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Showcasing Motorbikes and Sewing Machines

Promotional Language on Husqvarna Websites

Abstract

How do companies that produce highly diverse merchandise promote their different goods and how do they target them to their consumers? The Husqvarna brand is known for containing several divisions that manufacture a wide range of products from motorbikes to chainsaws and sewing machines. Each of these companies has its own dedicated webpage, which represents an important space for self-promotion and presentation of the characteristics of their products. However, while Husqvarna has been widely studied in terms of marketing and corporate social responsibility, whether the brand's promotional strategies relative to the diverse products are more or less the same or change accordingly remains to be investigated. The present study sets out to fill this gap by examining how motorbikes and sewing machines are described and promoted on the respective Husqvarna websites by looking at branding, targeting, and promotional language. In order to carry out our analysis, we created two corpora from the official US Husqvarna Motorcycles and Sewing Machines websites. The two corpora have been analysed following both a quantitative and qualitative approach, combining corpus linguistics and appraisal theory (Martin and White 2005). This case study will yield insights on how multidivisional companies promote their different products and how they target them for their different audiences.

Keywords: *promotional discourse, evaluation, appraisal theory, corpus linguistics, web communication*

1. Introduction

With the advent of Internet, companies have benefited from a powerful, multimodal tool to build their identity and promote their products directly to consumers (Janoschka 2004; Samson 2010). In this paper, we present a case-study on the use of evaluative language on the webpages of two separate companies that share the same brand: Husqvarna.

The renowned Husqvarna brand is associated to several kinds of products such as chainsaws,

lawn mowers, and tractors (i.e. Husqvarna AB), motorbikes (i.e. Husqvarna Motorcycles[1]), and sewing machines (i.e. Husqvarna Viking[2]). Such product diversification is the result of Husqvarna's long history and brand expansion strategies, which have led to a series of acquisitions, but also to the divestment of some of the company's divisions. As a matter of fact, the company was founded in 1689 in the Swedish city of Huskvarna as a weapon factory, but then also started producing sewing machines in 1872 and motorcycles in 1903. However, the Motorcycles and Viking businesses were spun off in 1987 and 1997 respectively and are now under the control of different ownerships. Still, they maintain the original name and logo via brand license agreements (Sherman 2004), and their websites are featured in the "More Husqvarna sites"[3] section of the brand licensor's webpage.

While the Husqvarna brand has been studied from a marketing perspective (Gårdh 2009), the use of language to boost the brand's identity and to promote and describe its products is yet to be explored. Therefore, our case study is aimed at investigating linguistic features in two corpora of product pages from the official US Husqvarna Motorcycles and Husqvarna Viking websites. More specifically, we look at how the two companies make use of their brand, address, and target their consumers, and use evaluative language to promote their products.

Our paper starts with a review of the concepts of promotional discourse and web communication from a linguistic perspective, followed by a broad definition of evaluative language with a focus on Martin and White's (2005) appraisal theory. In Section 3 we describe the data, methods, and tools of our analysis. Section 4 focuses on results and discussion of our analysis. Finally, Section 5 summarizes our results and draws the conclusions of our case study, as well as providing suggestions for further research.

2. Background

2.1 Promotional discourse in websites

The use of elements of promotional discourse is increasing throughout different genres. As we live in a "consumer culture" (Featherstone 1991), it follows that many genres include elements of advertising (Bhatia 2005, 213). The concept of promotional culture can be understood in discursive terms as a communicative function (Wernick 1991, 81). Given its discursive nature, promotional discourse can be seen as a vehicle for selling goods, services, organizations, ideas,

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[1] Available at: https://www.husqvarna-motorcycles.com/en-int.html. Last Visited 12/12/2020.
[2] Available at: https://www.husqvarnaviking.com/en-US/Machines/Sewing. Last Visited 12/12/2020.
[3] Available at: https://www.husqvarna.com/us/. Last Visited 31/12/2020.

or for self-branding across the internal and external norms of discourse (Fairclough 1993, 142). The most important part of promotion is the description of a product, explaining why it is the best one out of many choices. This process is also known as differentiation, which "is achieved by offering a product description which is good, positive and favorable" (Bhatia 2005, 215).

One of the most popular strategies in promotional discourse is probably to describe and evaluate a product in a positive manner; informational and promotional purposes are not opposite functions of text, even if not fully complementary. As a result, promotional elements are accomplished through different strategies such as marketing, persuasion, and information, which influence one another. For example, Samson (2007; 2010) includes self-mention among the strategies that companies can pursue to highlight the innovation and quality of their products and persuade customers into purchasing them. Moreover, the connection with brand history can reinforce the way companies define their identity and public image (Gårdh 2009), and, in our case, can shed light on how brand licensing and heritage may be exploited by multidivisional companies.

Moreover, promotional strategies have benefited from the advent of Web 2.0, as websites have become an important space for promotion, where information can be distributed through different communication channels (i.e. emails, person to person instant messaging) and platforms (i.e. intranets, corporate websites, information portals, social networks, and blogs) (Herring 2019; McAfee 2006, 22). Web 2.0 is characterized by new technology and design of the web that favors user-generated content, as well as by a tendency of different modes of communication (i.e. verbal, visual, auditory, etc.) "to converge on a single platform" and to combine in a single communicative act (Bondi 2009; Herring 2019, 36).

According to Samson (2009; 2010), thanks to the advent of the Internet, companies have taken advantage of their websites' multimodal functions and "operative network" to boost their corporate identity (Samson 2010, 139; Janoschka 2004). As a matter of fact, a company's identity is closely linked to how they present themselves on their webpage, which is aimed at "hooking on" browsers and consumers (Samson 2010,140). This is achieved through three functions of language: the referential function, connected to facts and situations related to the real world; the expressive function, which is linked to feelings of the author; and the vocative function, alias the persuasive function of a text (Samson 2009, 146; Salvi et al. 2007). Consequently, promotional discourse on webpages is characterized by linguistic features that resemble those of spoken language, such as personalization, persuasive force, or short and simple sentences (Samson 2010, 144), as well as evaluative language. Samson (2009; 2010) argues that the verbal mode can be used to inform, promote, and evaluate a company's image, profit, credibility, and

identity, which is why our research will be language-focused. Although the inclusion of multimodal aspects of the product pages would complement our analysis, due to space constraints we have focused on the verbal mode and on its implications for promotion and evaluation.

In the next section we will explore evaluative language in more detail, focusing in particular on Martin and White's (2005) appraisal theory.

2.2 Evaluative language and appraisal theory

Evaluation is related to the expression of the speakers'/writers' attitude or stance towards a viewpoint or feeling about something (Thompson and Hunston 1999, 5). It can be accomplished linguistically, lexically (e.g., lexical repetition), grammatically, and through text.

Some lexical items are clearly evaluative and can be easily classified as such thanks to their "chief function and meaning," such as adjectives (*splendid*, *terrible*, *surprising*, etc.), adverbs (*unfortunately*, *happily*, etc.), nouns (*success*, *failure*, etc.), and verbs (Thompson and Hunston 1999, 14). According to Thompson and Hunston evaluation has been defined as "comparative, subjective and value-laden" (1999, 13). This means that identifying evaluation is a matter of spotting signals of comparison, subjectivity, social values, and its polarity between what is 'good' and what is 'bad.' Strictly speaking, with 'good,' we mean what helps us to achieve a goal, while with 'bad' we mean negative obstacles (Hunston and Sinclair 1999, 85). In order to analyze evaluative language in context, a corpus-based approach is an effective method to obtain evidence of the language that a community uses, as such an approach is based on the systematic observation of naturally occurring data (Channell 1999, 39) and of repeated patterns of use.

Among the many approaches to evaluation (Bednarek 2006; Conrad and Biber 1999; Hunston 2011; Hunston and Thompson 1999), Martin and White's (2005) appraisal theory includes a series of lexico-grammatical resources that help classify and evaluate parts of discourse.

The appraisal framework is organized into three main systems, which are then divided into different subsystems (Figure 1):

1) Attitude: is concerned with "values by which speakers pass judgements and associate emotional/affectual responses with participants and processes" (White 2001, 1). It is further divided into the subcategories of affect, judgement, and appreciation.

2) Engagement: involves which resources language users use to negotiate the arguability of their utterances. This is further divided into the subcategories of mono-gloss and hetero-gloss.

3)   Graduation: involves intensity and modulation of prepositions, and it is divided into the
      subcategories of force and focus.
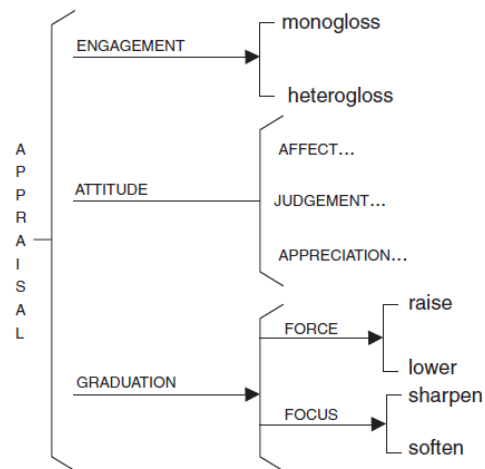
Fig. 1: Appraisal system scheme (Martin and White 2005, 38)

This study focuses on the system of attitude and, in particular, on the subsystem of appreciation,
which we believe is the most adequate subsystem to study how products are promoted and
evaluated.[4]

Appreciation can be thought of as the system by which human feelings, either positive or
negative, towards products, processes, and entities are institutionalized as a set of evaluations
(Martin and White 2005, 42). In other words, this system is related to meaning making or
evaluation of things, where with "things" we intend things we make, performances, and natural
phenomena (Martin and White 2005, 56). Appreciation can be further divided into reaction
(impact or/and quality of the object), composition (the complexity or/and balance of a product),
and social valuation (how it is valued). All subcategories can be then evaluated as positive or
negative. Figure 2 below provides a visual and detailed representation of the division of the
appreciation scheme.

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[4] As our case study focuses on how products (hence objects and things) are promoted,
appreciation is the most adequate subsystem as it allows us to classify elements of evaluation
of an object. The subsystems of affect and judgement, instead, respectively focus on someone's
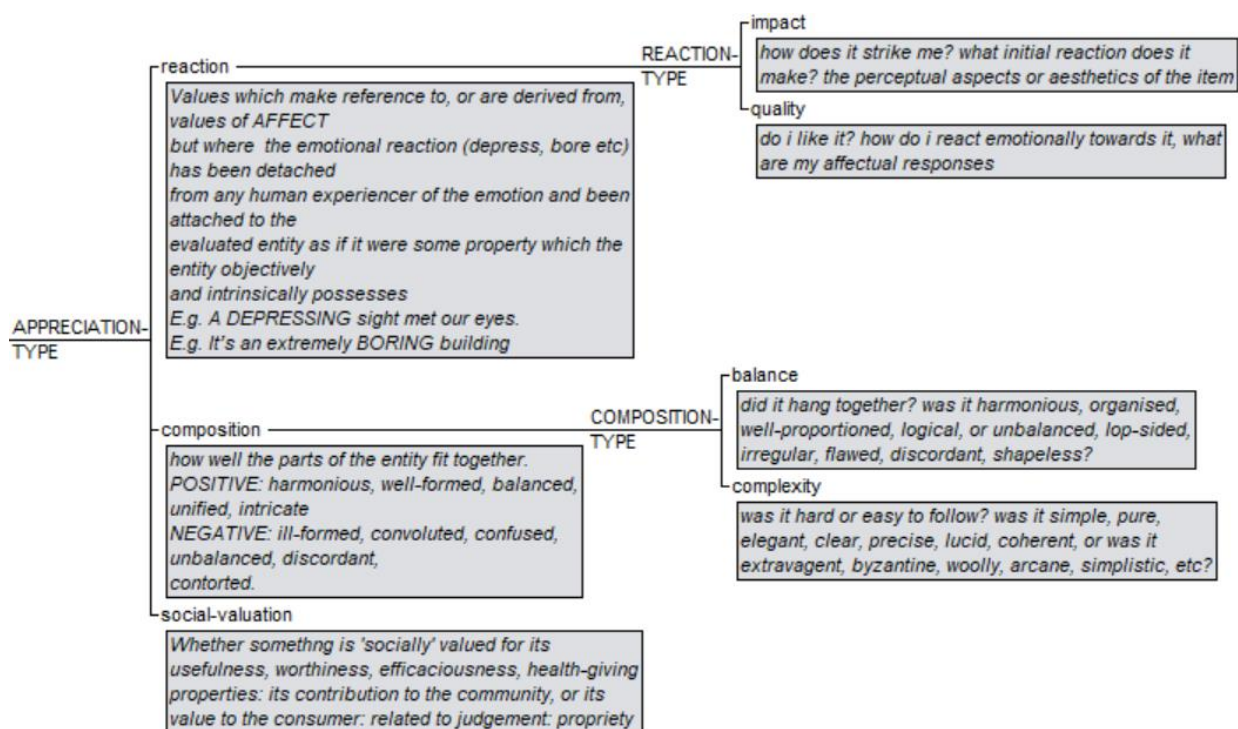feelings towards something, and on ethical/moral values.

Fig. 2: Appreciation scheme used in the UAM CorpusTool, the software selected for this study

3. Data and methods

The set of data analyzed in this paper consists of two corpora of product pages descriptions retrieved from the official US websites of Husqvarna Motorcycles and Husqvarna Viking: the Motocross Corpus (MXC) and the Sewing Machine Corpus (SMC). Data was collected via manual copy and paste, and for each product page we included only the full presentations of the products and its features, excluding written parts related to the layout of the website (e.g. menus, hyperlinks etc.). The SMC includes the description of every sewing machine available on the company's website, for a total of twenty pages (approx. 6,500 words), whereas the MXC comprises ten product pages of all motocross bikes, for more than 8,000 words. Despite being small in size, the two corpora are a representative sample of the selected topics and text-type, which can provide insights into such a specialized domain of language (Gavioli 2005; Samson 2010).

Concerning authorship, it is difficult to identify a single writer of the product pages. However, their publication on the companies' official websites compensates for the lack of authorship by ascribing the pages to the company itself.

Lastly, the choice of the US version was made upon noticing that the product pages featured more detailed descriptions than those of other English-speaking countries.

Our analysis was carried out in two stages, using a combination of both quantitative and qualitative methods.

In the first stage, we generated the frequency lists of the two corpora with the AntConc Software (Anthony 2020) and then analyzed the concordances of the most frequent lexical items looking for patterns of use (Hunston 2002; Sinclair 1991). The aim of this stage was twofold: concordances were used to analyze linguistic aspects related to branding and targets in the two corpora, and to identify the products' promotional values based on the most frequent semantic categories.

In the second stage, the texts were tagged and processed with the UAM CorpusTool software, which allows researchers to create their own categories and systematically annotate corpora to quantify the characteristics of interest (Bondi et al. 2020, 87). Through the UAM CorpusTool our texts were tagged twice following two different annotation schemes. The first one was based on the promotional values identified in the first stage of the analysis. This scheme was used to tag sentences or parts of sentences that featured the identified value. The second annotation scheme, instead, was based on Martin and White's appreciation system (2005) (cf. Figure 2). More specifically, we tagged words or stretches of words that explicitly carried an evaluative meaning, classifying them according to the appreciation subcategories of impact, quality, complexity, balance, and social valuation. To classify the items, we followed Martin and White's set of guiding questions embedded in the UAM annotation scheme. Following these questions, we took into account the context of the item, which is why in some cases the same item was attributed to different subcategories.

The UAM software tool allowed us to visualize and analyze the distribution of evaluative items in each of the identified promotional values, as well as to compare the two corpora both quantitatively and qualitatively.

4. Results and discussion

We begin our analysis by presenting the lists of the most frequent lexical items in the two corpora (Table 1). A quick glance already reveals differences in the discursive features of the two datasets. In the SMC, the activity of *sewing* and the noun *machine* are first and fourth respectively, whereas in the MXC *performance* is the most frequent word that can be associated directly to the product. Both lists feature *to be* as the most frequent verb, along with technical words related to sewing and motorcycling (e.g.: *stitch, thread*, *engine*). They also suggest a different way of addressing the customers (*you/your* in the SMC and *rider* in the MXC), which is worthy of further investigation.

Corpus	Most frequent lexical items
Sewing Machine Corpus	Sewing, you, your, machine, stitch, is, thread, large, easy, exclusive
Motocross Corpus	Is, performance, TC, engine, features (v.), rider, weight, control, are, power

Tab. 1: Top-10 most frequent lexical items in the two corpora

Table 2 provides our description of the promotional values of the two corpora. These values are the result of a concordance analysis of the most frequent items of the two wordlists, through which we identified common features between the two corpora and created a list of promotional values based on our observation of the semantic field of our words of interest. For example, for the promotional value of Simplicity, we included occurrences of words such as *eas**, *simpl**, *effortless**, *intuitive**, *with the touch of…* and so on. In total, we tagged 380 segments in the MXC and 394 in the SMC. Moreover, for reasons of words-limit, we will provide only one example for each of the identified values.

Values	Authors' description	Example
Convenience	Elements that present the product as worthy of its price.	"Are you looking for a <u>convenient</u>, compact and lightweight <u>sewing machine</u>?"
Creativity	What favors originality and imaginative works.	"Push <u>your</u> <u>creativity</u> to a completely new level"
Customization	The ability to change the product according to user's preferences.	"The EE 5 <u>is</u> fully <u>adaptable</u> and <u>adjustable</u> for height"
Durability	What signals long-lasting, hard-wearing qualities of the product.	"A new clutch and brake assembly <u>reduces wear and ensures maximum reliability</u>"
Empowerment	When the customer gains freedom and power by using the product.	"Once <u>you</u> get your hand on this machine, <u>you can get any idea in motion</u>!"
Excellence	Uniqueness and primacy of the product.	"designed to deliver <u>the best possible performance</u>"
Experience	What the customer feels when using the product.	"<u>To deliver exceptional rider comfort and control</u>"

Guidance	Elements of the product that support and assist the customer.	"The machine offers many features <u>to assist and guide you</u> throughout your sewing"
Safety	Elements that prevent the user from injuries.	"<u>to protect the rider</u> for any rough contact"
Simplicity	What highlights the easiness and user-friendliness of the product.	"<u>With one touch of a</u> button, your needle is threaded and ready to sew"
Time	References to time-saving functionalities.	"<u>The perfect time-saver</u> for every embroidery"

Tab. 2: Values identified in the two corpora

Figure 3 shows the relative frequency of each of the values in the SMC and MXC. As we can see from the chart, the highest frequency in the SMC is given by Simplicity, while in the MXC it is given by Experience. The value for Excellence is equally distributed in both corpora, with about 20%, while other values are distributed differently between the two webpages. Experience and Guidance are both at around 12% in the SMC, while Simplicity and Guidance in the MXC together make up 10% of the corpus. While Creativity in sewing machines is just below 10%, there is no mention of it in motorcycles. Durability is the third most frequent value (16.84%) for motorcycles, but it is hardly ever mentioned in sewing machines (1.52%). Empowerment represents 9.39% of the SMC, while it is just below 5% in the MXC. The remaining categories of Customization, Safety, and Time are just occasionally mentioned in either website.
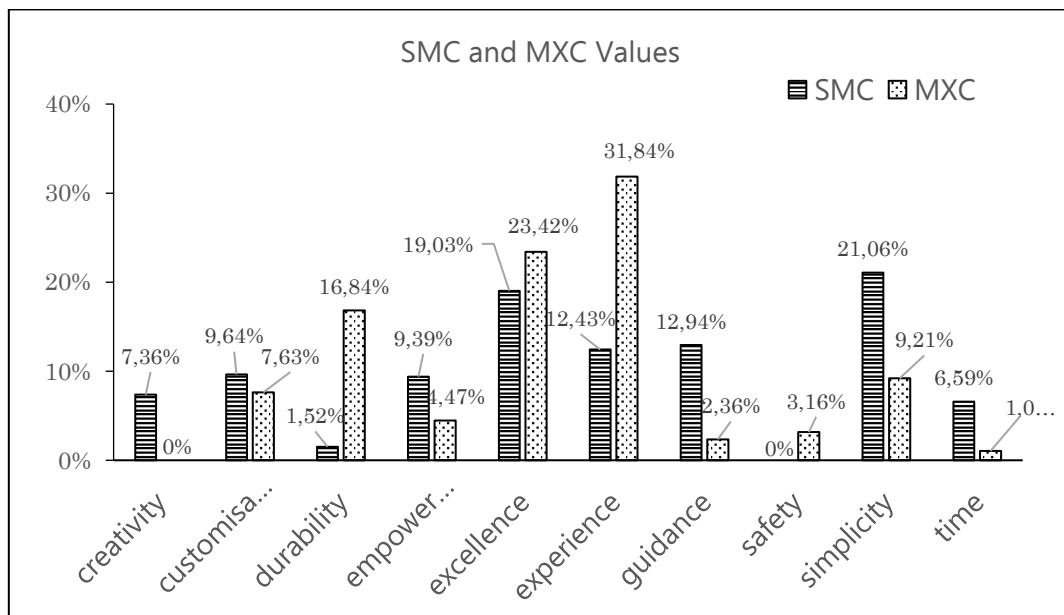
Fig. 3: Comparison of the distribution of values in the SMC and in the MXC

We will now move to the discussion of the results by first presenting elements of branding and targeting through concordance analysis. Then, we will explore into detail how lexical items of the most frequent and relevant categories are evaluated through appraisal theory.

4.1 Concordance analysis of Husqvarna branding and target

To compare how Husqvarna Viking and Husqvarna Motorcycles promote themselves and their brand, we considered occurrences of explicit reference to the name *Husqvarna*.

Even though the word *Husqvarna* is featured in neither of the frequency lists, the query revealed several instances in both corpora that indicate different uses.

In the sewing machine corpus, the 22 occurrences of *Husqvarna* are always followed by *Viking*, and are predominately used as attributes that pre-modify the name of the machine, or one of its components, as shown in examples (1) and (2):

(1)   The <u>HUSQVARNA</u> VIKING DESIGNER EPIC 2 machine continues to lead the sewing and embroidery machine industry.

(2)   Using your smartphone, take a photo of your hooped project through the <u>HUSQVARNA</u> VIKING mySewMonitor app.

In this way, the company highlights the specificity and uniqueness of the product vis-à-vis other competitors, while stressing the importance of the brand. The only instance of self-mention that refers to the company as an organization is in line with the adjectival use, as can be seen in (3):

(3)   <u>HUSQVARNA</u> VIKING is constantly developing new hoops and accessories for various techniques.

Conversely, in the MXC, *Husqvarna* is employed in more diversified ways. The use of the brand as a pre-modifier of the product occurred only once (example 4), whereas emphasis on the identity of the company is stressed more frequently and more explicitly by referring e.g. to the official motorsport team (6) or to the iconicity of the brand (7):

(4)   The <u>Husqvarna</u> FC 250 is engineered to keep ahead of the field.

(5)   The 125 cc engine shows the continued commitment in 2-stroke technology at <u>Husqvarna</u> Motorcycles.

(6)   This exciting model will form the basis for the Rockstar Energy <u>Husqvarna</u> Factory Racing machine competing in the 2021 AMA Supercross Championship.

(7)   The iconic <u>Husqvarna</u> Motorcycles emblem adorns the bronze-finished crankcase covers.

As we can see, these first results indicate a difference in the discursive use of self-mention in relation to the presentation of the company. In the MXC, *Husqvarna* is mainly used to present the organization as a whole by relying on the heritage and the prestige of the brand, whereas in the SMC there are no such references to the past, but rather a strong connection between the brand and the product.

With regard to targeting, one of the major differences between the two frequency lists presented in Table 1 concerns how customers are addressed in Husqvarna webpages. Since sewing machines and motorcycles are stereotypically targeted to different categories of consumers, the means by which companies interact with their potential customers may also be indicative of the values that are promoted.

The SMC features a high number of personal and possessive pronouns, as *you* and *your* are the second and third most frequent items in the list, with more than a hundred occurrences (105 and 104 respectively). The use of second-person pronouns in online advertising and promotional webpages is a strategy to directly address the customers (Janoschka 2004, 139) which allows the company to engage with the user (Samson 2009, 154; 2010, 149) in a more personal, informal style (Leech 1966, 80). By looking at the concordances of *you* and *your* we were able to detect three main patterns, exemplified in the following examples:

(8)   So, once <u>you</u> get your hands on this machine, <u>you</u> can get any idea in motion!

(9)   With the DESIGNER TOPAZ™ 40 sewing and embroidery machine <u>you</u> also get the advantage of built-in assistance and time-savers to help <u>you</u> bring <u>your</u> ideas to life. Push <u>your</u> creativity to a completely new level.

The consumer is presented as an active subject who can benefit from the machine. For example, *you can* typically occurs with verbs or expressions like *achieve*, *create*, *customize*, *do*, *enhance*, *envision,* or *make history*, which highlight the value of Empowerment that comes with the sewing machine (cf. example 8). Similarly, second person pronouns and possessives frequently collocate with words that belong to the semantic field of creativity and ingenuity (e.g. *creativity*, *creations*, *designs*, *ideas*, *projects*). Consequently, customers are not only empowered and put in

condition to utilize the product, but also to do it without any limits or restrictions to their creativity. In doing so, the machine is presented as an assistant tool that guides sewers throughout the creative process. When used as grammatical object, in fact, *you* follows verbs like *to assist*, *to alert*, *to enhance*, *to guide*, *to help* (as in example 9), which reinforce the value of guidance of the machines.

The MXC, on the other hand, does not include any occurrence of personal pronouns or direct address to consumers. There are, however, 69 occurrences of *rider/riders*, which indicate a different discursive strategy between the two companies. Their two main uses are exemplified in (10) and (11):

(10)   The fork provides exceptional feedback and <u>rider</u> comfort.

(11)   The ergonomics are specifically tailored to deliver greater comfort and control, enabling <u>riders</u> to perform at the highest level for extended periods of time.

When used in the singular form, as in (10), *rider* typically pre-modifies one of the qualities of the bike, marking its relevance for the final user. In this adjectival function, it collocates with *comfort*, *ergonomics*, *preference* to describe the riding experience. However, the description focuses mainly on the motorcycle or one of its components, followed by stative verbs that *allow*, *deliver*, *enable*, or *provide* a quality appealing to the riders. The same structure is repeated when *riders* explicitly refers to the category of customers (11). In such cases, riders' capability and possibility of doing something is dependent upon, and limited to, the affordances of the object that is being promoted.

Regarding the target of the products, the analysis of *riders* also reveals special attention that is given to a specific segment of the market, namely *young(er) riders*. While maintaining the same discursive style, these occurrences display an orientation towards accessibility (12) and safety (13) of the motorcycles:

(12)   The EE 5 is also fully adaptable and adjustable for height, making it accessible to younger <u>riders</u>.

(13)   All ride modes can be saved or 'locked' with the use of a dongle located below the seat. This prevents younger <u>riders</u> from inadvertently activating more powerful ride modes.

By contrasting the results from the two corpora, we can therefore say that the data display not only a difference in terms of discursive strategies, but also in how targets are addressed and

values promoted. On the one hand, in the SMC the company communicates with customers in a direct way, putting them at the center by empowering them and stressing the importance of their creativity. In the MXC, on the other hand, the product holds the primary position, while the customers are provided with the benefits they will receive.

4.2 Appreciation

We introduce this section with a visual representation of the general distribution of appreciation in the two corpora. We tagged a total of 311 evaluative items in the SMC and of 504 items in the MXC. Figure 4 below shows the tags' relative frequency of the subcategories of appreciation and how these are equally and proportionally distributed in both corpora. As we can see, composition is the most frequent category in both datasets, meaning that the product is what is being valued the most. However, composition in the MXC is 9.52% higher than in the SMC. Social valuation and reaction make up around 37% of the MXC, while they represent around 47% of the SMC. Both categories, as already stated in section 2.2, mainly refer to the product in relation to the consumer as well as its social utility and value.
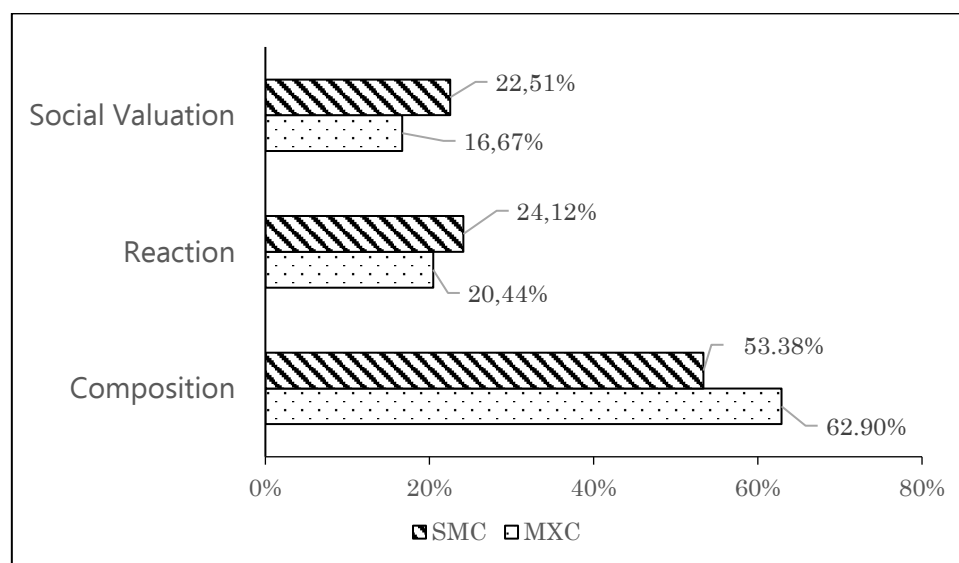
Fig. 4: General Distribution of appraisal categories in the SMC and in the MXC

In the following section, we will focus on how appreciation is conveyed in the most frequent and relevant values of the two corpora. First, we will focus on Excellence, as it is equally distributed in both webpages, and it can offer a general idea of how quality is promoted in each of the two specific domains. Second, we will analyze evaluative items in Experience and Simplicity, respectively the most frequent promotional values in the MXC and in the SMC. Each section will be explored in terms of composition, reaction, and social valuation.

4.2.1 Appreciation in Excellence

In this section, we will look at appraisal features in the value of Excellence both in the SMC and in the MXC.

Composition, as previously stated, refers to both the complexity of an item, in other words, how elaborated a product is, or to its balance, namely how harmonious a product is.

Balance	our largest embroidery area ever; more generous sewing area; larger bobbin; large embroideries; with the brightest*; most even led-lights on the market; exclusively designed in Sweden; many great features; extremely stable
Complexity	durable presence; the lightest and largest computerized sewing machine; the best stitch; unique and smart design aesthetics; powerful leds; a splendid combination of...

Tab. 3: Composition in Excellence in the SMC

Table 3 reports the most frequent examples of composition in the SMC (repetitions of the same chunks of text were omitted to make the table more legible). As we can see from the two subcategories, balance is mainly linked to features related to size, while complexity has more to do with weight and stability. Elements of space and size in the balance subcategory are enhanced by superlatives and comparatives such as *largest…ever*, *most generous* and *more generous* which indicate the uniqueness of the product. Being wide and large (which in this case are valued as positive qualities) in fact, sewing machines enable their users to work in a more comfortable way, allowing them to handle large sewing projects. The same goes for the complexity items of weight and stability, which are positively evaluated by superlatives such as *the lightest*, *the largest,* and *the best*, as well as adjectives that carry a positive connotation, such as *durable*, *powerful,* and *splendid*, used to emphasize the top quality of the sewing machine. The use of superlatives also implicitly tells the consumer that the product they are considering to buy outdoes all competitors by being the best, the largest, and the lightest.

Table 4 below shows composition in Excellence in the MXC.

Balance	class-leading Brembo callipers and controls; exceptional strength; smooth and controllable power delivery; modern and compact engine
Complexity	high performance; premium; constructed from aerospace grade material; advanced technologies and innovation;

	premium blue powder coating; bronze-finished…; the most progressive…; revolutionary wp aer 35 fork; exceptional…; the latest…; technology

Tab. 4: Composition in Excellence in the MXC

In the case of the MXC, balance mainly groups together the aesthetic features of motorcycles, while complexity gathers items related to product performance and its materials. In particular, concerning this last aspect, it seems that the materials the product is made of become a way to emphasize quality, and express an intrinsic positive connotation. Therefore, when materials are preceded by an adjective or a booster that highlights their intrinsic properties, their quality is enhanced and boosted (e.g. *premium blue powder*, *bronze finished*, etc.). Even though this use is exclusive to the MXC and sewing machines descriptions do not mention materials directly, the machines already contain an intrinsic evaluation in their names: *Brilliance75q, Designer Brilliance80, Designer Topaz40, Emerald118, Jade 20, Opal 670, Sapphire930*. As we can see from their denomination, sewing machines compensate the lack of appreciated materials with names suggesting a correlation between the product and preciousness of gemstones such as *sapphire, emerald, opal, jade, topaz,* or by relying on the metonymy of brilliance. Therefore, by naming the sewing machines with precious and expensive gems, Husqvarna is intrinsically evaluating the quality of its products.

The names of motorbikes (e.g. TC125, FC250, etc.) on the other hand, do not include any adjectives or references to other properties other than the displacement (e.g., 125, 250, etc.) and the engine type (e.g., two-strokes engine), emphasizing the power of the product rather than its beauty and prestige.

Going back to Table 4, elements of uniqueness, excellence and innovation are reinforced by positive adjectives and superlatives such as *premium*, *the most progressive*, *the latest*, *modern, and compact*, usually followed by specific materials or brands as a guarantee of the quality of the product. One last aspect worthy of attention is the reference to *Brembo* brand, which is used in adjectival form as a guarantee of the top quality of a specific part of the motorcycles. Brembo is in fact an Italian leading company specialized in the production and development of braking systems.

Moving to the analysis of reaction, as previously stated, this category classifies the impact and the effects of a particular item on the consumer. Table 5 shows the category of reaction within the value of Excellence in the SMC. Elements of quality refer to the beauty and perfection of the results one may accomplish thanks to the sewing machine's features and techniques (i.e. embroidery, stitches, etc.). Adjectives used to enhance the quality and excellence of such results

are *gorgeous*, *perfect*, *high quality*, *fabulous*, *remarkable*, *precise*, *even*, *exceptional*, and *superior*. Elements of impact are related to how results strike and grab the user. In this case, Excellence coincides with elements of awe (*breath-taking*, *captivated by*).

Impact	captivated by its advanced technology; hundreds of breathtaking embroideries and stitches
Quality	unique; gorgeous stitch results; delivering the best results; perfect for…; true quality; for perfect embroidery; more beautiful embroidery than ever; high quality results; exclusive patented stitch techniques; fabulous sewing and remarkable embroidery; personal and precise result; exceptional fabric feeding; superior results

Tab. 5: Reaction in Excellence in the SMC

On the other hand, Table 6 shows how the subcategory of reaction is depicted in the MXC. Excellence and quality are boosted by adjectives that indicate uniqueness and pre-eminence, such as *superior*, *best*, *exception*, *world-class*, *breath-taking*. Riders' reactions are not addressed directly but are implied. Elements of feeling, performance, quality, and detail are all addressed from the perspective of a potential rider. Similarly to the sewing machines, which focus on the beauty of the stitches as a result of the user's creation, in the MXC elements of excellence and primacy are associated to the rider's feelings of comfort and performance.

Impact	superior suspension performance; feeling and comfort; exceptional feedback and rider comfort; the highest level of reliability; with impressive power and torque; outstanding stability
Quality	unique; optimal performance; the most premium…; remarkably powerful; the highest level of quality; exceptional power; perfect acceleration; second to none for…; exacting standards; premium build quality and components; a superior level of quality and attention to detail; top level…; the latest in suspension technology; the same level of quality found on the larger motocross range; consistent; high performance

Tab. 6: Reaction in Excellence in the SMC

The category of social valuation describes whether something is socially valued as useful or worthy, namely its contribution to the community, or its value to the consumer. Table 7 below

shows how social valuation is conveyed in Excellence in both corpora.

Social valuation in the SMC	Social valuation in the MXC
Ideal; extra-efficient; the beauty of reaching for bigger and better things; a true innovation; making it perfect; great for	Brand's rich motocross history; perfect for young racers and grassroots beginners; class-leading ergonomics; iconic Husqvarna motorcycles emblem

Tab. 7: Comparison of social valuation in Excellence in the SMC and MXC

In the SMC, Excellence is expressed by adjectives and boosters such as *extra efficient*, *exceptional*, *perfect*. Such adjectives emphasize the efficaciousness of the product, boosting its worth. In the MXC, Excellence goes hand in hand with perfection thanks to positive adjectives such as *perfect*, *iconic,* and *class-leading*, which reinforce the concept of the domain. Moreover, the product value given to the consumer is enhanced by the brand (*brand's history*, *Husqvarna motorcycles emblem*) as well as by the motorbike's exceptional and class-leading characteristics which are suitable for all types of riders.

4.2.2 Appreciation in Experience

This section focuses on appreciation in the promotional value of Experience. Table 8 represents elements of composition in the SMC. The complexity of the product highlights elements of automaticity (e.g.: *automatic*, *automatically*). This is a case of invoked appreciation, as *automatic* does not really carry a positive or negative appreciation per se. However, by looking at the context, *automatic* is followed by a specific product-feature/property that allows the user to have an effortless working experience, thus making sewing easier and better.

Complexity	automatically sews; many practical features; compact; lightweight; automatic
Balance	for large, bulky projects; intuitive experience; exceptional light

Tab. 8: Composition in Experience in the SMC

Table 9 shows that, similarly to the SMC, composition is once again linked to specific features (e.g., cornering, modulation, handling, stability, etc.) experienced by riders in a positive way. These features are boosted by adjectives such as *precise*, *perfect*, *maximum*, *consistent*, which

not only reinforce the positivity and the credibility of the experience, but are also linked to elements of excellence and safety.

Complexity	precise cornering; perfect modulation; least possible weight; maximum weight savings; easy handling; outstanding stability; the best ergonomic position; consistent brake pad wear
Balance	balanced perfectly; perfect balance and damping characteristics

Tab. 9: Composition in Experience in the MXC

For what concerns reaction in Experience (Table 10) in the SMC, elements of quality refer to the joyful experience of sewing and delivering *the best*, *gorgeous*, *superior,* or *perfect* results (i.e. stitches, embroidery, etc.), while relaxing (e.g.: "Let your Husqvarna Viking OPAL sewing machine focus on delivering the best results while you relax and focus on the joy of sewing!"). Experience is also given by the capability of the machine to accomplish difficult procedures that would normally require much concentration. In relation to impact, appreciation focuses on the sewing experience itself which is again boosted by elements of excellence (e.g.: *best*) as well as those of novelty (e.g.: *brand new*).

Impact	brand new sewing experience; bright sewing experience; sewing enjoyment; the best possible sewing results; being a sewer is amazing
Quality	delivering the best results; fabulous sewing and remarkable embroidery; superior results; gorgeous stitch results; best possible sewing results; best results; perfect one-step buttonholes

Tab. 10: Reaction in Experience in the SMC

With regard to reaction in the MXC, the subcategories of impact and quality (Table 11) overlap in some cases, which is why we will discuss them together. Experiencing *less fatigue*, *performance* or particular features of the product (e.g.: *grip*, *throttle response*, *cornering*, etc.) are boosted by modifiers quite similar to those of Excellence, which hint at aspects of uniqueness and primacy (e.g.: *unparalleled*, *exceptional*, *best*, *highly responsive*, *superior comfort*, etc.). The use of comparatives also confirms the idea of experiencing something new and different from what riders are normally used to (i.e. *more comfortable*, *more progressive*, and *better*).

Impact	accurate/exceptional/unparalleled/improved/smoother rider feedback; for a sharper throttle response; superior stopping power; advanced/improved/confident brake feel; progressive/better grip; best possible/highest level of performance; optimized/ smoother/more comfortable ride; precise cornering; outstanding stability
Quality	less fatigue; for optimal/superior/remarkable/outstanding suspension performance and feeling; perfect modulation; improved power and ride-ability; excellent traction and predictability

Tab. 11: Reaction in Experience in the MXC

Moving to the subcategory of social valuation (Table 12), in the SMC it is related to how sewing machines make the customer's life easier, as the expression *new lifestyle* suggests. Nouns are appraised by adjectives and comparatives that intertwine with boosters of other values such as those of Excellence (e.g. *great*) and Simplicity (e.g. *hassle-free*, *easier*). Here too, the adjective *new* reinforces the idea that the product is offering something innovative and superior.

As in the SMC, in the MXC boosters are linked to elements of Excellence (e.g. *optimal*, *precise*, *exceptional*) and Simplicity (e.g. *easy*). In addition, social worthiness is implicitly expressed in terms of riding benefits and performance (e.g. *handling*, *maneuverability*, *riding experience*).

Social valuation in the SMC	Social valuation in the MXC
to change the way you sew for the better; hassle-free; a new lifestyle; for a truly inspired lifestyle; make it easier; longer periods without interruption; with great clarity	for precise handling; significantly improved handling and agility; exceptional feedback and rider comfort; user-friendly riding experience; vastly benefit handling and maneuverability; for optimal handling and rider ergonomics; easy handling; for free and unrestricted movement

Tab. 12: Social valuation in Experience in the SMC and in the MXC

4.2.3 Appreciation in Simplicity

In this section, we will examine how appreciation is conveyed in Simplicity in both the SMC and the MXC. Table 13 shows that, while appreciation is valued in all of its categories in the SMC,

only those of complexity and social valuation have been tagged in the MXC. However, by comparing the category of composition, adjectives express concepts related to Simplicity in a similar way. In particular, *easy* and *simple* are equally used in both corpora and convey the same meaning: both modifiers are used to express the idea of something intuitive and quick to manage. Moreover, the adjective *effortless*, used in the SMC, conveys the idea of succeeding in something difficult without much trouble. Social valuation intertwines and highlights elements of simplicity of the products with different forms of worthiness. For example, sewing machines focus on how the product makes sewing easy for the user, while motorcycles are *easy* or *quick* in terms of maintenance, customization, and handling. As for the category of reaction, which is present only in the SMC, both quality and impact suggest the idea of beauty (e.g., *wonderful*, *spectacular*, *irresistible*) of the results which are obtained thanks to the simplicity of the sewing machine.

	SMC	MXC
Complexity	easy to...; easily; large projects/designs; built-in fully automatic; one-touch access to; intuitively; the interactive color touch screen; an effortless...; simple;	easily accessed; can also be adjusted easily; simple
Balance	thanks to the large area; perfect placement; intuitive experience; easy stitch selection; sets the best tension	-
Impact	large projects; wonderful sewing easy	-
Quality	wonderful ease of sewing; effortless and irresistible; spectacular designs	-
Social valuation	makes it easy to sew; makes threading so easy; user-friendly; ensures wonderful sewing ease	easy/easier/quick maintenance/handling

Tab. 13: Appreciation in Simplicity: comparison between the SMC and the MXC

5. Conclusions

The aim of our study was to explore differences and similarities between promotional strategies adopted in multidivisional companies. More specifically, we focused on the case study of the

Husqvarna brand and on the promotion of sewing machines and motorcycles on their official websites. Results have shown that, in the case of Husqvarna, there are differences and similarities in the way the two different products are presented online.

One first difference was displayed by the size of the two corpora collected for our analysis - the SMC and the MXC. Despite the SMC having twice the number of product pages than the MXC, the gap between number of words (6,500 in the SMC and 8,000 in the MXC), suggests a difference in the style used in the two corpora. This impression was confirmed by the findings of the concordance analysis, which indicated that, while sewing machine descriptions were more engaging, addressing potential customers in a direct and concise way, in the MXC motorbikes, which are under the spotlight, were described in a much more detailed and technical way.

In addition, our analysis revealed differences in terms of marketing strategies, as we focused on branding, targeting, and promotional values.

With regard to branding, results showed that while in the MXC brand heritage is used as a promotional strategy to emphasize the excellence of their products, this was not observed in the SMC. However, in the SMC the product naming of sewing machines reinforces the quality, beauty, and excellence of the brand, while in the MXC the nomenclature remains technical and does not carry explicit evaluation.

With regards to targeting, the two companies adopt two different strategies. In the SMC, the user (*you*) has an active and engaging role, while in the MXC, the category of *riders* is a mere beneficiary of the product, the real focus of the description.

Lastly, we observed differences in value propositions, as each company gives primacy to different aspects of their products. In fact, while sewing machines are enhanced for their beauty, perfection, simplicity, and creativity, motorcycles are promoted in terms of performativity, quality and durability of the materials, superiority, and safety.

In terms of similarities, despite highlighting different promotional values, both companies prioritize elements of composition to evaluate aspects of complexity and balance of their products. These are promoted in analogous ways by emphasizing the excellence of the product and of the user experience, and by employing boosters, superlatives, comparatives, and invoked evaluation (e.g. materials).

From a methodological perspective, the combination of a bottom-up and a top-down approach proved to be reciprocally informative. In fact, on the one hand, concordance analysis provided us with a backdrop for the study of evaluative language that was grounded on recurrent features of naturally occurring data. On the other hand, categories of appreciation confirmed results found in the concordance analysis.

Even though we are aware that integrating our study with multimodal aspects could reveal further differences and similarities between the two Husqvarna companies, still we believe that the focus on language has provided the reader with relevant insights on communicative strategies and evaluative language of multidivisional companies. Moreover, similar studies could favor a closer collaboration between language and marketing experts, especially in terms of training future professionals. In addition, the appraisal paradigm could be adopted as the starting point for the development of new branding strategies which, upon being tested with user perception, could lead to a more effective promotion and evaluation of the products.

Note: This paper is the result of the collaboration of the two authors. However, the single contributions may be identified as follows: Jessica Jane Nocella wrote sections 2.1, 2.2, and 4.2; Federico Corradini wrote sections 1, 3, and 4.1. The first part of section 4, which focuses on the wordlist and on the semantic categories was written by Federico Corradini, while the second part, which focuses on the distribution of the semantic categories in the two corpora, was written by Jessica Jane Nocella. Section 5 was written by the two authors together.

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