

SPREMI 15 OCTOBER 2020

TIME: 15.15-17

PLACE: <https://aboakademi.zoom.us/j/66312703059> (Meeting ID: 663 1270 3059)

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INTENTIONALITY MARKING IN ONLINE CONSUMER REVIEWS OF BOOKS: A WORK-IN-PROGRESS SEMINAR

Online consumer reviews constitute non-trivial everyday discourse that is of interest to both users and businesses. The communicative goal of the online consumer review is to assess and evaluate a product or service, and provide justification for users' assessments, in view of real or imagined audiences (Vásquez 2014). In this work-in-progress seminar, we examine online consumer reviews through the lens of the pragmatic notion of 'intentionality' (for an overview, see Nuyts 2003); in reviewing, writers leave metapragmatic traces of their intentions as they refer to actions, decision-making processes, and attributions of responsibility (Ahern 2010). Our data come from 190 written online consumer reviews of books posted on Amazon. The analysis focuses on identifying different types of intentionality markers and exploring patterns in their placement in the text.