Narrative and Evaluation in Online Product Reviews: A Critical Discourse Perspective

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Abstract

This study examines the broad structure of online product reviews through the collective models of Critical Discourse Analysis (CDA), Narrative Analysis, and Appraisal Theory. Online reviews are theorized not merely as response techniques but as communally expressive contexts that simultaneously check customer knowledges and assess products. Drawing on Labov's (1972) narrative structure and Ochs and Capps' (2001) extensions, the analysis emphasizes the ability of reviewers in contextualizing their practices through orientation, complication, resolution, and evaluation. Adding this, Martin and White's (2005) Review framework is utilized to investigate assessing properties across attitude, engagement, and graduation, showing how lexical choices, and dialogic aligning with creating confidence and authority. The data corpus includes reviews from Amazon and AliExpress, allowing a relative perspective between international and local customer performs. Findings determine that Amazon reviews incline to be story-rich, implanting product practices within comprehensive accounts that improve reliability, while AliExpress reviews are naturally brief, foregrounding logistics and usableness. Across online platforms, reviewers deliberately combine narrative and assessing properties to exchange customer uniqueness, create authority, and influence viewers. By positioning online reviews within larger socio-cultural and market settings, this study pays attention to CDA by viewing the ability of narrative and evaluation to produce influential discourse. It highlights the role of reviews as compound presentations that figure customer confidence, market status, and digital consumer attitude.

Key words: Critical Discourse Analysis (CDA), Narrative Analysis, Appraisal Theory, online Review

السرد والتقييم في مراجعات المنتجات عبر الانترنت : منظور تحليل الخطاب النقدي

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الملخص:

تتناول هذه الدراسة البنية العامة لاراء العملاء لمنتجات عبر الإنترنت من خلال النماذج المشتركة لتحليل الخطاب النقدي، والتحليل السردي، ونظرية التقييم. ولا تُفهم المراجعات الإلكترونية هنا بوصفها مجرد تقنيات استجابة، بل باعتبارها سياقات تعبيرية اجتماعية تُظهر في الوقت نفسه خبرات المستهلكين وتقيّم المنتجات. وبالاستناد إلى نموذج لابوف (1972) للسرد وإضافات أوكس وكابس (2001)، يبرز التحليل قدرة العملاء على تأطير ممارساتهم عبر عناصر التوجيه، ، الحل، والتقييم. كما يُوظَّف إطار مارتن ووايت (2005) لفحص خصائص التقييم عبر أنظمة التقيّم، والمشاركة، والتدرج، مبيّناً كيف تُستخدم الخيارات المعجمية والمحاذاة الحوارية لبناء الثقة والسلطة. ويشمل تجميع البيانات مراجعات من منصتي أمازون وعلي إكسبرس، مما يتيح منظوراً مقارناً بين الممارسات الاستهلاكية الدولية والمحلية. وتُظهر النتائج أن مراجعات أمازون تميل إلى أن تكون غنية بالسرد، حيث تُدمج تجارب المنتجات في روايات مفصلة تعزز المصداقية، بينما مراجعات علي إكسبرس موجزة بطبيعتها، تُبرز الجوانب اللوجستية وسهولة الاستخدام. وعبر المنصات المختلفة، يجمع العملاء بين السرد وخصائص التقييم لتشكيل هوية المستهلك، وبناء السلطة، والتأثير في القرار. ومن خلال وضع المراجعات الإلكترونية في سياقات اجتماعية وثقافية وسوقية أوسع، تُسهم هذه الدراسة في تحليل الخطاب النقدي عبر إبراز دور السرد والتقييم في إنتاج خطاب مؤثر، وتؤكد على دور المراجعات كعروض مركبة تُشكّل ثقة المستهلك، مكانة السوق، وثقافة الاستهلاك الرقمي .

الكلمات المفتاحية. *تحليل الخطاب النقدي، التحليل السردي، نظرية التقييم، مراجعات المنتجات عبر الإنترنت، الهوية الاستهلاكية* .

1. Introduction : Online product reviews have definitely become a critical topic in the digital world, seriously shaping what people decide to buy and how companies look in the public eye. What makes reviews stand out from other customer feedback is this double-edged quality: they share personal experiences while also giving an honest income on the product. This mix of storytelling and evaluation makes reviews a powerful way to communicate that's much more than just exchanging information. This study dives into critical discourse studies with a special focus on both the text and the social side of online reviews. It offers some practical takeaways on how these stories and assessments shape what consumers

think, proving that reviews aren't just simple feedback forms but are actually complex performances that actively change the online market platforms.

Freeman (2007, p. 156) states that "large," autobiographical narratives of the type that are often elicited in research interviews to "small stories," which occur spontaneously in quotidian contexts, and in virtually every domain of "non-interviewed life". Thus, a critical discourse perspective sees the role of choosing words in creating a sense of authority, genuineness, and even a customer identity. Because of reviews not just as straightforward accounts of experiences, but as active ways reviewers position themselves as credible sources, try to earn readers' trust, and become part of the bigger picture of online consumer culture. Most of the research done on online reviews so far has taken a computational approach, essentially boiling reviews down to simple sentiment scores or numerical ratings. But this misses out on the intricate interplay between the story a review tells and the evaluation it offers, which is really what makes a review persuasive.

Nowadays, users aren't just reading information on static web pages; they're vigorously producing and sharing their own stories on interactive sites. This shift has really helped online platforms take off and grow (Cho, Zh & Busch, 2023). online platforms are really important because they organize information, help with buying and selling, and let users connect with each other (van Dijck et al., 2018). On the other hand, evaluation in reviews is about the clear and hidden judgments reviewers make. This includes everything from the words they choose and how they express their opinion to star ratings and comparisons. As Vásquez (2014) claims, reviews can range along a variety from being mostly descriptive evaluations to being full personal stories. Evaluation reveals in more delicate ways, like utilizing verbal questions, creating unexpected shouts, or speaking to a fictional audience.

1.2 Research Questions

This study states the relationship of evaluation in online product reviews.

(1) What do structures practice in the shaping of viewers 's experiences with online products?

(2) What evaluative resources are used to legitimize judgments?

(3) In what way do narrative and evaluation interact in the construction of authority, trust, and consumer identity?

By addressing these questions, this study highlights the conversational policies that make reviews persuasive and socially meaningful.

1.2 Aims of the Study

This paper explores the discursive construction of online product reviews with special reference to the play of narrative and evaluation in them. The attempt is toward an approach other than a computational or sentiment-based one, to bring out how linguistic and rhetorical strategies work in the construction of meaning, credibility, and consumer identity within digital marketplaces. Specifically, it attempts to:

- Identify the narrative structures used by reviewers to contextualize their product experiences with reference to existing models of narrative analysis.
- Analyze the evaluative resources used to legitimize judgment- lexical choices, and use of explicit and implicit cues for stance and for intensification.
- Discuss the interaction of narrative and evaluation in the construction of reviewer authority and trustworthiness, and consumer identity.
- Add to the critical discourse studies by placing online reviews as persuasive, socially meaningful texts rather than viewing them as a feedback mechanism.

2. Review of Literature

2.1 Online Reviews as a Discursive Genre

Online product reviews have become a different computer mediated genre which puts personal stories and evaluation together. As Vásquez (2014) reports "we see reviews as a continuum which ranges from very evalutive to very narrative in style". This dual purpose of reviews is that they are tools which build up consumer identity and credibility. Also, Pollach (2006) reports that reviews have certain text features which they tend to follow capitalization, rhetorical questions, hyperlinks which in turn signal the review's evalutive nature and audience interaction.

2.2 Narrative Structures in Reviews

Narrative analysis is a frame that are used to look at how consumers tell their stories. Labov (1972) put forth a model of orientation, complication, resolution and

coda which is played out in day-to-day storytelling , thus , Vásquez (2014) says its use in online reviews. Ochs and Capps (2001) expand on this to include narrative elements like tellership and moral stance which in turn play a role in how reviewers present themselves. Also, it is important to note that Vásquez claims narratives to be a feature of negative reviews in particular as a way for consumers to justify their dissatisfactions. Therefore, narrative is not just a report of what happened but a tool for persuasion.

2.3 Evaluation and Stance

Evaluation in reviews is expressed through both explicit and implicit strategies. Martin and White (2005) argue that "evaluation is not simply about expressing attitudes; it is about positioning oneself and negotiating relationships with readers." In online reviews, this occurs through lexical choices (e.g., excellent, terrible), stance adverbs (definitely, unfortunately), intensifiers, and star ratings. Vásquez (2014) highlights that context determines evaluative meaning: the adjective good may not always signal positivity, while adverbs like definitely can convey strong commitment. Karunakaran and Hong (2023) add that reviewers employ meta discourse ethos, pathos, and logos to enhance credibility and persuasion.

2.4 Critical Discourse Perspectives

Critical discourse analysis of reviews is in the terms of larger social and cultural systems. Park and Lee (2019) report digital consumerism as a term for which they define as "the development of consumer empowerment and vulnerability in digital markets. They find that U.S. reviews play up economic, technologic, and social power, while South Korean reviews do more of a focus on economic and social power which is a reflection of cultural differences in what they discuss. Denegri et al (2006) put forth the idea of consumer power in terms of sovereignty, cultural power, and discursive power and Labrecque et al. (2013) identify demand, information, network, and crowd-based power. As together they present that reviews are acts of empowerment and vulnerability which aren't neutral.

2.5 Online Reviews and Market Reputation

Reviews also play a role in the formation of brand image. Siano et al (2011) report that through electronic word-of-mouth (eWOM) which empowers the consumer brands' reputations become more at the mercy of what their peers are saying.

Dellarocas (2003) puts forth that reviews are "a very effective no cost advertising tool" which he also and this is a quote which I will not repeat cautions may also be marred by personal bias. Also, Lee and Youn (2009) report that which review platform is used (blog versus brand site) plays a role in how we as consumers perceive the review's credibility.

3. Methodology

CDA suggests a comprehensive model for online product reviews analysis, which goes beyond to look at how the two strategies of narration and evaluation build up consumer authority and trust. This study adopts a CDA perspective, promoting the perspective that language is a communal practice that creates and reproduces influence relationships, characteristics, and beliefs.

Two theoretical models match this framework:

Narrative Analysis: Drawing on Labov's (1972) model of orientation, complication, resolution, evaluation and coda, and extended by Ochs and Capps (2001) with scopes such as tellership, and moral placement. Reviews are considered here as being situated along a narrativity band, with undesirable reviews often more narrative in form (Vásquez, 2014).

Appraisal Theory: Martin and White's framework (2005) examine evaluation through three subsystems: attitude (feelings, judgments, appreciations), engagement (dialogic positioning), and graduation (scaling of intensity). Reviewers assess texts by using obvious word choices, or more delicately signaled by enquiries or exclamations, as seen in the work of Vásquez (2014); these are ways to establish trust and persuade readers.

By using this eclectic model which is narrative analysis and Appraisal theory within CDA, this study examines how stories and evaluative language to build reviewer uniqueness and authority in online discourse.

3.2 Data Collection

The data employed within the framework of this study encompasses Internet reviews of products retrieved from two major online shopping platforms available to Iraqi consumers: Amazon and Souq.com. Both platforms are utilized to

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encompass both international and more Iraq-specific forms of consumer behavior and view originating on the Internet.

3.2.1 AliExpress Reviews

An additional great international online shopping platform is AliExpress (https://www.aliexpress.com), functioned by Alibaba Group. It has its eccentricity as an online store that focusses mainly in low-cost customer products, including those to Iraq at moderately low shipping prices. What is obvious about reviews on AliExpress is that they tend to focus more on the point and more direct features of products. These reviews are often written as English and Arabic language double versions. Reviews on AliExpress focus on real-world proofs regarding consumer requests. These reviews tend to focus on instant subjects concerning product price, shipping time, and usability rather than narratives that make consumer experiences more attractive and collaborating. Also, language usage is more direct, using terms like "good quality," "fast shipping," and "poor packaging," among many other consumer-related terms closely identified with "attitude" and "graduation" categories of Appraisal Theory. Adding this to the corpus will give more depth to the current research regarding online consumer reviews, since including reviews from this store will give this research more depth since this aspect has been closer to the local practices identified among customers.

3.2.2 Amazon Reviews

Amazon.com attends as a positive typical example of reviews on a global measure. Usually, reviews on the website are written in English. They provide a rating in stars along with a descriptive overview of the experiences the user gained from the product. They frequently contain a precise set of assessment aspects: the usage of outstanding or unfortunate superiority, along with dependable superiority translated into the reviewer's view and expressive consuming words like certainly or inappropriately. Such examples suit the Appraisal Theory of attitude, involvement, graduation candidate categories well (Martin & White. 2005). As regards Iraqi consumers, even though reviews on "Amazon.com" are accessible, extra features like transport crossways the countries or a certain cost growth. Such conditions influence the discourse significantly. For example, the emphasis would be on quality, toughness, or dependable goods. Individual experiences about the international delivery are not unusual.

4. Data Analysis
4.1 Amazon Reviews
1. Product: Apple iPhone 16 (256 GB, Black, Renewed)
Amazon.com – iPhone 16 Version Ultramarine

Review:*" It shipped and delivered in 2 days. I got excellent condition and it had 97% battery health. I am very satisfied. There's no visible scratches that I can see. It came with the charging cord but not the charging block. "*

1.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)
- Orientation: "It shipped and delivered in 2 days." → sets time and context.
- Complication: Minor issue: "It came with the charging cord but not the charging block."
- Resolution: "I am very satisfied." → outcome of experience.
- Evaluation: "Excellent condition, very satisfied, no visible scratches."

1.2 Appraisal Analysis (Martin & White, 2005)
- Attitude: *excellent condition* (positive appreciation), *very satisfied* (positive affect).
- Graduation: *97% battery health* → intensifies reliability.
- Engagement: Direct stance, verified purchase → strengthens credibility.

1.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)
- Reviewer constructs authority by narrating delivery speed and product condition.
- Evaluation legitimizes satisfaction, positioning the reviewer as trustworthy.
- Minor complication (missing charging block) is acknowledged but outweighed by positive stance, showing how narrative + evaluation interact to persuade potential buyers.

2. Product: Xiaomi Smart Band (Global Version)
Amazon.com – Xiaomi Smart Band Global Version

Review *" Excellent screen and battery life. More accurate sensors. Screen is very bright and easy to read."*

2.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)
- Orientation: Implied product context (Smart Band features).
- Complication: None explicitly stated — review is entirely positive.
- Resolution: Positive outcome: satisfaction with product performance.
- Evaluation: "Excellent screen and battery life, more accurate sensors, very bright and easy to read."

2.2 Appraisal Analysis (Martin & White, 2005)

- Attitude: *excellent* (positive appreciation), *accurate* (positive judgment), *easy to read* (positive appreciation).
- Graduation: *very bright* → intensifies positivity.
- Engagement: Direct, categorical statements → strong commitment, no dialogic hedging.

2.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)

- Reviewer build authority by showing mechanical aspects (battery, sensors, screen,).
- Evaluation is brief but definite, through this comment, the reviewer is pleased, reliable buyer.
- The discourse reproduces international reviewing performs: brief, and powerfully optimistic example.

3. Product: Samsung 32-Inch Flat Monitor (Business Borderless Display)

Amazon.com – Samsung 32-Inch Flat Monitor

Review: *" The Samsung 32-Inch Flat Monitor is a sleek essential for anyone who wants clarity, comfort, and versatility in their screen setup. With a borderless display, 75Hz refresh rate, and AMD Free Sync, it's ideal for everything from gaming and streaming to editing and virtual learning. "*

3.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)

- Orientation: "The Samsung 32-Inch Flat Monitor is a sleek essential" presents product and setting.
- Complication: None explicitly stated — review is entirely positive.
- Resolution: Implied satisfaction: "ideal for everything from gaming… to virtual learning."
- Evaluation: "Sleek essential, clarity, comfort, versatility, ideal."

3.2 Appraisal Analysis (Martin & White, 2005)

- Attitude: *sleek essential* (positive thankfulness), *clarity, comfort, versatility* (positive appreciation).
- Graduation: *ideal* → intensifies positive stance.
- Engagement: Direct categorical statements, no hedging → strong commitment.

3.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)

- Reviewer builds authority by promoting mechanical aspects (borderless display, refresh rate, Free Sync).

- Evaluation is concise, situating the reviewer as a well-informed buyer.
- Discourse reproduces international revising performs: well – focused, practical, influential, with no account difficulty.

4.2 AliExpress Reviews

1. Product: Smartphone Accessory (AliExpress)

☐ **AliExpress Product Page**

Review *" Fast shipping I will try after receiving my phone S25 Ultra."*

1.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)

- Orientation: "Fast shipping" → sets context, delivery speed.
- Complication: None explicitly stated — product not yet tested.
- Resolution: Deferred → "I will try after receiving my phone S25 Ultra."
- Evaluation: Positive stance toward shipping, neutral stance toward product (pending use).

1.2 Appraisal Analysis (Martin & White, 2005)

- Attitude: *Fast shipping* (positive appreciation of logistics).
- Graduation: *Fast* → intensifies delivery satisfaction.
- Engagement: Preventive attitude "I will try" signals openness, withholding final judgment.

1.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)

- Reviewer builds authority by writing his opinion about the speed of, a fundamental focus in AliExpress discourse.
- Evaluation is temporary: fulfilment with shipping, but the judgment about product is suspended.
- Discourse imitates international economical concern reviewing practices: brief, highlighting logistics over account feature.

2.Product: Wireless Earbuds (AliExpress)

AliExpress Product Page

Review *"They sound amazing, have good support in the ear, and the battery lasts quite a while."*

2.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)

- Orientation: Implied product context (wireless earbuds).
- Complication: None explicitly stated — review is entirely positive.
- Resolution: Satisfaction with product performance.
- Evaluation: "Sound amazing, good support, battery lasts quite a while."

2.2 Appraisal Analysis (Martin & White, 2005)

- Attitude: *sound amazing* (positive appreciation), *good support in the ear* (positive judgment), *battery lasts quite a while* (positive appreciation).
- Graduation: *amazing* and *quite a while* → intensify positive stance.
- Engagement: Direct categorical statements, no hedging → strong commitment.

2.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)

- Reviewer constructs authority by highlighting product features (sound quality, comfort, battery life).
- Evaluation is feature-focused and concise, positioning the reviewer as a satisfied, practical consumer.
- Discourse reflects globalized reviewing practices: short, persuasive, emphasizing usability and technical performance without narrative complication.

3.Product: Wireless Earbuds (AliExpress)

☐ **AliExpress Product Page**

Review "*They look great and work well. They connected to the phone quickly.*"

3.1 Narrative Analysis (Labov, 1972; Ochs & Capps, 2001)

- Orientation: Implied product context (wireless earbuds).
- Complication: None explicitly stated — review is entirely positive.
- Resolution: Satisfaction with product usability: "They connected to the phone quickly."
- Evaluation: "Look great, work well, connected quickly."

3.2 Appraisal Analysis (Martin & White, 2005)

- Attitude: *look great* (positive appreciation), *work well* (positive judgment), *connected quickly* (positive appreciation of usability).
- Graduation: *quickly* → intensifies positive stance on performance.
- Engagement: Direct categorical statements, no hedging → strong commitment.

3.3 CDA Perspective (Fairclough, 1992; van Dijk, 1993)

- Reviewer constructs authority by emphasizing both aesthetic appeal (*look great*) and functional reliability (*work well, connected quickly*).
- Evaluation is concise and feature-focused, positioning the reviewer as a practical consumer.

- Discourse reflects globalized AliExpress reviewing practices: short, pragmatic, persuasive, highlighting usability and immediate product performance without narrative complication.

Platform	Product	Review (excerpt)	Narrative Analysis	Appraisal Analysis	CDA Perspective
Amazon	Apple iPhone 16 (256 GB, Renewed)	"It shipped and delivered in 2 days… excellent condition… very satisfied… came with cord but not block."	Orientation: delivery speed; Complication: missing block; Resolution: satisfaction; Evaluation: excellent, satisfied, no scratches.	Attitude: positive appreciation (*excellent condition*), affect (*very satisfied*); Graduation: *97% battery health* intensifies reliability; Engagement: verified purchase strengthens credibility.	Authority via delivery + product condition; minor issue acknowledged but outweighed by positive stance; persuasive narrative + evaluation.
Amazon	Xiaomi Smart Band (Global Version)	"Excellent screen and battery life… more accurate sensors… very bright and easy to read."	Orientation: product features; Complication: none; Resolution: satisfaction; Evaluation: excellent, accurate, bright.	Attitude: positive appreciation (*excellent, easy to read*), judgment (*accurate*); Graduation: *very bright* intensifies positivity; Engagement: categorical statements.	Authority via technical features; concise but emphatic evaluation; reflects globalized, feature-focused discourse.
Amazon	Samsung 32 Inch Flat Monitor	"Sleek essential… clarity, comfort, versatility… ideal for gaming, streaming, editing, learning."	Orientation: product context; Complication: none; Resolution: implied satisfaction; Evaluation: sleek, clarity, comfort, versatility, ideal.	Attitude: positive appreciation (*sleek essential, clarity, comfort*); Graduation: *ideal* intensifies stance; Engagement: categorical, no hedging.	Authority via technical features; persuasive, concise, technical discourse; reflects globalized reviewing practices.
AliExpress	Smartphone Accessory	"Fast shipping… I will try after receiving my phone S25 Ultra."	Orientation: delivery speed; Complication: none; Resolution: deferred; Evaluation: positive shipping, neutral product.	Attitude: positive appreciation (*fast shipping*); Graduation: *fast* intensifies satisfaction; Engagement: anticipatory stance (*I will try*).	Authority via logistics; provisional evaluation; reflects budget-focused, transaction-oriented discourse.

| AliExpress | Wireless Earbuds | "They sound amazing… good support… battery lasts quite a while." | Orientation: product context; Complication: none; Resolution: satisfaction; Evaluation: amazing, good support, lasts a while. | Attitude: positive appreciation (*sound amazing, battery lasts*), judgment (*good support*); Graduation: *amazing, quite a while* intensify stance; Engagement: categorical. | Authority via product features; concise, persuasive evaluation; reflects pragmatic, usability-focused discourse. |
| AliExpress | Wireless Earbuds | "They look great and work well… connected to the phone quickly." | Orientation: product context; Complication: none; Resolution: satisfaction; Evaluation: great, work well, connected quickly. | Attitude: positive appreciation (*look great, connected quickly*), judgment (*work well*); Graduation: *quickly* intensifies stance; Engagement: categorical. | |

Table one

Comparative Analysis

4. Discussion and Findings

According to an analysis of Amazon reviews, a discourse style of being story‑rich and therefore deemed worthy by next one's peers. Reviewers position into a clear temporal or contextual framework their anecdotes of buying and using products. One "Best Amazon Review" might sound something like this: Delivery speed and product condition are highlighted by one consumer. "It shipped and delivered in 2 days. I got excellent condition and it had 97% battery health. I am very satisfied." This quotation shows how orientation and resolution are explicitly marked, while evaluation is intensified through quantification (97% battery health). Even when there are some minor setbacks, such as "It came with the charging cord but not the charging block," the overall attitude remains confident, viewing the capability of narrative and evaluation in cooperating and encouraging possible consumers. Technology's Amazon reviews are strongly influenced in their accounts of mechanical conditions. "Excellent screen and battery life. More accurate sensors. Screen is very bright and easy to read." The reviewer's use of Amazon comment is notable for its minimal use of words and their proud and strong adjectives

(excellent, accurate, bright) and their graduation (very bright) to form authority. "The Samsung 32 Inch Flat Monitor is a sleek essential for anyone who wants clarity, comfort, and versatility… it's ideal for everything from gaming and streaming to editing and virtual learning." These claims are not basically employing world knowledge upon the claims of some technically skilled individual, but also, they are asserting the reviewer as reliable and well-informed sources of evidence.

At the same time, other AliExpress reviews also reflect simplicity and immediate effectiveness. For example, "They sound amazing, have good support in the ear, and the battery lasts quite a while" compresses thoughts about sound quality, fit, and battery into a brief statement. Graduation by 'amazing' and 'a quite a while' reinforces the optimistic assignment, whereas announcements support obligation. Likewise, "They look great and work well. They connected to the phone quickly" compounding prettiness with usefulness, and the fact it AliExpress language is quick, and influential. Also, the reviews are realistic and orientation is towards dealings. The customers talk more about logistics rather than the product's longer accounts. Thus, review as "Fast shipping I will try after receiving my phone S25 Ultra." describes how the determination is delayed and orientation is totally fixed around shipping, which is therefore cautious in valuation. The logistics of the product, which is a great concern for economical marketplaces, create themselves as experts in themselves.

Results show clear that customers on each site talk about who they are plus who is in charge in a different method and these methods match the market's price level but also what its customers suppose. Thus, the comparison displays that the platform itself guides the method that is employed by customers to write their opinions. Amazon's review finds belief when it says a comment, names practical proofs and states what went wrong. The writer echoes like someone who both identifies the topic plus can tell a story. On the other side AliExpress's review makes confidence - keeping brief, beneficial and concentrated on transport time.

5. conclusion

The emphasis on definite online stages and forms of discourse may supervise other noteworthy parts of online communication that also deserve examination. Thus, this study highlights the essential to recognize both narrative and evaluative forms of customer communication to create confidence, authority, and gratification

with respect to digital market. The findings emphasize the different ways customer comment is stated across worldwide e-commerce platforms, mainly comparing Amazon to AliExpress. Each marketplace practices the commercial and social circumstances of their clients to lead their explanation of what it means to be a customer. Moreover, longitudinal researches could suggest profounder visions into how discourse grows in reply to social variations.The vital role of this study lies in looking at reviews from all types of platforms to increase a wide-ranging opinion of how users communicate with one another about their purchases worldwide. On Amazon, reviews are rich in detail and concentrate on storytelling to create reliability. Consumers often relate their experiences with transportation status and produce details to figure confidence. On the other side, AliExpress reviews are noted for their briefness and focus on realism. This study shows that the values of an online market regulate the ability of users in expressing themselves through reviews posted on its website. These reviews highlight real-world features like logistics and direct usableness over protracted narratives, where direct fulfilment is linked to delivery time, they also associated with direct accounts, creating authority through brief observations.

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