that are used to "evoke" interpersonal meanings is a valuable way for uncovering the stance taken by writers/speakers.

In Martin's approach APPRAISAL is the overall system to account for writers/speakers' stance in text and the lexical choices in this area are seen as expressing and simultaneously creating categories of reactions. The main category is AFFECT, which relates to the resource used for construing emotions. Related to this are two other categories or sub-systems: JUDGEMENT, dealing with the expression of moral valuations of behavior; and APPRECIATION, dealing with aesthetic assessments. Each system is then subdivided into a number of subcategories that allow for a more delicate level of analysis (Table 1.1). Details on the systems and subsystems will be found in Chapter 2.

APPRAISAL

AFFECT		JUDGEMENT		APPRECIATION	
Un/happiness:	Misery Antipathy Cheer Affection	Social esteem:	normality capacity tenacity	Reaction:	impact quality
Dis/satisfaction:	Ennui Displeasure Interest Admiration	Social sanction:	veracity propriety	Composition:	balance complexity
In/security:	Disquiet Surprise Confidence Trust			Valuation	

Table 1.1: Martin's (2000) APPRAISAL system

In this complex network, Martin (2000) shows how evaluation (and its enormously varied lexical choices) can be systematically organized and concentrated in a small number of basic sets of options which facilitates an analysis that could bring a better understanding of the rhetorical effect of evaluative lexis and more importantly to an understanding of the interplay of interpersonal meaning and social relations.

Martin's model has been applied specially in the research into secondary school and workplace literacy (Christie and Martin, 1997) and my intention in this study is to widen the scope into a more personal and subjective genre. More specifically, I intend to deploy Martin's framework to analyze a set of 14 "customer reviews" found in a site on the internet where readers evaluate the book "Healing back pain: the mind-body connection" by Dr. John E. Sarno (193 pages, 1991, first edition).

1.1 Objectives

Based on the assumption that besides information every utterance carries an opinion about that information and that this orientation is one way of representing reality and negotiating solidarity, this study aims at investigating how and why writers exploit different ranges of APPRAISAL in the informal internet genre "customer review".

I propose to investigate the following questions:

1. How do the writers of the reviews (hereafter the reviewers) engage in the

   APPRAISAL system in order to evaluate the book?

2. What else, besides the book, serves as target of evaluations?

3. How do reviewers use APPRAISAL resources to construct their persona in the texts?

4. What role does implicit (evoked) ATTITUDE play?

1.2 Significance of the research

Sarangi and Wilson in the editorial of TEXT (volume 20, 2000) say that keeping with their editorial pronouncement two years earlier, they "would like to see more corpus-based, descriptive work being undertaken, specially with a special focus on theoretical issues surrounding the organization and consumption of texts in social contexts". Besides meeting part of this wish – I focus on theoretical issues surrounding the organization of texts in social contexts – the relevance of this study rests on some other factors. One of them is the fact that studies on different and contemporary genres

provide access to a range of different and contemporary social practices, such as giving and sharing opinion openly on an internet site.

Another important fact is that the words chosen to describe the world in a text inevitably reflect the opinion of the one describing it. Thus discussions of how people and events are labeled in texts can be insightful to the field of discourse analysis.

And above all, as White (2001), in his APPRAISAL web site notes, APPRAISAL theory is "very much an on-going research project", and there are still numerous registers and discourse domains to which the theory has not yet been applied. So any attempt of analysis may lead to extensions to and elaboration of the APPRAISAL framework.

1.3 Procedure

The corpus I intend to investigate consists of 14 reviews of the book "Healing Back Pain: the mind-body connection" randomly selected out of a set of 136 reviews collected from the world web site amazon.com. These reviews, on the site, and for the purposes of this study, are called "customer reviews", the product of a supposedly spontaneous act of those who have read the book and wish to comment on it or share their opinion.

The set of 14 texts represents 10% of the reviews of the larger corpus. These 14 reviews will hereafter be labeled T1-T14. They were first divided and classified according to the parameters of APPRAISAL theory. This first step provided answers to question 1 posed in section 1.1. In a second step, the instances that showed the deployment of APPRAISAL resources had their targets identified. This second step

revealed what else, besides the book, was subject for evaluation (question 2 in section 1.1). Then each of these targets were analyzed according to the three systems of APPRAISAL, namely AFFECT, JUDGEMENT and APPRECIATION and their subsystems, providing basis for the discussion of their possible rhetorical effects and also an answer to question 3. The final step was to map the number of instances which had APPRAISAL resources used implicitly and explicitly, thus searching for the answer to question 4.

1.4 Organization of the thesis

In Chapter 2, I will present a review of the literature on evaluation and more specifically on APPRAISAL theory. The theoretical background will help to clarify theoretical and methodological questions regarding the division and classification of the APPRAISAL resources found in the texts which will be analyzed. In Chapter 3, I will present the results of the analysis of the 14 customer reviews under the parameters of the APPRAISAL framework. In order to deepen my analysis, within the three major systems (AFFECT, JUDGEMENT and APPRECIATION), I will divide the instances according to their targets and then each target will be discussed separately. In Chapter 4, I will present the conclusions of the study, point out some limitations encountered during the process of analysis and I will also attempt to make suggestions for further research. I believe that the customer review section is a useful site for an investigation of how and why interlocutors engage in the APPRAISAL system.

Chapter 2

Theoretical Background

2.0 Introduction

This chapter aims at presenting issues related to basic concepts and theories which support the analysis of the 14 customer reviews, the data for this study. The understanding of the different categories and their definitions, as well as their subcategories, is crucial for the discussion of the results in Chapter 3.

2.1 Evaluation

The expression of the writer's or speaker's opinion about what is being presented is widely recognized as a constant feature of language, but the label "evaluation" for such a feature is far from a consensus. There is a wide range of terms in use. Some linguists talk of affect, some of stance, Halliday (1973) refers to attitude, Martin (1992, 1997, 2000) to appraisal, and some others like Winter (1982), Hoey (1983), Hunston (1989, 1994) and Thompson and Hunston (2000) prefer the term evaluation. And even though the study of evaluation dates from long ago, the disagreement goes beyond the discussion on the terminology to be used, including also the definition and the role of

evaluation in discourse. But whatever the term and however it is used, evaluation is accepted as a very important discourse phenomenon and has been the subject of a large amount of research.

The term evaluation has commonly been used in two ways: 1. to refer to elements of textual patterns (Winter, 1982; Hoey, 1983; Jordan, 1984) and 2. in a more restricted sense to refer to lexical and grammatical choices (Hunston, 1989, 1994; Meurer, 1998,1999; Channel, 2000; Hunston & Sinclair, 2000) that express the speaker/writer's attitude. These two different usages share some difficulties related to the complexity of the subject and the question of what should count as evaluation in a text.

In some cases evaluation is identified because of its position in a text, but most studies have shown that evaluation tends to spread throughout a text rather than being confined to one particular part of it. Winter (1982) points out that in Situation-Evaluation textual pattern evaluative language can be present in the Situation element as well as in the Evaluation one. This implies that evaluation is a highly complex phenomenon and thus not always a straightforward matter.

So how do we recognize evaluation? According to Hunston and Thompson (2000) there have been both conceptual and linguistic answers to this question. Conceptually speaking, "evaluation has been noted to be comparative, subjective and value-laden" (ibid, p.13), so identifying signals of comparison, subjectivity and social value would lead to the identification of evaluation. For the comparative nature of evaluation, anything which is compared with the norm should count as evaluation. Labov (1972, p.381) gives the example of negatives as comparators and argues that "they provide a way of evaluating events by placing them against the background of other events which might have happened". The subjective nature of evaluation can be realized whenever a word or a sentence has a meaning which is personal to the speaker, or in other words,

when it is only verifiable in terms of the person's own experience and scale of values. For the value-laden nature of evaluation Hunston and Thompson (2000) suggest goal-achievement to be taken as the basis for evaluation, having "what is good" as "what achieves our goals", and "what is bad" as "what impedes the achievement of our goals" (ibid, p.14).

Turning to the linguistic answer to the question, evaluation is recognized by being realized through choices of lexis and grammar. Many writers (e.g., Channel, 2000; Conrad and Biber, 2000; Hunston and Sinclair, 2000) have tried to come up with frameworks that would lead to a more enlightening investigation, some dealing more deeply with one or the other aspect.

As I will further elaborate on in section 2.3, some lexical items are clearly evaluative, in the sense that they obviously express the opinion of the speaker or writer. Some words have a more referential content, but also include an element of opinion while some others have no evaluative function at all.

Hunston (1993, 1994) also suggests that evaluation should be analyzed under three different parameters: 1. Status (representing a scale of certainty-uncertainty); 2. Value (a scale of good-bad); and 3. Relevance (a scale of important-unimportant). Despite the different parameters, Hunston and Thompson (2000, p.25) argue that evaluation is "essentially one phenomenon rather than several" and that the basic parameter is the good-bad one –in the sense that it is to this parameter that all the others seem to relate. They also point out that however evaluation is to be analyzed, it has to account for both the personal (subjective) nature of evaluation and its relevance to a system of values.

Maintaining the good-bad parameter, or the positive or negative dimensions, as he might call it, Martin (2000) adds that rather than a simple personal matter, evaluation is

truly an interpersonal matter, "in that the basic reason for advancing an opinion is to elicit a response of solidarity from the addressee". Within the systemic functional linguistic tradition, Martin (2000) has developed a framework to the analysis of what he calls the APPRAISAL system in English, the term appraisal being utilized for the "semantic resources used to negotiate emotions, judgements, and valuations" (p.145). Martin also deals with "resources for amplifying and engaging with these evaluations" (ibid), but this aspect will not be considered in the present dissertation.

2.2 APPRAISAL theory

The APPRAISAL framework has emerged from more than 15 years of research undertaken by a group of linguists lead by professor James Martin and associated with the Department of Linguistics at the University of Sydney. The following outline of the model relies mainly upon Christie and Martin (1997), Martin (2000) and White (2001).

The APPRAISAL theory, as mentioned before, divides evaluative resources into three broad semantic domains, namely ATTITUDE, GRADUATION AND ENGAGEMENT (Table 2.1). ENGAGEMENT is the system of options for indicating the speaker's degree of commitment to what is being expressed. GRADUATION is the system by which speakers graduate (upgrade or downgrade) the force or volume of their utterances. And ATTITUDE deals with the options speakers have to indicate or pass their personal opinion and emotional responses towards participants and processes. Within the APPRAISAL system, the heading ATTITUDE is the central concern of this study.
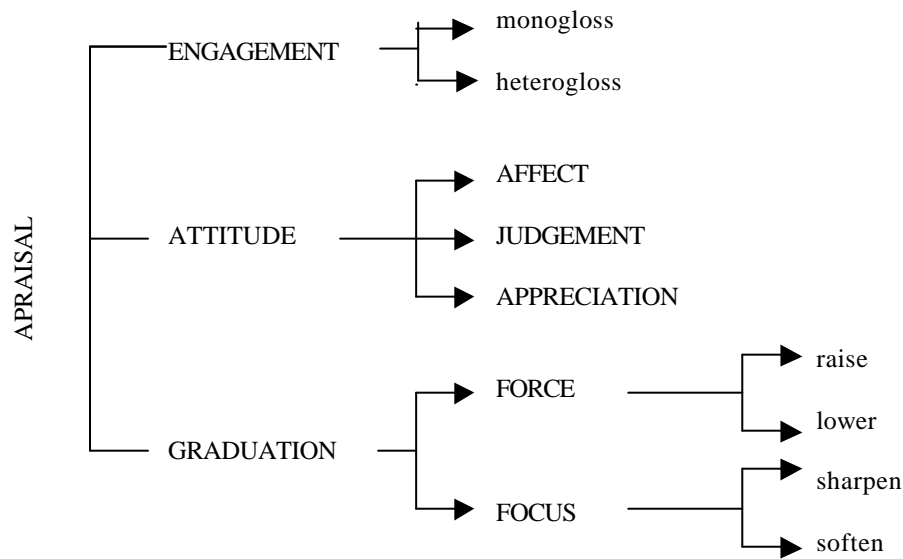
Table 2.1. APPRAISAL system

2.3 ATTITUDE

In considering ATTITUDE, the model suggests classifying as attitudinal "any utterance which either conveys a negative or positive assessment or which can be interpreted as inviting the reader to supply their negative or positive assessments" (White, 2001). This shows that ATTITUDE may be realized either directly or indirectly. Directly through explicit evaluative lexis:

Example 1, T6[1]: amazing

and through phrases which overtly indicate the attitudinal position being taken:

Example 2, T2: This should be required reading.

Example 3, T10: This guy deserves a statue.

---

[1] Texts are labeled from T1 to T14, as already stated. The complete texts are found in the Appendix.

For the indirect realization, a word or set of words may be used to trigger or evoke a particular reaction from the reader/listener. Attitude in this last case is constructed through ideational meanings. Consider:

Example 4, T4:

Six years ago, on a business trip, my back 'went out' on an airplane and I was unsure whether I could get out of my seat. I struggled to get out of the plane and checked in to my hotel on the River Walk in San Antonio Texas. I went right to bed but, upon attempting to get up in an hour, found that I had to roll out onto the floor...

In this stretch of the text, except for the item *unsure* we do not find any overtly evaluative words, rather, the writer relies on the reader interpreting the happening presented in evaluative terms. The writer relies on the reader seeing the state of events described as problematic, as tokens of the incapacity caused by the pain and/or tokens of the unhappiness or frustration this type of situation brings. Here we come across what in my opinion is the most fuzzy issue in applying the Appraisal theory, that is, how many layers of evaluative meaning are the desirable number of layers in analyzing a text. This issue will be discussed in Chapter 3.

From the examples given above, it becomes clear that it is better to see ATTITUDE as a feature not of individual words (even though words may be attitudinal), but of stretches of language. This raises the issue of what would be the appropriate unit of analysis. For Martin (2000, p.155) "Given the prosodic nature of interpersonal realization it is unlikely that this issue can be resolved in constituency terms". This study will then treat units of varying length.

2.4 The subsystems of ATTITUDE

2.4.1 AFFECT

As shown in Table 2.1, ATTITUDE is subdivided into three categories or subsystems: AFFECT, JUDGEMENT and APPRECIATION. AFFECT can perhaps be taken as the basic system to which the other two are closely related. It deals with emotions, with positive and negative emotional responses and dispositions:

Example 5, T1: I was so depressed by the pain

Example 6, T8: In the meantime I am enjoying life

The main framework for AFFECT involves three variables, namely, un/happiness, in/security, and dis/satisfaction (Table 2.2). According to Martin (2000, p 150), the un/happiness variable covers emotions concerned with "affairs of the heart" (misery, antipathy, cheer and affection). In/security "covers emotions concerned with ecosocial well-being" (disquiet, surprise, confidence and trust); and the dis/satisfaction variable "covers emotions concerned with the pursuit of goals" (ennui, displeasure, interest and admiration). There is also a distinction between the above categories, which fall under the heading Realis AFFECT and two other categories (fear and desire) under Irrealis AFFECT (Table 2.3), which involve feelings of intention (rather than reaction), feelings that relate to the future, "as yet unrealized states rather than present existing ones" (ibid.)

	SURGE (of behaviour)	DISPOSITION
UN/HAPPINESS		
Unhapiness		
Misery	whimper	down
(mood in me)	cry	sad
	wail	miserable
Antipathy	rubbish	dislike
(directed feeling: 'at you')	abuse	hate
	revile	abhor
Happiness		
Cheer	chuckle	cheerful
	laugh	buoyant
	rejoice	jubilant
Affection	shake hands	fond
	hug	loving
	embrace	adoring
IN/SECURITY		
Insecurity		
Disquiet	restless	uneasy
	twitching	anxious
	shaking	freaked out
Surprise	start	taken aback
	cry out	surprised
	faint	astonished
Security		
Confidence	declare	together
	assert	confident
	proclaim	assured
Trust	delegate	comfortable with
	commit	confident in/about
	entrust	trusting
DIS/SATISFACTION		
Dissatisfaction		
Ennui	fidget	bored
	yawn	fed up
	tune out	exasperated
Displeasure	caution	cross
	scold	angry
	castigate	furious
Satisfaction		
Interest	attentive	curious
	busy	absorbed
	flat out	engrossed
Admiration	pat on the back	satisfied
	compliment	impressed
	reward	proud

Table 2.2. A framework for Realis AFFECT (Martin, 2000, p151-2)

DIS/INCLINATION	SURGE (of behaviour)	DISPOSITION
Fear	tremble	wary
	shudder	fearful
	cower	terrorized
Desire	suggest	miss
	request	long for
	demand	yearn for

Table 2.3. A framework for Irrealis AFFECT (Martin 2000, p151)

2.4.2 JUDGEMENT

JUDGEMENT can be taken as feelings in the context of proposals, "norms about how people should and shouldn't behave" (Martin, 2000, p.155). It is deployed for construing moral evaluations of behavior. It has a positive and a negative dimension and is divided into two major groups, social esteem and social sanction (Table 2.4).

The distinction between social sanction and social esteem becomes clear in the description given by Martin (2000, p.156),

> Social esteem involves admiration and criticism, typically without legal implications; if you have difficulties in this area you may need a therapist. Social sanction on the other hand involves praise, and condemnation, often with legal implications; if you have problems in this area you may need a lawyer.

Social esteem treats values of normality, capacity and tenacity. Values of normality take into account "how special someone is", how ordinary or peculiar he/she is. Capacity is concerned with values of ability and competence and tenacity indicates how resolute someone is. Any traces of determination or willingness to sustain work towards some goal may invoke values of tenacity.

Social sanction treats values of veracity and propriety. Veracity is most likely applied to the arguability of a person's sincerity while values of propriety indicate how ethical someone is.

SOCIAL ESTEEM Venial	positive (admire)	negative (criticize)
Normality (fate) is he or she special?	lucky, fortunate, charmed... normal, average, everyday... in, fashionable, avant-garde...	unfortunate, pitiful, tragic... odd, peculiar, eccentric... dated, daggy, retrograde...
Capacity is he or she capable?	powerful, vigorous, robust... insightful, clever, gifted... balanced, together, sane...	mild, weak, wimpy... slow, stupid, thick... flaky, neurotic, insane...
Tenacity (resolve) is he or she reliable, dependable?	plucky, brave, heroic... dependable... tireless, persevering, resolute...	rash, cowardly, despondent... unreliable, undependable... weak, distracted, dissolute...
SOCIAL SANCTION Mortal	Positive (praise)	Negative (condemn)
Veracity (truth) is he or she honest?	truthful, honest, credible... real, authentic, genuine... frank, direct...	dishonest, deceitful... glitzy, bogus, fake... deceptive, manipulative...
Propriety (ethics) is he or she beyond reproach?	good, moral, ethical... law-abiding, fair, just... sensitive, kind, caring...	bad, immoral, evil... corrupt, unfair, unjust... insensitive, mean, cruel...

Table 2.4. A framework for JUDGEMENT (Martin 2000, p.156)

It is important to stress that the way people make judgements about normality, capacity, morality etc. is determined by the culture they live in and by their own individual experiences and beliefs. Thus, as White (2001) affirms, "there's always the possibility that the same event will receive different JUDGEMENTS, according to the ideological position of the person making those JUDGEMENTS".

Despite the fact that each reader will also interpret a text's tokens according to their own cultural and ideological positioning, they may be subject to influence of the co-text, so that staging inscribed and evoked evaluation may be used as an important strategy to make readers share the writers interpretations. Let us consider the following example. The coding is [t (standing for token), + (positive) or – (negative) value/ TARGET].

Example 7, T3 :

What can I say? I am the biggest skeptic I know [+ tenacity/ REVIEWER]. When I originally injured my back shoveling snow, then reinjured it playing basketball, someone recommended that I read an article about this guy Dr. Sarno. I didn't take the advice -- xrays indicated a physical injury [t, + tenacity/REVIEWER]...

With the word *skeptic*, judgement may be evoked, whether positively or negatively will depend on the context. The reviewer uses, then, a token "someone recommended that I read an article about this guy Dr. Sarno. I didn't take the advice — xrays indicated a physical injury" as basis for his self appraising as tenacious. This means that if to be skeptic is to resolutely insist on questioning, not to accept things at face value, a characteristic that can be seen as positive in our culture, then the reviewer may be positively evaluated. I further elaborate on this notion in the next paragraph.

JUDGEMENT can be realized directly or indirectly so any analysis of JUDGEMENT has to distinguish between what is termed 'inscribed' (or explicit) JUDGEMENT and what is termed 'tokens' of JUDGEMENT (implicit). As it was shown in example 1, regarding ATTITUDE, in some cases JUDGEMENT is also explicitly realized by means of a lexical item:

Example 8, T3: To be totally *honest*

Example 9, T6: Dr. Sarno *appropriately* names the overwhelming problem as...

But in some other cases, values of JUDGEMENT are evoked, they are triggered by apparently 'factual' descriptions of some event. In T1 there are two examples:

Example 10, T1: I tried to live my life as before [t, + tenacity/REVIEWER]

Example 11, T1: I tried an osteopath, chiropractor, dental splint, biofeedback, and almost a year of physical therapy [t, + tenacity/ REVIEWER]

which are apparently informational, but that have the capacity in the culture to evoke judgmental responses as to the tenacity of the reviewer.

2.4.3 APPRECIATION

APPRECIATION is related to feelings in the context of propositions. It "construes the 'aesthetic' quality of semiotic text/processes and natural phenomena" (Martin, 2000, p.146). It deals with those evaluations "which involve positive or negative assessments of objects, artefacts, processes, material circumstances and states of affairs rather than with human behaviour" (White & Don, 2001, p 1). Human participants may also be evaluated by values of APPRECIATION, but in this case the

assessments do not focus on their behavior, but on their appearance (e.g. "a beautiful woman").

The positive and negative dimensions are organized under the headings of reaction, composition and valuation. Reaction is concerned with "presentation and the type of reaction the assessed item is seen as activating, with whether the entity under considering (sic) is pleasing 'to the senses', so to speak" (White & Don, 2001, p 1). It can be related to the questions "did it grab me?" (reaction: impact) and "did I like it?" (reaction: quality). Composition is concerned with structure or form, with how well the parts of the entity being evaluated fit together. It is related to the questions "did it hang together?" (composition: balance) and "was it hard to follow?" (composition: complexity). Valuation is related to the question "is it worthwhile?" and is concerned with a wide range of social values (Table 2.5).

	Positive	Negative
Reaction:impact did it grab me?	arresting, captivating, engaging... fascinating, exciting, moving...	dull, boring, tedious, staid... dry, ascetic, uninviting...
Reaction:quality did I like it?	lovely, beautiful, splendid... appealing, enchanting, welcome...	plain, ugly... repulsive, revolting...
Composition:balance did it hang together?	balanced, harmonious, unified... symmetrical, proportional...	unbalanced, discordant... contorted, distorted...
Composition:complexity was it hard to follow?	simple, elegant... intricate, rich, detailed, precise...	ornamental, extravagant... monolithic, simplistic...
Valuation was it worthwhile?	challenging, profound, deep... innovative, original, unique...	shallow, insignificant... conservative, reactionary...

Table 2.5. A framework for APPRECIATION (Martin, 2000, p.160)

In Chapter 3, analysis of my data will be carried out to investigate how APPRECIATION, JUDGEMENT and AFFECT and their relevant subcategories are deployed by customer reviewers in the texts.

Some of the categories in Tables 2.3, 2.4 and 2.5 described above do not have universally applicable criteria, hence throughout the analysis , one might find items that could have been equally well classified under another category. Martin (2000, p. 161-2) stresses that "appraisal analysts do need to declare their reading position - in particular since the evaluation one makes of evocations depends on the institutional position one is reading from", therefore, this study took into consideration the reading position I, as the analyst, adopted – that of a pain sufferer, which seems to be the position naturalized by the texts. It also considered the actual context in which values occur, for the context can sometimes be responsible for the propagation of one value, guiding us towards seeing a particular value as more relevant than another. Sometimes there is a glimpse of one value, but in the context it gets overridden by another. For instance, in "I used to get layed (sic) up 2 or 3 times a year for about two weeks duration before I read the book" (T8), there is a glimpse of JUDGEMENT [-normality] but the APPRECIATION [+ valuation] of the book gets more relevant. Another example can be seen in T1, "I began to realize physical therapy could help me but never HEAL me", where there is a glimpse of positive APPRECIATION [+valuation], but essentially evaluates physical therapy as negative, thus classified as [-valuation].

APPRECIATION resources in the corpus were classified mostly following the general definitions given in section 2.4.3 above. The categories *reaction* and *composition* accounted for the "values which fall under the general heading of aesthetics" (White, 2001), or the "assessments of the form, appearance, construction,

presentation or impact of objects or entities" (ibid.). However, notice that the category *valuation* accounted for the "non-aesthetic category of 'social valuation'" (ibid). For example, instances of APPRECIATION towards the book that contained assessments of its success in terms of the accomplishment of its purpose, or in other words, healing the pain, were classified under the heading *valuation* (e.g. T12, "This book flat cured me in two days [+ valuation]"; "This book gave me my life back [+ valuation]"). Values of APPRECIATION towards traditional medicine, pain and advice were classified as *valuation* for their obviously non-aesthetic features.

The classification of JUDGEMENT values followed the general definitions described in section 2.4.2. Instances which involved values by which the person could be "lowered or raised in the esteem of their community" (White, 2001) were classified under one of the categories under the heading *social esteem* (Table 2.4), with a positive or negative dimension. *Normality* accounted for any traces of peculiarity and uniqueness or indication that things were out of the normal or back to normal. For instance in " with the cycles of pain, pain and more pain, and wondered 'why me'" (T2) we have [t,-normality] because this stretch of the text triggers the idea that the reviewer is pitiful, *unfortunate* to suffer like that. On the other hand, " I did squats yesterday for the first time since June, when the attack occurred" (T12), we have a case of [t, + normality] because it shows the reviewer doing things s/he used to do as a *normal* person. Values of *Capacity* accounted for those instances that revealed any kind of in/ability, in/competence or even temporary physical in/capability. T1 brings good examples: in "I couldn't play the guitar or sing or swim or lift things", we have [- capacity], for it shows clear evidence that the reviewer is not *capable* of carrying out simple tasks.; in "everything I did made the pain worse", we can see a case of [t, - capacity] because it reveals the reviewer's feeling of incompetence. Finally, regarding JUDGEMENT social

esteem, values of *tenacity* accounted for instances that revealed some determination to sustain a position. To illustrate, in T1, " I tried to live my life as before "; and "I tried an osteopath , chiropractor, dental splint, biofeedback, and almost a year of physical therapy" we have two cases of [t, + tenacity] because they show the reviewer's struggle to overcome the pain and live as before.

Instances of JUDGEMENT that triggered any kind of "legal, religious or moral implications" (White, 2001) were classified either as propriety (more related to ethics) or as veracity (more related to sincerity), which are the categories under the heading *social sanction* (Table 2.4). In T12 "They (doctors) are lieing (sic) their way to the bank" illustrates a case of [- propriety] because this sentence somehow attacks the ethical position and integrity of doctors. T1 serves as an example of [t, + veracity], for it suggests that Sarno is trustful, someone readers can rely on: "In order to get better you must read and understand how the brain works as Sarno describes".

The classification of the values of AFFECT followed the categories presented in Table 2.2 and used its surges of behavior and disposition as parameters. Some examples are: T9, "In the meantime I am enjoying life...[happiness:cheer]"; T1, "I prayed desperately for healing [inclination:desire]", T4, " I was unsure whether I could get out of my seat" [insecurity:disquiet]. And also, instances where the verb *to suffer* was present were considered as tokens of unhappiness:misery, because unless we talk of a masochist, suffering can be easily associated with unhappiness. Thus, examples like "I've suffered with back pain for 20 years" (T2) and " after four years of suffering with chronic back pain after a diagnosis of a herniated disc" (T10) were classified as [t, unhappiness:misery].

Chapter 3

APPRAISAL theory at work

3.0 Introduction

As stated before, the 14 reviews used in this study were found in the customer review section of the internet world wide web site amazon.com. According to a staff member at Amazon.com, Mark Burton (personal communication, January 8, 2002), "The customer review section is to allow potential buyers of an item to see how helpful or useful the item was to another customer, to point out if the item suits the purpose it is intended for, or to highlight any flaws or particularly good points with the product".

I assume that if evaluating is one of the specific purposes of the section, this might be a good site for an investigation of the resources reviewers deploy in order to achieve such a goal. The search and analysis of these resources are fundamental for the tentative of answering the questions posed in section 1.1. In this chapter I will discuss the APPRAISAL resources present in the data, their targets and also the potential rhetorical effect they might have. I will first present the results of the overall division of the instances according to the major system they belong to. Then I will present the

classification of the targets of APPRAISAL within those systems and using examples from my data as illustration I will discuss the relevant evaluative devices and their possible rhetorical effect regarding the different targets addressed. As the results will indicate, while APPRECIATION and JUDGEMENT deal with external targets of evaluations, the system of AFFECT, for assessing individual, subjective emotions, deals with the sources of evaluation, rather than with their targets. Therefore, a distinction will be made – while values of JUDGEMENT and APPRECIATION will be discussed in relation to their targets, values of AFFECT will refer to the "emoters", because in terms of AFFECT in these texts writers/speakers usually report the evaluations of circumstances related to themselves and not to any external target.

3.1 Attitudinal elements within the systems

As shown in Table 3.1 and graphically represented in Figure 3.1, the classification of the instances according to the three major APPRAISAL systems, namely AFFECT, JUDGEMENT and APPRECIATION revealed that JUDGEMENT was the most deployed system, with 54 instances, or 43,9% of the 123 instances of APPRAISAL found in the overall analysis, followed very closed by APPRECIATION, with 43% of the instances. The high number of instances of JUDGEMENT can be considered surprising, since the main object for evaluation in the reviews was a book (a product, not an emotional state and not the behavior of any human agent) and as we have seen in chapters 1 and 2, APPRECIATION is the system that encompasses the values for this type of target. These results broadly answer question 1 posed in section 1.1, but will be further explored. (For the complete analysis of each of the 14 texts, see Appendix 1).

SYSTEM	instances	percentage[2]
JUDGEMENT	54	43,9%
APPRECIATION	53	43,0%
AFFECT	16	13,0%
TOTAL	**123**	**99,9**

Table 3.1. Overall numbers and percentages of attitudinal elements in the data.
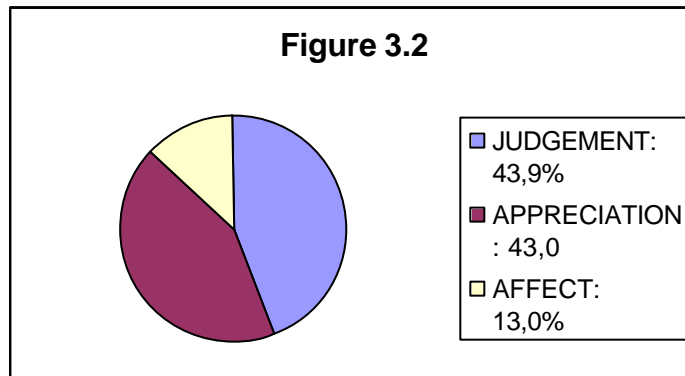
Figure 3.1. Results of the classification of systems

In the section below the three systems will be unfolded, and their targets (or the emoters in the case of the system of AFFECT) will be presented in tables, according to the percentage of occurrence. In the following sections, within their major system, the targets (or emoters) will be presented and discussed at a more delicate level.

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[2] All the percentages indicated in this study are approximated numbers. They will be presented with only one decimal, thus the totals may vary a little from 100%.

3.2 The targets

The search for possible targets, or the answer to question 2 (section 1.1), revealed that the book was not the only target for appraisals. The following tables (3.2, 3.3 and 3.4) show the other targets and emoters, the number of occurrences of each of them and also their percentage within the system they belong to.

JUDGEMENT

Target	instances	percentage
REVIEWER	33	61,1%
SARNO	9	16,6%
TRADITIONAL DOCTORS	9	16,6%
CO-WORKER	1	1,8%
MOTHER	1	1,8%
PEOPLE	1	1,8%
total JUDGEMENT	**54**	**99,7%**

Table 3.2. Targets of JUDGEMENT

APPRECIATION

Target	instances	percentage
BOOK	44	83,0%
TRADITIONAL MEDICINE	5	9,4%
PAIN	2	3,7%
ADVICE	1	1,8%
EMOTIONAL PAIN	1	1,8%
total APPRECIATION	**53**	**99,7%**

Table 3.3. Targets of APPRECIATION

AFFECT

Emoter	instances	percentage
REVIEWER	16	100%
Total AFFECT	**16**	**100%**

Table 3.4. Emoters of AFFECT

3.3 The targets of JUDGEMENT

3.3.1 Reviewers as target

As shown in Table 3.2, the major targets of JUDGEMENT were the reviewers (with 61,1% of this category of APPRAISAL elements directed at them). Sarno and Traditional doctors came next (with 16,6% each). Considering the overall results of the three systems, reviewers are second in the rank of APPRAISAL targets, with 33 instances (first is the book with 44 instances). Why so many self-evaluations in a text whose main object is to evaluate a book? I believe the answer to this question lies on the reviewer giving himself/herself credibility and authority to perform the task of evaluating and sharing this evaluation in a public site, as I will further discuss in the next paragraphs. Jordan (1984, p. 95) claims that "skilled opinion is often a vital ingredient" in evaluations. Subjective evaluations can not be 'proved' valid or not, as it happens with measurable data or evidence, so readers/listeners must heavily rely on the skill of the person providing the evaluation. If the person "has no skill in the subject he is evaluating, we must classify it as unsubstantiated opinion, and treat it accordingly" (ibid).

An analysis at the next level of delicacy showed the subcategories of JUDGEMENT favored by the reviewers (Table 3.5).

-capacity	13	39,3%
+ normality	9	27,2%
+ tenacity	5	15,1%
-normality	3	9,0%
+ capacity	1	3,0%
+ veracity	1	3,0%
+ propriety	1	3,0%
Total	**33**	**99,6%**

Table 3.5. Values of JUDGEMENT – target: reviewers

Here are some examples[3] of incapacity, lack of normality and positive tenacity, respectively:

Example 12, T 12: negative capacity

I was flat on my back, ice pads, couldn't care for myself, couldn't walk, for weeks, then somewhat I could walk, but I couldn't lift, run, exercise, pick up the remote control off the floor [- capacity/ REVIEWER]...

Example 13, T 2: negative normality

...with the cycles of pain, pain, and more pain, and wondered "why me"
 [t, -normality/ REVIEWER].

Example 14, T 1: positive tenacity

I tried an osteopath, chiropractor, dental splint, biofeedback, and almost a year of physical therapy [t, + tenacity/ REVIWER].

By appraising themselves (Table 3.5) as incapacitated (13 instances of negative capacity, 39,3% of the instances), "out of normal" (3 instances of negative normality, 9,0%) and tenacious (5 instances of positive tenacity, 15,1%), reviewers give themselves credentials to positively evaluate the book. Because they suffered and were debilitated, they know what living with pain is like. Therefore they depict themselves as knowledgeable enough to appreciate the book and the healing it proposes and allows them to accomplish.

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[3] All the examples in this chapter follow the coding: [t (standing for token), + (positive) or – (negative) value/ TARGET].

The values of positive normality and positive capacity (example 15 and 16 below) may also go in the same direction. They are used in stretches of the texts when reviewers are telling their readers what their lives have become after reading the book. Thus, by assumption, their lives before the book was "out of normality", which creates bonds with the negative values of normality and capacity mentioned above.

Example 15, T 10: positive normality

I have my life back [+ normality/ REVIEWER].

Example 16, T 13: positive capacity

24 hours later I could kick over my head [+ capacity/ REVIEWER].

3.3.2 The author of the book as target

Dr. Sarno, the author of the book, appears as target in 9 instances of JUDGEMENT values. Indications of positive capacity appear in 7 instances (77,7% of the instances); positive veracity in 1 (11,1%) and negative veracity in another 1 (11,1%) (Table 3.6).

+ capacity	7	77,7%
+ veracity	1	11,1%
- veracity	1	11,1%
total	9	99,9%

Table 3.6. Values of JUDGEMENT –target: Sarno

Examples 17 and 18 below illustrate instances of positive capacity and positive veracity:

Example 17, T 5: positive capacity

Even though every doctor I'd seen until then told me I could nothing and would eventually walk with a cane, Dr. Sarno put me back on my feet quite literally [t, + capacity/ SARNO].

Example 18, T 1: positive veracity

In order to get better you must read and understand how the brain works as Dr Sarno describes [t, + veracity/ SARNO].

In the light of the numbers in Table 3.6, we see the author being appraised as a competent person who performs well the role he is expected to and is positively evaluated in the parameters of social esteem (positive capacity). When being judged under the parameters for social sanction, one instance appraises him with positive value of veracity (example 19) and one instance with negative veracity (still example 19). But a deeper analysis shows that the negative instance occurs in the context of the reviewer doubting Dr. Sarno's veracity before having read the book, by pure skepticism (example 19 below). This negativity is later in the review (still example 19) overrode by many instances where the book is positively appraised (+ valuation), what prompts the inference that this negative value has been changed to positive:

Example 19, T3: negative veracity and positive valuation

What can I say? I am the biggest skeptic I know. When I originally injured my back shoveling snow, then reinjured it playing basketball, someone recommended that I read an article about this guy Dr. Sarno. I didn't take the advice -- xrays

indicated a physical injury – and who was this guy to doubt my pain.[t, -veracity/ SARNO] I spent over 10 years limiting my activity with an average of every third day in substantial pain. So finally, after getting a tip from a co-worker I respect, I read this book. Two weeks later... no more pain.[t, + valuation/ BOOK] After several orthopedists, physical therapists, and chiroquackters, finally no pain. After thousands of dollars of treatment, a $15 book fixed me.[t, + valuation/ BOOK] To be totally honest, every three months or so when a major storm goes through I get a twinge. But my worst day now is better than my best days three years ago.[t, + valuation/BOOK] I'm still a skeptic in every other area and can laugh about what I call the "I believe in Tinkerbell cure." But it worked.[+valuation/BOOK] Try it, believe it and you'll probably have a good result.[+ valuation/BOOK] And if this works, what does this say about the rest of traditional medicine? Good luck.

3.3.3 Traditional doctors as target

Traditional doctors is the overall term which encompasses the lexical items and nominal groups *orthopedists, physical therapists, chiroquackters, doctor, sicknesscare professionals and experts.* These terms have been grouped for purposes of analysis.

As shown in Table 3.7, traditional doctors were targets in 9 instances and in all 9 they were given negative values.

-capacity	3	33,3%
-propriety	5	55,5%
-veracity	1	11,1%
Total	9	99,9%

Table 3.7.Values of JUDGEMENT – target: traditional doctors

Doctors were most appraised in terms of social sanction (55,5% negative propriety and 11, 1% negative veracity), and this indicates that they are evaluated as

deviating from the reviewer's expectations relatively to the professional role doctors should play. In their social esteem doctors were appraised in 3 instances, and all of them indicated the doctors' negative capacity.

The other targets of JUDGEMENT – *co-worker, mother and people* appeared just once each and did not show any specific relevance and will not be analyzed. In what follows I present illustrations of negative capacity and negative propriety, respectively:

Example 20, T8: negative capacity

I was extremely skeptical as most information on back pain led me to believe that few if any so called experts have good answers (I think my reply to my mother was "They don't know anything about the back!") [- capacity/ EXPERTS].

Example 21, T12: negative propriety

I was flat on my back, ice pads, couldn't care for myself, couldn't walk, for weeks, then somewhat I could walk, but I couldn't lift, run, exercise, pick up the remote control off the floor, I was in bad shape, I was thinking of my life like this, it lasted for months. Don't believe the sicknesscare professionals that write their reviews, [- veracity/ SICKNESSCARE PROFESSIONALS] you know, the doctors that scare you with their bone skeletons and xrays and gloomy forecast for your postural future. [– propriety/ DOCTORS] They are lieing (sic) their way to the bank.[- propriety/DOCTORS] Don't believe the physical therapist who want to whirl and wind you and even electric shock you and "we'll see you next week", [t, - propriety/ DOCTORS] oh yea, they would like to see you next week for the rest of your painful life. [t, - propriety/DOCTORS] Their whole worlds are proven invalid by any one who will read this book. You want your life back, they want you under their care! [t, - propriety/DOCTORS] This book flat cured me in two days.

The JUDGEMENT values directed at traditional doctors may tell us a little about the beliefs of the readers of this genre. Being able to cure is seen as an obligation of the doctor and failing to perform under such desirable parameters may provoke distrust and doubts about not only the professional's competence but also about his/her propriety.

3.4 The targets of APPRECIATION

3.4.1 The book as target

Still concerning question 1, expectedly, the book was the main object for evaluation. Although values of APPRECIATION appeared second in the rank of the systems used (Table 3.1), an analysis of the targets found showed the book as the main target of the resources used (35,7% or 44 of all 123 instances analyzed). And by the engagement of reviewers in the APPRECIATION system (towards the book) I found that "Healing Back Pain: the mind-body connection" is highly appraised as positive – as can be seen in Table 3.8, all the instances of APPRECIATION towards the book have positive values.

+ valuation	35	79,5%
+ reaction: impact	4	9%
+composition: balance	3	6,8%
+composition: complexity	2	4,5%
Total	44	99,8%

Table 3.8. Values of APPRECIATION – target: book

A closer look at the subcategories, at a more delicate level of analysis, showed that reviewers favor the evaluation of the book in terms of its social value (35 instances

of positive valuation or 79,5% of the total of subcategories for the target under consideration), rather than its aesthetic composition or presentation.

The numbers above show that reviewers occupy part of the space the section customer review offers them, they   point out if the item suits the purpose it is intended for, rather than giving descriptive evaluations on the form.

Here are some examples:

Example 22, (T 4): positive composition: complexity and positive valuation

 It was a fast read [+ composition: complexity/ BOOK] and upon getting to the end and finishing the last drop in my pitcher, I finally got up and walked away – never to be truly bothered by back pain again [t, + valuation/ BOOK]. I've read the book several times since then and have given away approximately 50 of them to friends (most of whom have had similar results) [t, + valuation/ BOOK].

Example 23, T12: positive valuation

This book flat cured me in two days [+ valuation/ BOOK].

Example 24, T12: positive valuation

This book gave me my life back [+ valuation/ BOOK].

The few instances of aesthetic APPRECIATION may be due to the genre "Healing Back Pain..." belongs to. It falls in the category of "self-help" books and, as Meurer (1998, p. 11) interestingly points out, "Because of the complexities of modern life, people resort to counselling, drawing on expert systems including investment advice, legal consultation, different therapeutic treatments, and the reading of self-help

books" to solve their problems. The relationship between this and APPRECIATION (valuation) lies in the fact that reviewers' aim when reading this type of book may be essentially to find answers to their problems, what would explain their concern in expressing the book's social value.

3.4.2 Traditional medicine as target

In this section, as in section 3.3.3, the lexical items and nominal groups *conventional methods, physical therapy and treatment* have been grouped under the term traditional medicine.

Traditional medicine is 5 times negatively appraised in terms of its social value (valuation), and these are all the instances where it occurs as target. (See Table 3.9 below)

- valuation	5	100%

Table 3.9. Values of APPRECIATION – target: traditional medicine

Examples 25 and 26, from T1, illustrate the use of this category in the corpus examined:

Example 25, T1: negative valuation

Physical therapy would relieve the symptoms temporarily but they would return after a day or so [t, -valuation/ PHYSICAL THERAPY]. I began to realize physical therapy could help me but never HEAL me [t, -valuation/ PHYSICAL THERAPY].

Example 26, T11: negative valuation

I spent thousands of dollars on conventional methods without any positive results [-valuation/ CONVENTIONAL METHODS].

For the reviewers, medicine is not playing the role it is supposed to play, it is not helping people to heal their physical pain. This might be a clue to finding that people who look for a book like "Healing Back Pain..." have lost their hope in traditional medicine, which can be a signal to changes in social roles and social practices.

3.4.3 Pain as target

Pain itself appeared as target in only 2 instances and as expected, both instances gave pain a negative dimension.

- valuation	2	100%
Total	**2**	**100%**

Table 3.10. Values of APPRECIATION – target: pain

Example 27, T1: negative valuation:

"and the next day I had excruciating back pain" [-valuation/ PAIN].

3.4.4 Advice as target

Even though advice was target in only one instance (Table 3.3), it is worth commenting on because it gives us an example of a fine line between categories and illustrates a complication regarding the classification of values of APPRAISAL.

Example 28, T7: fuzzy boundary between categories

After $2000 on an MRI, the orthopedic doctor said that my chronic pain was "due to the structures in my back and that the good news was that the pain would go away in 10 to 15 years as they fuse together as you get older". Useless do nothing advice.[-valuation/ ADVICE] THIS BOOK- is amazing, no longer a slave to backpain since 1991. No pain No pain!!!

The lexical item "advice", although being grammatically a noun, hence thing-like and subject to APPRECIATION, seems to carry a strong invocation of the merits of the human participant who produced it, which would broaden the possibility for JUDGEMENT (of human behavior). This is a fuzzy boundary between systems that are highly dependant on the context. In my analysis I considered it as target of APPRECIATION, but I clearly see that it could have been classified as a negative JUDGEMENT of the orthopedic doctor.

The other instance that occurred only once (emotional pain) was not relevant, hence it will not be analyzed.

3.5 The emoters of AFFECT

As addressed in section 3.0, the system of AFFECT, for dealing with individual and subjective emotions, refers to emoters, rather than to external targets. Table 3.11, shows the results of the subcategories of AFFECT found in the data.

unhappiness: misery	8	50%
disinclination: fear	2	12,5%
inclination: desire	1	6,25 %
dissatisfaction: ennui	1	6,25 %
insecurity: disquiet	1	6,25 %
security: confidence	1	6,25 %
happiness: cheer	1	6,25 %
satisfaction: interest	1	6,25 %
Total	16	100%

Table 3.11. Values of AFFECT – emoter: reviewers

Examples 29 and 30 serve to illustrate, respectively, the subcategories unhappiness: misery and insecurity: disquiet:

Example 29, T 1: unhappiness: misery

I was so depressed by the pain and all the limitations in my life [unhappiness: misery/ REVIEWER].

Example 30, T4: insecurity: disquiet

Six years ago, on a business trip, my back 'went out' on an airplane and I was unsure whether I could get out of my seat [insecurity: disquiet/ REVIEWER].

As demonstrated in Table 3.11, unhappiness: misery was the most frequent category of AFFECT found in the texts. White (2001) argues that "by appraising events

in affectual terms, the speaker/writer invites their audience to share that emotional response, or at least to see that response as appropriate and well motivated". If such an invitation is accepted, solidarity between speaker/writer and listener/reader will be enhanced, and "once such an empathetic connection has been established, then there is the possibility that the listener will be more open to broaden ideological aspects of the speaker's position".

I suggest that by sharing their emotional responses/states, expecting them to be seen as appropriate, reviewers do not only enhance solidarity with readers, but also enhance their authority to give opinion on the subject. Affectual terms would work side-by-side with self evaluation as argued in section 3.3.1.

3.6 Implicit ATTITUDE

Out of the 123 instances of ATTITUDE found in the text, 72 were implicit, or tokens of ATTITUDE (examples 14, 17, 18 and 25 in this chapter provide some illustrations of tokens of values). This represents approximately 58,5% of the total, which can be considered a fairly high number once the explicit function of a "customer review" is to evaluate, as stated before. This is a very important finding because it calls attention to the amount of evaluation that is present in every and each text but is not overtly expressed and thus not always accounted for.

The high percentage of implicitness may indicate that the writers heavily rely on ideational meanings to support their evaluations and to elicit a response of solidarity from the reader. They use APPRAISAL resources, explicitly and implicitly, as part of the negotiation of meanings that goes on in every interaction.

At this point I would like to rescue the issue I raised in section 2.3, that is, the issue of how many layers of evaluative meaning are the right number of layers in analyzing a text. By way of exploring this issue, let us consider:

Example 31, T10: multi-layers

I have my life back. After four years of suffering with chronic back pain after a diagnosis of a herniated disc [unhappiness: misery]. I can now ride horses again, garden, and go to an amusement park and go on the rides and water slides [t, + normality]. Also, the weekly chiropractic visits are a thing of the past [t, + normality]. Thank you Dr. Sarno.

The reading above ignores the emotional impact of ideational meaning that might be read as implicating AFFECT in relation to being able to *ride horses again, garden, go to an amusement park, go on the rides and water slides*, and not having to go to the chiropractic every week which can be easily associated with happiness (a subcategory of AFFECT). This kind of analysis is possible if we take into consideration the context and the reading position of a pain sufferer, which is the most probable reader of a review of this kind.

The same instances of positive normality and/or happiness could be seen as tokens of positive APPRECIATION of the book, which, after all, is what the text is supposed to be doing – evaluating the book. Thus, having your *life back*, being able to *ride horses again*, etc. can be seen as evoking positive valuation of the book (a subcategory of APPRECIATION), as it was the book which was the agent for regaining such a "happy normality".

To make the point clearer, let us consider:

Example 32, T1: multi-layers

In October 1996 my car was hit from behind by another car and the next day I had excruciating back pain. Within a month the pain had spread to my neck and jaw (TMJ).I tried to live my life as before but couldn't [-capacity/ REVIEWER]. Everything I did made the pain worse [t,- capacity/ REVIEWER]. I had to quit my teaching job [t, - capacity/ REVIEWER]. I couldn't play guitar or sing or swim or lift things [t, - capacity/REVIEWER].

If we replace the classification negative capacity by negative normality, we would still have a plausible reading.

In October 1996 my car was hit from behind by another car and the next day I had excruciating back pain. Within a month the pain had spread to my neck and jaw (TMJ). I tried to live my life as before but couldn't.[- normality/ REVIEWER] Everything I did made the pain worse.[t, -normality/REVIEWER] I had to quit my teaching job.[t, - normality/REVIEWER] I couldn't play guitar or sing or swim or lift things.[t, - normality/REVIEWER]

In this case we would have negative capacity and tokens *evoking* negative capacity in order to *evoke* negative normality. And in addition to this possibility, considering that all these instances of negative capacity or negative normality are expressed in the text as being caused by pain, I could suggest that such instances could also evoke negative AFFECT for we can assume that, excepting masochists, being in pain, an incapacitating pain, does cause unhappiness. We would have then negative capacity *evoking* negative normality *evoking* unhappiness.

In this study, I suggest that, besides the instances of AFFECT shown in the results presented so far, all instances of negative capacity and negative normality (JUDGEMENT) with reviewer as target might **also** be considered tokens of negative

AFFECT (unhappiness), because I believe that the reading position naturalized by these reviews is that of a pain sufferer, or at least a person very closely related to a pain sufferer. And as mentioned before, we do know that pain causes negative emotions and reactions. The words of the nurse Jill Kealley (personal communication, September, 8, 2001) seem to give support to the this assumption: "As a nurse I've seen how pain evokes amazing emotions in the person experiencing it and those around them".

Using the same criteria, values of positive capacity and positive normality (JUDGEMENT) with the reviewer as target would also be seen as tokens of positive AFFECT. The instances of AFFECT in the overall classification would, then, increase from 16 to 42 but still the number of instances of JUDGEMENT would remain the same 54. We would have instances working in two different but relevant layers. In the literature, although this double function is described and discussed, there is not a standard way for its coding. So we can discuss and analyze the double function but we can not graphically represent the double coding.

I suggest that both readings should be accounted for. We would then have 16 instances of negative JUDGEMENT (13 negative capacity and 3 negative normality) (Table 3.5, p.29) with an underlay of negative AFFECT, and 10 instances of positive JUDGEMENT (9 positive normality and 1 positive capacity (Table 3.5, p. 29) with an underlay of positive AFFECT. Thus 26 instances, out of the 33 shown in Table 3.5, would be considered as JUDGEMENT evoking AFFECT.

By considering more tokens of AFFECT values we can see that reviewers direct evaluations at themselves through "demonstrating emotions which are likely to be seen as appropriate, or just, or at least sympathy-evoking" (White, 2001), and that this could be expected to establish "a sense of sympathy, a sense of common experiences and

hence to enhance the possibility that the overall position in the article might be seen by readers as legitimate" (ibid.).

In this study, I believe these two layers (negative JUDGEMENT evoking negative AFFECT, and positive JUDGEMENT evoking positive AFFECT) are, if not the right number of layers, at least a plausible number, which reveals a lot about the possible intentions and expectations of the reviewers while writing their reviews.

Chapter 4

4.0 Conclusions

The APPRAISAL framework, which this dissertation has used, is a particular approach to " describing and exploring the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positionings and relationships" (White, 2001). As stated in Chapter 1, this study on APPRAISAL resources found in customer reviews intended to search for answers to following questions:

1) how do reviewers engage in APPRAISAL to evaluate the book?

2) what else, besides the book, serves as target of evaluations?

3) how do reviewers use APPRAISAL resources to construct their persona in the texts?

4) what role does implicit ATTITUDE play?

Regarding question 1, the results demonstrated that, in the overall classification, JUDGEMENT and APPRECIATION were deployed most frequently (43,9% and 43,0% respectively) as compared to AFFECT (13,0%). Since the main object for evaluation in the reviews was a book and, as outlined in Chapter 2, APPRECIATION is the system which deals with assessments of the form, appearance, composition of

objects, artefacts and states of affairs, the high percentage of JUDGEMENT resources was an unexpected result.

A deeper analysis though, (section 3.4.1) revealed that, in this corpus, the book was the most frequent target of evaluation, being referred to 44 times (representing 35,7 of the 123 instances of APPRAISAL). Furthermore the book was mostly appraised for its social value (84,0% of all instances of APPRAISAL resources towards the book itself were values of valuation). This finding shows that the concern of the readers of this type of book (a how-to, self-help book) is whether it accomplishes its purpose, rather than whether for instance it is neatly and well written or any other feature.

The search for the other targets (answer to question 2) of APPRAISAL throughout the instances revealed that besides the book, traditional medicine was the second most relevant object of APPRECIATION. Traditional medicine was, in all instances, negatively appraised in terms of its social value. This can be taken as an indicator that people who look for a book like "Healing Back Pain: the mind-body connection" are usually dissatisfied with medical results obtained via traditional medicine.

Within the system of JUDGEMET, which was the most frequently deployed throughout the reviews analyzed, the relevant targets were traditional doctors, the author of the book (Sarno) and more expressively the reviewers themselves. Traditional doctors, as it happened with traditional medicine, were negatively appraised in all instances they appeared as target. A deeper analysis revealed that negative evaluations towards a doctor's competence seems to easily slip into the professional's propriety, so that his/her honesty and credibility are put at risk.

On the other hand, the author of the book, although being a doctor, was appraised differently from traditional doctors. He was positively evaluated in terms of his capacity and veracity, making a bond with the overall positive evaluation of the book.

Interestingly, reviewers were the second target mostly appraised in the 14 reviews (26,8% of all 123 instances and 61,1% of the instances within the JUDGEMENT system). As argued in section 3.3.1, values of capacity, normality and tenacity were used to give reviewers credentials as a way to validate their "skilled" opinion on back pain and the book.

Reviewers were also the emoters of all resources of AFFECT (section 3.5). They directed evaluations at themselves, demonstrating emotional states which are likely to be seen as appropriate, as a strategy to enhance solidarity and also their authority.

The results of the analysis of reviewers in sections 3.3.1 and 3.5 answer question 3. They reveal how APPRAISAL resources work in order to offer support for reviewers as authority personas, and thus reassure the readers that they do have the credentials to give their opinion on the book which is the main subject of the reviews.

The percentage of implicit ATTITUDE found in section 3.6 (58,5% of all instances) provides an answer to question 4. It shows that, even in a text which has evaluation as its main objective, implicit evaluation plays an important and significant role.

The question about the role of implicit ATTITUDE also touched a complicated point in APPRAISAL theory. If implicit ATTITUDE is taken into consideration, how many layers of evaluative meanings should the analyst account for? In this study, as stated in section 3.6, I propose that two layers be considered. The layer of JUDGEMENT (with reviewers as target) is proposed to be considered with an underlayer of AFFECT. Instances or tokens of capacity and normality would then be seen as *evoking* AFFECT. (See more on this discussion in section 4.1 below).

The results of this study demonstrate just some ways in which writers engage in the APPRAISAL system, more specifically in the system of ATTITUDE (AFFECT,

JUDGEMENT and APPRECIATION) to adopt stances, to construct their textual personas and to form alliances with the readers. It explores how emotive responses, attitudes and judgements are explicitly and implicitly presented in texts. It also shows how analysts can, by ways of a descriptive analysis, uncover some of the underlying value systems which are passed on by writers' utterances.

The model used in this study is very thoughtful and provides a valuable tool for the analysis of language, but as stated before it is an on-going project and as such, leaves a number of limitations and questions unanswered.

4.1 Limitations and suggestions for further research

The APPRAISAL framework provides a complex network of systems and subsystems, but the categorization of instances is far from being a straightforward matter. Some categories overlap and are very context dependant, which makes it very difficult for the analyst to explore the whole range of possibilities. The multilayering aspect, addressed in section 3.6 and in the conclusion above, seems to be a constant in almost every text. Thompson (personal communication, February, 5, 2002) points out that the situation might be tricky since "all Appraisal stems from Affect", thus the idea of evoked AFFECT is inherent in all instances of APPRAISAL. AFFECT is the main category from which the other two derive – as Martin (2000) explains, JUDGEMENT and APPRECIATION are institutionalization of feelings in terms of proposals and propositions respectively, so Thompson (ibid) argues that "any and every example of these two categories" can be seen as evoking AFFECT and this then would make its labeling (as tokens of AFFECT) unnecessary. He also argues that if an analyst tries to

follow every nuance in a text, he/she might "lose sight of what the text is really doing" (personal communication, September, 9, 2001).

In my opinion, some texts, more than others, do provide enough basis for evoked AFFECT to be labeled, and I believe the customer reviews investigated in this study serve as examples. This may be because here writers are talking about a very personal subject – own their suffering or good health – which seems to have a very close connection to one's emotional state. The way analysts should account for these nuances, or double-coding still has to be discussed and seems to be urgent.

I believe that other studies on highly subjective and emotional related texts might lead researchers to a conventionalized way of accounting for different possible layers. Another study that could possibly bring some useful insights about the role APPRAISAL resources play in the negotiation of meanings would be an analysis of the engagement of the author of the book "Healing Back Pain: the mind-body connection". A comparison between the way Sarno deploys elements of the APPRAISAL system throughout his text and the way his readers (here the reviewers) do, might show that appraising pain, doctors, medicine, etc. in similar ways can be accounted as a very important point for the high acceptability of his book. I only fear that, for having so many nuances and for being such a time-consuming task, APPRAISAL analysis may be restricted to shorter texts only. But still any attempts in this direction may draw new issues from the "virtual Pandora's box" Martin (2000, p. 175) talks about.

4.2 Pedagogical implications

Jordan (1984, p. 3) points out that "texts are written not just for specific purposes but also for specific readers, and this again is reflected in the information presented and

the way it is presented". APPRAISAL theory gives us an insight into how people share their perceptions and feelings about the world and how they are passed on in utterances.

Critically, teachers tend not to teach students to render visible the part played by the writer in the construction of their texts and a study of this sort could work in the opposite direction, so that texts can be written and read with a conscious understanding of the writer's role in ascribing significance to people and events.

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APPENDIX

Table 3.1 Values and targets/emoters

Key: APP. = Appreciation
   JUD. = Judgement
   AFF. = Affect

1

I was healed after reading this book!, June 27, 1998
Reviewer: bennete001@hawaii.rr.com from Hawaii, U.S.A

	value	target/emoter
In October 1996 my car was hit from behind by another car		
and the next day I had excruciating back pain.	APP. - valuation	PAIN
Within a month the pain had spread to my neck and jaw (TMJ).		
I tried to live my life as before	JUD. + tenacity	REVIEWER
but couldn't.	JUD -capacity	REVIEWER
Everything I did made the pain worse.	JUD. t, - capacity	REVIEWER
I had to quit my teaching job.	JUD. t, - capacity	REVIEWER
I couldn't play guitar or sing or swim or lift things.	JUD. - capacity	REVIEWER
I tried an osteopath, chiropractor, dental splint, biofeedback, and almost a year of physical therapy.	JUD. t, + tenacity	REVIEWER
Physical therapy would relieve the symptoms temporarily but they would return after a day or so.	APP. t, - valuation	PHYS THERAPY
I began to realize physical therapy could help me but never HEAL me.	APP. t, - valuation	PHYS.TEHERAPY
I was so depressed by the pain and all the limitations on my life	AFF. unhappiness: misery	REVIEWER

and I prayed desperately for healing.	AFF. Irrealis: desire	REVIEWER
I believe this book, which I stumbled upon in a bookstore the next day, was an answer to my prayer.	APP. + valuation	BOOK
After about two weeks my pain was gone.	APP. t, + valuation	BOOK
Occasionally it comes back		
and then I just have to keep from fearing it again	AFF. Irrealis: fear	REVIEWER
and just re-read the book and renew my thinking according to what the book says.	APP. t, + valuation	BOOK
I've been healed since February 1998.		
In order to get better you must read and understand how the brain works as Dr Sarno describes.	JUD. t, + veracity	SARNO
Then you must be aware that there are things in your life making you angry and fearful.		
This is hard to do when you'd rather ignore these things in your life.	JUD. t, - capacity	REVIEWER
Emotional pain is hard to face	APP. -valuation	EMOTIONAL PAIN
but it sure beats constant back, neck, and jaw pain and the physical and emotional misery this kind of pain brings.	AFF. unhappiness: misery	REVIEWER

2

Revelation!, October 31, 1998
Reviewer: A reader from U.S.

If you want to buy only one book about your back, this is the book! What a revelation!	APP. + valuation	BOOK
I've suffered with back pain for 20 years.	AFF. t, unhappiness: misery	REVIEWER

This book describes me, my life, and my symptoms!	APP. + valuation	BOOK
And it will undoubtedly describe yours.	APP. t, + valuation	BOOK
I read it in one sitting.	APP. t, + composition:complexity	BOOK
This should be required reading	APP. + valuation	BOOK
for anyone who's ever dealt with the frustration of doctors and diagnoses,	AFF. dissatisfaction:ennui	REVIEWER
with the cycles of pain, pain and more pain, and wondered "why me."	JUD. t, -normality	REVIEWER

3

Skeptic goes two years without back pain, November 2, 1998
Reviewer: A reader from New York

What can I say? I am the biggest skeptic I know.	JUD. t, + tenacity	REVIEWER
When I originally injured my back shoveling snow, then reinjured it playing basketball, someone recommended that I read an article about this guy Dr. Sarno. I didn't take the advice -- xrays indicated a physical injury	JUD. t, + tenacity	REVIEWER
– and who was this guy to doubt my pain.	JUD. t, -veracity	SARNO
I spent over 10 years limiting my activity	JUD. - capacity	REVIEWER
with an average of every third day in substantial pain. So finally, after getting a tip from a co-worker I respect,	APP. - valuation JUD. + veracity	PAIN CO-WORKER
I read this book.		
Two weeks later... no more pain.	APP. t, + valuation	BOOK
After several orthopedists, physical therapists, and chiroquackters,	JUD. t, - capacity	ORTHOPEDISTS, PHYSICAL THERAPISTS AND CHIROQUACKTERS

finally no pain.	APP. t, + valuation	BOOK
After thousands of dollars of treatment,	APP. t, - valuation	TREATMENT
a $15 book fixed me.	APP. t, + valuation	BOOK
To be totally honest,	JUD. + veracity	REVIEWER
every three months or so when a major storm goes through I get a twinge. But my worst day now is better than my best days three years ago.	APP. t, + valuation	BOOK
I'm still a skeptic in every other area and can laugh about what I call the "I believe in Tinkerbell cure." But it worked.	APP. +valuation	BOOK
Try it, believe it and you'll probably have a good result.	APP. + valuation	BOOK
And if this works, what does this say about the rest of traditional medicine?	APP. t, - valuation	TRADITIONAL MEDICINE
Good luck.		

4

This book and a pitcher of margaritas cued my back pain!, December 21, 1998
Reviewer: A reader from Stanford, California

For over twenty years I experienced back pain that some times incapacitated me.	JUD. - capacity	REVIEWER
Six years ago, on a business trip, my back 'went out' on an airplane		
and I was unsure whether I could get out of my seat.	AFF. insecurity: disquiet	REVIEWER
I struggled to get out of the plane	JUD. t,- capacity	REVIEWER
and checked in to my hotel on the River Walk in San Antonio Texas.		

I went right to bed but, upon attempting to get up in an hour, found that I had to roll out onto the floor.	JUD. t, - capacity	REVIEWER
I yelled so loud that a security person actually checked in on me.	JUD. t, - normality	REVIEWER
I hobbled down the stairs to the escalator,	JUD. t, - capacity	REVIEWER
out onto the River Walk and stopped in a bookstore to pick up a copy of the Comsumer Union's Back Book.		
It was out of stock but I spied a copy of Healing Back Pain. I purchased the book and walked a few steps to a mexican restaurant on the River Walk. Opening the book, I ordered a pitcher of margaritas to reduce the pain and began to read.		
It was a fast read	APP. + composition: complexity	BOOK
and upon getting to the end and finishing the last drop in my pitcher, I finally got up and walked away - never to be truly bothered by back pain again.	APP. t, + valuation	BOOK
I've read the book several times since and have given away approximately 50 of them to friends (most of whom have had similar results).	APP. t, + valuation	BOOK
In fact I've just given away my last copy and logged on to Amazon.COM to reorder ten more.	APP. t, + valuation	BOOK (I'll keep giving them...)
It was time for me to drop this note to those of you who have not yet read this book.	JUD. t, + propriety	REVIEWER
Suspend your beliefs, read the book, and get rid of your	APP. +valuation	BOOK

back pain.		
A pitcher of margaritas might not hurt either (;-).		

5

A brilliant and underappreciated view of back pain, March 28, 1999
Reviewer: arthgold@aol.com (see more about me) from Boston

I went to see John Sarno as a patient about ten years ago,		
and he completely changed my life.	JUD. t,+ capacity	SARNO
Strangely, my problem was foot pain rather than back pain, but the diagnosis was the same.	JUD. t, - normality	REVIEWER
Even though every doctor I'd seen until then told me I could nothing and would eventually have to walk with a cane,	JUD. t, - capacity	DOCTOR
Dr. Sarno put me back on my feet quite literally.	JUD. t, + capacity	SARNO
I now play tennis, hike, and do anything else I want.	JUD. + normality	REVIEWER
People unwilling to give up their misery should skip this book; anyone who want to be free of back problems, on the other hand, should read it.	APP. + valuation	BOOK

6

Changed my life!, April 22, 1999
Reviewer: A reader from Durango, Colorado

I experienced severe and sometime debilitating back pain for five years prior to reading this book.	APP. t, + valuation	BOOK
After reading the book and slowly convincing myself that he was right, my life has changed.	JUD. t, + capacity APP. t, + valuation	SARNO BOOK

I have regained all of the mobility that I had thought was forever lost.	JUD. t, + normality	REVIEWER
Dr. Sarno clearly describes the symptoms of back pain and then proceeds to delineate the exact steps one should take to conquer the beast.	JUD. + capacity	SARNO
Dr. Sarno appropriately names the overwheliming problem as TMS.	JUD. + capacity	SARNO
The affirmations offered by Dr. Sarno are conveniently taped next to the toilet in my bathroom for a daily reminder.	APP. t, + valuation	BOOK

7

THIS BOOK is the BIBLE for back pain sufferers - PRICELESS, May 28, 1999
Reviewer: ejeffords1@aol.com from Dallas,Texas

After $2000 on an MRI, the orthepedic doctor said that my chronic pain was "due to the structures in my back and that the good news was that the pain would go away in 10 to 15 years as they fuse together as you get older". Useless do nothing advice.	APP. - valuation	ADVICE
THIS BOOK- is amazing, no longer a slave to backpain since 1991.	APP. + valuation	BOOK
No pain No pain!!!		

8

I was always skeptical, but still it worked., May 21, 1999
Reviewer: Jack Cohen (jcohen@streamlines.com) from SanLuisObispo, CA

My mother saw a review of Sarno in an Andrew Weil book.		

I was extremely skeptical as most information on back pain led me to believe that few if any so called experts have good answers (I think my reply to my mother was "they don't know anything about the back!")	JUD. -capacity	EXPERTS
She overrode my negativity and sent me the book.	JUD. t, + tenacity	MOTHER
I found it contained the most logical information on the back and back pain that I had ever read.	APP. + composition: balance	BOOK
Within two weeks the pain was gone (I was in the middle of a spasm event when I got the book).	APP. t, + valuation	BOOK
This was about 2 or three years ago.		
Since then I have not had a major spasm event or been stopped from any work or play activity from back pain.	APP. t, + valuation	BOOK
I used to get layed up 2 or 3 times a year for about two weeks duration before I read the book.	APP. t, +valuation	BOOK
I have my own little treatment that I use that is based on the information in Sarno's book.		
But the chiropractor, physical therapist, and orthopedic surgeon are all out of my life.	JUD. t, + normality	REVIEWER
Also gone is that constant fear that limited my activities; the fear that my back would "go out".	AFF. security: confidence	REVIEWER

9

Pleaaaase read this book!!!!!, July 14, 1999
Reviewer: A reader from Columbus, Ohio, USA

OUTSTANDING!!!!		
I heard about this book on ABC's 20/20 a few months ago.		
After I only read the first 26 pages I started feeling better and within a couple days my chronic low back pain was gone and has not appeared eversince.	APP. t, + valuation	BOOK
In the meantime I am enjoying life, playing with my children like I've never done before, playing tennis again and doing all kinds of things that I could have never even imagined before in the last 10 years.	AFF. happiness: cheer	REVIEWER
Thank you Dr. Sarno!!		

10

It really works!!!, August 14, 1999
Reviewer: A reader from Rochester, New York

I have my life back.	JUD. + normality	REVIEWER
After four years of suffering with chronic back pain after a diagnosis of a herniated disc	AFF. t, unhapiness: misery	REVIEWER
I can now ride horses again, garden, and go to an amusement park and go on the rides and water slides.	JUD. t, + normality	REVIEWER
Also, the weekly chiropractic visits are a thing of the past.	JUD. t, + normality	REVIEWER
Thank you Dr. Sarno.		

11

Sarno's method absolutely works!, August 16, 1999

Reviewer: ldhays@fullnet.net (see more about me) from Oklahoma, USA

I found "Healing Back Pain" several years ago.		
I had been suffering for three years with lower back pain and a so-called "slipped disk."	AFF. t, unhappiness: misery	REVIEWER
I spent thousands of dollars on conventional methods without any positive results.	APP. - valuation	CONVENTIONAL METHODS
I constantly thought about how much my back hurt. One day I saw Sarno's book in a bookstore and bought it. That evening I read the first 30 or 40 pages.		
As I read, amazingly my back problems melted away.	APP. + reaction: impact	BOOK
No pills, no exercise, nothing.		
Just a quick attitude change.		
It really was exactly as Sarno said.	JUD. + capacity	SARNO
Back pain was due to emotional stress and nothing more.		
Sounds strange, but my back pain went away that day. It has crept back at times since then, but simply rereading "Healing Back Pain" makes it go away every time, and immediately.	APP. t, + valuation APP. t, + valuation	BOOK BOOK
This is an amazing book.	APP. + valuation	BOOK
If you have given up on doctors, exercise, and you fear surgery, read this book for the easy way out of your pain.	APP. + valuation	BOOK
This is one thing that sounds too good to be true, but it really is true!	APP. + valuation	BOOK

12

I have my life back. It flatworks.com, September 23, 1999
Reviewer: A reader from Pain Free Ville

I was flat on my back, ice pads, couldn't care for myself, couldn't walk, for weeks,then somewhat I could walk, but I couldn't lift,run,exercise, pick up the remote control off the floor, I was in bad shape,	JUD. - capacity	REVIEWER
I was thinking of my life like this, it lasted for months.		
Don't believe the sicknesscare professionals that write their reviews,	JUD. - veracity	SICKNESSCARE PROFESSIONALS
you know, the doctors that scare you with thier bone skeletons and xrays and gloomy forecast for your postural future.	JUD. – propriety?	DOCTORS
They are lieing their way to the bank.	JUD. t, - propriety	DOCTORS
Don't believe the physical therapist who want to whirl and wind you and even electric shock you and "we'll see you next week",	JUD. t, - propriety	DOCTORS
oh yea, they would like to see you next week for the rest of your painful life.	JUD t, - propriety	DOCTORS
Their whole worlds are proven invalid by any one who will read this book.	APP. t, + valuation	BOOK
You want your life back,they want you under their care!	JUD. t, - propriety	DOCTORS
This book flat cured me in two days.	APP. + valuation	BOOK
For fifteen bucks Im better,	APP. t, + valuation	BOOK
I would have spent 25K to have my life back.		

Two days Im better,	APP. t, + valuation	BOOK
I surfed in hurricane Floyd free of pain,	JUD. t, + normality	REVIEWER
I did squats yesterday for the first time since June, when the attack occured.	JUD. t, + normality	REVIEWER
This book gave me my life back,	APP. + valuation	BOOK
thank you Dr. Sarno,		
you got a home here whenever,		
thank you Larry King for the guts to air it,		
thank you Howard Stern for making me beleive it wasn't bogus,	APP. t, + valuation	BOOK
and thanks be to God for the wonderful mind we have and the discovery he chose to bless us with in our time.		

13

Im back kickboxing after two days of completing the book., September 23, 1999
Reviewer: A reader from Florida

I went down in what was diagnosed as disc problems,	AFF. t, unhappiness: misery	REVIEWER
couldn't walk for days, months went by, couldn't train, work out, surf, anything.	JUD. - capacity	REVIEWER
I saw Larry King, I bought the book, with an open mind I read it,I did it,	JUD. t, + tenacity	REVIEWER
24 hours later I could kick over my head,	JUD. +capacity	REVIEWER
four days complete healing,	APP. t, + valuation	BOOK
TMS and amazing discovery, the guy deserves a statue.	JUD. t, + capacity	SARNO
I wonder what else we can do with our mind.	AFF. satisfaction: interest	REVIEWER

14

This book changed my life..., August 29, 2000
Reviewer: A reader from Stockton, CA USA

I had been suffering from back pain for eight years, including sciatica, since my pregnancy.	AFF. t, unhapiness:misery	REVIEWER
In fact, my back was so bad, just the thought of having another baby really scared me.	AFFECT disinclination:fear	REVIEWER
I just did not think I could withstand the pressure of the pregnancy on my spine.	JUD. t, -capacity	REVIEWER
I have also suffered from knee pain and foot pain all of which made my life almost unbearable at times.	AFF. t, unhapiness: misery	REVIEWER
I saw Howard Stern on the Larry King Show talking about Dr. Sarno and his books.		
I bought the book and thought, "it can't be this simple. These people are imagining this."	JUD. t, - veracity	PEOPLE
But at the time I was taking four ibuprofen at a time, three times a day, and it was starting to affect my stomach.	JUD. t, - normality	REVIEWER
I quit the ibuprofen, and followed Dr. Sarno's steps. The bottom line - I have been almost pain free for one year.	APP. t, + valuation	BOOK
Occasionally I have a flare up, but I realize it for what it is and it does not last long.		
I recommend this book.	APP. + valuation	BOOK
It sounds crazy, but if you are in as much pain as I was, what have you got to lose??		