

The Language of wine appreciation

Appraisal: The language of emotion, ethics and aesthetics

**Appreciation: language resources for evaluating objects,
artefacts, events - the products of nature or culture.**

Presentation outline

- *Background:*
 - Robert Parker's wine criticism
 - Hommerberg's research on stylistic identity
- *Small study:*
 - Appraisal resources and Parker's wine language:
 - Attitude, Engagement, Graduation
 - co-analysing texts, analytic tools and approach
- *Revised framework for attitude: appreciation*
 - Examples of sub-types
 - Motivated changes to the system

Hommerberg's data and approach

- CDA: against cultural context of wine reviewing
 - Robert Parker Jr's influence on sales of French wines in the USA,
 - academic discussion on wine review and Parker's influence on wine production in France,
 - distribution of Parker's wine reviews on the internet
- Collection of representative sample of wine reviews by RP
- Personal correspondence with RP
- Analysis of rhetorical structure/argumentative staging of RP's reviews
- Analysis of transitivity in the corpus
- Analysis of Appraisal patterns in the corpus

Language of Oenoglossia:

- *Beardley (1981) proposes **unity**, **complexity** and **intensity** as criteria.*
 - *A fourth addition to these three general aesthetic canons proposed by Charters (2007:174): **distinctiveness**, which subsumes novelty, character and the surprising.*
- *Shesgreen (2003) discusses terminology of wine tasting notes - three categories based on fields from which borrowed:*
 - *the language of **social class** (well-bred, noble, ordinary etc.),*
 - *the language of **gender** (masculine, sturdy, feminine, delicate etc.)*
 - *the language of **fruit and vegetables** (pears, figs, plums etc).*
- *Silverstein (2003) explores winespeak from the perspective of **indexicality**..*

The language of Oenoglossia²

- Caballero (2009:74): “wine jargon [...] still retains some of the mystique traditionally associated with the topic”.
- His investigation shows that the most salient metaphorical frames used to describe wines are those of
 - LIVING ORGANISMS (forceful, weak, youthful, tired),
 - TEXTILES (open-knit, velvety, tightly-wound), or
 - THREE-DIMENSIONAL ARTIFACTS (layers, square, angular, deep, round).

In addition, personifying expressions, which are a part of the

- LIVING ORGANISM schema, may be used to characterize the behavioural properties of wine (aggressive, upfront, honest).

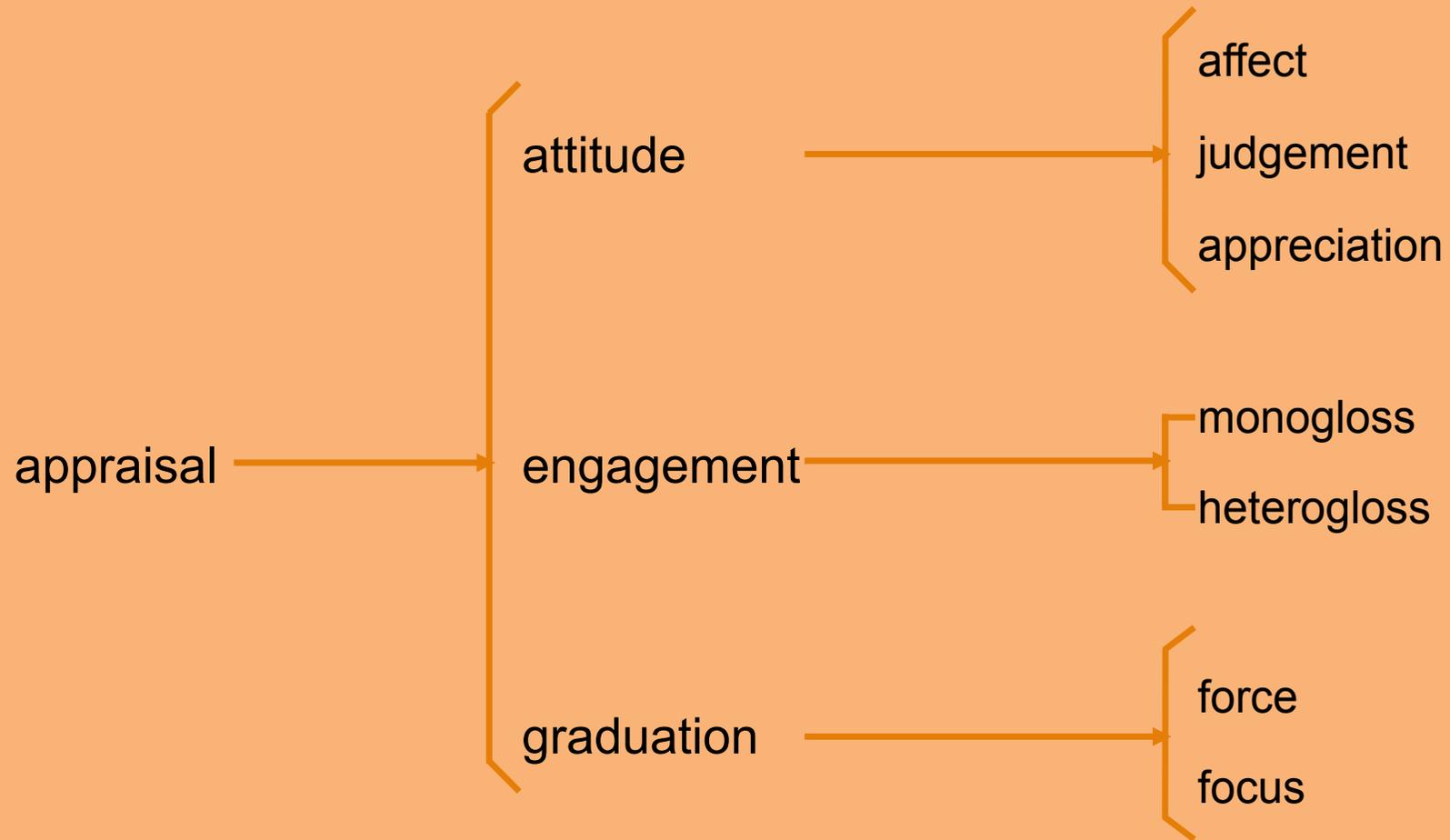
Hommerberg's data and approach2

Composition of corpus						
Wine Advocate issue	Red	White	Total	Av Words per text	Tot	
April 24 2006, Bordeaux wines	149	1	150	69	10,350	
February 23 2006, Rhône wines	44	6	50	45	2,250	
Total	193	7	200	62	12,511	

“..150 texts from *The Wine Advocate* issue of April 24 2006 featuring Bordeaux wines and 50 texts from the issue of February 23 2006 dealing with Rhône wines. This 200 text database is believed to make up a suitable sample of Parker's wine writing, large enough to enable generalizations, yet manageable for relatively detailed analysis. Entries that only provided a heading but no tasting note were not included in the material.”

From these, 20 texts were selected for co-analysis...

Reviewing Appraisal resources



Attitude: ways of feeling

Appraisal considers three types of Attitude:

- **Affect** (personal emotion);
- **Judgement** (appraisal of others' behaviour); and
- **Appreciation** (evaluation of phenomena).

All three ways of feeling can be either **positive** or **negative**.

...or something in between, via graduation

Attitude: ways of feeling



Appreciation: aesthetic and other social valuations of objects, artefacts, processes and states of affairs...

- It is a good film, not fantastic, but worth watching.
- Story-wise, *it is* formulaic in almost a Hollywood blockbuster fashion
- *Zhang Ziyi and Michelle Yeoh* are beautiful
- What we have here, then, is a sublime piece of work; a marriage of old and new... that results in something altogether rich, strange and unusual
- an awkward sentence
- an *examination* of greetings could be invaluable

These are all “inscribed” attitude and realised by attributes...

Attitude: ways of feeling

Attitude can be realised:

- explicitly, through the lexicogrammar (**inscribed**) or
- implicitly, through ideational meanings (**invoked**) that:
 - are marked with attitudinal lexical items (**flagged**);
 - are elaborated by metaphor (**provoked**) or
 - make reference to cultural attitudinal norms (**afforded**)

Actual *instances* of attitude categories, however, may be realised by many different language forms...

Invoked Attitude – affording versus provoking

Affording (evoke) – triggering positive/negative responses by means of a focus on purely informational content

- **An inky/purple color** is followed by aromas of smoke, truffles, earth, camphor, blueberries, and blackberries.. (invoked Composition-Intensity-colour, pos)
- **It needs time in the bottle to calm down.** (invoked Composition-Maturity, neg)
- and **a finish that lasts over 60 seconds**, this is a wine.. (invoked composition-persistence, positive)

Provoking attitude

provoking [flagging/signalling] – triggering positive/negative responses by means of formulations which are in other ways evaluative

-this ...effort **requires** 1-3 years of bottle age,

- [this wine] **begs for** immediate drinking .

 - it reminds me of a synthesis in style between a grand cru

Burgundy and a classic Graves, it is wine **for anthology!**

Both provoked and afforded instances may occur in the co-text of engagement and graduation resources...

Engagement

- *Given the high percentage of Cabernet Franc, it is **likely to** put on considerable weight in the bottle. [expand: entertain] x 2*
- *somewhat tightly knit, **but** it reveals a perfumed nose of rose petals, blackberries, menthol, and cedar.. [contract: disclaim: counter: overt] x 2*
- ***not only** because of the torrid vintage conditions, **but also** because it incorporates the highest percentage of Cabernet Franc ever utilized at Angelus [contract: proclaim: justify] x 2*

Graduation

- *incredibly tiny yields of 21 hectoliters per hectare*
1 & 2: [graduation: force: quantification: mass(presence): downscale: isolating]
- *incredibly tiny yields of 21 hectoliters per hectare*
1 & 2: [graduation: force: intensification: degree: upscale: isolating]
- *incredibly tiny yields of 21 hectoliters per hectare*
2.1: [graduation: force: upscale: quantification: number: uncertain]

...equals for one rater:

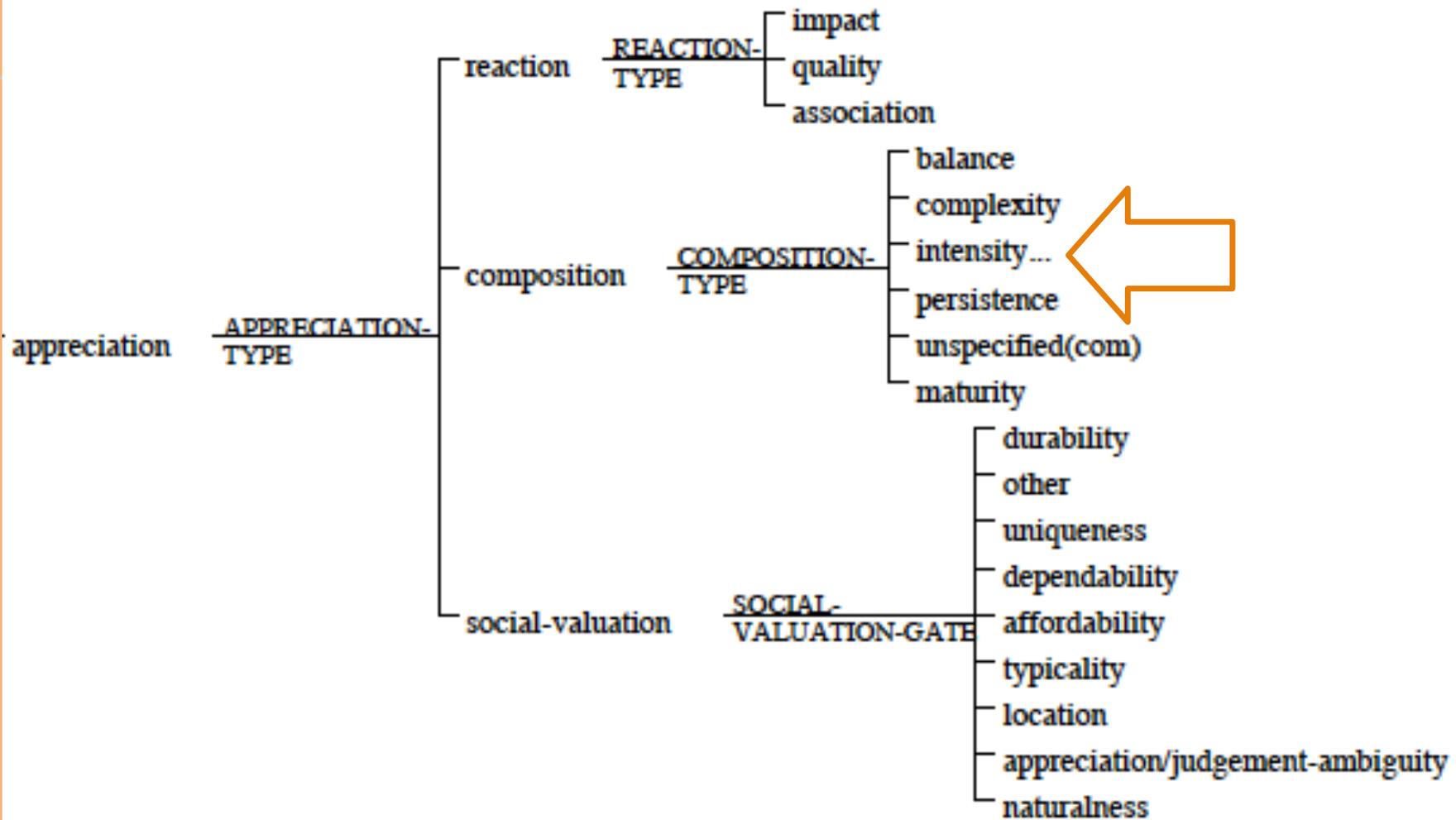
[appreciation: composition: intensity-taste: invoked: graduation-invoked: positive]

Attitude

- **Affect:**
 - not frequently instantiated in Parker's texts, therefore no elaborations of original model
- **Judgement:**
 - Social esteem categories relevant
- **Appreciation:**
 - Reaction
 - Composition
 - Social Valuation

Appreciation categories needed extending under analysis...

[from UAM corpus tool, aka 'mick's coder']



Inter-rater differences

- categories of **appreciation**: *reaction* versus *composition*
- categories of **reaction**: *impact* versus *quality*
- categories of **composition**: *intensity*, *balance*, & '*unspecified*'
- categories of **intensity**: *body* versus *taste*
- categories of **social valuation**: *uniqueness* & *dependability*

Close agreement over inscribed versus invoked

	charlotte			lexie		
APPRECIATION-TYPE	N=343			N=275		
reaction	16.62%	57	0.373	30.18%	83	0.460
composition	54.52%	187	0.499	43.27%	119	0.496
social-valuation	28.86%	99	0.454	26.55%	73	0.442
REACTION-TYPE	N=57			N=83		
impact	19.30%	11	0.398	44.58%	37	0.500
quality	49.12%	28	0.504	27.71%	23	0.450
association	31.58%	18	0.469	27.71%	23	0.450
COMPOSITION-TYPE	N=187			N=119		
balance	18.18%	34	0.387	22.69%	27	0.421
complexity	12.30%	23	0.329	14.29%	17	0.351
intensity	29.41%	55	0.457	40.34%	48	0.493
persistence	2.14%	4	0.145	3.36%	4	0.181
unspecified(com)	21.93%	41	0.415	5.88%	7	0.236
maturity	16.04%	30	0.368	13.45%	16	0.343
INTENSITY-GATE	N=54			N=48		
intensity-colour	20.37%	11	0.407	22.92%	11	0.425
intensity-smell	12.96%	7	0.339	16.67%	8	0.377
intensity-taste	51.85%	28	0.504	16.67%	8	0.377
intensity-body	14.81%	8	0.359	43.75%	21	0.501
SOCIAL-VALUATION-GATE	N=98			N=73		
durability	24.49%	24	0.432	31.51%	23	0.468
other	19.39%	19	0.397	16.44%	12	0.373
uniqueness	6.12%	6	0.241	20.55%	15	0.407
dependability	3.06%	3	0.173	16.44%	12	0.373
affordability	2.04%	2	0.142	1.37%	1	0.117
typicality	1.02%	1	0.101	1.37%	1	0.117
location	1.02%	1	0.101	2.74%	2	0.164
appreciation/judgement-ambiguity	6.12%	6	0.241	5.48%	4	0.229
naturalness	2.04%	2	0.142	4.11%	3	0.200
potential-to-develop	19.39%	19	0.397	-	-	-
valuation/reaction-ambiguity	15.31%	15	0.362	-	-	-
EXPLICITNESS	N=341			N=274		
inscribed	53.96%	184	0.499	54.38%	149	0.499
invoked	46.04%	157	0.499	45.62%	125	0.499

An example text:

attitudes – appreciation type; negative or positive?

From the **idiosyncratic** proprietor of Gracia, this **tiny garagiste** operation has fashioned a **provocative** blend of 80% Merlot and 20% Cabernet Franc with 13+% alcohol. Its **inky/blue/purple** hue is accompanied by scents of **blueberries, white flowers, and black currants.** **Deep and rich** with a **wonderful** minerality, **abundant** nuances, **fresh** acidity, and **stunning** concentration (from incredibly tiny yields of 21 hectoliters per hectare), this is a **major league** claret that should **drink well** for two decades or more. 91-93+

An example text2:

check the targets

EXAMPLE TEXT

From the idiosyncratic proprietor of Gracia, this tiny garagiste operation has fashioned a provocative blend of 80% Merlot and 20% Cabernet Franc with 13+% alcohol. Its inky/blue/purple hue is accompanied by scents of blueberries, white flowers, and black currants. Deep and rich with a wonderful minerality, abundant nuances, fresh acidity, and stunning concentration (from incredibly tiny yields of 21 hectoliters per hectare), this is a major league claret that should drink well for two decades or more. 91-93+

Issues with co-analysis:

how the analysts worked

From the *idiosyncratic proprietor of Gracia*,

1. [judgement: normality: inscribed: **ambiguous**]

- “'idiosyncratic' means 'not-normal', yet open question as to whether it is positive or negative in a general sense. here it seems to be leaning toward positive, by positive prosodic ‘colouring’”

2. [judgement: normality: inscribed: **positive-attitude**]

*this tiny **garagiste operation** has fashioned*

1. [appreciation: social-valuation: uniqueness: invoked: **contrast-invoked**: positive-attitude]

- “positive attitude invoked by co-text which has a number of high-saturation +ve terms. Plus use of French terminology & its associations”

2. [appreciation: social-valuation: uniqueness: invoked: **graduation-invoked**: positive-attitude]

- “Garagiste operations are estates that aim at low production of super-concentrated very expensive wines, and it is claimed that this type of estate would not exist without Parker's promotion”

*a **provocative blend** of 80% Merlot and 20% Cabernet Franc with 13+% alcohol.*

1. [appreciation: **composition**; unspecified(com): **ambiguous**]

- “composition, rather than valuation due to the target 'blend of...’”

2. [appreciation: **social-valuation**: **uniqueness**: inscribed: **positive-attitude**]

- “node word: provocative, which I also take to invoke the sub-category ‘uniqueness’”

Issues with co-analysis:

how the analysts worked2

Its inky/blue/purple hue

1. [appreciation: composition: intensity-colour: invoked: graduation-invoked: positive-attitude // graduation: force: intensification: repetition: upscale]
2. [appreciation: composition: intensity-colour: invoked: graduation-invoked: positive-attitude // graduation: force: enhancement: upscale: isolating]

is accompanied by scents of blueberries, white flowers, and black currants

1. [appreciation: composition: intensity-smell [balance?]: invoked: graduation-invoked: positive-attitude // graduation: force: quantification: list: upscale]
2. [appreciation: composition: complexity: invoked: graduation-invoked: positive-attitude // graduation: force: quantification: list: medium-degree: uncertain]
 - “here is a list of olfactory components that I would rather annotate as factual-invoked instead of graduation-invoked”

Deep and rich, with a wonderful minerality, abundant nuances, fresh acidity, and stunning concentration (from incredibly tiny yields of 21 hectoliters per hectare), this is a major league claret that should drink well for two decades or more. 91-93+

Attitude categories and field-specific analysis



- Martin 2000:
 - *talks about the 'coupling' of field/discipline and attitudinal values*

Rater expertise:

- *part of the aim to check inter-rater reliability dependent on prior knowledge of 'valeur' in wine-speak*
- *Parker offers a glossary of wine terms, but not all invocations represented*

Resources for categorising evaluative acts:

- *categories need to be augmented for any field-specific analysis*
- *values (negative or positive) need to be seen as mutable and dependent on co-text and discipline-based context*

Salut!