

The Evaluative Function of Groups Including a Quantifying Adverb (ending in *-ly* in English and in *-mente* in Spanish)

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ABSTRACT: This paper deals with the evaluative function of groups formed by a quantifying adverb (ending in *-ly* in English and in *-mente* in Spanish) and the word modified by it. The contrastive analysis is based on a corpus of *labels* attached to select and expensive goods. The results seem to suggest that there are no significant differences between English and Spanish in the pragmatic evaluation implicit in the groups considered. In both languages these expressions constitute elements of opinion that function in the service of the label genre in their respective cultural contexts.

KEYWORDS: Pragmatic evaluation; quantifying adverb in *-mente*; quantifying adverb in *-ly*; stance marker; label-genre.

1. INTRODUCTION

The aim of this study is to examine the evaluative function of groups of a quantifying adverb (ending in *-ly* in English and in *-mente* in Spanish) and the word modified by it, extracted from a corpus of *labels* attached to select and expensive goods, such as drinks, desserts, clothes, jewels or cosmetics. Some examples extracted from these texts are: (gin) *carefully prepared*, (shirt) *absolutely beautiful*, (tequila) *elaborado cuidadosamente*, (café) *rigurosamente seleccionado*.

Following systemic functional linguistic tradition, a label is a generic pattern whose purpose is to identify or to describe a product and how it is manufactured in order to merchandise it.

This publicity genre deploys some particular and significant resources for meaning-making through grammar, such as specific participants, and attributive and identifying processes that serve to construe the field, but a label primarily uses semantic resources to negotiate the assessment of goods, amplifying or focusing their positive distinction and importance to attract shoppers. For that reason, these evaluative resources serve not only to construe the field but also to construe its tenor.

The evaluation set in the text by the writer is merely the vehicle used to persuade the reader and, as such, works as a marketing strategy for increasing the value of the trademark. However, the purpose of this type genre is not explicit; it is a proposal in the form of a proposition.

Halliday & Matthiessen (2000: 113-6) pointed out that offers are not grammaticalized in the mood system and that they may be carried out by any of the mood categories, in this case by a declarative one. These authors specify that the “commodity” being exchanged in interpersonal dialogue is either semiotic or material: information is encoded as a proposition, and goods and services are encoded as a proposal.

This research is concerned with one important aspect of interpersonal communication: the subjective evaluation made by the author of a written text; a persuasive label within a community of consumers that share his opinions and assessments and, precisely, for this construed consensus, trust him and buy the product. But these consumers are not mass consumers; they are demanding consumers that need to be persuaded by the seller. This persuasion is the evaluation present in the label text by means of the word group of an adverb and the property modified by it.

The theoretical approach is based on Appraisal theory (Martin 2000, Martin & White 2005), on the distinction between averral and attribution (Hunston 2000), and on the theory of quantifying adverbs (Kaul de Marlangeon 2000, 2002, 2005).

In general, different language systems offer different lexicogrammatical resources in their specific contexts of culture. Nevertheless, in this particular case the same type of lexicogrammatical feature (the quantifying group) present in both language systems can be observed in similar pragmatic strategies involving the same genre in its context of culture.

This circumstance leads to the following question: Why do these groups have such a high degree of predictability in the label-genre?

The base-hypotheses that derive from the above question and that preside this study are the following:

— These groups suit the type of genre being studied due to their pragmatic efficacy when encoding ways of acting to negotiate the assessment of goods, amplifying or focusing their positive distinction and importance to attract shoppers.

—The groups are evaluative units in both the English culture and the Spanish culture.

—The quantifying function that the adverb performs on the quantified word confers the group its evaluative category or status.

—These groups are pertinent resources that indicate the strength of the evaluation and play a dialogistic role.

—The appraisal exerted by the group depends on a number of other factors, such as: the cumulative evaluative meaning of the text; the simultaneous evaluative meaning that the group has; the interconnectedness of the group with other text-evaluative resources.

2. RESEARCH BACKGROUND

Some aspects of interpersonal meanings that allow the speaker or the writer to adopt stances and negotiate emotions by texts of communities of shared feelings and values have been studied, primarily by White (1999), Martin (2000), Rothery & Stenglin (2000) and Martin & White (2005), within the theoretical framework known as Appraisal Theory.

This theory is organized throughout three semantic domains or subsystems: *Attitude*, *Engagement* and *Graduation*. Attitude is itself divided into three regions of feeling: *affect* (emotional response), *judgement* (evaluation of human behaviour) and *appreciation* (evaluation of entities).

Engagement is a resource utilized to negotiate heteroglossic diversity; and graduation is a resource intended for sharpening/blurring the focus of value relationships.

The mentioned specialists use the term *appraisal*, while other specialists (Hunston & Thompson 2000) deliberately refer to the superordinate term *evaluation* to deal with the speaker's or the writer's opinion, to construct social relations and to organize discourse. On the other hand, Englebretson (2007) focuses on *stance*, a phenomenon that becomes heterogeneous, intimately linked to the pragmatic and social aspects of human conduct.

Hunston & Thompson (2000: 22) explain that there are many different terminologies in the area of evaluation because "the act of evaluating something can be done along several different parameters". These authors identify four parameters: certainty, expectedness, importance, and the good-bad parameter.

The goodness and the importance parameters play a significant role in the label-genre, because they deal with the main persuasive function and they implicitly mean that there are some features comparing or enhancing the products. Quantifying adverbs rank within these evaluative features.

In the Spanish language, Kaul de Marlangeon (2002) presents a *quantification continuum* of the property modified by an adverb ending in *-mente*. This continuum consists of paradigms of groups that range from the unpredictable word group of non-automated language in literary discourse, followed by the group of fixed expressions (formulaic speech), to productive groups constructed from scratch, which represent creative speech (the open choice principle).

Each group is made up of an adverb ending in *-mente* and the quantified word (for example: *increíblemente hermosa*; *consumir preferentemente*, etc). Likewise, each group of words constitutes a stratum of grammatical structure which communicates attitudes, feelings, emotional reactions, opinions and judgements as an intersection unit of structure, function and use. In sum, the quantification of the property modified by the adverb has *the pragmatic function of evaluation*.

On the basis of the preceding explanation and taking into account previous research (Kaul de Marlangeon, 2000, 2002 and 2005), it can be claimed that it is the quantifying function (either intensification or emphasizing) exerted by the adverb on the quantified word that gives the whole word group its status of stance marker.

As Martin & White (2005: 35) state, the sub-system of graduation is a domain that hinges on grading phenomena and involves adjusting the degree of an evaluation.

These authors (2005: 137) affirm that:

Graduation operates across two axes of scalability: that of grading according to intensity or amount, and that of grading according to prototypicality and preciseness by which the category boundaries are drawn.

Indeed, a few years before, Kaul de Marlangeon (2002: 150-151) found that the quantification by graduation (intensification or attenuation) consists of the possibility of the adverb to indicate the degree or the *quantum* exhibited by the property governed by the adverb. Conversely, emphasizing completely lacks any idea of graduation on an axe of scalability of increasing or decreasing certain amount. The expressive strength of emphasizing frequently overlaps to fix, to enhance, to restrict or to focus the modified property, as a subtle way of quantifying it, giving it a qualitative preciseness. *Sic*:

La cuantificación por graduación (intensificación o atenuación) consiste en la posibilidad que el adverbio tiene de indicar el grado o el *quantum* que manifiesta la propiedad sobre la cual incide, mientras que la enfatización carece por completo de la idea de graduación o de aumentación o disminución cuantitativas y su fuerza expresiva sirve a los propósitos, a menudo traslapantes, de precisar, destacar, restringir o poner en foco la propiedad en cuestión, como modos sutiles de cuantificarla, dando precisiones cualitativas de ella.

Therefore, in this analysis, *quantification* is a superordinate term that encompasses two phenomena: *graduation* and *emphasizing*. The first operates either by *intensification* or by *attenuation*. Emphasizing gives special importance to the property; making it more noticeable, however without any reference to a scale.

Another issue to consider, as Hunston & Thompson (2000: 1) highlight, is the potential role of context in revealing the opinion element which is fundamental to give complete significance to a text. One of the examples offered by these authors to illustrate the role of context concerns precisely the word group under scrutiny, although in a different manner than that dealt with here:

In most holiday destinations, high summer naturally means high season, but around the capital cities of Europe the streets are often practically deserted.

These authors affirm that in this context *practically deserted* can be broken down into 'very few people' + 'good', because the context makes it clear that the opinion is positive. They remark: "compare the effect of describing an underground car park in an unfamiliar city at night as *practically deserted*" (Hunston & Thompson, 2000: 1).

The adverb belongs to a word class which has been widely studied in numerous languages and in comparative studies, yet, to date, no studies have been carried out on the group focused on here, which is taken as a grammatical unit within the organization of the linguistic structure. According to Halliday (1994:19), this unit is located between word and clause.

These groups, made up of a quantifying adverb and a quantified property, allow syntagmatic paradigms to be formed in both languages. Their relationship fluctuates between two differentiated fields: a) the adverb intensifies degree and is therefore an elative morpheme (*absolutely fabulous; extremadamente complejo*) or it attenuates degree (*lightly scented; parcialmente descremado*); b) the adverb emphasizes the quality of the property or the way in which the property is manifested (*finely crafted; elaborado cuidadosamente; beautifully flavoured; especialmente indicado*).

An adverb can quantify a property even when the notion of quantification is not found in the lexematic base of said adverb. Indeed, between adverb and property, an affinity of co-occurrence takes place which operates either by intensifying or attenuating the property, or through qualitative specifications of that property. When this property is an adjective or a participle, as occurs in most of the cases being studied here, that property is clearly evaluative.

Certainly some research has been published on evaluative adverbs like the two contributions in Hunston & Thompson (2000): one by Conrad & Biber and another by Thompson & Zhou. These authors specifically deal with adverbs as signals of stance of evaluative adjuncts or disjuncts, respectively, but this is not the focus of the present study, which examines groups as intersection units of structure, function and use, and does not deal with individual lexical items.

3. CORPUS

A representative corpus in English and in Spanish was compiled through *labels* of some well-known select and expensive goods all over the world, such as drinks, desserts, clothes, jewels or cosmetics.

Only expensive goods have a description attached. Furthermore, a description of the product is often included in its advertising. Such labels are the texts subject to the present analysis.

These written texts are expressed in standard version or language of hyper-dialectal usage, which is consistent within the broad context of the cultures of both international languages, and with the customer's well-being in mind.

In order to obtain comparable sets of data in both languages, the labels were compiled in groups that had similar features, since each culture has its own well-known products.

4. METHODOLOGY

To analyse the data, this study uses the methodology of the appraisal approach and the genre-based approach, combined with Hunston's approach to the analysis of authorial voice positioning in discourse.

The labels of the corpus are examined according to the following methodological sequence:

- A) Notation of the evaluative resources spread across the text, specially the groups under scrutiny.
- B) Identification of the options of the authorial voice on the interactive plane.
- C) Identification of the person doing the evaluation.
- D) Identification of the thing being appraised.
- E) Interpretation of the layered interpersonal meaning of each group and of the subsystems of appraisal network involved.
- F) Interconnection of the groups with other evaluative resources in the text.
- G) Analysis of the way the evaluation is carried out, which implies some aspects of the broader socio-cultural context where it is performed.
- H) Comparison and discussion of the quantifying groups in both languages.

5. TWO ILLUSTRATIVE TEXTS ANALYSED

5.1. Text (1)

A tea promotion:

<p>DILMAH CLASSIC 100 % PURE CEYLON TEA CEYLON SUPREME LEAF TEA FINE BROKEN ORANGE PEKOE 125 g. net</p>

<p>For more than a century Ceylon tea has been acknowledged for its superior quality & taste.</p> <p>Connoisseurs have particularly noted the richness & full flavour of Dilmah, a delicious tea from Ceylon's verdant hill country, which is picked at the peak of perfection & packed right where it is grown.</p> <p>Our tasters, trained to distinguish subtle differences in flavour from garden to garden, select for Dilmah only the finest teas.</p> <p>Dilmah tea reaches your table with a guarantee of unmatched freshness and truly satisfying flavour.</p> <p>In Ceylon, a country famous for its tea, there is a tea famous for its taste, Dilmah.</p>
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The first text, found on-the front face of the tea-box, serves to identify the type of product, its trademark and its weight. It is an evaluative text; however, the real label to be analyzed is constituted by the second part of the text, printed on one side of the tea-box.

5.1.1. Evaluative resources spread across the text 1

These subjective evaluative resources articulate the interactive relation between the writer and the potential reader.

Table 1

1	<i>For more than a century Ceylon tea has been acknowledged for its superior quality & taste.</i>
2.1	<i>Connoisseurs have particularly noted</i>
2.2	<i>the richness & full flavour of Dilmah,</i>
2.3	<i>a delicious tea from Ceylon's verdant hill country, which is picked at the peak of perfection & packed right where it is grown.</i>
3	<i>Our tasters, trained to distinguish subtle differences in flavour from garden to garden, select for Dilmah only the finest teas.</i>
4	<i>Dilmah tea reaches your table with a guarantee of unmatched freshness and truly satisfying flavour.</i>
5	<i>In Ceylon, a country famous for its tea, there is a tea famous for its taste, Dilmah.</i>

5.1.2. Options of the authorial voice on the interactive plane, what is evaluated, who evaluates it, and the subsystems of appraisal involved.

Table 2

<i>Authorial voice positioning</i>	<i>What is evaluated?</i>	<i>Who evaluates it?</i>	<i>Subsystems of appraisal involved</i>
1 Attribution	Ceylon Tea	The unknown people who have acknowledged its quality for a long time	<i>For more than a century</i> Intensification <i>acknowledged superior quality & taste:</i> Intensification + appreciation
2.1 Attribution averred	What connoisseurs have noted	The writer (in representation of the seller)	have <i>particularly noted</i> Intensification
2.2 Attribution	The flavour of the tea	Connoisseurs	<i>richness & full flavour</i> Appreciation + Intensification
2.3 Averral	The properties of the tea	The writer	<i>delicious, peak of perfection, etc.</i> Appreciation + Intensification
3 Attribution	The flavour from garden to garden	Trained tasters	<i>subtle differences</i> Appreciation <i>select only the finest teas</i> Appreciation + Intensification
4 Averral	The process of tea selection and its results	The writer	<i>a guarantee of unmatched freshness</i> Appreciation <i>truly satisfying flavour</i> Emphasis (focus) + Appreciation
5 Attribution averred	Ceylon tea's fame and Dilmah's reputation	The writer	<i>a country famous for its tea</i> Appreciation <i>a tea famous for its taste</i> Appreciation

The column headed by “Authorial voice positioning” considers the difference between *averral* and *attribution* (Sinclair 1986 and Hunston 2000: 178-9) which provides a useful tool for establishing the responsibility of the writer for what he says and the alternative viewpoints that he provides for the text.

Language is averred when the writer him/herself speaks and it is attributed when it is presented as deriving from someone other than the writer. The difference between averral and attribution contributes to the study of evaluation, “because it can be used to position the reader to attach more or less credence to the various pieces of information” (Hunston 2000:178).

From the data in Table 2, it can be seen that the writer interchanges attribution and averral to make a strategic ploy to add credibility to his claims. Clearly, the writer does not want to infringe upon Grice's Maxim of Quality: only the “connoisseurs” or the “trained tasters” or “public opinion” can express their opinions about the properties of the tea. The writer's credibility is supported by his ability to persuade the client. The writer also avers the attribution of other sources twice to give more emphasis to what is said.

As the tea is a type of product that has a conventional social value within the community of consumers, its quality is evaluated according to the goodness parameter and emphasized or intensified according to the importance parameter, but, essentially, evaluation resources perform the persuasive function required by the social purpose of the text: to convince the client.

The writer position is dialogically aimed at reflecting the interaction between himself and the reader. The writer establishes rapport with the reader by construing alternative positions (averred or attributed) in the current communicative context, because the reader is an ideal client presented as relatively aligned with the arguments of the writer and relatively convinced by them. For these reasons, the writer either anticipates responses or removes any objections and doubts about the product.

This point also involves *engagement* (Martin & White 2005), a useful framework to characterize the different possibilities of intersubjective positioning, as shall be treated in the following item 5.1.3.

5.1.3. Function of the quantifying groups in the evaluation system of Text 1; its inter-connection with other evaluative resources and the way the evaluation is carried out

The group *particularly noted* is a mechanism by which the writer simultaneously:

a) intensifies the authorized connoisseurs's opinion about the flavour and richness of the tea;

b) engages in a dialogic role with respect to the community of consumers: the writer's central purpose is to express his/her positive opinion of the product. Therefore, intensification contributes to engagement.

Truly satisfying (flavour): In this case, the writer:

a) offers a guarantee of the process of tea selection and its results, emphasizing the genuineness of the tea;

b) uses emphasis and appreciation to engage, as in b) in the previous example.

Particularly noted and *truly satisfying* are *collocations*, employed because of their expressive success as evaluative categories that interact with the remaining text-evaluative resources.

Such resources are quantifying expressions: *For more than a century, peak of perfection, full flavour, only the finest teas, unmatched*; attitudinal epithets expressing the writer's subjective stance: *delicious, subtle*; substantives that highlight the value of the product: *quality, richness, guarantee, freshness*; and appraised participles and verbs: *acknowledged, select*.

All of them constitute a system within the text that works together within the domains of appreciation and quantification (intensification or emphasis) and consolidates the subsystem of engagement.

Appreciation has preeminence in this genre because the products need to be evaluated with institutionalized feelings.

5.2. Text (2)

A baby toothpaste promotion:

WELEDA GEL DENTÍFRICO PARA NIÑOS PROTECCIÓN NATURAL PARA LOS DIENTES DE LECHE Desde la aparición de los primeros dientes de leche, es primordial una buena higiene bucodental para el desarrollo de la dentición definitiva. Este gel dentífrico está especialmente formulado para los dientes de leche ayudando a luchar contra la placa bacteriana responsable de la formación de las caries. Gracias a sus suaves agentes limpiadores de origen natural, asegura un cepillado eficaz y respeta el esmalte de los dientes de leche. Rico en caléndula, conocida por sus virtudes calmantes y suavizantes, preserva las encías y el equilibrio de la flora bucal. No presenta riesgo alguno en caso de ingestión. Su agradable sabor y su bonito color amarillo anaranjado, así como la suave textura del gel, hacen de él un dentífrico particularmente apreciado por los niños.

5.2.1. Evaluative resources spread across the text (2)

Table 3

1	Desde la aparición de los primeros dientes de leche, es <i>primordial</i> una buena higiene bucodental para el desarrollo de la dentición <i>definitiva</i> .
2.1	Este gel dentífrico está <i>especialmente formulado</i> para los dientes de leche
2.2	<i>ayudando a luchar contra</i> la placa bacteriana <i>responsable</i> de la formación de las caries.
3	Gracias a sus <i>suaves</i> agentes <i>limpiadores de origen natural</i> , <i>asegura</i> un cepillado <i>eficaz</i> y <i>respeta</i> el esmalte de los dientes de leche.
4	<i>Rico</i> en caléndula, conocida por sus <i>virtudes calmantes</i> y <i>suavizantes</i> , <i>preserva</i> las encías y el <i>equilibrio</i> de la flora bucal.
5	<i>No presenta riesgo alguno</i> en caso de ingestión.
6	Su <i>agradable</i> sabor y su <i>bonito</i> color amarillo anaranjado, así como la <i>suave</i> textura del gel, hacen de él un dentífrico <i>particularmente apreciado</i> por los niños.

5.2.2. Options of the authorial voice on the interactive plane, what is evaluated, who evaluates it, and the subsystems of appraisal involved

Table 4

<i>Authorial voice positioning</i>	<i>What is evaluated?</i>	<i>Who evaluates it?</i>	<i>Subsystems of appraisal involved</i>
1 Attribution averred	Dental hygiene	The writer (representing the expert)	<i>primordial</i> Intensification <i>buena</i> Appreciation
2 Attribution averred	Tooth gel	The writer (representing the expert)	<i>especialmente formulado</i> Emphasis (focus) <i>ayudando a luchar contra</i> Appreciation + emphasis <i>responsable</i> Appreciation
3 Attribution averred	Tooth gel	The writer (representing the expert)	<i>suaves (agentes) limpiadores de origen natural</i> Appreciation <i>asegura; respeta; eficaz.</i> Appreciation + emphasis
4 Attribution averred	Tooth gel	The writer (representing the expert)	<i>rico; virtudes calmantes y suavizantes</i> Appreciation <i>preserva; equilibrio</i> Emphasis + Appreciation
5 Attribution averred	Tooth gel	The writer (representing the expert)	<i>no presenta riesgo alguno</i> Emphasis + Appreciation
Averred	Tooth gel	The writer	<i>agradable bonito suave</i> Appreciation
Attribution	Tooth gel	The children	<i>particularmente apreciado</i> Emphasis + Appreciation

In this text (2), the seller is a company that takes responsibility for the quality of a product aimed at children's hygiene, for this reason the company presents the publicity in the form of a technical report with the purpose of asserting that their products "are of the highest" quality.

Then, in most cases, the writer chooses the attribution-averred option, because he has to focus on the properties of the toothpaste, following the expert's opinion.

When the writer can express his subjective perceptions about the product, he is in fact performing an averred assessment.

5.2.3. *Function of the quantifying groups in the evaluation system of Text 2; its inter-connection with other evaluative resources and the way the evaluation is carried out*

The group *especialmente formulado* is a mechanism which enables the writer to focus on the special formulation of the toothpaste, suitable for young children's teeth. In addition, it introduces the arguments to promote this baby toothpaste, by simultaneously:

- a) emphasizing that evaluation with other stances of the subsystem of appreciation which unfold-cumulatively (as shown in Table 4);
- b) engaging the writer in a dialogistic role with the community of consumers in order to develop his main purpose of communicating a favourable opinion of the product. Again, engagement is articulated through emphasis and appreciation;
- c) the group *particularmente apreciado* aids to emphasize trust of adults in a product that children highly value.

In English and in Spanish, the groups studied are quantifying expressions that the writer employs as interactive and pragmatic strategies.

6. IDENTIFYING THE QUANTIFYING GROUPS IN OTHER ILLUSTRATIVE EXAMPLES

Text (3):

A Stuart Lamprell bespoke shirt is a *finely crafted* article of clothing, *expertly fitted* and *exquisitely finished*.

6.2. Text (4):

Expertly fitted and *exquisitely finished*. Subtle or surprising, but always individual. Turnbull & Asser brings the Art of Detail to life.

Text (5):

The Christian Dior monsieur shirt is *expertly made* from materials only of the highest quality. *Especially selected* from the best and most reputable mills.

Text (6):

Perfekciija® Shirts are *beautifully tailored* with simple design detailing to complement and not detract from the wearer.

Text (7):

Elizabeth Arden Ceramide Advanced Time Complex Capsules
— *Instantly retexturize*, so skin feels *noticeably softer*, looks smoother.
— *Measurably reduce* the appearance of fine lines and wrinkles.
— *Dermatologist and clinically tested*.

Text (8):

Limited Edition decanter and tube to commemorate the wedding of Prince William to Catherine Middleton on 29th April, 2011. Our distiller has chosen a mix of casks which have been married together to create a *beautifully flavoured* single malt whisky.

Text (9):

This wine is from the United States, California region, Napa County sub-region and Napa Valley appellation. Phelps Cabernet Sauvignon displays deep color, dense, extractive flavors and *finely balanced* sugar to acid levels.

Text (10):

Old Bush Brand brings you a blend of two traditional flavours with our aromatic and satisfying Rum Tea.

Rum Tea is *warmly evocative* of the wild and dense tropical regions from which its ingredients have been gathered.

Text (11):

There is nothing like the sweet taste of Strawberry BonBons. *Individually wrapped* mouthwatering strawberry filled hard candies in a 12 oz. bag.

Text (12):

We make our dense, delicious chocolate cakes with premium dark chocolate, filled with rich, creamy chocolates that flow from the center of the cake, and sweet, unsalted butter. It is wheat free, gluten free, peanut free, dairy free, egg free, nut free totally natural. No artificial preservatives, flavoring, or coloring. It's been *developed especially* for the health conscious and it's a *truly satisfying* dessert.

Text (13):

Juan Valdez®, gourmet selection, orgánico balanceado.

Este café 100% orgánico fue *cultivado y cosechado manualmente* por familias cafeteras colombianas que se han acogido a principios de agricultura orgánica, utilizando al máximo los recursos de su finca. Su respeto por la naturaleza se refleja en este café especial de notas silvestres.

Los cafés Juan Valdez® han sido *cuidadosamente seleccionados* entre los mejores cafés especiales de Colombia y reflejan la diversidad que se encuentra en sus montañas.

Text (14):

Café Flor de Santos.

Cada uno de los granos de “café” ha crecido en países productores, donde han sido *rigurosamente seleccionados* para ofrecer el mejor producto con el sabor único que sólo adquiere un café especial.

Text (15):

La Cobijada Mousse De Chocolate Negro Con Crocanti De Almendras.

Delicioso postre *elaborado artesanalmente* a partir de una exquisita y suave crema de chocolate combinada con salsa de caramelo, crocanti de almendras y viruta de chocolate.

Text (16):

Productos Antiu Xixona, etiqueta negra, producción limitada.

Son productos de elaboración artesanal en los que sólo se utilizan las mejores materias primas *esmeradamente seleccionadas* como las almendras de la cuenca mediterránea tipo “Marcona” de calibre 14/16m.

6.15. Text (17):

Champaña brut nature Nieto Senetiner

La base de esta champaña está elaborada con *cuvée* de uvas tintas *cuidadosamente seleccionadas*, donde se destacan las particularidades del Pinot Noir. La excelencia de esta cepa de origen francés se percibe en sus frescos aromas florales y frutales, *finamente amalgamados* con notas de levaduras y pan tostado.

6.16. Text (18):

Fino y distinguido anillo *realizado íntegramente a mano*, en platino 950 con 20 brillantes naturales talla moderna europea y esmeralda fina de origen colombiana engarzada sobre grifas de platino.

6.17. Text (19):

Aretes, collares, pulseras, relojes, anillos. Joyería *finamente hecha a mano* por la diseñadora internacional Karolina Fernández.

6.18. Text (20):

Catena Zapata Malbec argentino, 2006, es un vino *extremadamente complejo y elegante*, de gran concentración y armonía que refleja el máximo potencial que puede desarrollar el Malbec de zonas frías y viñedos de altura.

6.19. Text (21):

Tequila Azares de Jalisco.
100% de agave azul, *cultivado y elaborado cuidadosamente* con el reposo de la más alta y genuina calidad.

6.20. Text (22):

Jabón líquido para bebé, glicerinado con eucalipto, sin lagrimas, hipoalergénico. *Especialmente indicado* para la piel del bebe por la presencia de glicerina y extracto glicólico de eucalipto.
Dermatológicamente testado, por lo tanto no produce irritación cutánea.
Delicadamente perfumado.

All of these texts help us to confirm our research question about the extremely high degree of predictability found in the label-genre groups which we have studied. Likewise, they provide us with a comparative analysis between the two languages, as seen in the following sections 7 and 8.

7. FOCUSING ON SIMILARITIES AND DIFFERENCES AMONG THE QUANTIFYING GROUPS

Table 5

<i>Quantifying groups in English</i>		<i>Quantifying groups in Spanish</i>	
Emphasizing	Graduation: Intensification / Attenuation	Emphasizing	Graduation: Intensification / Attenuation
<i>truly satisfying finely crafted expertly fitted exquisitely finished expertly made especially selected beautifully tailored instantly retexturize noticeably softer dermatologically tested clinically tested beautifully flavoured finely balanced warmly evocative individually wrapped developed especially</i>	<i>particularly noted measurably reduce</i>	<i>especialmente formulado particularmente apreciado cultivado manualmente cosechado manualmente cuidadosamente seleccionados rigurosamente seleccionados elaborado artesanalmente esmeradamente seleccionadas finamente amalgamados realizado íntegramente a mano finamente hecha a mano cultivado y elaborado cuidadosamente especialmente indicado dermatológicamente testado</i>	<i>extremadamente complejo y elegante delicadamente perfumado</i>

8. DISCUSSION

This study has explored the word groups which act as combinations of preference within label-genre. The present analysis shows that this preference is due to its semantic accuracy and to its evaluative meaning, characteristics which fulfill the consumers' expectations and, as a result, increase the affinity of these groups with the genre. Likewise, it is confirmed that, in both languages, many of the quantifying groups tend to be collocations. This fact is corroborated by the repetition of the same combinations in different labels of each of the languages: *finely crafted* / *finamente hecha a mano* / *elaborado artesanalmente* / *realizado íntegramente a mano*, can be used to appraise an article of clothing, Text (3), a type of dessert, Text (15), or a piece of jewelry, Texts (18) and (19).

Dermatologist and *clinically tested*, Text (7), *dermatológicamente testado*, Text (22), are identical collocations in both languages regarding cosmetic or pharmaceutical products; *especially selected*, Text (5), / *cuidadosamente seleccionados*, Texts (13) and (17), / *rigurosamente seleccionados*, Text (14), / *esmeradamente seleccionadas*, Text (16), are used to refer to clothing, types of coffee, champagne, jams. As mentioned above, these collocations have a strong tendency toward institutionalization, in other words, toward combination stability within the generic pattern of the labels, however they also present a certain degree of flexibility in the co-appearance of their integrating elements. The preferential nature of the combination is a result of its pragmatic efficacy.

These collocations, which have been extensively accepted and used by consumer society within a wide cultural context, allow the writer to assess the products targeted at discriminating consumers, according to the characteristics desired, thus maintaining the consumers' self-esteem and social status.

Consequently, these assessments are subject to the cultural premises shared by both languages with respect to parameters of quality, authenticity and exigency; therefore, for example, *cultivado y cosechado manualmente*, Text (13), *especialmente indicado*, Text (22), *beautifully tailored*, Text (6), *expertly fitted*, Text (4), *exquisitely finished*, Text (4), *dermatológicamente testado*, Text (22), *particularly noted*, Text (1), and *particularmente apreciado*, Text (2), fulfill higher-status consumers' expectations since they guide them in their purchase decisions and legitimate the social value of the product at the same time.

As Table 5 shows, this genre of labels makes use of quantifying groups to emphasize, more than to graduate, both in English and in Spanish.

In effect, this emphasizing which the group as a whole articulates is a result of the qualitative accuracy that the adverb transmits to the modified property. This qualitative accuracy fulfills the higher status consumers' expectations, while appealing to them as well. They are subtly allured, bound by a norm shared by both cultures which consists of enticing through elegance, distinction and good manners.

A contribution to this elegance is the *semantic affinity* (Kaul de Marlangeon 2005), which engages the adverb with the chosen feature of the property it modifies: the adverb *finely*, Text (3), recovers, through the meaning of the participle *crafted*, the feature *special skill in making things by the competent use of the hands*, claiming that its achievement has been carried out in *a beautiful or impressive or delicate or exact way*; the adverb *expertly*, Text (3), stresses the customary meaning of the participle *fitted* in *made to follow the shape of the body*, ascribing it with *expertise*; the adverb *beautifully*, Text (6), adds to the normal meaning of the participle *tailored* in *made to fit well or closely or for a particular person* the assessment in *a beautiful or pleasing way*.

This semantic affinity enables the group made up of the quantifying adverb and the modified property to be applied evaluatively to an entire category of products and, consequently, to provide the group structure with both stability and the necessary pragmatic efficacy to consider this group a *stance marker*.

Indeed, clothes *finely crafted* or *expertly fitted* or *beautifully tailored* evokes careful, refined tailoring, desirable for discerning customers who have enough purchasing power and who are concerned with their social status.

Unlike what occurs in intensification, emphasis is brought about more from the qualitative accuracy of the property than by quantifying the degree of this property.

In English, to claim that a product is *truly satisfying*, Texts (1) and (12), is more convincing than to say that it is *very satisfying*; *truly* bestows the quality *satisfying* with genuineness and honesty; by highlighting these features, the adverb *truly* emphasizes the property, and thus gains in elegance. *Very*, on the other hand, merely indicates that the quality of *satisfying* takes place to a high degree and, as a result, simply intensifies it.

In Spanish, to say that a product is *particularmente apreciado*, Text (2), is more convincing than saying *muy apreciado*; *particularmente* gives the quality *ser apreciado* nuances of singularity, individuality and distinction, and thus emphasizes this property; *muy* merely denotes that the property *ser apreciado* (being highly valued) is superlative and, consequently, intensifies it.

The most common meanings of:

- the adjective *evocative*, as *making you think of or remember a strong image or feeling, in a pleasant way*,
- the participle *selected*, as *chosen, usually carefully, from a group of people or things*,
- the adjective *satisfying*, as *giving pleasure because it provides something you need or want*,

among other possible examples from the corpus, show, in themselves, the evident evaluative sense of these three words.

The corresponding groups, *warmly evocative*, Text (10), *especially selected*, Text (5), and *truly satisfying*, Texts (1) and (12), clearly have a predominant evalua-

tive function due to the previously discussed semantic affinity or affinity of co-occurrence between the respective quantifying-emphasizing adverb and the feature that it highlights in the modified property, without the mediation of the evaluative nature of the latter.

In some of the examples from the corpus, a quantification of the degree of the property can also be found in the quantifying adverb. The degree which the adverb ascribes to the property it modifies derives from the idea of quantity in its semantic base. For example, in the groups *extremadamente complejo y elegante*, Text (20), *particularly noted*, Text (1), and *measurably reduce*, Text (7), the intensification of degree which these adverbs exert comes from the idea of quantity in their lexematic bases, *extremado*, *particular*, and *measurable*.

The group of words *quantifying adverb – modified property* is determined as an evaluative group, that is to say, as stance marker, due to the semantic affinity between its constituents, regardless of whether or not the property quantified by the adverb is evaluative, and regardless of whether or not this quantification is produced through emphasis, intensification or attenuation.

In the quantification of degree, a polarity of intensification/attenuation can be found in the quantity ascribed to a property (Kaul de Marlangeon, 2002). In all cases, the use of the adverb reflects the speaker's or the writer's feelings or perceptions, along with his/her pragmatic intention to assess, because the extent to which this quantification takes place is reflected in the higher or lower degree assigned to the property by the adverb.

In some cases, the groups are constituted by the same adverb in both languages, as for example, *particularly* in *particularly noted* or *particularmente* in *particularmente apreciado*; nevertheless, neither the language system nor the context are the same for these groups:

— On one hand, *particularly noted* is an *intensifier* in the English language; in the context of Text (1), it indicates that the connoisseurs have noted the richness and full flavour of the tea, to a greater degree than other people can note.

— On the other hand, the Spanish group *particularmente apreciado*, in the context of Text (2), has the function of *emphasizing*, giving importance to the favourable opinion of children using this tooth gel.

In some other Spanish contexts, when the adverb *particularmente* modifies an adjective like *ornamentado/ ornamentada*, the corresponding group becomes an intensifier, as in: *Es una ciudad particularmente ornamentada*, which means *it is a very garnished city*.

— *Delicadamente perfumado* is an attenuating group in the context of Text (22), where it means that the perfume of the baby soap does not exceed the expected level in a scent for a baby.

Other Spanish groups with the adverb *delicadamente* do not have an attenuating function but an emphasizing one; for instance, in *bocadillo delicadamente preparado*, the group means that the snack is carefully prepared.

Likewise in Text (1), the group *truly satisfying* indicates emphasis, but not graduation because it means that the flavour of the tea is genuinely enjoyable. This is not an evaluation that specifies an amount within a graduation axis.

On the basis of the present analysis and taking into account previous research (Kaul de Marlangeon, 2000, 2002 and 2005), it can be argued that it is the quantifying function of the adverb on the quantified word that gives the whole group its status of stance marker.

The quantifying groups tend to be a feature of the engagement system; an interactive instrument used to achieve the genre purpose of communicating influential opinions to the reader.

The groups studied in the texts of the corpus are essential elements of the evaluation found in these texts and in some instances, for example in Texts (3) and (19), the only evaluation which takes place.

9. CONCLUSIONS

In both languages, English and Spanish, all the groups are quantification strategic resources by which the authorial voice positions itself with respect to the positive qualities of a specific product and predisposes the consumers to purchase the product.

Positive evaluation, interspersed throughout the text, highlights the properties of the product with the added effect of having a favourable impact on consumers' self-esteem and social status. In his/her eagerness to persuade, the writer invokes empathy with the potential customer by construing positions (averred or attributed) in the current communicative context.

The results seem to suggest that there are no significant differences between English and Spanish in the pragmatic evaluation implicit in the groups considered. In both languages, these expressions appear to fulfil two simultaneous functions:

— On the one hand, they constitute lexico-grammatical resources that operate within the system of their respective language.

— On the other hand, they function as pragmatic markers; a function that is fulfilled through evaluative strategies which are used conventionally in the respective label-genre of their cultures.

This genre of labels makes use of quantifying groups to emphasize, more than to graduate, both in English and in Spanish. This is because one quickly perceives quantifying through degree intensification, while in the groups studied, quantification

through emphasis is more frequent since it is a more subtle strategy, used to entice discerning consumers of exclusive products.

As it was pointed out in the present study, the group of words *quantifying adverb – modified property* is determined as a stance marker, due to the semantic affinity between its constituents, regardless of whether or not the property quantified by the adverb is evaluative, and regardless of whether or not this quantification is produced through emphasis, intensification or attenuation.

In consistency with the marketing strategies and the power of seduction which these word groups exert on potential customers, the social aim of the genre is concealed, and is therefore reached, under the pretext and guise of providing information.

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