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2. Outline of APPRAISAL choices; 2.1 ATTITUDE; 2.2 GRADUATION; 3. Three challenges of APPRAISAL analysis; 4. Methodology for analysis - one view of its role in reader positioning; 5. One methodology; 6. Conclusions; Notes; References; 5. The evaluative palette of verbal irony; 1. Introduction; 2. Theoretical background; 2.1 Evaluation in Linguistics and Philosophy  
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3. Discussion and analysis; 4. Empirical study; 4.1 The survey; 4.2 Results; 5. Conclusions; Notes; References; 6. The implementation of the axiological parameter in a verbal subontology for NLP; 1. Introduction; 2. The axiological axis in the verbal lexicon: theoretical remarks; 3. Axiological representation and distribution in FGKB core ontology; 3.1 Syntactic features of MPs: Operators; 3.2 Conceptual features of MPs: Predications and satellites; 3.3 Distribution of basic and terminal concepts among the metaconcepts  
3.4 Distribution of concepts from the core ontology in the axiologically-loaded dimensions  
4. Conclusions; Acknowledgement; Notes; References; 7. The evaluative function of situation-bound utterances in intercultural interaction; 1. Introduction; 2. Characteristics of Situation-Bound Utterances; 3. Do SBUs have evaluative functions?; 4. Role of context in processing SBUs in intercultural encounters; 4.1 Context and semantic analyzability; 4.2 Context-dependency; 4.3 Context and common ground; 5. Conclusion; References; 8. Prosody, information structure and evaluation; 1. Introduction  
2. Information structure

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#### Sommario/riassunto

This chapter explores evaluative discourse on social networking sites (henceforth SNSs), paying special attention to the role played by the expression of attitude and positive politeness in the management of interpersonal rapport. The corpus for the study consists of a random sample of 100 messages exchanged among university students in the United Kingdom and the United States on a particular site, i.e., Facebook, during the two-year period 2010-2012. Analysis is approached from the theories of appraisal (Martin and White 2005; Bednarek 2008) and politeness (Brown and Levinson 1987); and the m

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