

Capturing the Multimodality of Evaluation – A Case Study of Online Film Reviews

As a multimodal social networking site, *YouTube* has become a venue for different forms of critical expression, reviews and commentaries. Similar to other genres, film reviews underwent substantial changes when they expanded to online media, which offered an unprecedented array of platforms and modes. This study is part of a larger project which investigates the inventory and the interplay of semiotic resources that are used in online film reviews in order to express evaluation. It draws on SFL and further input from pragmatics studies of social media and cinematic discourse (e.g. Hughes & Riley 2012, Janney 2012, Zappavigna 2017). Based on a detailed case study of a sample from the Corpus of Online Film Reviews (COFR, currently under construction), it compares two programs for multimodal analysis, MAXQDA and Multimodal Analysis Video, exploring their merits for a functional video analysis. The examination showcases the benefits and challenges of the two programs in the multimodal annotation of the corpus, which forms the basis for complex semiotic analyses of evaluation and thus helps to systematically expand our existing knowledge of evaluation strategies, including those drawing on resources other than language.

Keywords: Online Film Review, Multimodal Analysis Software, Semiotic Resources, Evaluation

References

- Hughes, U. A., Riley, H. (2012). The multi-modal Matrix: Common Semiotic Principles in the Seven Modes of Narrative Film. In *Proceedings of the 10th World Congress of the International Association for Semiotic Studies (IASS/AIS)*, pp. 2123–2132. ISBN 978-84-9749-522-6
- Janney, R. (2012). Pragmatics and cinematic discourse. In *Lodz Papers in Pragmatics*. 8 (1): pp. 85–113. <https://doi.org/10.1515/lpp-2012-0006>
- Zappavigna, M. (2017). Evaluation. In C. R. Hoffmann & W. Bublitz [Eds.] *Pragmatics of Social Media*, 435-459. Berlin: De Gruyter Mouton.