

**APPRAISING THE APPRAISAL FRAMEWORK:
EVIDENCE FROM GRAHAMSTOWN PROPERTY
ADVERTISEMENTS**

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ABSTRACT

This thesis considers how interpersonal meaning choices in property advertisements are best reflected in a context of constraint in Grahamstown, South Africa, using and appraising Martin & White's (2005) APPRAISAL Framework. The study is comparative in two senses since the data is analysed using Martin & White's (2005) APPRAISAL Framework and a revision to it, and property advertisements from two competing estate agencies are analysed: Remax Frontier Properties and Pam Golding Properties. An initial strict application of Martin & White's (2005) framework is followed by a second, based on analyst difficulties and framework limitations experienced in the first analysis, as well as those experienced by other researchers. Revisions to the original framework include added 'local', context-driven features and sub-categories: Exclusivity and Convenience in Attitude, a Scale of Intensity in Graduation, and a category 'Invite' in Engagement. These enable a richer, more detailed account of the alignment strategies and interpersonal micro-politics at play in the property advertisements than is possible using the original framework.

Findings from the analyses reveal four facts of note. Firstly, that while the original Martin & White (2005) APPRAISAL Framework captures a general level of interpersonal meaning in the data, it does so more fully when it includes contextual and contextually-driven categories that are informed by local knowledge. Secondly, two levels of meaning are expressed in the data. One is aimed at an 'external' audience; the other, truer, fuller and more contentious, is aimed at what appears to be the intended audience only. Thirdly, and relatedly, specific contextual and cultural knowledge is needed by the intended audience to access the intended meaning. Fourthly, both estate agencies promote values of high prestige, exclusivity, elitism and wealth as their intended meaning to align a like-minded audience, although Remax Frontier Properties attribute these values to location and features of the home to a greater extent than Pam Golding Properties, who place greater emphasis on the size of the home.

The thesis suggests further avenues for research into the discourse of property advertising, as well as into overcoming certain context-specific limitations of the APPRAISAL Framework.

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CHAPTER 1: INTRODUCTION

1.1 Overview of Theory and Conceptualisation of Thesis

As a starting point for what follows in this thesis, I draw from an excerpt found in Martin & White's (2005) work, which is foundational to it. In characterising APPRAISAL, and aptly capturing its essence, they write as follows:

APPRAISAL theory “is concerned with the interpersonal in language, with the subjective presence of writers/speakers in texts as they adopt stances towards both the material they present and those with whom they communicate. It is concerned with how writers/speakers approve and disapprove, enthuse and abhor, applaud and criticise, and with how they position their readers/listeners to do likewise. It is concerned with the construction of texts of communities of shared feelings and values, and with the linguistic mechanisms for the sharing of emotions, tastes and normative assessments. It is concerned with how writers/speakers construe for themselves particular authorial identities or personae, with how they align or disalign themselves with actual or potential respondents, and with how they construct for their texts an intended or ideal audience” (Martin & White 2005: 1).

Before delving into an appraisal of APPRAISAL theory and its framework, which is the ultimate aim of this thesis, it is necessary to report on why and how the thesis was conceptualised, and why such an appraisal is important to me as a researcher.

Systemic Functional Linguistics is a field of Linguistics which operates from the premise that language structure is integrally related to social function and context, and that language is organised in specific ways culturally in order to serve specific social purposes within that culture (Bawarshi & Reiff 2010). This cultural-and social-specificity of language structure relates to the view that language is a social semiotic i.e. it reflects the choices made by participants when constructing and negotiating reality for themselves within specific contexts and cultures. Theories within the field of Systemic Functional Linguistics aim to reflect the structures and organisation of language, through systems of paradigmatic linguistic choices (and, to a lesser extent, syntagmatic structures realising them), to reflect functions and social effects of language in context. This is particularly important, as it allows for the description of “the dynamic way that language realises social purposes and contexts as specific linguistic interactions, at the same time as social purposes and contexts realise language as specific social actions and meanings” (Bawarshi & Reiff 2010: 30). The notion of genre is strongly linked to context and the

realisation of linguistic choices as having social meaning, in that genre is seen as a “staged, goal-oriented process of meaning making” which takes place in specific contexts, and thus forms an integral part of social interactions and purposes (Martin & White 2005:32). The Systemic Functional approach to language and linguistic analysis (which views language structure as integrally related to social function and context) is known as the ‘Sydney School’ of thought (Bawarshi & Reiff 2010).

Within Systemic Functional Linguistics, there is a core belief that three metafunctions are expressed concurrently within texts to realise meaning in specific contexts (Halliday 1994). These metafunctions are the ideational metafunction (construing experience and reflecting the environment in which a text occurs), the interpersonal metafunction (negotiating social relations with other participants in the text) and the textual metafunction (how the text is structured and the ways in which the ideational and interpersonal metafunctions are distributed throughout the text) (Martin & White 2005; Halliday 1994). Although these metafunctions work simultaneously to realise meaning in language, my thesis deals almost exclusively with the interpersonal metafunction and the construction of relationships amongst text participants.

The traditional account of the interpersonal metafunction within Systemic Functional Linguistics represents the meaning-making process through linguistic choices made at the lexicogrammatical level of language. In this account, originally conceptualised by Halliday (1994), interpersonal meaning is represented as a set of grammatical, paradigmatic choices within the clause, from which participants can choose to initiate various interactions. The form and function of the interactions (i.e. the type of relationship between the participants and the interactive and power roles assigned to them) are determined by the grammatical choices made by the text participants. Therefore, the interactions taking place amongst participants of a text are determined and influenced by grammatical operators occurring at the clausal level of language, such as the MOOD block (in which the placement of the Subject and the Finite verb within the clause determines the speech type of the interaction i.e. question, statement, offer or command e.g. a Finite-Subject ordering will produce a Yes/No e.g. *Is he here?* or WH question e.g. *Where is he?*) and Modality (through which participants can express their judgement of the probabilities and obligations of what they are saying and indicate how committed they are to the truth value of their statements (Halliday 1994: 75), e.g. *He **may** do it*, indicates a lower degree of certainty about him doing something than *He **will** do it*). The combination of mood and modality within the clause thus determines the interaction taking place and the social relationships and interpersonal interactions that are encoded therein, which in turn realise social reality in context. While this traditional account of encoding interpersonal meaning is effective for constructing interactions as a method of information exchange between participants (giving or demanding goods and services or information), it is limited in that it represents linguistic choices at the lexicogrammatical level of

language only. This became problematic for discourse analysts, as they needed a framework which would take interpersonal meaning beyond the clause as a means of exchange, to encompass a wider range of interpersonal work which is accomplished by linguistic choices at the discourse level of language. This was especially important, as work on context and genre in discourse (particularly narrative genre) relies heavily on the interactions amongst participants in the negotiation of social reality and in working towards staged goals. As a result, there was a need to move away from the notion of the interpersonal metafunction as capturing an exchange within the clause, to the interpersonal metafunction dealing with emotions across clauses. This led to a shift in the thinking in Systemic Functional Linguistics, and, ultimately, to the conception and development of APPRAISAL theory. Martin & White, the founders of APPRAISAL theory, indicate that work done on narrative genres by their colleagues at the University of Sydney in the 1980s led to the realisation that interpersonal meaning is “critical both to the point of these genres and also to how we classified them” (2005: xi), and as such, there was a need to extend the existing models of interpersonal meaning.

The beginnings of APPRAISAL theory were based on this need for a new model for the analysis of interpersonal meaning, one which could handle affect alongside mood and modality. This framework was developed in response to work that was being done in literacy by Martin & White at the time, but continued to develop as it was informed by, and applied to, various other genres, such as media and history discourses (Martin & White 2005).

Martin & White said of this, “APPRAISAL theory developed as we moved from one register to another, and shuttled among theory description and applications to school-based literacy initiatives” (2005: xi). Media and history discourses influenced the development of the framework, as they pushed for the need to “move beyond affect to consider lexical resources for judging behaviour and appreciating the value of things, and the recognition of syndromes of appraisal associated with different voices” (Martin & White 2005: xi). This in itself was a significant change from more traditional accounts of Systemic Functional Linguistics where there was a focus on capturing linguistic choices and interpersonal meaning at the lexicogrammatical level only. Martin & White (2005) indicated the need for a shift in focus towards reflecting these linguistic choices and interpersonal meaning at a discourse level. This basic framework continued to be refined, as Martin & White (2005) drew in elements from established linguistic scholarship in an eclectic array of semantic and syntactic texts, lifting those elements from their original texts and functions and repackaging them in new ways, guided by the Sydney School and Systemic Functional way of thinking, at a textual and discourse level. The bodies of scholarship from which these elements were drawn are two-fold. The first body of insight encompasses grammatical information that is construed as having discourse significance (e.g. modality, at a lexicogrammatical level of language, which is used to indicate the writer’s certainty and their

commitment to the truth value of their statement, is repurposed in such a way that it allows the writer to acknowledge or dismiss alternative voices in the text at the discourse level of language). The second body of insight is drawn from work on more discourse-orientated aspects of interpersonal meaning. Some of this work was conducted under the supervision of Martin, and was ongoing around the same time as the conception of the APPRAISAL framework. This included work on the heteroglossic perspective on evaluation in popular science (by Fuller) which influenced the development of engagement as a resource for managing the play of voices in discourse (Martin & White 2005), the distinction between force and focus resources in graduation from Korner's work in legal discourse (Martin & White 2005) and, the evaluation of prosody, from Macken-Horarik's work in appraising secondary school narratives (Martin & White 2005). Another element, affect, has its roots in Psychology and Anthropology, and was linked to cognition in Linguistics by researchers such as Lakoff, but was repurposed by Martin & White (2005) so that it became one of the core pillars of the theory.

Therefore, established classes of entities which have a related linguistic function (for example Mood and Modality, Affect, Heteroglossia, Graduation, Prosody) from a variety of linguistic disciplines (e.g. Syntax, Semantics) were drawn together and repurposed in such a way that they could be included as choices amongst options that people make in order to construct meaning, regardless of where and how these choices are captured in the various grammars of English written to date.

These classes of entities (also referred to as 'evaluative parameters', Bednarek 2006), amongst others, were synthesised into systems, which realise various choices of meaning, and form a framework which, potentially, can be placed over texts to track the meaning-making process as it unfolds through these texts. It must be emphasised at this point that the 'placing' of the framework over text is coupled with an understanding of the purpose of the text and the role of the words in it, as well as the recognition of reader position and the contextual forces at play within the text, making it a conscious, mindful process. This consciousness is particularly important in this thesis, as it forms the basis of a contextually-aware analysis (which is one of the aims of this thesis, see 1.5).

This framework is called the APPRAISAL framework, which essentially forms a 'grammar' of the interpersonal metafunction and, through its paradigmatic systematisation of the kinds of interpersonal meanings available, helps analysts track interpersonal meanings in a text. Despite its refined and detailed construction, it continues to be developed (see, for example, chapter 4).

I was first introduced to APPRAISAL theory and the APPRAISAL framework in my third year of Linguistic studies at Rhodes University as part of my coursework. This course focused on the basic principles of APPRAISAL theory and its outcomes were to equip students with basic knowledge of the

framework and its structure, in order to perform elementary analyses of texts. In this initial encounter with the theory and framework I found that I had difficulties navigating my way through it – I struggled to identify what constituted something being evaluative, as it was not always immediately evident. I also struggled to see a “bigger picture” when applying the framework to texts, and to see how the framework systems interact to form a coherent analysis. As a result of this, I saw the framework as somewhat mechanistic – a template that could be placed over text, that provides allocated slots under which linguistic features could be organised, and that would ‘churn out’ an analysis of the text.

In my Honours year of study, I enrolled for a course entitled ‘The Investigation of Interpersonal Meaning’, despite my previous hesitations regarding the field. However, the in-depth and detailed coursework allowed me to investigate the framework and theory and to engage with it in a coherent way that I was not previously able to, sparking new interest. I gained insight into the framework and its workings, was encouraged to push against the framework boundaries, and to question everything about it, in order to understand it better. I chose to base my Honours research report on APPRAISAL theory, and explored a genre that had received no attention in terms of Systemic Functional Linguistics - property advertising - which provided interesting insights in terms of implicit meaning and alignment strategies. Throughout this process, I became more attuned to the workings of the framework, and was amazed at the level of intricacy and detail of the interpersonal forces at play in texts, and that a proper analysis of these forces could allow for huge amounts of insight into the workings of and micro-politics involved in interpersonal relationships amongst the participants, whether they were consciously aware of these relationships or not.

My new-found respect for the APPRAISAL framework, as well as the findings in my Honours research report, sparked my intrigue in the subject. I became inspired by the innovation behind the conception of the theory, and excited by the possibilities for what Martin & White (2005) view as a ‘work in progress’, and wanted to take up their challenge for other researchers to develop the theory and framework further. The findings from my Honours research report indicated that there was in fact room for growth in the framework, within the context of property advertisement data, and this idea led me on the path to this current Masters’ thesis – where I appraise the APPRAISAL theory by reviewing its successes and shortcomings, contribute new ideas to the theory and to the development of the framework and the level of analytic detail possible, and seek to inspire further thinking on the development of this theory.

This Masters’ thesis is thus a report on how I drew from my experiences with the APPRAISAL theory and framework at an undergraduate and Honours level, and developed them subsequently in order to allow for more intricate and detailed contextually-aware analyses, concurrently evaluating the

APPRAISAL framework's capabilities in doing so, both within the property advertisement genre, and for APPRAISAL analyses generally.

1.2 Nature of the Thesis

This thesis is both descriptive and theoretical. The interplay between these dimensions is particularly important in the thesis, as they inform each other and serve as representations of one another. This means that a detailed discussion of relevant theory (in chapter 2) sets up the basis on which the first, strict descriptive data analysis (in chapter 3) is completed. A 'strict' analysis or application of the APPRAISAL framework, in the context of this thesis, refers to the use of the framework as it is set out in Martin & White (2005), with no revisions. The results of the first analysis in turn inform the subsequent theoretical discussion of limitations and difficulties experienced (chapter 4), from which revisions are proposed to the framework. The revised framework is thereafter applied in a second data analysis (of the same data set) in chapter 5, which leads to further theoretical discussion in chapter 6. The use of descriptive data analyses thus enables the gathering and testing of theoretical insights, which in turn are incorporated and re-applied to the data.

This study is also comparative, in two senses, since the data is analysed using both Martin & White's (2005) APPRAISAL framework and a revised version of it, and property advertisements from two competing estate agencies are analysed: Remax Frontier Properties and Pam Golding Properties. These estate agencies are often referred to in their abbreviated forms throughout the thesis, viz. PGP (Pam Golding Properties) and RFP (Remax Frontier Properties).

In the Overview (1.1), I detailed the theory (originating in Systemic Functional Grammar) which forms the pillars on which the APPRAISAL framework is built. This theory traditionally deals with the expression and analysis of interpersonal meaning as an exchange within the clause at a lexicogrammatical level of meaning (see 1.1). To represent interpersonal meaning at a discourse level (moving beyond the clause), APPRAISAL theory was developed. Although APPRAISAL, at its conception, was informed by and applied to a narrow range of contexts (e.g. literacy, media, history, see 1.1), it has since been applied widely across various other contexts and genres, where it has been largely successful in tracking the meaning-making process. However, in the more recent research, in particular, discourse analysts have identified limitations in the use of the APPRAISAL framework, most often relating to the systems and their sub-systems comprising the framework (i.e. the Attitude, Graduation and Engagement systems and sub-systems such as Affect, Judgement and Appreciation within Attitude) being too broad to capture all aspects of the meanings expressed in particular texts in a particular context, and thus distorting the meaning-tracking and meaning-making process. An example of this can be taken from Pounds' (2011) work, in which she found that the Appreciation sub-system was not

broad enough to accommodate evaluations of online property advertisements effectively. Contrary to the idea that the framework is a mere template that is applicable to any context, the level of delicacy that is required to reveal all shades of meaning in a given text demands a more detailed framework which does not conceal or exclude important aspects of meaning.

With this in mind, the theoretical discussion in this thesis evaluates and appraises the APPRAISAL theory, by both indicating its strengths and highlighting specific limitations (such as those mentioned above). It also raises points of contention surrounding the framework and its application to text analysis, and suggests adjustments to the framework to allow for more detailed, nuanced and ultimately, fuller applications to texts. These limitations arise not only from APPRAISAL literature since 2005, but are supplemented by points of contention that I experienced in my own work. These are based on the text data analysed, as well as on my experience in coding that data.

The study reported on in this thesis focuses on the linguistically under-studied context of property advertising within the context of persuasive communication. I report on my having carried out two full descriptive analyses of this text data using the Martin & White (2005) framework, whose results I compare and contrast. This is to test the validity and efficacy of the APPRAISAL framework, using both the *original* and an *amended* version of the APPRAISAL framework.

The outcome of this research is this thesis which provides a report on my appraisal of the APPRAISAL framework and an argument for revising the APPRAISAL framework for use in the property advertising context.

At this point, I need to acknowledge that my research is similar, in part, to that of Pounds' (2011; 2012, as previously mentioned) who, too, evaluates the language of property advertisements using APPRAISAL theory. Because there is very little APPRAISAL research on this genre, it is unsurprising that there are overlaps in the insights made, but, where these occur, I take them to be affirmations of my own ideas as our work was largely concurrent. For interest sake, I highlight here some of the similarities and differences between the studies. Most significantly, I found that both Pounds (2011; 2012) and I (in this study and in my Honours research report, see Beangstrom & Adendorff 2013) aim to adjust the APPRAISAL framework to accommodate a wider set of evaluative meaning from property advertisements, by proposing a number of context-driven categories. These include, from my Honours research (Beangstrom & Adendorff 2013), Exclusivity and Convenience in Attitude (see also chapter 4), which are somewhat similar to Pounds' (2011) Prestige and Location in Attitude. We both also highlight a number of aspects of meaning, including the importance of context and culture-specific evaluative patterns, the inclusion of instantiations which are non-evaluative out of context, and the significance of implicit meaning in the property advertisement data. However, our studies also differ

significantly. Apart from obvious differences in context and data sets (e.g. my study focuses on one small community and on print advertisements, while Pounds (2012) compares results across two different cultures and contexts and uses internet texts), there are more nuanced differences between our studies that have a greater impact. For example, I focus on the original APPRAISAL framework, and suggest revisions to it to enhance its original capabilities, keeping the core values and systems intact. Pounds (2011; 2012), by contrast, reworks the Appreciation category to the extent that is essentially a ‘new’ framework (see 4.2). I also go into more detail regarding legal, ethical and practical factors constraining the data and how the meaning choices are affected by these more than Pounds (2012) does (see, again, 4.2). These differences in foci result in significant differences in the outcomes of each of these studies, and highlight the uniqueness of each. The similarities between the studies serve to re-affirm insights into the property advertising genre.

1.3 Context of Study

The property advertising data for this study is drawn from the *Grocott’s Mail*, a local newspaper in Grahamstown, South Africa. Grahamstown is a small city which is heavily dependent on education (as opposed to industry, for example) through Rhodes University and private and public schools, and, indeed, has the highest number of educational facilities per capita in the country. Figure 1 below shows the residential areas comprising Grahamstown. The University, private and former Model-C schools¹ fall within the yellow and blue shaded areas. The rural areas and schools begin in the upper left sections of the map, and continue beyond its scope.



Figure 1: Grahamstown Street Map

Grahamstown, founded in 1812 as a military outpost, was the site of the Battle of Grahamstown in 1819 between the Xhosa and the British (which formed part of the Frontier Wars in the Eastern Cape). Following Britain’s win in the battle, a large number of settlers from Britain (known as the 1820

¹Government schools partially administrated by parents and a governing body, commonly perceived as providing better schooling than purely Government-run schools.

Settlers) arrived in Grahamstown and aided in the city's growth (including the introduction of the Rhodes University College in 1902). Today, Grahamstown is known for its religious diversity (it is often referred to as the 'City of Saints') as well as its education facilities (including several historically established private and public schools²), and is steeped in history, still housing many original 1820 Settler buildings and homes. During the Apartheid era, Grahamstown residents, like all others elsewhere in the country, were subjected to the Group Areas Act, which dictated that different racial groups be assigned to different residential and industrial areas, so segregating black South Africans from the centre of town (where most businesses operate). In Grahamstown, black South Africans were assigned to areas on the outskirts of the town.

Figure 2 below indicates the distribution of racial group areas in Grahamstown during Apartheid:

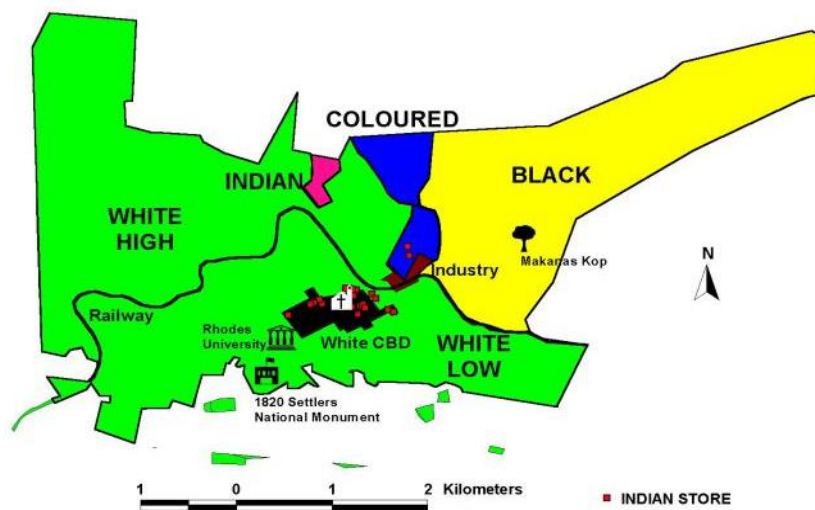


Figure 2: Apartheid Group Areas Mid 80s

Although the Group Areas Act was repealed in 1991, the distribution of racial groups in Grahamstown has not changed very much over the years. In Figures 3 and 4 which follow, it can be seen that, in 2011 (the year in which my data collection began), the distribution of racial groups is fairly similar to that during the Apartheid era, with white residents living near the centre of town (close to the private schools and the University, cf. Figure 1), and black people residing further away from the centre of town and mostly on the outskirts of town (which incorporate a number of 'townships'³).

²Including Rhodes University, St Andrew's College, St Andrew's Preparatory School, Diocesan School for Girls (DSG), Kingswood College, Victoria Girl's High (VG) and Graeme College.

³Rural, often underdeveloped living areas.

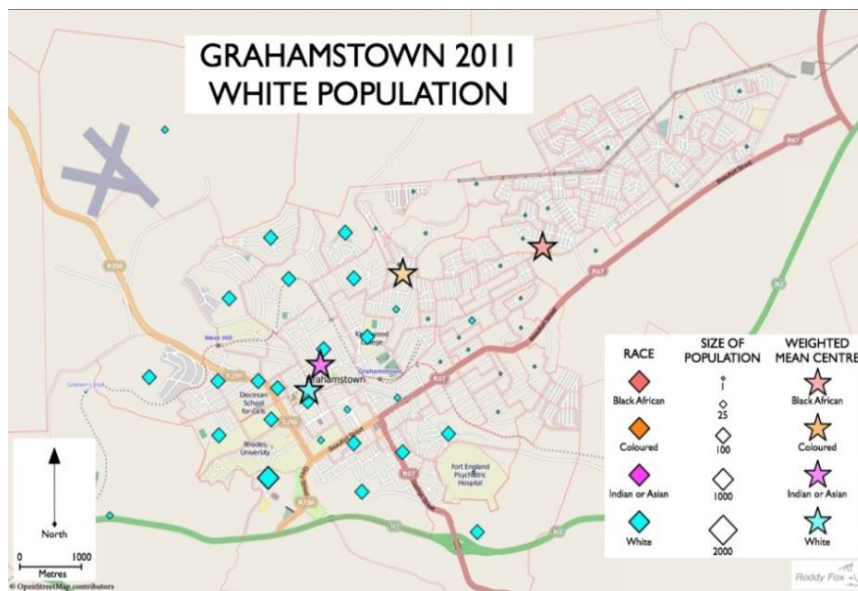


Figure 3: Distribution of White Residents in Grahamstown in 2011

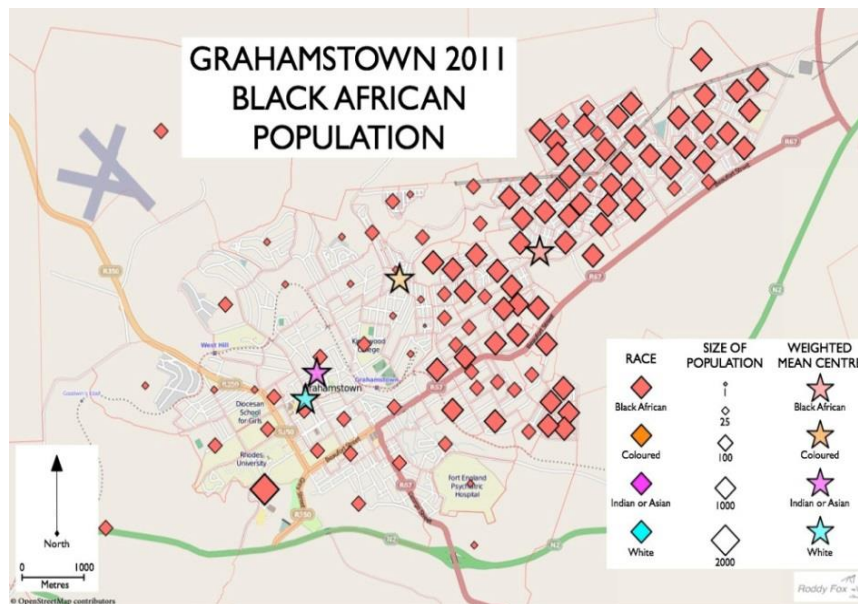


Figure 4: Distribution of Black African Residents in Grahamstown in 2011

Instead of delineating residential areas based on race, though, it is more useful to distinguish them according to how affluent their residents are. The residential areas situated in the centre of town tend to attract more affluent buyers (based largely on the price of homes, detailed shortly; see also Beangstrom & Adendorff 2013), whereas the areas on the outskirts of town cater for low-cost housing. As a point of interest, as evident in Figure 4, the ‘townships’ account for a large portion of the Grahamstown area (compared with the ‘central’ areas, cf. Figure 1).

Due to the demand for schools and the university, Grahamstown was not as affected as other parts of the country by the housing slump in 2011, and the need for accommodation has increased as the

university has expanded in terms of space, size and student numbers (thesouthafrican.com). In 2011 alone, Rhodes University had a student enrolment of 7200 students, of which only 3000 were accommodated by the university i.e. more than 4000 students had to find alternative accommodation in the small city (privateproperty.co.za: 2011).

The property market is generally affected by several factors – economic growth, interest rates and the availability of finance (Qunta 2011). Despite slow economic growth and low interest rates in 2011, and fluctuating economic growth in 2012, Grahamstown continues to have a high demand for rental accommodation (generally by university students and their parents), according to Reg Rumney (thesouthafrican: 2010), an Economics Journalist at Rhodes University. In 2011, across the country, economic growth was slow and interest rates were low (Qunta 2011). This is a trend seen in other small ‘university towns’, including Stellenbosch (Qunta 2011). The university student population is, however, only a part of the property-seeking community in Grahamstown, and they tend to rent property, rather than purchase.

According to the Rhodes University Accommodation website, Grahamstown has eight estate agents, viz. Andrea Ginn Properties, Sotherby’s International, Homelet Rental Agency, Independent Property Consultants, Pam Golding, Remax Frontier Properties, Stewart Armitage Estates and The Property Shop Rental Agency. Amongst these estate agencies, in 2006, 561 freehold properties were sold in the Grahamstown area. 2007 saw 606 sold, 585 were sold in 2008, 257 in 2009, 263 in 2010 and 170 in 2012 (Qunta 2011 and Jacobs 2012). Statistics for 2013 and 2014 are not yet available. Although many of these properties are bought by parents of students, small families and professionals also make up a large part of the buying community. Private schools in this area attract much attention from parents overseas. According to Joy Miles of Lew Geffen Sotheby’s (thesouthafrican.com: 2010), parents in Dubai and the UK are relocating more than before to Grahamstown and are investing in Grahamstown properties while their children attend the schools. The investment is considered a safe one because when their children leave school in five years, they will be able to use the property for those children who go on to study at Rhodes University, or sell the house to other parents also looking for private schooling (thesouthafrican: 2010). According to a spokesperson from Pam Golding Properties, parents of school and university-going children make up 40 percent of their buyers (thesouthafrican.com: 2010).

Amongst these buyers are those who are looking for “second-homes”. These are parents based in Johannesburg, Mexico and the Cayman Islands, for example, who buy a lock-up-and-go dwelling in Grahamstown in order to visit their children (thesouthafrican:2010). These second homes are a lucrative

property investment as buyers are usually from abroad and have greater spending power as a result of the exchange rate.

The student market provided by Rhodes University also provides property investment opportunities. Although students themselves are not in a position to purchase homes, their parents often invest in small apartments which can be used for rentals. Richard Rubin, chief executive officer of Aengus Property Holdings (thesouthafrican.com 2010), points out that the student market offers a guaranteed rental income for ten months, and often students will renew their contracts. Because of the expansion of the university (to over 7000 students in 2011, from approximately 6000 in 2008) there is always a shortfall of student accommodation, so there will always be rental opportunities (thesouthafrican: 2010). The types of properties most often sought by students and their parents are, according to Pam Golding Properties area principal, Daphne Timm (Pam Golding 2011), two bedroom and bachelor apartments.

Family homes are also in high demand amongst the Grahamstown locals and academics and teachers who take up teaching/research positions in the town. These houses tend to be within the price range of R850 000 to R1.8 million (Pam Golding 2011). The average house in Grahamstown in 2011 was sold for approximately R900 000 (Pam Golding 2011). In 2012, the average price of freehold properties were as follows: small homes (80m²-141m²): R692 000, medium-sized homes (141m²-220 m²): R1 019 900, large homes (221m²-400m²): R1 475 500 (Jarvis 2012). One of the most popular areas for family homes is Sunnyside, which is seen as exclusive yet affordable, and “full of academics” (thesouthafrican: 2010)

It can thus be seen that the property market in Grahamstown, particularly those properties in the ‘centre’ of town caters for people, including parents of school- and university-going students, academics, professionals, families and people looking for investments. For many of these people, the location of the home is important, as the areas surrounding the private schools and university are seen to be more ‘elite’ (congruent with Western cultural view of success, in terms of which being able to send your child to a private school implies that you are wealthy and therefore successful, see 1.4). Similarly, homes near the centre of town are generally preferred by this type of target market, as the level of social standing is seen to decline as one moves further away from town (towards the outskirts of town). This geographical ‘elitism’ stems from the Apartheid separation of racial groups based on perceived class distinctions i.e. those residents who are able to afford certain types of homes, in formerly white-populated residential areas, may believe that they are more exclusive or elite than others. This ideology is often perpetuated by estate agencies in Grahamstown.

1.4 Reading Position

I am a 25-year old Rhodes University student, and have resided in Grahamstown for the past seven years. In this time, I have lived off-campus for five years, and have experienced the Grahamstown property market (when I rented my flat). I am currently not looking to buy/rent a home. I consider myself to be a Grahamstown resident, due to my accumulated insider knowledge of the town and its community. I also consider myself to be well acquainted with property advertisements, as I have been working with them for four years (in this study and my Honours research). I classify myself as having a Western cultural background and aligning with the associated norms. From my experience, I believe that the target audience for both Remax Frontier and Pam Golding Properties (these being the two property agencies whose advertisements form the basis of my analysis) share (either fully or partly) these Western cultural norms. Since I have used this term and will do so throughout the thesis, it is important to detail some of the values underpinning “Western” culture. For the purpose of this thesis, the following description should be considered a simplified ‘working definition’. It is by no means complete and fully worked through. In what follows therefore, I outline a few elements of Western culture pertinent to this report, derived from public opinion regarding the values underpinning Western culture, and informed by my own participant experience as one from a “Western cultural” upbringing within South Africa. All subsequent references to ‘Western culture’ are based on the values described in the working definition below.

Western culture is said (in www.westerncultureglobal.com) to be derived from reason, and to hold the following ideals and values as core: individualism, worldly happiness, rights, capitalism, science and technology (www.westerncultureglobal.org). Those who align with Western culture generally promote independence, self-progress and individual accomplishment (as opposed to collectivism, which promotes the best interests of a group), and, in doing so, are keenly aware of the rights and freedoms entitled to them as individuals. In promoting the values of individualism, and enjoying the rights afforded to them, members of Western culture strive to achieve worldly happiness, which encompasses feeling successful in life (i.e. fulfilling personal goals, pursuing one’s own interests, etc.). In terms of this cultural perspective, the ideal of a ‘successful’ life often hinges on one’s financial status. As indicated by Western Culture Global (www.westerncultureglobal.org), capitalism is one of the core values upon which Western culture is based, implying that members of this cultural group pursue material self-interest (and acknowledge the right of others to do so as well), and often place value on material ‘things’. In my experience, personal success and worldly happiness are often directly linked to material goods and capitalistic gain, i.e. the wealthier you are, the more possessions you own, the bigger your possessions are, the more ‘successful’ you are perceived to be, and the higher you rank on the social hierarchy. The cycle of ‘personal success’ is also influenced by education, as those who are

more educated (and thus more qualified), are more likely to get ‘good’ jobs, which puts them in a position to become wealthy and ‘successful’.

Therefore, members of Western culture, at least for the purposes of this thesis, can be seen, generally, to value independence, individual success, material gain and a ‘good quality of life’ (based on education and social and financial status). This view of the world is but one of many types of culture in South Africa, but some of its values seem to have infiltrated long-standing African cultures in the modern world (Abiola Irele: 2014). Although many African cultures tend to be more collectivist than individualist (<http://www.celt.iastate.edu/celt-resources/international-resources/cultural-differences/>), the ideals of materialistic gain, quality education and financial security (as components of personal happiness and success) are more prevalent in South African society (including in Grahamstown) in general today.

1.5 Aims

There are four general aims to this study. The first is to offer an appreciation of Martin & White’s (2005) APPRAISAL framework and the theory underpinning it, in light of a strict application of it to the property advertisement data. This appreciation includes a report on my understanding of how the APPRAISAL framework accounts for the expression of evaluative meanings as intended by the sender. This is based on the framework’s purpose, design features and worth. I also include a report of my interpretation of the framework’s capabilities and shortcomings.

The second aim of this study is to report on the limitations and difficulties revealed during a strict application of the Martin & White (2005) APPRAISAL framework to text data. This account is informed by literature following the publication of Martin & White’s (2005) account of APPRAISAL theory as well as on my own experience in applying the framework to the property advertisement data set (described fully in chapter 4). Amongst others, work on recent literature includes studies by Adendorff & Pienaar (2013), Tilakaratna & Mahboob (2013), Bednarek (2007), Lee (2007), Smith & Adendorff (2014) and Hood & Forey (2008).

The third aim is to report on adjustments and amendments suggested to the Martin & White (2005) APPRAISAL framework, based on the account of the limitations and difficulties indicated above.

The fourth and final aim is to offer an assessment of the revised framework and its efficacy in offering a true, detailed, contextually-aware reflection of interpersonal meaning and alignment strategies in the Grahamstown property advertising market data, in light of an application of the amended framework to that data. This takes the form of a re-analysis and includes a report on the generality and applicability of the amended framework to other general contexts.

1.6 Research Questions

The research questions that guided my study are:

1. What are the origins and main ‘design’ features of the APPRAISAL framework, as represented in Martin & White (2005)?
2. What does a strict application of this framework reveal regarding the alignment strategies employed by Remax Frontier and Pam Golding Properties?
3. What difficulties and limitations arise from conducting the data analysis in (2) based on a strict application of the Martin & White (2005) framework, and to what extent are they reflected in recent research?
4. What revisions need to be made to the Martin & White (2005) framework, in order for it to overcome the issues arising in (3)?
5. What insights does the application of a revised APPRAISAL framework reveal regarding the alignment strategies employed by the two estate agencies?
6. What do the findings of the thesis suggest regarding further research into the APPRAISAL framework and into the analysis of property advertising discourse?

1.7 Thesis Structure

This thesis consists of six chapters. Chapters 1 and 2 provide an overview of pertinent APPRAISAL literature. The first, strict application of Martin & White’s (2005) framework and a discussion of the analysis it yields, follows in chapter 3. Chapter 4 provides an account of the limitations of and revisions to the framework, and a second application of the revised framework to the text data and the analysis it yields is discussed in chapter 5. This is followed by conclusions and suggestions for further research in chapter 6.

In what follows, I provide a slightly more detailed account of each chapter and what it entails in order to provide an overview of the thesis as a whole and its logic.

Chapter 2 comprises a review of literature pertinent to APPRAISAL theory. Here, I report on the origins of APPRAISAL theory (2.1), the features of the APPRAISAL theory (2.2), the notion of genre and its contextual significance in the study (2.3) and the importance of prosody and how it is mapped and tracked in APPRAISAL (2.4). The chapter, effectively, extends the account already provided in 1.1.

Chapter 3 comprises the first descriptive dimension of this study, in the form of the first data analysis. This chapter outlines the methodology employed, including an account of the nature of the property advertisement data, the context surrounding it, and the methods I used in collecting the data (3.1). I

describe (in 3.2) how I conducted a strict application of the APPRAISAL framework to the text data and how I analysed the data. In 3.3, I provide a table of statistics resulting from the analysis carried out in 3.2, and thereafter report on the findings and interpretations of the analysis (3.4), based on the table in 3.3, as well as on statistical graphs representing the numbers and percentages of instantiations found in the coding tables (provided in Appendix D). Conclusions drawn from the analysis and its findings are provided in 3.5.

Chapter 4 reports on the limitations of the APPRAISAL framework, as well as points of contention surrounding its application, derived from my experience in the first data analysis, as well as from the criticisms of other researchers in the field. These limitations are grouped according to three broad aspects of analysis: contextual issues (4.1), the need for local categories (4.2) and issues of invoked meaning and multiple coding (4.3). In these sections, I show how these points of difficulty and framework shortcomings limit the level of detail and context specificity of the analysis in my study, and suggest means through which this can be overcome. I also indicate how other researchers experience, approach and resolve similar issues in their applications of the framework to various data sets. Throughout this chapter I identify areas of the framework that need adjustment, and propose amendments to it, in order to provide a revised framework which is used for a re-analysis of the property advertisement data in the following chapter.

Chapter 5 is both theoretical and descriptive in nature, as it shows how the revisions (from chapter 4) are incorporated into the APPRAISAL framework and applied to the data, and provides an interpretation of the results yielded from this application. To enhance the reader's experience of it, it is structured in parallel to the structuring of chapter 3. It reports on the revised APPRAISAL framework data analysis, and consists of: a methodology (where the text data set used in the first strict application in chapter 3 remains the same) (5.1); a detailed description of how the revised APPRAISAL framework is applied to the text data (5.2); the data coding tables employed, which show how the text data is coded within the revised framework (5.3); an analysis of the findings and my interpretation of the analysis, as well as statistical graphs representing the numbers and percentages of instantiations found in the coding tables (5.4); and conclusions drawn from the analysis (5.5). This chapter is significantly longer than the other chapters in the thesis since the tasks of this chapter are more extensive. I outline these in 5.1 and provide further information as to how this chapter should be approached.

The discussion of the re-analysis of the property advertisement data (in 5 above) is reported on in chapter 6. This chapter is theoretical in nature and, as well as providing overall conclusions to the thesis, reports on the efficacy and validity of the revised framework (which was applied to the data in chapter 5), and compares it to the efficacy of the original framework (applied to the data in chapter 3).

In 6.1, I revisit my research questions and goals (set out in 1.6), which I provide answers to throughout the chapter. Chapter 6.2 reflects on the original APPRAISAL framework, and recaps on the revisions I suggest be included (in chapter 4) in a second analysis. In 6.3, I compare the findings and interpretations of both the first and second data analyses, dealing specifically with the capabilities of each framework in the level of detail and context-specific information they accommodate, and with the meaning choices, alignment strategies and value sets promoted by each agency. From this I draw conclusions regarding the efficacy of the two frameworks in accurately reflecting a contextually-aware and detailed account of the interpersonal meaning and alignment strategies in the estate agencies. To provide an overview of the revised framework's efficacy, I also point out the limitations and points of contention I encountered when applying the revised framework to the property advertisement data in the second data analysis, and suggest how these could be overcome (6.4). Finally, I indicate what future avenues of enquiry, prompted by this work, would be fruitful, in 6.5.

CHAPTER 2: LITERATURE REVIEW

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CHAPTER 2: LITERATURE REVIEW

The main aims of this study (detailed in 1.5) culminate, essentially, in a revision of Martin & White's (2005) APPRAISAL framework, based on two applications of it to property advertisement data. Before one can propose revisions to the framework, however, it is necessary to provide a detailed account of APPRAISAL as originally set out in Martin & White (2005) and to consider the theory underpinning it. This is important, as it consolidates the reasoning behind the construction of the theory, the core values upon which it is based, and the main design features and purpose of the framework. In 2.1, I outline the origins of APPRAISAL theory, focusing on Systemic Functional Linguistics (2.1.1), and briefly discussing Affect (2.1.2), Modality (2.1.3) and Intensification (2.1.4). Thereafter, I provide a detailed account of the features of APPRAISAL and its framework (2.3). This chapter also includes a report on genre and property advertising as a sub-genre of persuasion (2.3), and an account of prosody and how it is mapped and tracked in APPRAISAL (2.4).

2.1 Origins of APPRAISAL Theory

APPRAISAL theory is built on the premise that language is inherently social in nature, and that it serves to fulfil, construct and negotiate certain social and cultural functions. This premise relates to the idea that language is a social semiotic, whereby it reflects linguistic choices made by participants in a text, which in turn enact certain social functions, and thus allows the participants to construct and negotiate meaning for themselves within specific contexts and cultures (as indicated in chapter 1.1). In APPRAISAL theory, therefore, we are concerned with the linguistic choices made by the participants, and how these choices help to construct interpersonal meaning and relationships (by expressing emotion, judging behaviour, evaluating things and positioning the other text participants), to reflect and negotiate the social reality occurring in that context.

To provide a holistic account of APPRAISAL theory, it is necessary to discuss the field in which it occurs (Systemic Functional Linguistics) and the theory which preceded it, and the cornerstones underpinning APPRAISAL. I thus deal specifically with Halliday's (1994) work on the interpersonal metafunction and the clause as a means of exchange in 2.1.1, and with the three cornerstones of APPRAISAL theory thereafter, viz. Affect (2.1.2), Modality (2.1.3) and Intensification (2.1.4).

2.1.1 Systemic Functional Linguistics

The founder of Systemic Functional Linguistics and the theory behind it, Michael Halliday, sought to provide a grammar of language which could reflect how language is actually used in context, and also

show how language structure and linguistic choices made at the most basic level of language can realise social function and thus construct and negotiate reality for the participants (Halliday 1994).

The grammar proposed by Halliday is functional, systemic and, to an extent, syntagmatic in nature. It is functional (as opposed to formal) in that it was designed to show how language is used in context, and thus needs to be practical and applicable to Linguistics. Halliday (1985: 192) argues that “the value of a theory lies in the use that can be made of it”. The ‘systemic’ nature of the theory is fundamental (both to the grammar Halliday proposed, as well as APPRAISAL theory later on). Systemic theory is “a theory of meaning as choice, in which language is interpreted as an interlocking and interweaving set of options” (Halliday 1994: xiv). This means that language is seen as a paradigmatic system, in which a set of possible alternative options is presented, from which participants can choose, in order to accomplish certain types of interaction or function – these options may be semantic, lexicogrammatical or phonological (in the case of spoken language) (Halliday 1994). The combination of choices made by the participants will therefore determine the type of meaning that is constructed. The syntagmatic axis accounts for the structures realising these meaning choices, but has said to be increasingly “less central” to the theory than the paradigmatic axis (Thompson 2013).

Systemic Functional Linguistics (and the grammar of language Halliday founded within the field), then, acts as a resource for mapping fundamental components of meaning in language (realised by various paradigmatic linguistic choices) to construct and negotiate reality. Halliday indicates that there are three fundamental types of meaning which are always present and function concurrently in every text. By analysing these in conjunction we are able to obtain a complete view of how language and meaning function in a text (Halliday 1994, see 1.1). Together, these meaning components - the ideational, the interpersonal and the textual - are called ‘metafunctions’. The ideational metafunction accounts for the environment in which a text occurs and construes experience (Halliday 1994; Martin & White 2005). It is concerned with “what’s going on, including who’s doing what to whom, when, where, why and how and the logical relation of one going-on to another” (Martin & White 2005: 7). The interpersonal metafunction deals with social relations in a text: with how interactions and relationships are negotiated between participants, including their feelings and evaluations of things, as well as how they position one another (in terms of social and power roles) (Martin & White 2005). The textual metafunction serves to “breathe relevance into the other two” (Halliday 1994: xiii), and is concerned with the way that ideational and interpersonal meaning flow in a text: with the way in which they spread prosodically across the text and how they work together to effectuate meaning (Martin & White 2005).

The metafunction that informs the theory discussed in this thesis (APPRAISAL theory) is the interpersonal metafunction (as indicated in 1.1), and it is this metafunction that I focus on in the remainder of this chapter, and the thesis as a whole. In what follows, I give an account of Halliday's (1994) grammar of language, as it relates to the interpersonal metafunction, and thereafter explain how Martin & White (2005) adapted this grammar to form the theory underpinning APPRAISAL.

Systemic Functional Linguistics, as indicated, is based on the idea that the meaning making process is represented through linguistic choices made at various levels of language (Thompson 2013). The interpersonal metafunction (and the interactions comprising it) is represented at the lexicogrammatical/clausal level as an interactive event, one which involves the text producer and an audience either giving or demanding goods and services or information (Halliday 1994). Their interaction results therefore in some form of exchange (of goods and services or of information). This process of exchange can be carried out through four primary speech functions: offer, command, question and statement (Halliday 1994). In enacting each of these speech functions, text producers adopt particular roles for themselves, and, simultaneously, assign complementary roles to the audience (Halliday 1994). For example, when asking a question, text producers adopt a role in which they demand information (while possibly presenting themselves as possessing less knowledge and power than the audience), and, at the same time, the audience is required to answer the question (often in a prescribed format, determined by the format of the question, e.g. yes/no questions will require a different response from an open-ended question). The choice of speech function also has an effect on the type of interpersonal relationship construed, as well as on the roles assigned to the participants. For example, by choosing the command function (e.g. *Close the door!*) the text producer assumes a high power role, whereas by choosing the questions function (e.g. *Will you close the door?*) the power roles are relatively equal and neutral, which makes it more likely that the audience will comply. Thus, different choices of functions have different effects on the interpersonal relationships construed, and the choices made (often unconsciously) indicate how text producers view the world and how they construe themselves in that world.

Within the clause, we see that the speech functions and interactions taking place are determined by grammatical classes of entities in that clause, e.g. Mood and Modality. The clause itself is made up of the Subject, Finite, Predicator, Complement and Adjunct grammatical operators; which can be further divided into the MOOD (Subject + Finite) and the RESIDUE elements (Predicator + Complement + Adjunct) (Halliday 1994).

Within the MOOD block, the Subject acts as the reference point against which the rest of the proposition can be affirmed or denied, and the Finite forms the verbal group and shows tense, polarity

and modality. The way in which these two elements are ordered within the MOOD block determines the form of speech roles and speech functions, and thus the positioning of the participants (Halliday 1994). For example, when the MOOD block is ordered as Subject-Finite, the sentence is a declarative (where it can function as a statement or a command), where one party is seen as the imparter of knowledge. In a Finite-Subject ordering, the function of the clause is either a yes/no, or WH interrogative (where the Subject is WH i.e. who, what, when, where, how), in which one party requests information (as a question or an offer), and the other is expected to provide the information in a specific format. As previously indicated, the way in which the exchange is structured, and the choice of formatting by the participant, affects the type of interaction and the power roles enacted.

The second grammatical operator affecting interpersonal meaning within the clause is Modality, also found within the MOOD block. Modality traditionally refers to the ‘in-between’ levels of polarity (which is the choice between positive and negative/yes or no) (Halliday 1994). Therefore, instead of only being able to be absolutely certain or uncertain about a proposition, modality allows for intermediate levels, such as the proposition being ‘possible’ or ‘probable’, etc. Through modality, participants can express their judgement of the probabilities and obligations of what they are saying and indicate how committed they are to the truth value of their statements (Halliday 1994).

The combination of mood and modality within the MOOD block of the clause thus determines the type and function of interaction taking place and the level of commitment to the truth value of propositions within the interaction. The mood and modality choices made by the participants thus affect the exchange taking place, the interpersonal meaning encoded therein (including the roles/relationships set up for participants), and the social reality that is constructed and reflected.

Having shown how the interpersonal metafunction operates within the clause at a lexicogrammatical level, it is important to link the notion of interpersonal meaning to context and genre. This is significant, as meaning alone cannot enact socio-cultural function or construct reality, but does so in conjunction with context (which incorporates genre) (Bawarshi & Reiff 2010). Thompson (2013: 429) says that “one central advantage that can be claimed for Systemic Functional Linguistics as an approach to text analysis is that it offers a coherent picture, which is theoretically motivated and empirically tested, of the ways in which specific (configurations of) language choices function to reflect and construct the socio-cultural context in which they occur”. When looking at how language choices reflect and construct socio-cultural context, it is necessary to discuss the levels (or strata) of language and how they are realised by (and realise) one another, to emphasise that no element of language occurs independently from the others. Language can be seen as consisting of various levels of abstract phenomena, with phonology/graphology at the most concrete level, moving upwards and

outwards to lexicogrammar, (discourse) semantics, register and genre (see diagram 1 on page 24). Each of these strata realises the more abstract strata with which it shares an interface – for example, semantics is realised by lexicogrammar, which in turn realises register (Thompson 2013). Thompson also indicates that there is a relation of metaredundancy (Lemke 1984 in Thompson 2013) between the strata, which is “the idea of patterns at one level redounding with patterns at the next level; thus genre is a pattern of register patterns, just as register variables are a pattern of linguistic ones” (Martin & Rose 2007: 308 in Thompson 2013: 429). This notion of metaredundancy becomes important in 2.3, where I label the genre focal to this thesis (and indicate the linguistic patterns shaping it), and talk about it in respect to the context in which it operates.

Halliday (1978: 5) describes social context as “the total environment in which a text unfolds”, which can be stratified into two levels – the context of situation and the context of culture (which realises the context of situation). Therefore, any text is realised in terms of the context of the situation, which in turn is realised in terms of the context of culture (Martin & Rose 2008). The context of situation can be further divided into three categories, which are linked to Halliday’s metafunctions: Tenor, which construes the relationship between interactants (interpersonal metafunction); Field, which construes the interactants’ social activity (ideational metafunction) and Mode, which construes the role of language (textual metafunction) (Martin & Rose 2008). The context of situation level is also known as REGISTER (Martin & Rose 2008). The final level of language, termed GENRE in diagram 1 which follows, is linked to the context of culture, and realises the tenor, field and mode (register) of the interaction.

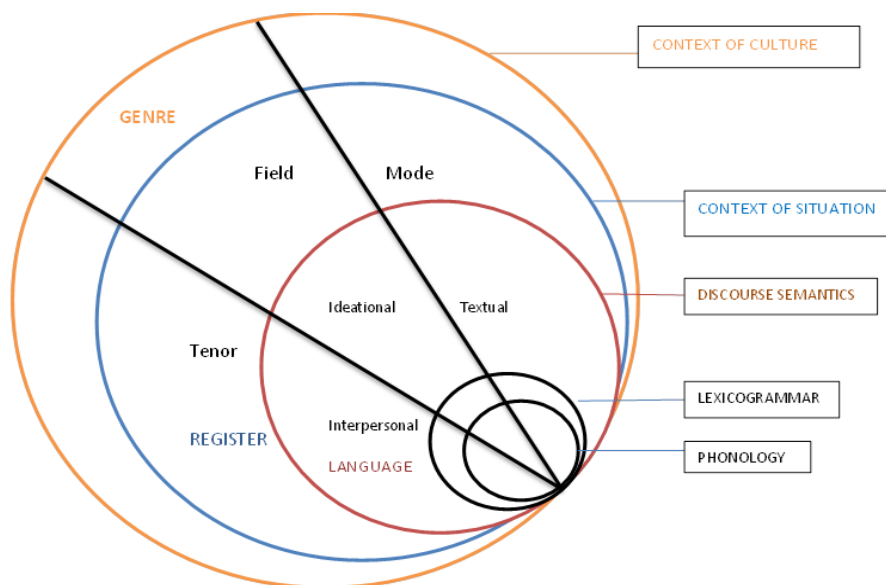


Diagram 1: Language in Context

Systemic Functional Linguistics thus “captures the ways in which language is functioning in its context of situation (register), in its context of culture (genre), and its role in construing the conventions and assumptions about what is ‘normal’ on which we base our understanding of the world around us and of our own patterns of behaviour (ideology)” (Thompson 2013: 430). This is an important concept in this thesis, as the genre of study (property advertisement genre) and the context in which it occurs (the Grahamstown property market), both construe, and are construed by, our shared knowledge of these situations and cultures.

The traditional account of Systemic Functional Linguistics, as provided above, was groundbreaking, as it lent itself to a new way of seeing grammar – as a resource for identifying wider varieties of functions and metafunctions, and for showing how language is used as a social semiotic, to construct, negotiate and maintain social reality. However, the fact that this grammar was designed to function at the lexicogrammatical level of language only is limiting, especially to discourse analysts, who wanted to show how language functions as a social semiotic, at the level of discourse semantics. Similarly, because Halliday only accounted for linguistic choices within the clause (as resources for meaning-making), the interaction between participants was limited to an exchange of goods and services or information. This means that elements such as the feelings and emotions associated with the interactions, as well as how participants judged and evaluated each other, could not be taken into account.

With the introduction of APPRAISAL theory, Martin & White (2005) sought to take the principles of Systemic Functional Linguistics and Halliday’s grammar of language and apply them to the discourse semantics level of language, allowing for the analysis of interpersonal meaning outside of the clause. This encompasses both the paradigmatic nature of Systemic Functional Linguistics (i.e. meaning as a choice) and a somewhat syntagmatic approach (i.e. how the paradigmatic choices are realised to form ‘whole’ meanings, which progress through texts). Martin & Rose (2003:1) indicate that one must treat discourse as more than a sequence of clauses – “we want to focus on meaning beyond the clause, on resources that lead us from one clause to another as a text unfolds; this also means that we treat discourse as more than an incidental manifestation of social activity, we want to focus on the social as it is constructed through texts, on the constitutive role of meanings in social life”. By moving beyond the clause as a resource for exchange and having only grammatical operators (such as mood and modality) as meaning-making resources, discourse analysts can focus on social and interpersonal meaning as it occurs across clauses within discourse, and they are able to incorporate other facets of interaction (e.g. emotion and evaluation) in their analyses. As well as to incorporate these affective elements, APPRAISAL theory was designed to “consider lexical resources for judging behaviour and

appreciating the value of things, and the recognitions of syndromes of appraisal associated with different voices” (Martin & White 2005: xi).

APPRAISAL theory was conceived as a result of the shift in thinking in Systemic Functional Linguistics i.e. from viewing interpersonal meaning as an exchange within the clause at the lexicogrammatical level of language, to meaning as being spread prosodically at the discourse level of language. Martin & White (2005: 1) indicate that their purpose was to “develop and extend the Systemic Functional Linguistics account of the interpersonal by attending to three axes along which the speaker’s/writer’s intersubjective stance may vary”, viz. what was traditionally dealt with under the headings of ‘affect’, ‘modality’ and ‘intensification’. These three axes are the cornerstones upon which APPRAISAL theory is built, and they provide the vehicles through which the interpersonal metafunction is carried within texts (viz. the instantiation of emotion and evaluation, the intensification of these instantiations, and how these values position the authorial voice and the participants in a text). In what follows, I discuss each of these axes to provide an understanding of their origins and traditional uses and to indicate how they were adapted for use in modern APPRAISAL theory.

2.1.2 Affect

As indicated in 2.1.1, the first core axis upon which APPRAISAL theory is built relates to affect and emotion. Martin & White (2005) highlight the centrality of these notions to their theory, quoting Painter (2003, in Martin & White 2005: 42), as saying that “emotion is arguably at the heart of these regions (emotions, ethics and aesthetics) since it is the expressive resource we are born with and embody physiologically from almost the moment of birth”.

Unlike the other two pillars underpinning APPRAISAL (modality and intensification, in 2.1.3 and 2.1.4 below), affect does not originate in Linguistics, but in Psychology. In what follows, I briefly outline affect in Psychology, mention how it appears traditionally in Linguistics, and indicate how it is adapted for use in APPRAISAL.

In Psychology, affect is linked to cognition and conation. This relationship underlies many psychological theories and forms the basis of research on basic human emotions and its effects on the self. Originally, the terms ‘affect’, ‘emotion’, ‘mood’ and ‘feeling’ were used interchangeably (Ekkekakis 2012) and were grouped under the blanket term “affective states” which referred to anything evaluative (Clore & Palmer 2009: 21). However, there is a subtle distinction in meaning between these terms, particularly between ‘feelings’, ‘affect’ and ‘emotion’. This distinction becomes important in the context of APPRAISAL, as is indicated shortly. Besnier (1990: 421) states that

“psychological models in the West distinguish among *feelings*, a broad category of person-centered psychophysiological sensations; *emotion*, a subset of particularly ‘visible’ and ‘identifiable’ feelings, and *affect*, the subjective state that observers ascribe to a person on the basis of the person’s conduct”. This means, essentially, that emotions are mental states of feeling or reactions, whereas affect refers to anything evaluative. Affect is also considered to be a broader construct than emotion which always encodes an element of emotion i.e. “all emotions are affect conditions, but not all affect conditions are emotions” (Ortony et al 1987: 343).

In Linguistics, prior to the conception of APPRAISAL theory, many of the studies of affect related to how it is coded in linguistic operators, rather than on how it is used in social interaction. For example, lexical processes (e.g. synecdoche, metonymy and metaphor) and syntactic operators (e.g. evidentiality and modality markers) encode and are used to manipulate affective meaning (Besnier 1990). In addition, there has been a focus on the physical expressions of emotion in speech, looking at gestures, facial expressions and tone (Besnier 1990). Until the introduction of APPRAISAL theory, however, little work had been done on affective meaning as it appears in discourse, and how it is used, not only to evaluate the self, but to evaluate others too. In more recent linguistic research, there has been a shift of focus from the self, to how we, as humans in constant communicative roles, appraise ourselves and outside stimuli, to gain insight into our emotional states and how we use them to achieve certain goals in our interactions.

Martin & White’s (2005) APPRAISAL theory was thus introduced to allow for the expression of emotion and affective evaluations in discourse by the text producer, to uncover the strategies used to position the text producer and other textual voices within the dialogic space, in order to construct and negotiate interpersonal relationships and connections and so to achieve alignment. This is ultimately the goal of interpersonal component of meaning, to show “[the speaker’s] perspective on the exchange, his assigning and acting out of speech roles” [Halliday 1979: 66-67, in Martin & White 2005].

As Martin & White (2005) construe it, Attitude, the superordinate label for the first of three systems in the APPRAISAL framework, viz. Attitude, Graduation and Engagement, subsumes three subcategories of its own, viz. Affect, Judgement and Appreciation cf. 2.3 and Appendix A1, page 188 for fuller descriptions). Attitude, as a system, “is concerned with our feelings, including emotional reactions, judgements of behaviour and evaluation of things” (Martin & White 2005: 35).

The distinction drawn between emotion and affect earlier is exemplified in the functions of the three sub-categories within Attitude. The first, Affect, deals with emotions and feelings. The label of this sub-category is somewhat misleading, as affective evaluations are not dealt with in Affect, but in the

second and third sub-categories i.e. Judgement (relating to human behaviour) and Appreciation (evaluations of ‘things’). It is important to note that Martin & White (2005: 45) construe Affect as core, describing values of Judgement and Appreciation as “institutionalisations” of Affect, which rework or reconstrue emotions as affective evaluations. Interestingly, Clore & Palmer (2009: 27) say that “emotions exist only in the present, whereas attitudes are dispositions... meaning that they are not constrained by time”. This means that, even in the absence of a specific emotion, one can portray a cumulative attitude towards something (cf. 2.4 for how prosodic features can achieve this). Within APPRAISAL, this is one of the most significant means by which relationships are negotiated and alignment is achieved. It can be speculated that the portrayal of an overall attitude may be the reason for the label “Attitude” encoding expressions of emotions and evaluations.

The emotions and affective evaluations which are encoded in this system thus form the basis of interpersonal meaning in APPRAISAL and are carried prosodically throughout the text, with the other systems (Graduation and Engagement) working in conjunction with these emotions to propagate the prosodic meaning (i.e. the overall attitude/disposition) by intensifying them and using them to position text participants (see 2.1.3 and 2.1.4 below).

2.1.3 Modality

The second cornerstone of the APPRAISAL framework is ‘Modality’. In what follows, I define modality and detail two of its sub-types significant to APPRAISAL theory: epistemic modality and evidentiality. I show how these traditionally occur in Systemic Functional Grammar at a clausal level, and then indicate how they translate to a discourse level (i.e. in APPRAISAL).

Modality (as indicated in 2.1.1), is traditionally a grammatical feature operating at the level of lexicogrammar, which occurs within the Finite element in the MOOD block of the clause and carries interpersonal meaning through modal adjuncts. In 2.1.1, I mentioned that the Finite element expresses tense, polarity and modality. To define and explain modality, it is necessary to view it in conjunction with polarity. Thompson (2002: 56; 57) indicates that “any Finite is inherently positive or negative in polarity”, but that this distinction is not absolute i.e. “semantically there are also intermediate stages – points between ‘yes’ and ‘no’ such as ‘maybe’ or ‘supposedly’”. These intermediary points are expressed by modality.

Martin & White (2005) indicate that, in APPRAISAL theory, they are concerned with two specific sub-types of modality: epistemic modality and evidentiality. These are generally concerned with the ways in which text producers position themselves in relation to their propositions, and in relation to external sources of information.

The first sub-type, epistemic modality, has to do with “the degree of confidence the speaker has in their statement” (de Haan 2001: 201). It is thus the speaker’s assessment of their commitment to the truth value of the proposition (Papafragou 2006), in terms of the “modal certainty, probability or possibility within the proposition” (Pique-Angordans et al 2002: 50), and their attitude towards their “own speech role as ‘declarer’” (Halliday 1970: 349, in Papafragou 2006). Epistemic modality is realised by modal adjuncts of MOOD (i.e. the grammatical operators which carry modality and are linked to features and meanings within the MOOD block). These include (taken from Halliday 1994: 82): (1) Adjuncts of polarity and modality (e.g. *yes, possibly, sometimes, gladly, absolutely*); (2) Adjuncts of temporality (e.g. *already, occasionally*); and (3) Adjuncts of mood (e.g. *clearly, simply, totally*). An example of epistemic modality (from Papafragou 1970: 1689) is: (1) *John may be at home*. (2) *John is at home*. Papafragou (1970) indicates that, while the proposition expressed by the utterance in (1) can be paraphrased by (2), the modal adjunct in (1) shows that the speaker has a lower degree of commitment to the truth value, than in utterance (2).

The second type of modality, evidentiality, is similar to epistemic modality, in that they both indicate the speaker’s “(lack of) commitment to the truth of the proposition being expressed” (Palmer 1986: 51, in de Haan 2001). However, unlike epistemic modality, evidentiality is related to the source of the information of the statement (de Haan 2001), and is the assessment of the evidence available for the statement. This entails how speakers position themselves in relation to the source of information (i.e. do they agree with the source, or distance themselves, or pin the information onto another source?). Evidentiality is realised by modal adjuncts of Comment (as opposed to adjuncts of MOOD, as in epistemic modality). These adjuncts can be thought of in terms of opinions. Some examples from Halliday (1994: 49) are: *in my opinion, to be honest, seriously, please, apparently, hopefully, at first, in general, understandably, surprisingly*. Therefore, a distancing of the speaker from the source may be realised by an adjunct such as “according to”, whereas agreement may be indicated by “obviously”, showing that the speaker positions themselves as in complete alliance with the source. By using evidentiality as a form of modality, either consciously or unconsciously, speakers indicate their stance towards the proposition, and, as a result, position readers in similar ways.

The account above outlines modality as it occurs within the clause at the lexicogrammatical level (as detailed in 2.1). In terms of APPRAISAL, epistemic modality and evidentiality are encoded in the Engagement system, and take on slightly different roles. Epistemic modality, instead of assessing speaker certainty and commitment to truth values, serves to expand or contract dialogic space within Engagement, so as to allow or reject alternate voices. Therefore, in traditional epistemic modality terms, (1) *John may be at home* (taken from Papafragou 1970: 1689) indicates a lack of certainty on the part of the speaker. However, in terms of APPRAISAL, statement (1) expands the dialogic space,

and allows for alternate voices, by showing that it is but one of many possibilities. Statement (2) *John is at home*, however, contracts the dialogic space, and, by presenting itself as the only possibility, does not allow for other alternate voices to give other possibilities. It is interesting to note that, in APPRAISAL, it is not always necessary to use modal adjuncts to signal this expansion or contraction of dialogic space. As indicated in 2.2, constructions such as rhetorical questions can be used to contract dialogic space, e.g. *Why rent when you can buy?* Evidentiality in APPRAISAL, similarly to its role in the clause, is also used to indicate text producers' attitudes towards the source of information. However, it also indicates how the authorial voice positions itself in relation to other voices and other sources. This is used as an alignment strategy: by presenting itself as agreeing or disagreeing with various sources, the authorial voice encourages readers to align with them and do the same. In my property data, it becomes evident (in 3.4 and 5.4) that the authorial voice construes itself as the 'expert' voice, and therefore does not often position itself in relation to other sources of information.

In terms of APPRAISAL, then, modality informs the Engagement system and the choices available therein, even though the use of modal adjuncts (of MOOD or Comment) may not always be evident. The carrying of the authorial voice's stance without explicit modal adjuncts speaks, once again, to the notion of prosody (2.4), and the propagation of attitudes (relating to emotions, in Affect, or in relation to other voices, in Engagement) across the text.

2.1.4 Intensification

The third cornerstone upon which APPRAISAL is built has to do with 'intensification' and 'vague' language, in which speakers/writers describe how they "increase and decrease the force of their assertions and how they sharpen or blur the semantic categorisations in which they operate" (Martin & White 2005: 2). In what follows, I show how intensification operates at the lexicogrammatical level of language and outline the notion of vague language and the ways in which vagueness can be reduced (and the effects of intentional vagueness, significant especially for my study). Thereafter, I indicate how these concepts are accommodated in the APPRAISAL framework.

In terms of intensification in Linguistics, Kennedy (1987: 266 in Lorenz 1999) says that, "whereas the linguistic tradition has tended to focus on the grammatical category of quantifiers, it is the semantic notions of quantification and the way it is realised with linguistic devices which has particular significance for applied linguistics". In the semantic sense, at the lexicogrammatical level of language, intensification is linked to the notion of epistemic modality (as described in 2.1.3), as it is "connected to speaker certainty and definiteness versus vagueness" (Lorenz 1999: 6). Therefore, speakers/writers make use of intensification to signal personal commitment to their propositions, as

well as to indicate the truth value of these propositions which, in turn, construes interpersonal meaning. Examples of intensification of this type (taken from my data) are: ***absolutely charming***; ***Very Elegant*** and ***perfectly positioned***.

The term ‘intensification’ has caused much confusion in the literature, as it encompasses both meanings that are amplified (or intensified, as the label suggests), as well as those that are toned down, or muted (Lorenz 1999). Examples of ‘toning-down’ meanings, which tend to have a mitigating effect, are (from Lorenz 1999: 23): *rather*, *slightly* and *scarcely*. The choice of either ‘type’ of intensification yields insights into text producers’ point of view, attitudes and commitments, and reveals alignment strategies based on what values/meanings they foreground (by amplifying) or conceal (by muting). This highlighting and concealing of meaning by intensification becomes significant in this thesis in chapters 4 and 5.

Vague language is a common by-product of intensification, as there are often ‘grey areas’ in which one cannot always be certain of the semantic function enabled when using intensification, or to what extent something is being graded. For example, would *almost certain* be considered a detachment, or down-toned commitment; and how tall is *tall*, *very tall* or *slightly tall*? Intensification therefore invites semantic ambiguity and categorical ‘fuzziness’ i.e. the lack of sharp boundaries when referring to the denotation of terms (van Rooij 2011).

There are two ways of reducing vagueness in language: Firstly, hedging expressions (e.g. *in some respects*; *in a sense*; *to some extent*) can be used to give the impression of being able to quantify the language more easily (Lakoff 1973 in van Rooij 2011). This relates to features such as adjectives, e.g. *tall*, *fast* and *long*, which rely on “unique grading contingent facts”, such as height or speed (van Rooij 2011: 2). Secondly, by associating a ‘prototype’ (the typical or ideal form), one can describe how little or how much or little something resembles the prototype. This most often relates to categories which are not scalable (Martin & White 2005), for example, the colour *red* may represent the prototype and a different shade of that colour may be called *sort of red* or perhaps *light red*. However, the colour *blue* would not resemble the prototype at all.

It is important to note that, although there are measures one can take to reduce vagueness in language, the use of vagueness is often intentional, for interpersonal, rhetorical and strategic effect. In a discourse such as property advertising, it has been found that text producers occasionally choose to be vague in their linguistic choices to conceal certain characteristics of properties for alignment purposes (cf. ‘real-estate’ in 2.3.3).

At the discourse level of language (i.e. in APPRAISAL), the concepts of intensification and vague language are combined to create the third and final system of the APPRAISAL framework, Graduation, which allows for the grading of attitudinal meaning. This system subsumes two sub-categories: Force and Focus (cf. 2.2). Force accounts for intensified evaluations (either amplified or muted), which allows text producers to highlight or conceal certain values and meanings, reflecting the strength of their assertions (i.e. their interpersonal weighting, cf. 4.2.2) and their commitment to these assertions. Focus encodes evaluations that have been measured against a prototype, and either reduces the vagueness of the assertion (i.e. resembling the prototype, thus sharpening the blurred categorical lines), or increases the vagueness (i.e. not resembling the prototype, and further blurring the fuzzy categorical lines).

It is important to note that, in addition to merely ‘grading’ evaluations, intensification (both Force and Focus) work in conjunction with Engagement to show how text producers position themselves (and others) according to the degree of intensity of their assertions, and the degree of their investment in them. In addition, intensification often acts as a means of ‘flagging’ attitudinal meaning (see 4.3) in instantiations which may be considered otherwise as purely ideational (Lorenz 1999). These insights, once again, speak to the notion of prosody (2.4) and how meaning choices made within each APPRAISAL system influence and inform one another, providing a cumulative view of the meaning-making process using the APPRAISAL framework.

2.2 Features of the APPRAISAL Framework

In what follows, I provide a comprehensive account of the design features of Martin & White’s (2005) APPRAISAL framework and the three interacting systems comprising it, viz. Attitude, Graduation and Engagement. Unless otherwise indicated, all examples are taken from my data. Please note that, as an economy, features which do not occur in my data are referred to but not illustrated in this account. The original APPRAISAL framework is illustrated in its entirety in Appendix A2 (page 189, as a fold-out for ease of reference).

2.2.1 Overview of Framework

The APPRAISAL framework was designed to fulfill the practical and functional purposes of APPRAISAL theory – the need to reflect how language is used in context in reality, and how it is employed to construct and negotiate that reality at the level of discourse semantics. This framework takes, as its evaluative parameters, the traditional notions of affect, modality and intensification (as discussed in chapter 2.1), which, with other adapted linguistic features (such as heteroglossia, the notion of dialogic space and prosody) from a variety of linguistic disciplines (such as syntax and

semantics), are synthesised into three systems within the framework, in order to provide a grammatical model of the interpersonal metafunction. These systems are paradigmatic in structure, and each of them realises a variety of interpersonal choices within the categories and sub-categories comprising them. This framework, or grammar, can be placed over texts in order to track the meaning-making process as it unfolds syntagmatically through the text – but, as I explain later, not in a mindless way.

In what follows, I provide an account of the three systems operating within the framework (as well as the categories and sub-categories comprising them), and indicate how they function independently and inter-dependently to provide full accounts of interpersonal meaning. Before outlining this framework in detail, however, it is important to reiterate the aim we hope to achieve in an analysis of a text using the framework: we are interested, essentially, in how the authorial voice expresses and intensifies or downplays emotion and evaluations, and how it positions itself and other voices, to align readers and construct communities of shared feelings.

The three interacting systems comprising the APPRAISAL framework are Attitude, Graduation and Engagement. They are referred to throughout as **systems**. The paradigmatic choices within each system are **categories** (e.g. Affect, Judgement and Appreciation within Attitude), and the choices within those categories are labelled **sub-categories** (e.g. Happiness within Affect). Here, I provide brief descriptions of all three systems and show how they relate to the cornerstone notions discussed in 2.1.2, 2.1.3 and 2.1.4. Thereafter, I provide a full account of each system.

Attitude “is concerned with our (text participants’) feelings, including emotional reactions, judgements of behaviour and evaluation of things” (Martin & White 2005: 35). This system deals with the traditional notions of emotion and affective judgements and evaluations, as discussed in 2.1.2, and how they are expressed. I indicated in 2.1.2 that, together, the expression of emotion and evaluation allows us to make deductions about the participants’ overall attitude or disposition towards the text. Graduation is concerned with the grading of the feelings and affective evaluations coded within Affect, either by amplifying or dampening their intensity, or by sharpening or softening their categorical boundaries (i.e. making them more or less like the prototype) (Martin & White 2005). The Graduation system incorporates the traditional notions of intensification and vague language, discussed in 2.1.4, and functions to grade the interpersonal meaning encoded in instantiations of Affect at the discourse semantic level, as opposed to grading only the level of commitment that participants show towards their propositions at the lexicogrammatical level. Engagement “deals with sourcing attitudes and the play of voices around opinions in discourse” (Martin & White 2005: 35). In this system, we are concerned with how participants use traditional concepts, such as modal adjuncts

and evidentiality markers (as discussed in 2.1.3), to expand or contract dialogic space, and to allow or disallow alternative voices to contribute to or challenge the proposition; and also to indicate how they position themselves in relation to the source of the proposition to align actual or potential readers.

It is important to note that, although Attitude, Graduation and Engagement are situated on an equal plane in terms of hierarchy (i.e. they all occur at the highest level of classification within the system network, see diagram 2 which follows), Martin & White (2005: 39) view Attitude as focal, and distinguish Engagement and Graduation “as distinct resources (adopting a position with respect to propositions and for scaling intensity or degree of investment respectively)”. Despite this, Engagement and Graduation should not be seen as less important than Attitude. All three systems interact and interweave with one another to propagate prosodic meaning across the text, to provide a comprehensive and coherent reflection of interpersonal meaning. Without the influence of each system on one another, this would not be achieved.

The full APPRAISAL framework is provided in Appendix A1 (page 188). Excerpts of the framework are included in the accounts below for ease of reference. The first, showing the three systems in APPRAISAL is provided below:

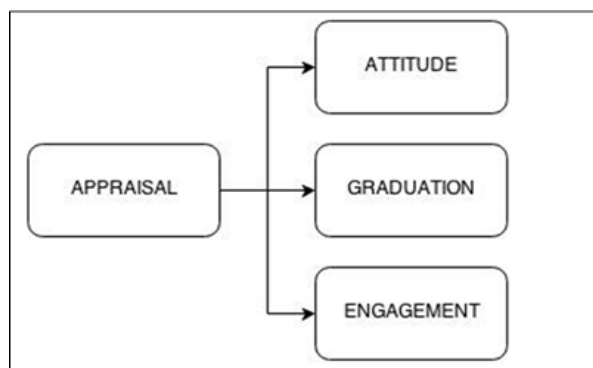


Diagram 2: APPRAISAL Systems

2.2.2 Attitude

The Attitude system functions as a resource for mapping positive and negative feelings, emotions and evaluations (which are gradable and have the potential to be intensified and compared) as they are construed in texts. Three semantic domains are dealt with in this system, viz. what is traditionally known as emotion, ethics and aesthetics. These domains are presented as Affect, Judgement and Appreciation respectively in the APPRAISAL framework (Martin & White 2005), and are displayed paradigmatically as categories within the system (see diagram 3, page 35). This paradigmatic nature allows users to choose sub-categories within these categories, to best reflect the interpersonal meaning they wish to convey.

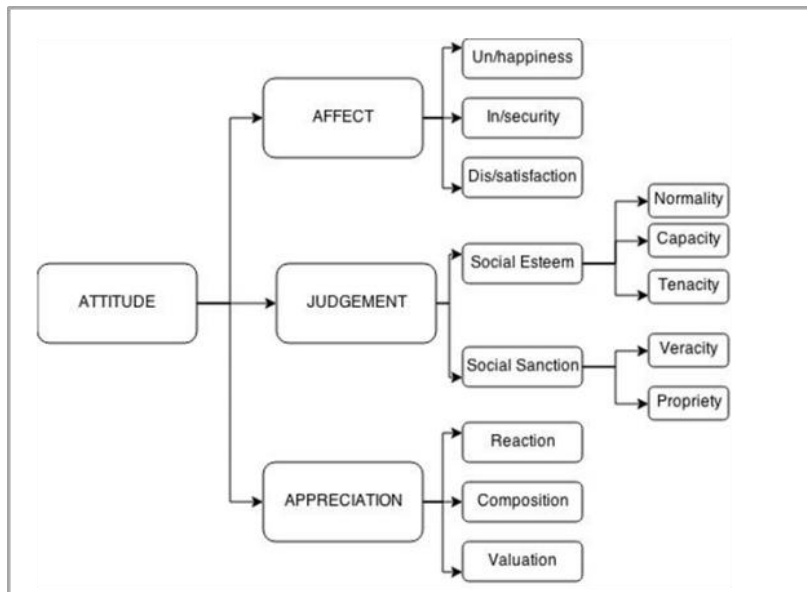


Diagram 3: Attitude Categories and Sub-categories

Affect is concerned with capturing positive and negative feelings or emotions according to three subcategories of feelings – Un/happiness, In/security and Dis/satisfaction (Martin & White 2005). The first sub-category, Un/happiness, refers to what we tend to associate most with ‘emotion’ i.e. feelings of happiness and sadness or liking and disliking something, e.g. *Enjoy 180-degree views* [+Happiness]⁴. In/security refers to our feelings of safety and peace or anxiety, e.g. *good security* [+Security]; and Dis/satisfaction refers to our feelings of achievement and frustration, e.g. *(the home is) in need of TLC* [-Satisfaction].

Martin & White (2005) indicate that these sub-categories do not contain an exhaustive ‘list’ of examples of feelings, and they are also by no means the only ‘types’ of feelings that can be experienced, but they do cover a wide range of feelings. I return to this point in chapter 4 where the exclusion of certain types of feelings from Martin & White’s ‘list’, and how to deal with these, becomes pertinent.

The second category, Judgement, is concerned with our appraisal and evaluation of the behaviour of others, and our attitudes towards these behaviours (Martin & White 2005). The ways in which we judge behaviour are constructed from a particularly Western-based ideology (see 1.4), making the criteria on which we judge behaviour culturally invested, specific and institutionalised. As a result, these values may not be available to those who do not share Western cultural knowledge.

⁴ Bracketed information shows how the instantiation is coded i.e. a (+) indicates a positive value, and a (-) indicates a negative value.

The APPRAISAL framework thus allows us to judge behaviour (as positive or negative) according to two sets of institutionalised, socially constructed Western cultural norms: Social Esteem and Social Sanction. The schemata activated in conforming to these norms relate to how socially acceptable or unacceptable certain behaviours are in Western culture (governed either by social standards, or by the more formalised rules of religion and civic duty), and the expectations placed on those who enact these behaviours. Social Esteem values are associated with the expectations we have of behaviour in social settings – they deal with ‘normality’ (how normal or unusual something is), ‘capacity’ (how capable a person is) and ‘tenacity’ (how resolute a person is) - Martin & White 2005: 52. Social Sanction values are governed more by rules and regulations of what is appropriate in society, e.g. they relate to judgements of behaviour governed by civic duty or religion. This set of norms deals with ‘veracity’ (how truthful someone is) and ‘propriety’ (how ethical someone is) (Martin & White 2005: 52).

Examples of Social Esteem values are: *Grahamstown’s largest developers have once again found the gap* [+Normality]; *Create your own home* [+Capacity] and *discerning buyer* [+Tenacity]. There are no Social Sanction values in my data. This is explained further in 3.4.

The final category which helps comprise the Attitude system is Appreciation, which is concerned with how we evaluate ‘things’ in terms of their worth and the value we place on them (Martin & White 2005). As with Judgement, values of Appreciation are determined by Western cultural norms. Members of this culture judge ‘things’ according to what they have been taught is valuable, and by activating the frames of references (Widdowson 1983, cf. 2.3) they have been socialised into regarding what is valued. These frames of reference, according to the APPRAISAL framework, value items not only according to their impact on the reader, but also the nature of their composition, and their worth.

Appreciation values are similar to Affect and Judgement values in that they can be either positive or negative, and are divided into three sub-categories: Reaction (does it impact on you, and did you like it?), Composition (balance and complexity – how it hangs together, and is it hard to follow?) and Valuation (how worthwhile is it?) (Martin & White 2005). In the context of Systemic Functional Linguistics, we can relate these sub-categories to mental process, as well as to Halliday’s (1994) metafunctions – Reaction is related to affection (emotions), and the interpersonal metafunction; Composition is related to perception (our view of order), and the textual metafunction (how things are ordered); and Valuation is related to cognition (our considered opinions), and the ideational metafunction (in terms of ideational worth) (Martin & White 2005: 57). These relations are particularly important, in that they show how strongly Reaction values are linked to affect – to a point

where the distinction may become blurred, and the expression of one may inherently involve the other (this is dealt with in more detail in 4). Examples of Appreciation values are: *amazing views* [+Reaction]; *luxurious sanctuary* [+Composition] and *Understated luxury at its best* [+Valuation].

Martin & White indicate that attitudinal meaning can be expressed in a variety of ways within texts, and that they “tend to spread out and colour a phase of discourse as speakers and writers take up a stance oriented to affect, judgement and appreciation” (2005: 43). Most obviously, interpersonal meaning can be explicitly inscribed through the use of attitudinal lexis, for example *Enjoy 180-degree views* [+Happiness]. It can also, however, be implied, invoked or inferred without the direct inscription of affect (Martin & White 2005). This can be seen in the example *Top quality finishes*, where a positive appreciation of the house [+Composition] is implied through an evaluation of its features (the top quality finishes), without the direct inscription of Appreciation values.

The implication of attitudinal meaning can be achieved through a number of means (a notion which becomes significant to this thesis in 4.3). Martin & White (2005) demonstrate that the selection of ideational meaning may, in specific contexts, be enough to invoke evaluation, even in the absence of attitudinal lexis. This type of invoked meaning relies on the following to be successful: the context in which it occurs, a compliant reading position (which allows the reader to access the meanings implied) and textual cues and signposts which alert the reader to the evaluation encoded in the seemingly non-attitudinal ideational text. Due to the prosodic spread of meaning (dealt with in more detail in 2.3), evaluation and interpersonal meaning may “colour more of a text than their grammatical environment circumscribes” (Martin & White 2005: 63), and may thus be encoded in lexis which could be deemed non-attitudinal or non-evaluative in other contexts (see 4.3). Where this occurs, explicit inscriptions of attitudinal meaning act as signposts or ‘red flags’, alerting readers to the presence of invoked meaning i.e. an explicit inscription “launches and subsequently reinforces a prosody which directs readers in their evaluation of non-attitudinal ideational material under its scope” (Martin & White 2005: 64). An example, in the context of property advertising, is *Outside flat for extra income*, which invokes a positive evaluation of the size of the home [+Composition], without directly evaluating it as such. See 2.4 and 4.3 for more examples.

Attitudinal meaning can also be implicitly encoded in (and provoked by) linguistic mechanisms such as lexical metaphor (in which something is compared to another, and provokes an attitudinal meaning), e.g. *(This home is) the cherry on top* [+Reaction: Invoked]; or through using non-core vocabulary which lexicalises a circumstance of manner by infusing it into the core meaning of a word, e.g. *all the children being herded up* (Martin & White 2005: 65). The intensification of non-attitudinal lexis often also invokes evaluation, because grading is an inherent feature of attitudinal

vocabulary, for example *Call to view before you are **too** late* [+Valuation of home: Inscribed]. See, again, 4.3 for more detailed discussions of these types of invoked meaning.

In any of the above-mentioned instances of invoked meaning, the context in which it occurs, and the co-text surrounding it, is vital to its accessibility to the reader. Martin & White (2005) indicate that when dealing with language in use, it is often the case that lexical items will vary their attitudinal meaning according to the context, and therefore any text must be read within the situation in which it occurs. In order to access the invoked meanings, readers must then obviously have knowledge of the context, and must adopt a compliant reading position to the text. I return to this notion and discuss it in more detail in 4.1

As a result of invoked meaning being encoded implicitly in texts, it is often the case that a lexical item may encode both an explicit inscription of attitudinal meaning and an invoked evaluation at the same time. For example, *Good security* explicitly evaluates the house [+Reaction], but also implies [+Security] for the buyer. Instantiations such as these therefore contain double (or multiple) coding and the analyst can code them as having more than one meaning. This enables the analyst to encompass a wider scope and richer account of meaning i.e. lexical items do not have to be limited to encoding only one meaning, whether they be inscribed or invoked, cf. 4.3.

2.2.3 Graduation

As previously indicated, all attitudinal meaning is inherently gradable, and has the potential “to be construed in terms of greater or lesser degrees of positivity and negativity” (Martin & White 2005: 135). The second system comprising the APPRAISAL framework, Graduation, is the vehicle through which attitudinal meanings (both within the Attitude and Engagement systems) are graded and scaled. Graduation operates across two axes of scalability (see diagram 4): one that grades according to intensity or amount (known as FORCE) and one that grades according to prototypicality (known as FOCUS). In what follows I provide an account of each of these types of gradability and indicate the resources used for each.

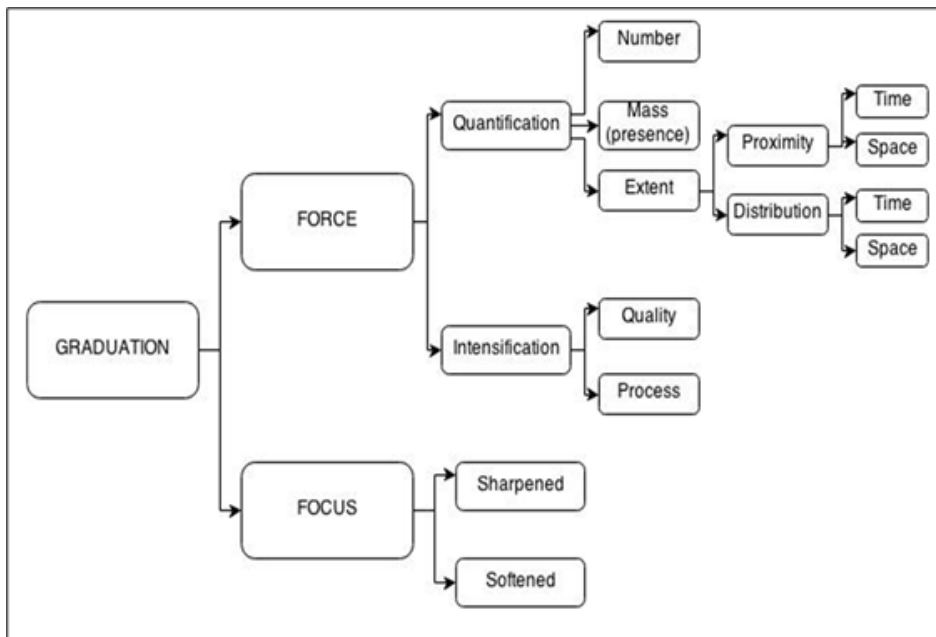


Diagram 4: Graduation Categories and Sub-categories

Force generally operates over categories which are scalar (i.e. can be graded according to a scale), and therefore mostly grades obviously attitudinal values (which incorporate scalar qualities), for example *in **very good** condition*. There are two types of Force acting on attitudinal values: Intensification and Quantification.

Intensification is the grading (up or down-scaling) of qualities, processes and the verbal modalities of likelihood, usuality, inclination and obligation (Martin & White 2005), and is divided into the sub-categories of Quality and Process. Examples of this type of grading are *Good security* [Upscaled Quality] and *lovingly restored* [Upscaled Process]. There are four modes of intensification operating within Force – isolating and infusing (lexicogrammatical classes), repetition and metaphor (Martin & White 2005). These will be illustrated shortly. Martin & White (2005) indicate that the isolating and infusing classes are the most common modes of intensification, and distinguish them according to whether the up-scaling or down-scaling is realised by an individual ‘stand-alone’ item which primarily performs the function of setting the level of intensity, or whether the intensification is fused or combined with another lexical item. The following is an example of an isolating intensification: ***Very** Elegant* [Upscaled Isolating Quality]. In this case, the individual lexical item **very** carries the intensification for the quality *elegant*. In the example ***great** getaway* [Upscaled Quality], however, the intensification does not stand alone, but is fused in the lexical item **great** (which could be seen as comprising *good* + intensification), and is therefore infusing in nature. Intensification can also occur through repetition e.g. *Location, location, location* [Upscaled Quality], or through metaphor e.g. *the cherry on top* [Upscaled Quality].

These four means of intensification can also be linked to the types of attitudinal meaning, viz. inscribed and invoked (as discussed in 2.2.2). Where isolating intensification occurs, e.g. in ***Lots** to offer* and ***very** good*, we find that the stand-alone element carrying the intensification is somewhat vague and implicit, as we cannot really establish how much *lots* is, or how good *very good* is. As a result, we could link isolating intensification to invoked meaning, as the intensification is more implicit or ‘loose’ in meaning. On the other hand, where infusing intensification occurs, e.g. in ***Magnificent** home*, the intensification is more lexically explicit (i.e. we know that *magnificent* carries more intensification than *lovely* for example, and therefore carries a higher interpersonally-weighted meaning, cf. 4.2.2). Due to this more explicit means of intensification, infusing can be linked to inscribed meaning (where the attitudinal meaning is explicitly expressed). When dealing with intensification by repetition or metaphor, both the intensification and the attitudinal meaning are usually invoked, e.g. in *Location, location, location* and *Pretty as a picture*, neither instantiation explicitly encodes intensification, but rather invokes it. As a result, repetition and metaphor can also be linked to invoked meaning. These relationships become significant in chapters 3 and 5.

The second type of Force graduation, Quantification, assesses amount and provides for the general measurement of number and presence or mass, according to features such as their size, weight, distribution or proximity (Martin & White 2005). The sub-categories comprising Quantification are labelled Number (how much), Mass (presence), Extent: Proximity (Time and Space i.e. how recent, how near) and Extent: Distribution (Time and Space i.e. how long lasting, how widely distributed). Please note that in my codings and analyses, I use the terms Size and Amount to refer to Mass (presence), as they relate more to tangible features of properties, as opposed to the abstract concept of mass. Examples of some of these intensified values are: *Spacious home* [Upscaled Size]; *Only 4 units* [Upscaled Number]; and *on Kingswood College’s doorstep* [Upscaled Extent: Proximity].

Similarly to Intensification, there are various modes of Quantification, viz. isolating, infusing and metaphorical. Although quantification is typically presented as an isolated term, e.g. ***large** spacious rooms* [Upscaled Size: Isolated], Martin & White (2005) indicate that there are certain locutions in which the quantity is carried by the head noun, e.g. ***The trickle of** enquires* (from Martin & White 2005: 151). Quantification can also be realised by metaphors, for example *a stone’s throw away* [Downscaled Extent: Proximity].

The second sub-system comprising Graduation generally deals with categories which are typically not scalable (Martin & White 2005). Graduation works in these types of categories by reconstruing them in such a way that they become scalable by means of prototypicality clines (Martin & White 2005; see also 2.1.4). This means that a value in these types of categories is up-scaled (or sharpened) to become

more like a prototype (a core example of the value), or down-scaled (or softened) to characterise it as “having only marginal membership in the category” (to become less like the prototype) (Martin & White 2005: 138). For example, **Brand** new indicates a sharpening on the traditionally non-scalable value of *new*; and *An apology of sorts* (from Martin & White 2005: 138) is a softening of *apology*. Martin & White (2005) indicate that the sharpening of values has been linked to intensifiers, boosters and amplifiers, and that the softening of values has been considered under the headings of hedges and vague language (as discussed in 2.1.4).

Focus as intensification is often a vehicle through which the existence of attitudinal meaning is flagged – attitudinal meaning is often embedded in the cline of prototypicality and by sharpening or softening values (depending on the context and co-text in which the text occurs), speakers/writers implicitly indicate their attitudinal stance towards the value position (Martin & White 2005). Similarly, where sharpening or softening works on explicitly attitudinal values, the rhetorical effect is to show the speaker/writer’s level of investment in the value position, and serves to align the reader in various ways (Martin & White 2005). Once again, this type of intensification can be used as a prosodic tool, highlighting the areas of the text in which attitudinal meaning may be encoded, and thus propagating the evaluative prosody across the text. For example, in **Brand** new, a positive appreciation is invoked, which builds on and resonates a positive prosody.

2.2.4 Engagement

Within Systemic Functional Linguistics and APPRAISAL, we take the approach that all language is attitudinal or stanced in some way, as, in any form of communication, we inherently encode our point of view towards it (Martin & White 2005). This means that, generally, all communication conveys how we feel about the value position we propose, and gives an indication of the stance we adopt in relation to that value position (for example, agree with it/dismiss it/take it for granted), as well as how we position our audience and seek to align them, so that they may adopt a similar stance. This may be done consciously, where the authorial voice purposely adopts a stance and advocates for it, in order to align the reader, or purposefully hides a stance in order to be ambiguous or vague (as in advertising, for example, where the authorial voice may not take a specific stance, leaving it up to the reader to access the underlying persuasive content, cf. 2.3). It can, however, also be conveyed unconsciously in the text, where the authorial voice does not necessarily set out to make its point of view known to the audience (for example, in texts where one is required to be objective or neutral, but inadvertently shows slight bias, as a result of one’s culture or upbringing).

It is important to note that no communication ever takes place in a vacuum i.e. every text is influenced by, or refers to, other texts which have come before it (Martin & White 2005). This means

that every text occurs within a ‘dialogic’ space and exists in conjunction with other texts of a similar nature (which often encode contradictory opinions, points of view and value positions) and interacts with them (by entering into a ‘dialogue’ with them, acknowledging them, engaging with them and adopting a stand towards the value positions they encode). The way the authorial voice constructs its texts and frames and presents its value positions to the audience depends not only on the dialogic interaction of texts, but also on how it anticipates and expects the audience to react. The notion that the authorial voice projects meaning to audiences, based on its expectation of them to be able to access that meaning, becomes pertinent to my study in 4.1 and onwards.

The Engagement system within APPRAISAL is thus “concerned with the resources by which the authorial voice (consciously or unconsciously) adopts a stance towards the value position referenced by the text and with respect to those they address”, and how it engages dialogically with other texts, voices and viewpoints in order to align its audiences (Martin & White 2005: 92).

The Engagement system is illustrated below.

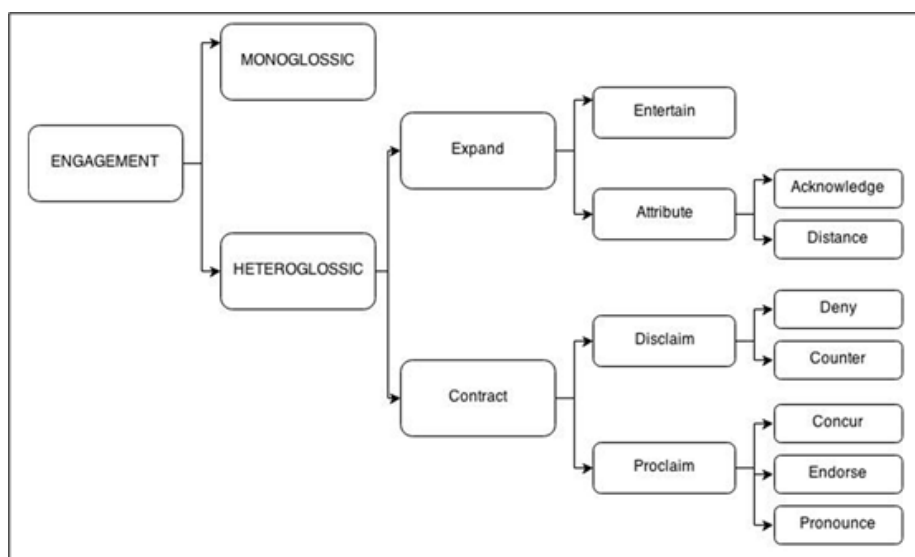


Diagram 5: Engagement Categories and Sub-categories

As previously indicated (cf. 2.1.3), Engagement is concerned with what was traditionally dealt with under the headings of modality (particularly epistemic modality), polarity and evidentiality, which provided resources for indicating degrees of commitment to the value position, and allowed the authorial voice to position itself in relation to the source of the information, at the lexicogrammatical level of language. In the APPRAISAL system, these modality markers are used as resources which allow the authorial voice to engage with other texts in the dialogic space, and to position themselves in relation to these texts and to their audiences (in order to align the audience into a community of shared values and beliefs). For example, modals such as *possibly* and *may* are used by the authorial

voice to position itself as holding but one of many alternative views, as opposed to indicating a lack of certainty towards the proposition.

Texts are constructed by the authorial voice according to one of two polar opposite backdrops (based on its interaction with other voices/texts within that backdrop) i.e. Monoglossia or Heteroglossia.

Monoglossic locutions are those propositions presented as having no dialogistic alternatives which need to be recognised or engaged with. This means that the authorial voice believes that there are no alternative views whatsoever in the dialogic space, and presents the proposition as being single voiced. These locutions often include propositions which the authorial voice presents as taken for granted and are so obvious that they are not up for discussion and do not need to acknowledge any alternative positions. The rhetorical effect of monoglossic locutions is that the audience is construed as sharing the views of the authorial voice. There are no examples of Monoglossia in my data.

Heteroglossia, on the other hand, consists of locutions which, at the very least, acknowledge the existence of alternative voices and viewpoints, and then either entertain them (for example *in one of Grahamstown's top suburbs*, which acknowledges that someone may believe that it is not the top suburb), or dismiss them (for example, in *The Right Address*, the authorial voice acknowledges that there must a dichotomy of a *right* and *wrong* address, and thus that there is an alternative, but explicitly chooses one option, closing down any other voices which may choose the alternative). In doing this, the text either expands or contracts the dialogic space, and actively allows for alternative views or challenges and restricts them respectively. These are detailed individually below.

Dialogic expansion opens up the dialogic space, and effectively allows for alternative and contrary voices, acknowledging that these alternatives exist and that both they and the value position being presented by the authorial voice are valid. The authorial voice's proposition is presented as one of many possible propositions. This is carried out through the categories Entertain and Attribution.

Entertain, as the name suggests, entertains alternative viewpoints to that proposed by the authorial voice. In this category, modality values are used to show that although the authorial voice is invested in a proposition, it acknowledges the possibility that other propositions may be equally valid, and that the proposition expressed is one of a range of possible viewpoints (Martin & White 2005). These types of locutions are evident in my data, examples of which are: *it **could** also be the perfect retirement home*; *in **one of** Grahamstown's top streets*; and *With some TLC this **could be** one of the city's best*.

Locutions in Attribution also acknowledge the existence of alternative voices in the dialogic space, but dissociate the authorial voice from the text by attributing it to an external voice (Martin & White

2005). This is achieved either by authorial voices associating the proposition with an external voice, but not giving an indication of where they stand in relation to that proposition (Acknowledge), or by explicitly distancing themselves from the proposition attributed to an external voice and thus absolving themselves from responsibility (Distance). Acknowledge locutions are generally identified by reporting verbs such as *say*, *report*, *declare*, *announce*, *believe* and *think* (Martin & White 2005: 112), and Distance locutions by reporting verbs and scare quotes, including *say*, *report*, *believe* and *according to* (Martin & White 2005: 113). Locutions of this nature are not evident in my data.

Dialogic contraction closes down the dialogic space, where alternative voices are acknowledged, but limited in scope, rejected or presented as not applicable by the authorial voice (Martin & White 2005). There are three ways in which this is achieved – Disclaim, Proclaim and Pronounce.

Within Disclaim, alternative voices are directly rejected or presented as not applicable by the authorial voice, through the categories Deny and Counter, both of which are evident in my data. Negation is used in Deny to introduce and acknowledge the contrary position, and thereafter reject it (Martin & White 2005), for example, ***Don't** miss this one* and *There is **nothing** boring or predictable about this home*. Locutions within Counter represent the authorial voice's proposition as a replacement of the contrary position, for example *Perfect to renovate **but** can live in as is*.

Proclaim locutions differ from Disclaim locutions in that they do not directly reject alternative positions, but rather limit the scope of these positions by either overtly agreeing with a projected partner (Concur), by explicitly aligning with an external source (Endorse), or by explicitly presenting the proposition as the only viable option (Pronounce) (Martin & White 2005). Explicit agreement, or concurrence often occurs through the use of locutions such as *of course*, *naturally*, *not surprisingly*, *admittedly* and *certainly* (Martin & White 2005: 122), none of which appear in my data. However, concurrence is also conveyed a second way, through rhetorical questions. These are questions whose answers are presented as being so obvious and commonsensical that the answer does not need to be provided (Martin & White 2005). This is a very strong alignment strategy, which assumes that the reader is in complete alignment with the writer and that s/he views the proposition in the same way as the writer. An example of a rhetorical question from my data is *Who needs a car when you live here?* Endorsements are similar to Distance locutions in that they attribute the proposition to an external source, but differ in that they limit the dialogic space by explicitly agreeing with the external source. They also differ in that, by agreeing with the external source in this way, the authorial voice assumes part of the responsibility for the proposition (Martin & White 2005). Endorsements are conveyed by 'factual' verbs such as *show*, *prove*, *demonstrate*, *find* and *point out*. These locutions do not feature in my property advertising data.

Pronounce is the final means of achieving dialogic contraction within Proclaim. Within this sub-category, the authorial voice presents its proposition as the only correct option, through emphasis or explicit intervention (Martin & White 2005). On the surface, it seems there is recognition or acknowledgement of alternative positions in these locutions. However, it is noted that such insistings or emphasising generally only occur when there is a counterpoint against which the authorial voice is resisting (Martin & White 2005). This notion separates Pronouncements from Monoglossic locutions. This explicitness is said to be high at interpersonal cost, which means that there is a high risk of disaligning readers and threatening solidarity (Martin & White 2005). Examples of Pronouncement in my data include: *The perfect place for you*; *The best address*; *Best buy in town* and *Position is everything*.

The APPRAISAL framework thus operates as an integrated entity, in which the three systems, Attitude, Graduation and Engagement, work independently and inter-dependently to provide a full description of interpersonal meaning. Instantiations of interpersonal meaning and attitudinal evaluations are captured within Attitude, they are graded within Graduation, and their rhetorical effect and contribution to the interpersonal relationships between the authorial voice, readers and other alternative voices are accommodated within Engagement. This gives one an idea of how codings within each independent system contribute to a larger view of interpersonal meaning. However, the relationship between Attitude, Graduation and Engagement is not necessarily easy to delineate. In the overview of the APPRAISAL framework, it can be seen that attitudinal meaning is not just captured within Attitude, it can also be invoked within Graduation (through mechanisms such as repetition e.g. *location, location, location* and the presence of intensification e.g. *very elegant*), and also in the alignment strategies within Engagement (for example, rhetorical questions may flag an attitudinal evaluation by indicating what the authorial voice views as commonsensical, e.g. *Who needs a car when you live here?*). The relationship between the APPRAISAL framework systems is thus complex. It is more accurate, then, to view meaning as a flow of prosodic meaning across the text as a whole (i.e. across all three systems), propagated by instantiations in each system (e.g. explicit evaluations in Attitude, or flagged meaning in Graduation and Engagement), as opposed to viewing interpersonal meaning as a collection of individual instantiations of meaning within three separate systems. This notion is expanded upon in 2.4.

2.3 Genre and Persuasion

In 2.1.1 I indicated the importance of genre. In this section I expand on the notion of genre, deal with persuasion, and then focus on advertising as a sub-category of persuasion. This is a backdrop to the features and purposes of property advertising. I show how these property advertisements activate schemata of different kinds, report on the role of the advertisements in the construction of reality (how they ‘talk back’, resist and challenge constraints), and indicate how texts of this kind encode interpersonal meaning and cue these meanings to their audiences (as I explain further in 2.3.3 and 2.4).

2.3.1 Genre

Genre theory, traditionally a literary construct, has gained speed in recent research, particularly in the field of education and in the development of L1 and L2 teaching. The concept of genre has also become a tool for the analysis of the form and function of non-literary discourse (including, amongst others, the research article, professional writing, linguistics and English for specific purposes) (Hyon 1996). Within current genre theory, the notion of genre has been conceived by researchers in different scholarly traditions – the three most influential of these being English for specific purposes (ESP), North American New Rhetoric studies, and Australian systemic functional linguistics (SFL) (Hyon 1996). Because this thesis is embedded in Systemic Functional Linguistic theory (cf. 1.1), I align my discussion of genre (below) with the Australian Systemic Functional Linguistics tradition.

Genre, within the Systemic Functional Linguistic approach, comprises the outer-most level of language (cf. diagram 1 on page 24). This level of language, in accordance with the principle of metaredundancy (Lemke 1984 in Thompson 2013), is realised by the configuration of register patterns, which in turn is realised by a pattern of discourse, constituted by lexicogrammatical and phonological patterns. To quote Martin & Rose (2008:10), “patterns of social organisation in a culture are realised as patterns of social interaction in each context of situation, which in turn are realised as patterns of discourse in each text”. In functional linguistic terms then, genres account for relations among social processes in more holistic forms (Martin 2005), and can be defined as “recurrent configurations of meanings which enact the social practices of a given culture” (Martin & Rose 2008: 6).

Genre functions at a level of context beyond register (at the context of culture level), and is “concerned with systems of social processes, where the principles for relating social processes to each other have to do with texture – the ways in which field, mode and tenor variables are phased together in a text” (Martin 2005: 12). Genre can therefore be seen as multi-functional, where field, mode and

tenor are “resources for generalising across genres, from the differentiated perspectives of ideational, interpersonal and textual meaning” (Martin & Rose 2008: 17). In other words, texts can be grouped together in generalised genres, based on a group of registers accomplishing the same social process in the same culture.

Consider, for example, advertisements. Such texts generally aim to sell a product or service (field), typically using a combination of linguistic devices (e.g. metaphor, slogans, etc.) and visual aids (e.g. bold typefaces, colour, etc.) to convey the message (mode) and to attract an audience and to persuade them to buy the product (e.g. by appealing to, or creating, needs and wants – tenor). Every type of advertisement (e.g. print, television, radio, etc.) will differ in terms of its specific pattern of register features, but will be related to a range of other advertisements (each with their own unique register patterns) in terms of *how* these register patterns are phased together and the ultimate function they set out to achieve, forming an overarching genre of advertising.

Martin & Rose (2008) indicate that, using this Systemic Functional Linguistics approach, we can map cultures as systems of generalised genres (recognisable to the members of the culture), together with variations in register. Cultures may be defined by the genres that are ‘normal’ to them. For example, in a Western culture, participants can distinguish between various types of advertisements and the media in which they appear (e.g. infomercials, print advertisements, radio advertisements, etc.), which may set this culture apart from another culture which may not distinguish between these different types of advertisements, or may not recognise all the types as advertisements.

The definition above takes a rather broad perspective to genre. Looking more closely into the workings of genres, Martin & Rose (2008: 6) characterise a genre as “staged, goal oriented social processes: staged, because it usually takes us more than one step to reach our goals, goal-oriented because we feel frustrated if we don’t accomplish the final steps, social because writers shape their texts for readers of particular kinds”. This relates to the Systemic Functional Linguistics view of genre, because the ‘staging’ relates to the patterns realised within genres, it is ‘goal oriented’ as these patterns are included for specific purposes, and it is ‘social’, in that it realises the social practices of the culture in which it exists.

For the purpose of this thesis, I focus more on the unique register patterns evident in persuasive texts (property advertisements in particular) than on the over-arching genre encompassing these texts. Accordingly, in what follows, I describe the features common to texts whose primary function is to persuade an audience, including the discourse patterns drawn on and how audiences identify and interact with them.

2.3.2 Persuasion

Persuasion, according to (Kinneavy 1997:211; Jucker 1997:122; in Virtanen & Halmari 2005), can be defined as “the linguistic choices that aim at changing or affecting the behaviour of others or strengthening the existing beliefs and behaviours of those who already agree”.

There are a few defining features of persuasion, which tend to be common across such texts. Firstly, the specific function of persuasive texts is to get the audience to do or believe something (by changing their behaviour or thinking), in a manner predetermined by the text producers, which will ultimately benefit the text producers. The interpersonal metafunction is thus dominant: it reflects the dynamics of the relationship between the producer and audience, and shows how this relationship is manipulated so that it aligns the audience with producers’ behaviour or way of thinking. Secondly, persuasive discourse tends to be generally non-reciprocal (in that the audience does not take an active role in the text) (Lakoff 1981). It should be noted, however, that the non-reciprocity in persuasive discourse may not be a completely accurate reflection of producer-buyer interaction in reality i.e. although information is generally one directional (from producers to buyers), buyers have the option of disregarding the information, and ‘walking away’ from potential interaction. In reality, then, buyers possess a fair amount of power in the engagement process. This buyer power, however, is not represented in the discourse itself (as the discourse shows only how producers position buyers). For the purpose of this thesis, I deal with power relations as they are set up and reflected in the discourse, with the presumption that buyers have chosen to enter the interaction, and are willing to be positioned by producers (who, according to Lakoff 1981, position themselves as possessing the majority of power, and close down dialogic space to limit alternative positions from buyers). This becomes pertinent in 3.4 and 5.4. Thirdly, Lakoff (1981) indicates that persuasive discourse tends to have an element of ‘novelty’ at the lexical level (in the form, for example, of slogans and neologisms), syntactically, semantically (in that new concepts are continually being introduced), and pragmatically (the way in which the audience is addressed – the texts’ register, directness or indirectness, etc.).

Virtanen & Halmari (2005: 8) indicate that “while it is possible to describe various texts whose intention it is to persuade in terms of their structures, forms, functions and meanings, it is not possible to give a static formula for a persuasive text”. This means that, despite being able to group texts together based on their persuasive register features (as described above), it is impossible to provide definite ‘stages’ or ‘steps’ in persuasive texts, as can be done for genres such as storytelling. This can be attributed to the fact that the nature of persuasion and the persuasive strategies employed are particularly sensitive to the situational and socio-cultural contexts in which they occur. As a result, due to the nature of the persuasive text and the context in which it occurs, the audience which it caters

for, and the rhetorical effect it wishes to have on the audience, the structure of persuasive texts is very unlikely to be constant. For example, property advertisements in the Classifieds section of a newspaper and weight-loss television advertisements may have a similar goal of convincing an audience to buy the product, but their structure, persuasive strategies and ‘stages’ of reaching that goal differ significantly.

Persuasion has only recently become interesting to discourse analysts, as, in previous accounts of genre there was very little work on persuasion. With the introduction of the Systemic Functional approach to language, and the notions of metafunction, studies of persuasion have become more prominent in discourse analysis (for example, see Schulze 2011 and Lee 2008 on persuasion in academic writing). It has been said that, in a sense, all language use can be regarded as persuasive (Virtanen & Halmari 2005), as language is seen as a social semiotic through which we are constantly negotiating interpersonal relationships and trying to persuade other people to align with our views. An example of this is taken from Hyland (2005), who indicates that even an apparently unpersuasive genre (such as the research article) is, in fact, persuasive. He says of this: “academic writing has gradually lost its traditional tag as an objective, faceless and impersonal form of discourse and come to be seen as a persuasive endeavour involving interaction between writers and readers...as not simply producing texts that plausibly represent an external reality, but also as using language to acknowledge, construct and negotiate social relations” (2005: 173).

In this thesis, however, I focus more on persuasion as an institutionalisation, rather than on the inherent persuasiveness in texts (in order to focus on persuasion as the primary function of the text, as opposed to its being a secondary or subsidiary function). Specifically, I view persuasiveness as it is manifested in commercial advertising, where it is used to convince the audience to align with the text producer in such a way that they buy a product from the producer. The notion of persuasion in advertising goes far back, to Aristotle’s theory of Rhetoric, which views persuasion as a ‘dynamic interactive process between persuaders and their audience’ (Virtanen & Halmari 2005: 6). In his theory, Aristotle believed that persuasion consists of three types of appeal to the audience: the persuader could appeal to the audience’s ethos (their ethics, character and ideals), their pathos (their emotions) and their logos (their rationality and reasoning) (Virtanen & Halmari 2005). In a more modern view of persuasion, these appeals can be likened to the interpersonal metafunction and its role in APPRAISAL, in which persuasion is achieved through appealing to the audience’s emotions (Affect), behaviour (Judgement) and their appreciation of things (Appreciation).

From the above, it can be seen that persuasion, and, more specifically, its role in commercial advertising, has existed in Western society for a long time. Coming from a Western background

myself, I grew up surrounded by advertisements and persuasive texts and, without having been explicitly taught, I was able to identify advertisements, their features and their functions as a child. I was also able to tell what elements should be in such texts (for example, the price of the product and where it could be found). I was able to use this information and apply it to any form of advertising that I came across, whether in print, on television, or on the radio, as I had built up a set of expectations of what an advertisement should be and what functions it should fulfill. This indicates that the common features of persuasive texts are able to trigger a set of expectations regarding persuasive texts, which can then be applied to other similar texts. Widdowson (1983: 34) refers to these sets of expectations as ‘schemata’ or ‘frames of reference’, which he defines as “cognitive constructs which allow for the organisation of information in a long-term memory and provide a basis for prediction”. He indicates that these schemata can be seen as sets of expectations derived from previous experience which are projected on to instances of actual language behaviour (Widdowson 1983). This means, essentially, that we build up knowledge of how things ‘should be’ (based on our cultural and societal upbringing, and what is considered ‘normal’ in these settings), and that, metaphorically speaking, we place these configurations of knowledge over events, so that we may understand and interpret them (Widdowson 1983). As a result, when events take place (or when their features are recognisable) they ‘trigger’ the schemata that we have built up regarding those events, which we place over the events, allowing us to decode them and interpret their meaning. This explains how we intuitively ‘know’ what to expect from certain texts i.e. what their “rhetorical routines” are (Widdowson 1983). With this in mind, the following section provides a more detailed account of how to access, decode and interpret the meaning encoded in persuasive texts using culturally-constructed schemata, looking in particular at real estate property advertising, which is central to this thesis.

2.3.3 Real Estate Advertising

Congruent with the Western, culturally-specific schemata of advertising, real estate advertising is characterised as ‘interested’, which refers to the extent to which the text is usually recognised as being overtly persuasive (Shaw 2006). This means that the audience is aware of the persuasive nature of real estate advertising. They know that the producer is trying to get them to buy something (property in this case), and that the language used in the advertisement is persuasive. This (because it is ‘interested’) often means that text producers do not need to be overt in their persuasiveness. By employing their schematic knowledge of advertising, audience members are able to predict the nature and structure of the advertisements (i.e. they draw on their ‘structures of expectation’, which is another way of referring to their schemata, particularly rhetorical routines). In return, text producers may rely on (and take advantage of) their audience’s structures of expectation, and format their

advertisements in such a way that the audience will be able to access its meaning, without needing to make the meaning explicit.

Similarly, the audience also does not necessarily expect the producer to be completely impartial and to mention all the facts regarding, in this case, a property (Shaw 2006). For example, the audience knows that if a property was described as ‘decrepit’, the advertisement would be disregarded by most of the audience, as they are, in fact, looking to be persuaded to buy a property. Shaw (2006: 6) says that “in interested texts, the aim is to show qualities that appear to be good, irrespective of whether the writer thinks they are good or not”. In Western culture, the fact that estate agents will not highlight negative aspects of a property being advertised has become part of our schematic knowledge regarding property advertising, and, as such, it is normal and commonsensical to us. Our schematic knowledge of property advertising sets up rhetorical routines for these texts (cf. 2.3.2) i.e. we know what to expect from these advertisements, e.g. in terms of their purpose and persuasive nature, their structure and format, their inherent indirectness and ‘divergence’ from the truth.

This becomes problematic, however, when we consider the legal constraints placed on real estate agencies when advertising in South Africa. In two separate legal statutes it is indicated that estate agencies may not mislead the consumer regarding the property. The Code of Advertising Practice (section 19.1.1.2) states that “advertisements for fixed property, whether for sale or for rent, should not mislead or exaggerate on such matter as the land itself and any building erected or to be erected thereon; the size of the land, availability of services, fixtures and amenities in the buildings and the suburb or location”. Similarly, section 29 of the Consumer Protection Act 68 of 2008 states that “a producer, importer, distributor, retailer or service provider must not market any goods or services (a) in a manner that is reasonably likely to imply a false or misleading representation concerning those goods or services, or (b) in a manner that is misleading, fraudulent or deceptive in any way, including in respect of (i) the nature, properties, advantages or uses of the goods or services, (ii) the manner in or conditions on which those goods or services may be supplied...and (v) any other material aspect of the goods or services”. The Consumer Protection Act also indicates in section 41(1) that “In relation to the marketing of any goods or services, the supplier must not, by words or conduct (a) directly or indirectly express or imply a false, misleading or deceptive representation concerning a material fact to a consumer, (b) use exaggeration, innuendo or ambiguity as to a material fact, or fail to disclose a material fact if that failure amounts to a deception; or (c) fail to correct an apparent misapprehension on the part of a consumer, amounting to a false, misleading or deceptive representation”. Ethically, estate agencies are also bound by the Estate Agency Affairs Board Code of Conduct, which indicates in section 5.5.1 that “no estate agent shall willfully or negligently mislead or misrepresent in regard to any matter pertaining to the immovable property in respect of which he has a mandate”.

Real estate advertising thus becomes tricky. Consumers are aware that by highlighting negative aspects of the property, the estate agency will not be able to persuade them to buy the property, but by law they are required a) not to mislead, b) not to make false representations and c) not to leave out important information regarding the property. This means that the estate agencies are obliged by law to indicate the negative aspects of the property, but they have to do so in such a way that they are still able to persuade consumers to buy it. They also have to operate within any spatial limits that may be imposed by the media carrying the advertisement. The ways in which estate agencies have to manoeuvre in regard to the legal, ethical and spatial constraints placed on them (especially in terms of their linguistic choices) leads to specific discourses, the features of which become a major concern in 4.1.

The discourse used in real estate advertising, often referred to as “real-estatese” (typically that referring to the more superficial characteristics of the property, such as its appearance or age) is said to “suggest an inbuilt deceptiveness, which obfuscates more than it clarifies” (Hadfield & Hadfield 2006: 73). The use of ‘real estatese’ discourse triggers the audience’s frames of reference (schemata), drawing on what they have been taught about not only property advertisements, but also about the language that is used in them, and what it means (which is often that there is an underlying but unexpressed negative connotation). This explains why phrases used in property advertisements are generally well-known and recognised, and why the audience may display certain attitudes towards these phrases (generally that of distaste, cf. 3.4 for a discussion on social sanction expectations placed on estate agencies). Some of the phrases which have acquired witty and humorous ‘explanations’ for their meaning (but also serve to reveal popular appreciation of them) are: **Estate Agent Speak:** *“Ideal for the first-time buyer or as a buy-to-let investment”*; **Translation:** *“The property’s small and in a terrible area”* and **Estate Agent Speak:** *“In need of modernisation”*; **Translation:** *“This property hasn’t been updated since the 1970s and needs a complete refit”* (taken from YourMoney.com)

For many formulaic euphemistic ‘real estatese’ forms of discourse, the intended meaning can only be accessed by an ideal audience, and the onus falls on them to access the ‘true meaning’. There are two devices which aid the consumer in decoding the interpersonal meaning. Firstly, consumers must draw on their culturally-constructed and shared schematic knowledge of the real estate advertising genre - this includes the rhetorical routines of advertisements being inherently persuasive (whether the language explicitly conveys this or not), as well as the expectation that agencies will use euphemistic and metaphorical language to conceal negative evaluations. It is important to note that, although schematic knowledge is key in understanding these texts, it needs to be used in conjunction with an understanding of the specific context in which the texts occur.

Therefore, readers approaching advertisements will have different readings based on the level of contextual and cultural knowledge they possess, which leads to the possibility of ‘multiple audiences’. A ‘fuller’ reading is the outcome of the audience bringing the required frames of reference to the reading (as indicated above) which are loaded with contextual knowledge, in which the full, intended meaning can be accessed. A more ‘general’ reading is available to the audience which does not possess the necessary frames of reference, and to which the full, intended meaning is not accessible. The notions of multiple audiences and split readings become crucial to this thesis in 4.1. The second device aiding the decoding of meaning is the text itself, which ‘steers’ the consumer’s interpretation of the underlying meaning through prosody. Here, prosodic meaning (i.e. the spread and reinforcement of attitudinal meaning throughout the text, cf. 2.4) alerts the consumer to what the text producer views as important, and indicates how they should read the text. This is particularly significant for the preferred interpretation of the text: the prosody acts as a guide to interpretation, showing the consumer how to read the text and ultimately how to decode the intended meaning. This is discussed in further detail in 2.4.

In order to access the intended meanings (as indicated above), a combination of schematic knowledge, an understanding of the context, and prosodic textual cues is key. Without this knowledge, consumers will likely not be able to access the true meaning put across by the estate agencies. I return to all three of these notions later in the thesis, particularly in chapters 4, 5 and 6 where I investigate their contribution to the analyses and interpretation of my text data. The first two of these notions (schematic knowledge and context) have been dealt with in detail in the account above. However, it is necessary to provide a fuller account of the third notion (prosody), which is significant not only to this thesis, but to the understanding of Systemic Functional Linguistics in general. In what follows, I deal specifically with what prosody is, how it is propagated and how it aids the interpretation of interpersonal meaning.

2.4 Understanding Prosody

The notion of prosody stems from the idea that evaluative meaning cannot be restricted or confined to particular categories, nor can it be reduced to its constituent parts (Hood 2010). This means that evaluative meaning is not limited to a particular instantiation in which it is encoded (whether it is inscribed or invoked). Instead, interpersonal meaning is made up of patterns of evaluative meanings spread across phases of discourse and resonate across texts as they unfold over time (Hood 2010), contributing to the general ‘feel’ of the text. As the receivers of texts, we often find that we can ‘tell’ whether the text is, for example, predominantly positive or negative, even when there are no inscriptions of positive or negative evaluations within the text. This is due to the presence of

evaluative prosody, which provides the reader with a sense of evaluative meaning, and indicates how the text should be read in order to access the author's preferred interpersonal meaning.

Hood (2010: 141) indicates that prosodies of interpersonal meaning are variously described as "the spread, sprawl, smear or diffusion of interpersonal meanings that accumulate, reinforce, or resonate with each other to construct an evaluative 'key' over an extended segment of text". This is similar in nature to the original linguistic function of prosody, where the spread, or wave-flow, of non-segmental features of speech (such as intonation, rhythm and stress) alerts the audience to important information in the speech (Hood 2010). With the extension of the concept of prosody to Systemic Functional Linguistics, pertinent interpersonal meaning is highlighted and reinforced in a similar way at the level of discourse semantics. It is important to note that, due to the 'wave-like' nature of prosodic flow, there will be points of strong prosodic interpersonal evaluation (peaks), and points of weak or no prosodic evaluations (valleys) throughout the unfolding text.

Within Systemic Functional Linguistics, prosody plays a particularly significant role in discourse analysis. As indicated in 1.1 and 2.1.1, Systemic Functional Linguistics views language as a social semiotic, whereby text participants construct social reality for themselves and negotiate relationships in order to seek alignment from other participants. This is achieved (in part) when text producers take a stance towards propositions, showing how they feel about those propositions, and indicating how they think the audience should feel about the propositions (as discussed in 2.2.4). However, the stance taken by the text producer may not always be immediately obvious in the text, and may rather be implied or flagged by textual cues. In such cases, it is prosody which carries the interpersonal meaning throughout the text, making the audience aware of the text producer's stance, whether or not they consciously intended to do so.

In their account of APPRAISAL theory, Martin & White (2005: 19) quote Halliday (1979: 66-7) as saying:

"The interpersonal component of meaning is the speaker's ongoing intrusion into the speech situation. It is his perspective on the exchange, his assigning and acting out of speech roles. Interpersonal meanings cannot easily be expressed as configurations of discrete elements... The essence of the meaning potential of this part of the semantic system is that most of the options are associated with the act of meaning as a whole...this interpersonal meaning...is strung throughout the clause as a continuous motif or colouring... the effect is cumulative...we shall refer to this type of realization as 'prosodic', since the meaning is distributed like a prosody throughout a continuous stretch of discourse".

Prosody is therefore an important feature of the analytic process; it helps the analyst to trace, explain and justify the interpersonal impact beyond an inscribed instance of evaluative meaning, and it is an aid in uncovering interpersonal and persuasive strategies employed by the writer throughout a text (Hood 2006).

There are a number of means by which prosodies are propagated across phases of text (Hood 2010). Martin & White (2005) identify these as prosodies of *domination*, prosodies of *saturation* and prosodies of *intensification*.

Domination is described as the type of prosody which “associates itself with meanings that have other meanings under their scope” (Martin & White 2005: 20). This means that an interpersonally-rich instantiation may radiate prosody to other areas of the text which may not contain interpersonal meaning, and colour the ideational meanings in such a way that they are read as having an interpersonal stance.

Prosody as domination is linked to Hood’s (2010) notion of prosody spread through the coupling of interpersonal and ideational meaning within a clause. Where lexical relations (for example repetition, meronymy or hyponymy – Hood 2010) occur between an instantiation of interpersonal meaning (inscribed or invoked) and an instantiation of ideational meaning, the prosody will radiate from the interpersonal meaning to the ideational meaning, thus propagating the prosody across the clause (Hood 2010). An example of this lexical relation, where the ideational cohesion functions as a “conductor” for the interpersonal values (Hood 2010), or as domination (Martin & White 2005), is shown in the following example:

*Call to view this ***fantastically located*** townhouse, close to St Andrew’s College.*
DSG and Rhodes.

In this example, the underlined ideational phrase (which, superficially, carries no interpersonal meaning) takes on the positive value inscribed in ***fantastically located***, as they are lexically related (i.e. the ideational phrase describes the location). As a result, the text is coloured with a positive prosody, and the ideational phrase should be read as encoding positive values.

Saturation is described as a type of prosody which is “opportunistic, and manifests where it can” (Martin & White 2005: 19). Here, prosody is radiated from inscribed or invoked instances of interpersonal meaning, and is ‘picked up’ and reiterated by following inscriptions within the text (Hood 2010). Hood (2010: 150) describes this type of prosody as ‘attitudinal harmony’, where the instances of attitudinal meaning ‘resonate’ with one another, and the prosody “expands rather than simply extends”. With saturation, prosody is carried by the interpersonal inscriptions and reinforced

throughout the text with every subsequent inscription. An example of prosody as saturation or attitudinal harmony is:

*Simply **irresistible**: **Excellent** price. **Beautiful** home with **best** views of our city.*

In this example, a positive prosody is radiated throughout the text by the positive inscriptions of appreciation (in bold) which each serve to reinforce the positive interpersonal meaning inscribed before it.

The third type of prosody, according to Martin & White (2005) is *intensification*. In 2.2.2 I indicated that attitudinal meaning is often invoked through the intensification of seemingly non-attitudinal lexis. In addition, intensification can be used as a tool for flagging and propagating prosody through texts. Martin & White (2005: 20) say that “this type of realisation involves amplification; the volume is turned up so that the prosody makes a bigger splash which reverberates through the surrounding discourse”. Hood (2006: 39) indicates that (in terms of inscribed interpersonal meaning), “we can anticipate that where values are graded up, the inscription of attitude is likely to have greater radiated impact”. Therefore, prosody is reinforced, amplified and spread through intensification of attitudinal meaning (whether it is inscribed, or whether the intensification itself invokes it). An example of prosody as intensification is:

***Location, location, location**: this centrally situated flat...*

In this example, intensification as repetition flags a positive appreciation value in the ideational phrase *location, location, location*. The attitudinal meaning flagged in this phrase colours the following underlined ideational phrase with a positive prosody, indicating that the reader should view the flat being centrally located as encoding a positive value.

It should be noted at this point that, just as prosody is used as a tool for the alignment and positioning of audiences, the breaking or disrupting of prosody (and steering it in new directions) is equally as rhetorically and interpersonally strong. Hood (2010: 164) indicates that “the strategy of disrupting and shifting the value of a prosody is also a means to negotiate community and to manage the alignment of the reader towards the writer’s own position”. In my data set, the disruption of prosody is significant, in that it is sometimes used as a strategy to shift the audience’s focus from a negative prosody to a positive prosody, for example:

***Small home**: neat cottage surrounded by a lovely garden in a quiet street*

In this example, the instantiation begins with a negative appreciation of the size of the home (small home). The prosody is thereafter shifted to a positive appreciation (neat cottage), which is propagated

throughout the rest of the instantiation by prosodic saturation, resonating in *lovely garden* and *quiet garden*. The effect of this prosodic shift is to divert the audience's attention from the negative value, in order for them to focus on the more positive aspects of the property. This is a persuasive strategy used by the estate agencies to emphasise the positive aspects of the property, and show that they outweigh the negative aspects, which are downplayed (cf. 5.4)

From the above, it can be seen that prosody is fundamental to the spread of meaning in texts, to negotiating social relationships, positioning and alignment, and ultimately, to understanding the (sometimes underlying) interpersonal meaning encoded within texts. The notion of prosody does, however, hold some challenges for text analysts.

Martin & White (2005) indicate that, although prosody is imperative to the interpretation of appraisal as an ongoing cumulative motive, prosodic structure is difficult to model, understand and track in lexicogrammar and discourse semantics. In APPRAISAL theory and analysis, significance is placed on the need to see the text as a 'bigger picture', and to view interpersonal meaning not as static instantiations, but as dynamic meaning that is accumulated and reinforced throughout the text, adding to the overall interpersonal and rhetorical effect of the text in context. Although it may be difficult to pinpoint specific means of tracking the flow of prosody, particularly the calculation of prosodic and interpersonal weighting of attitudinal instantiations, the investigation of prosodic peaks and valleys, and how these aspects work together to propagate prosody, the use of synoptic charts (i.e. the charting or coding of instantiations according to the APPRAISAL framework) helps us to get an abstract idea of prosody. By placing the APPRAISAL framework over data, we are able to chart the instantiations of interpersonal meaning according to the three systems (Attitude, Graduation and Engagement), and, by combining these charts, we can see how the general prosody is influenced by these choices. The synoptic charts (resulting from the placement of the APPRAISAL framework over data, cf. Appendix C and E) thus attempt to capture and represent the multi-strandedness of the contributions of the different systems to the prosodic flow of meaning.

It is important to note that, as indicated in 2.3.3, depending on the knowledge the reader has regarding the field, the genre, the context and the values encoded therein, different readers may interpret texts differently (resulting in multiple audiences and split readings), and these interpretations may not coincide with the message intended by the text producer (Hood 2010). Although these factors may limit the reader's understanding of the text and its prosodic evaluation, the existence of prosody within the text provides limitations of the meaning potential, and steers the reader's interpretation in specific ways (Hood 2010). As indicated at the beginning of this section, prosody serves to provide the reader with the 'feel' of the text, and suggests the frame of mind they should adopt when reading

the text, thus alerting them to how the text producer intended the text to be interpreted. This limits (but obviously cannot eliminate) the scope of alternative interpretations and mindsets with which the reader approaches the text, thus reducing rampant subjectivity (see 6.4.1). The following quote from Hood (2010: 169) provides an overview of this limiting quality of prosody, and also what it is that prosody sets out to achieve:

“The patterns of meaning established in the text, and the prosodic domains of value, will to a significant extent delimit the possible interpretations available to the reader. After all, the question here is not whether or not we share the values inscribed by the writer, but whether we are able to identify the values expressed, and to recognise the communities with which the writer is aligning and disaligning, to recognise that the text is assuming”.

In the data analyses which follow (chapters 3 through 5), I report on how the unfolding prosodies of appraisal guide interpretation at different levels of readings of the property advertising data (i.e. split readings, based on the contextual and cultural knowledge possessed by multiple audiences), to uncover the full, intended meaning projected by the estate agencies (and to determine who is able to access this meaning). I also look (in 4.3) at how the intended meaning is propagated through prosodic features such as invoked meaning, intensification by Graduation and Engagement, and textual cues.

2.5 Conclusion

The purpose of this chapter is, essentially, to ‘set the scene’ for what is to follow in this thesis. I introduced APPRAISAL theory, reviewed its origins and detailed the main design features of the APPRAISAL framework (which also serves as response to research question 1 in 1.6). These sections (2.1 and 2.2) provide the basis for the ‘strict’ application of the framework to the property advertisement data in chapter 3 which follows. I also gave an account of property advertising as a sub-set of the persuasion genre, to provide a background to the context in which my study takes place (the specifics of this context are detailed in 3.1.1), and introduced concepts (such as the constraints acting on the discourse, multiple audiences and split readings, cf. 2.3.3) which become significant in chapter 4 onwards. Finally, I detailed the notion of prosody, and highlighted its importance in not only carrying meaning through the text, but also in acting as a guide for interpretation (which, too, becomes a major concern in chapter 4).

Having laid the foundation for what is to follow in this thesis, the first, strict application of the APPRAISAL framework to the property advertisement data and the analysis it yields follows.

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CHAPTER 3: DATA ANALYSIS 1

This chapter reports on the first of two descriptive codings and analyses of the property advertising data. In 3.1 I describe the methods I used in collecting my data (the full data set is available in Appendix B, page 190), and provide typical examples of the advertisements for each estate agency. Thereafter, I show how I strictly applied the original Martin & White (2005) APPRAISAL framework to the text data (3.2), and report on the statistics yielded from it (3.3). These statistics are captured in Table 1 (page 66) and in the graphs in Appendix D (page 231). Samples of my codings are provided in Appendix C (page 213), and the full set of codings is available in the electronic appendix (Appendix G1 and G2 see page 277). In-depth analyses are reported for each estate agency (in 3.4) and, based on insights therein, I draw conclusions regarding the value sets promoted by each agency, and compare their similarities and differences (in 3.5).

3.1 Methodology

3.1.1 Data Collection

The data for this study consists of 160 print real estate property advertisements, drawn from a local Grahamstown newspaper, *Grocotts' Mail*, representing sales by two local estate agencies, Remax Frontier Properties and Pam Golding Properties (also, as indicated in 1.2, referred to as RFP and PGP respectively). Eighty advertisements for each estate agency were collected from editions of the newspaper dated 1 January – 1 July 2011, and 1 January – 1 July 2012. The extended period of data collection ensured that there was no heavy influence of unusual market change that may have existed during one or both of the data collection periods.

Advertisements were chosen at random, avoiding duplications. The text from each advertisement was copied and organised according to the estate agency which published it. This text includes headlines and residential areas (if included in the original text) and excludes pictures and images that may have accompanied the advertisement in the newspaper. The full sets of text data can be found in Appendix B. Typical examples of advertisements from each estate agency are:

Example advertisement from Remax Frontier Properties

Oatlands North

Immaculate Home

Entertainer's Dream

Open plan receptions with luxurious kitchen. Bar room with built in braai leading out to lapa/entertainment area with 2nd built in braai, overlooking sparkling pool with magnificent views of our city. Consists of 3 bedrooms, 2 full bathrooms, double garage and 1 bedroom flat (separate to house for extra income)

Example advertisement from Pam Golding Properties

Stone's Hill

Awesome Views

Spacious farm-style family home just 6km from town. This property can also be used as B&B establishment

Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 5

Each advertisement is numbered from 1 to 80. Advertisements from Remax Frontier Properties are labelled Data A, and advertisements from Pam Golding Properties are labelled Data B (see Appendix B). Therefore, an advertisement in the chapters to follow may be labelled A34 (from RFP) or B50 (from PGP) for example. Each line of text is also numbered. These advertisement numbers and line numbers correspond to the coding of interpersonal meaning in the data coding tables (as is illustrated in 3.2). An example of the numbering system (taken from the RFP data) is shown below:

Example advertisement from Remax Frontier Properties

1. A1: Kingsview Estate

2. Signature Home with Elegant Touches

3. Make this your luxurious sanctuary where effortless living, privacy and entertaining are
4. part of the deal. Prestigiously positioned in tranquil settings this home has classical tones,
5. up-market features and is to be considered as "the cherry on top". Offers airconditioning
6. throughout, magnificent garden with sprinklers and amazing views. Double automated
7. garage. All this in Grahamstown top security estate – 24 hour guard, cameras and electric fencing.

The application of the APPRAISAL framework to the RFP and PGP data is described in 3.2, and the analysis it yields is reported on thereafter (in 3.4).

3.2 Application of the APPRAISAL Framework

The analysis reported in this section (cf. 3.3 and 3.4) is the result of a strict application of Martin & White's (2005) APPRAISAL framework to the data described in 3.1. Samples of my coding (consisting of the coding of Attitude values in ten advertisements from each estate agency, and their corresponding Graduation and Engagement codings) can be found in Appendix C (i.e. C1: Remax Frontier Properties, page 214 and C2: Pam Golding Properties, page 222).

In my analysis of the property advertising data, the collected and organised numbered sets of text (as described in 3.1) formed the starting point for my data coding. The first task was to identify and code all of the expressions of Attitude in each data set (PGP and RFP). Every line of text (from both estate agencies) was searched for instantiations of attitudinal meaning (both inscribed and invoked in the context of the advertisement as a whole), and each instantiation was coded according to the following Attitude table:

Attitude table

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised

This table accommodates the following information from the text data: the text and line numbers corresponding to the numbered set of text (as discussed in 3.1), the interpersonal instantiation or evaluation, who appraised it (i.e. which estate agency), whether the evaluation was positive or negative, the category of evaluation (i.e. Affect, Judgement or Appreciation – the sub-category name is inserted under the appropriate column), the type of instantiation (inscribed, invoked or metaphorical) and, lastly, what is being appraised (e.g. the home or the buyer).

An example of how I coded Attitude in the data is:

Example advertisement from Remax Frontier Properties

25. **A6: Briar Rose**
 26. ***Facing St Andrew's Field***
 27. This unit is on the 2nd floor. *Top quality finishes* throughout, 3 bedrooms, 2 bathrooms,
 28. open plan living, granite top kitchen.

Excerpt from Remax Frontier Properties Attitude table

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed /invoked	Appraised
A6: 26	Facing St Andrew's field	RF	+			Reaction	Evoked	Location of home
27	Top quality finishes	RF	+			Composition	Evoked	Home
						Valuation	Evoked	Home

In this example, taken from the RFP data, the interpersonal meaning in the text is highlighted in italics, and the corresponding coded instantiations occur in the Attitude table. Both interpersonal instantiations are examples of invoked [+Appreciation], and the appropriate sub-category (Reaction, Composition and Valuation) is inserted under the Appreciation column in each case. The instantiation in line 27 is also an example of double coding, where the second invoked meaning is coded in the line below the first invoked meaning.

The second task in the coding process was to code instantiations of Graduation. Again, the text data was analysed line by line, and Graduation intensifications were identified. These intensifications were coded in a separate coding table to the Attitude table, according to the following grid:

Graduation table

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/ Isolating		Positive/Negative	Instantiation

The Graduation table (as exemplified above) accommodates the following information from the text data: the text and line numbers corresponding to the numbered text, the instances of intensification, the category of intensification (i.e. Force or Focus) and the sub-category of intensification employed (i.e. Quantification or Intensification within Force, or Sharpened or Softened within Focus). The type of intensification (i.e. infusing, isolating or metaphorical), and the attitudinal meaning that is amplified (including whether it is positive or negative, and the instantiation, or thing that is being amplified) complete the choices reflected in the table.

An example of how I coded Graduation in the data is:

Example advertisement from Pam Golding Properties

49. B11: Fort England
50. Great Value
51. Comfortable <i>family home</i> with a flat, pool, deck and <i>lovely</i> garden.

Excerpt from Pam Golding Properties Graduation table

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/ Isolating		Positive/Negative	Instantiation
B11: 50	Great		Quality		Infusing	Upscaled	+	Value
51	family home		Quality		Infusing	Upscaled	+	Size of home
51	lovely		Quality		Infusing	Upscaled	+	Garden

In this example, taken from the PGP data, the intensifications are highlighted in italics, and the corresponding intensifications appear in the Graduation table. The intensifications in this text are all

examples of infusing intensification (within Force), although each of them amplifies a different attitudinal meaning.

The third step in the coding process was to identify and code instantiations of Engagement. Once again I identified instantiations of dialogic interaction in the property advertising data (clause complex by clause complex), and coded these choices in a third table (separate from the Attitude and Graduation coding tables). The format of this table is as follows:

Engagement table

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	

Similarly to its Attitude and Graduation counterparts, this table displays the text and line numbers corresponding to the numbered texts, the Engagement instantiations, and the authorial voice (appraiser). It also allows for instantiations to be categorised as dialogic contraction or dialogic expansion and to be further sub-categorised within these columns. Lastly, the Engagement instantiations are classified as positive or negative.

An example of my Engagement coding, from the PGP data is:

Example advertisement from Pam Golding Properties

99. B22: Oatlands
100. Renovated Home
101. Victorian home, <i>ideal for the extended family</i> . It can be used as a B&B as it has 4
102. additional guest cottages.

Excerpt from Pam Golding Properties Engagement table

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
B22: 101	ideal for the extended family	PGP			Pronounce			+
101	It can be used as a B&B	PGP				Entertain		+

This example shows instantiations of both dialogic contraction and dialogic expansion (as highlighted in italics).

At the end of coding the data, I was left with two sets of Attitude, Graduation and Engagement data tables, one set per estate agency cf. Appendix G1 and G2).

The final step in the coding process was to derive statistics from the three data coding tables (i.e. Attitude, Graduation and Engagement) to provide a basis from which to interpret the synoptic patterns of choices. In my coding of the data, I counted the number of appearances of each category and sub-category within each system in the data tables and the number of occurrences of each type of instantiation (i.e. inscribed, invoked, metaphor within Attitude, etc.). I also computed the numbers of the most highly appraised items in Attitude. This process was repeated for each estate agency. These statistics were compiled in a table (Table 1, which follows) and graphs depicting these statistics were then drawn (see Appendix D, page 231). These graphs and tables provided the basis for the analysis in 3.4 and allowed for comparative interpretations to be made for each estate agency regarding their use of interpersonal strategies.

3.3 Data Coding Table

Table 1: Table Reflecting the Number of APPRAISAL Instantiations in the First Coding of RFP and PGP Comparatively

		RFP	PGP
ATTITUDE			
	Happiness	6	14
	Satisfaction	25	10
	Security	40	20
	Capacity	15	11
	Normality	3	2
	Tenacity	5	0
	Propriety	0	0
	Veracity	0	0
	Reaction	289	274
	Composition	122	133
	Valuation	34	12
Total Attitude Instantiations		539	476
Types of Attitude	Inscribed	251	220
	Invoked	285	254
	Metaphor	3	2
GRADUATION			
	Size	28	40
	Amount	14	15
	Extent	24	30
	Number	6	10
	Quality	266	198
	Process	5	5
	Sharpened	0	0
	Softened	2	1
Total Graduation Instantiations		345	299
Types of Graduation	Infusing	229	222
	Isolating	109	70
	Metaphor	7	7
	Upscaled	327	295
	Downscaled	5	3
ENGAGEMENT			
Monoglossia		0	0
Heteroglossia	Entertain	8	12
	Attribute	0	0
	Distance	0	0
	Deny	2	5
	Counter	1	0
	Concur	1	4
	Endorse	1	0
	Pronounce	44	44
Total Engagement Instantiations		57	65
OVERALL TOTALS		941	840

3.4 Analysis

In this section I report on the distribution and implication of the interpersonal choices made by Remax Frontier Properties (RFP) and Pam Golding Properties (PGP), as coded in the data coding tables (cf. Appendix C, page 213 for samples, and Appendix G, page 277 for the full sets), and reflected numerically in the data Table 1 (page 66), as well as graphically in the graphs labelled 1A to 8A (for RFP, in Appendix D1, page 232) and 1B to 8B (for PGP, in Appendix D2, page 237). I deal first with the statistics for each estate agency individually, and thereafter draw conclusions for both agencies together.

3.4.1 Distribution of Appraisal Choices in Remax Frontier Properties (RFP)

The RFP data coding results are captured in Table 1 (page 66) and Figures 1A to 8A (in Appendix D1, pages 232-236). In this data set the choices within Attitude form the bulk of the interpersonal evaluations, with a total of 539 Attitude instantiations (see Table 1, Figure 1A: Appendix D1), comprising 57% of the total number of instantiations (Figure 2A: Appendix D1). This is not only the highest number of instantiations in this data set, but also the highest number across both data sets (compared with the 476 Attitude instantiations encoded in the PGP data set). The Graduation system accounts for 345 instantiations (37%), and the Engagement system for 57 instantiations (6%) of the evaluations in this data set (Table 1, Figure 2A: Appendix D1). For ease of reference, these statistics are repeated in the table below:

Excerpt from Remax Frontier Properties Table 1

Attitude	Graduation	Engagement	Total
539 (57%)	345 (37%)	57 (6%)	941

In what follows I report on each of these systems, the interpersonal choices which comprise them, and how these choices implicate and reflect our schematic knowledge of real estate advertising (as discussed in 2.3).

3.4.1.1 Attitude

Within the Attitude system, interpersonal choices are coded along three axes, by evaluating the buyer's emotions (Affect), the buyer or the estate agency itself (Judgement), or the property/home and its features (Appreciation) (as indicated in 2.2). Each of these is dealt with in turn.

Please refer to Table 1 (page 66) and Figure 4A (Appendix D1, page 234) for the full set of statistics.

Statistics pertinent to the following report are summarised in what follows:

Excerpt from Remax Frontier Properties Table 1 (Attitude)

Affect	Judgement	Appreciation
71	23	445

In this (RFP) data set, Affect consists of instantiations evaluating the feelings of the buyer, according to their Happiness (6 instantiations), e.g. *Create your dream home*; Satisfaction (25 instantiations), e.g. *Make this your luxurious sanctity*; and Security (40 instantiations), e.g. *secure complex*.

At face value, the use of Affect in property advertising discourse may seem somewhat unconventional, as text producers are not actually evaluating ‘real’ emotions experienced by ‘actual’ buyers. Instead of evaluating their own feelings, they project emotions onto a constructed audience, and invoke in the buyers a sense of what they may feel upon buying the property, and appeal to those needs and emotions. This is similar to Adendorff & Pienaar’s (2013) study of sex-worker advertisements, where they indicate that, due to the institutionalised nature of sex-worker discourse, the expression of the feelings of the sex workers is precluded, and instead, affect is invoked on the part of the reader. In the same way, the institutionalised nature of property advertising discourse invokes emotion in the reader, often through the evaluation of Judgement and Appreciation. For example, in the instantiation *an entertainer’s dream*, the evaluation of the home [+Reaction] invokes a [+Happiness] feeling in the buyer, by constructing the buyer as an entertainer, and appealing to this projected need.

As a result, although Affect only constitutes 71 instantiations within Attitude, we can see that these instantiations play a significant role in the construction of the ideal reader or buyer. They indicate that text producers project certain emotions onto their buyers, and this provides insight into what the text producers deem to be important for their buyers to feel. In this specific data set, it is clear that RFP places a high value on security (40 instantiations), and want their buyers to feel safe and secure in their homes. In general, South Africa has a high crime rate, and South Africans value safety and security, especially in their homes, and the areas they choose to reside in. This is no different in Grahamstown, where both petty and violent crimes are rife, most often due to large socio-economic disparities. As a result, highlighting safety and security measures within properties and the location of properties is almost standard in South African contexts, but should not be seen as a trivial fact, as they tend to impact greatly on the buyer’s decisions. In the case of the RFP data, the highlighting of safety and security measures may be as a consequence of the South African context, but may also be an alignment strategy, enticing the buyer by appealing to their basic and fundamental needs for safety.

RFP also places a high value on buyer satisfaction, but to a lesser extent than security (25 instantiations), and do not associate a high value with buyer happiness (6 instantiations). This could possibly be due to the triviality of happiness in this context, and the fact that, in the Western cultural view, happiness can be derived from other feelings (such as the feeling of success and wealth, the satisfaction of owning a home, feeling safe and secure in your environment, etc. cf. 1.4).

In this data set, Judgement values comprise the lowest number of Attitude instantiations (23). Here, the text producers evaluate the competencies and capabilities of either the buyer or themselves by praising or anticipating certain behaviour. Capacity (15 instantiations) often dictates what a buyer can (or should, according to the estate agency) do with a property, for example, *build your perfect home*. Normality values in this data set (3 instantiations) generally relate to the behaviour of the estate agency, in which they appraise themselves as continually behaving in a positive manner, e.g. *Grahamstown's largest developers have once again found the gap in the market*. Tenacity (5 instantiations), here, evaluates both the buyer and the estate agency's efforts at making good value judgements and how they maintain these, e.g. *This is a one of a kind home for the discerning buyer*. These values reiterate and reinforce Western societal principles about what the 'ideal buyer' should be, and the qualities they should possess. According to RFP, buyers are encouraged to be proactive (in terms of Capacity, e.g. *Add your own touches* and *Make this home yours to love with a little TLC* and tenacious (e.g. to be a *discerning buyer*).

Interestingly, there are no Propriety or Veracity values in this data set. The fact that there is no evidence of Social Sanction (Propriety and Veracity) is curious, especially due to the stigma often attached to estate agencies in terms of their morals and ethics. Estate agents, at least stereotypically, are often perceived by consumers as being untruthful in their descriptions of homes (i.e. they will tell you anything to persuade you to buy the house), and have also been subject to the belief that they are only interested in the commission they receive from a sale (i.e. they are not actually concerned with the truth value of their statements). However, as indicated in 2.3.3, estate agencies and their representatives in South Africa are bound by a number of legal documents in terms of their conduct and ethics (including the Estate Agency Affairs Board Code of Conduct, the Advertising Standards Authority Code of Advertising Practice and the Consumer Protection Act 68 of 2008, cf. 2.3.3). These documents entrench the discourse of property advertising around truth and ethics, and it is somewhat puzzling as to why the estate agencies do not use Social Sanction evaluations to appraise themselves as being truthful and ethical and showing that they uphold the legal documents constraining their behaviour. By using evaluations of this kind, the estate agencies would be able to project themselves as credible, ethical and reliable, thus making it easier for the readers/consumers to believe and be persuaded by their sales strategies. This point is expanded upon in 3.4.2.

The Appreciation category comprises the highest number of instantiations in Attitude (445). Reaction evaluations form the bulk of this category, with 289 instantiations, which is also the highest number of instantiations in one category across both estate agencies (compared with PGP's highest number: Reaction 274 instantiations). The instantiations within Reaction generally evaluate the property and its features 'through the eyes of the buyer'. Therefore, the properties are evaluated according to the impact they have on the buyer, or the reaction that the buyer has towards them. Examples of Reaction evaluations in this data set are *amazing views* and *Excellent price*. Due to the 'human' element in these evaluations (i.e. how the buyer reacts towards/feels about the property/features), they are strongly linked to Affect (see 2.2). In this way, Reaction values often invoke affective meanings in the buyer, for example, *safe and secure* is a [+Reaction] of the property's security features, but also invokes feelings of [+Security] in the buyer, and is thus double coded as such. Another example of this is *Peaceful tranquil surrounds*, in which the [+Reaction] of the location of the home invokes a [+Satisfaction] feeling in the buyer. The second Appreciation sub-category, Composition, consists of 122 instantiations. These instantiations evaluate how the property is 'balanced', but, more specifically in this data set, how they are physically composed (how they are structured, the condition of their structure and the features making up their composition). Therefore, these instantiations are evaluations of the physical features of the property, for example *large home* and *in very good condition*. Valuation is the final sub-category comprising Appreciation, and consists of 34 evaluations. These instantiations evaluate how worthwhile the property is, and can be seen in this data set as a 'level above' Reaction evaluations (i.e. their impact is greater than the impact of a Reaction evaluation). Examples of Valuation instantiations are *the cherry on top* and *Ultimate Destination*.

One of the defining features of the APPRAISAL framework is that attitudinal evaluations can be mapped as either positive or negative (cf. 2.2.2). In this data set, the majority of the evaluations are positively appraised (495), and only a few are negatively appraised (28). Based on our Western schematic knowledge of advertising, we expect advertisements to be generally positive in their evaluations of properties and their features, in order to persuade us (the audience) to purchase them. If the estate agencies were generally negative in their appraisals, the audience would be dissuaded from purchasing the properties. However, due to contextual constraints on property advertising (particularly legal constraints which forbid estate agencies from making misrepresentations regarding the property, cf. 2.3.3), there are a few negative evaluations in this data set. Most commonly, negative appraisals are made regarding the size or the condition of the home or its features. This may be done explicitly, e.g. *small garden*, but are more often done implicitly, where the estate agencies use euphemistic language or 'real estases' (cf. 2.3.3) to imply an underlying negative evaluation, without being too obvious. Examples of these are *bachelor flat* [-Composition: Size of home], *in need of TLC*

[-Composition: Condition of home] and *cottage* [-Composition: Size of home]. In order to access these underlying negative evaluations, the buyer must have schematic knowledge of property advertising and ‘real estates’, as well as an understanding of the context and the constraints acting upon it, and be able to apply this knowledge to the advertising text (cf. 2.3.3).

3.4.1.2 Types of Attitude Instantiations

Please refer to Table 1 (page 66) and Figure 5A (Appendix D1, page 234).

As indicated in 2.2.2, interpersonal meaning in Attitude can be expressed in a variety of ways, generally through direct inscription or implication (in the absence of explicit inscriptions). In this data set, there are three mechanisms which express attitudinal meaning. The first, labelled Inscribed, includes those instantiations which encode explicit inscriptions of attitudinal meaning (251 of them). These instantiations tend to encode straightforward evaluations that can be identified at face value. For example, ***magnificent** views* is an inscribed [+Reaction] and ***nice sized** garden* is an inscribed [+Composition] (the direct inscriptions are bolded). Secondly, interpersonal meaning can be invoked in the absence of direct inscriptions. In this data set, the majority of evaluative meaning is invoked (285 instantiations). As previously indicated, Affect instantiations may be invoked through Reaction evaluations, e.g. *Secluded Luxury* [+Reaction: Inscribed] [+Security: Invoked]. However, meaning may also be invoked as a ‘secondary meaning’ to an inscribed evaluation. For example, in *with magnificent views*, the views are evaluated as [+Reaction, Inscribed], but at the same time, the location of the home (which has magnificent views) is also being appraised. In this case, the instantiation would be double coded as [+Reaction of the views: Inscribed] and [+Reaction of the location of the home: Invoked]. A third way of expressing meaning is through metaphor (which forms part of the mechanism invoking meaning). Here, evaluative meaning is invoked through the use of lexical metaphor, for example *nestled in a picture perfect garden* and *the cherry on top*. These instantiations are coded as [+Reaction: Invoked] and [+Valuation: Invoked] respectively.

The use of invoked meaning and the fact that there are high numbers of both invoked and inscribed evaluations (285 and 251) in this data set indicates that the estate agency uses both overt persuasion strategies (in which they tell the buyer explicitly what the property’s features are, and why they should buy it) as well as more implicit strategies (where the buyer is left to interpret evaluative meanings for themselves in order to access a wider set of evaluations that are taking place covertly). In Adendorff & de Klerk (2005), the authors raise a number of important points regarding inscribed and invoked meaning. Firstly, they indicate that invoked meaning assumes shared norms, meaning that its success in bringing across its meaning relies on the audience’s social, cultural and ideological reading position. This may exclude a number of audience members who do not form part of the ideal

readership, and who do not share social and cultural norms with the text producer. Secondly, they emphasise the notion that, where meaning is inscribed (i.e. spelled out, is expressed upfront and is dictating), there is greater decontextualisation and a reduced reliance on shared knowledge, meaning that the audience does not need to possess shared knowledge to access and interpret the meaning. In the same vein, meaning that is invoked (i.e. open-ended and subject to interpretation) is coupled with a reduced decontextualisation and a greater reliance on shared knowledge, meaning that the audience must have shared cultural and contextual knowledge (which includes them in the ideal readership) in order to access and interpret the meaning effectively (i.e. as the text producer intended the meaning).

Therefore, the choice of invoked or inscribed meaning may be used to align two different ‘cultures’ or readerships (one that prefers an invoked meaning and one that prefers an inscribed meaning). In the context of property advertisement discourse, we could possibly assume that inscribed meaning is employed as an alignment tool for the culture which does not share social, cultural and contextual norms with the estate agency. We could also possibly conclude that invoked meaning is intended to align a like-minded culture to the estate agency, where a number of social and cultural factors might be assumed, for example (in the Grahamstown property advertising context): a Western culture (which shares a drive for success, wealth and social status), which has a firm grasp on English (which can understand and decode euphemistic and invoked meaning) and which has financial stability (and can afford to buy houses, particularly expensive ones). As previously indicated, there is a mix of both inscribed and invoked meaning (with more instantiations of invoked meaning) in the RFP data set. The higher number of invoked evaluations points to the alignment strategy adopted by the estate agency, which is subtle and open for interpretation, specifically aimed at that culture which possesses the necessary resources to decode the meanings hidden therein. However, they also employ a number of inscribed evaluations, which could possibly be aimed at an audience who wish to become part of the ideal readership (for example, international buyers who may fit the criteria for the ideal readership, but do not possess cultural knowledge). Therefore, it can be seen that RFP projects meanings to multiple audiences, and tailors these meanings according to the interpreting skills of each audience.

3.4.1.3 Most Appraised Items

Please refer to Figure 3A (Appendix D1, page 233).

To gain more insight into the estate agency’s persuasive strategies and the values they project onto their buyers, it is worth noting the most frequently appraised items. These are (in descending order, cf. Figure 3A): Home (184 instantiations), Buyer (87), Location of home (54) and Size of home (46). In this set of statistics, the home and its features are most frequently appraised, which is not

unconventional, as it is the home that is being advertised. More interesting is the set of statistics regarding the location and the size of the home. It is clear that this estate agency promotes the location of the home (and therefore its convenience and security features) more than the size of the home (and thus the status or exclusivity that comes with having a big home in Western society). However, due to the small difference in numbers between the location and the size of the home evaluated (54 versus 46), we can conclude that size still holds great value in this estate agency. The frequency with which the buyer is appraised in this data set is also significant (87 instantiations), as it indicates the estate agency's attempts at not only selling the property, but also selling 'feelings' to the buyers, who generally invest emotionally in the home that they purchase. RFP thus concentrates on how buyers will be affected emotionally by the property, allowing buyers to feel a connection to it, and perhaps making them more emotionally compelled to buy the property.

The collocations of the most frequently appraised terms (especially Home and Location) often also show insight into the value systems adopted by the estate agencies and buyers. For example, in the RFP data set, collocations of Home include: *Family Home* (6 instances), *perfect home* (3 instances), *Prestigious Home* (1 instance), *Magnificent home* (1 instance), *Upmarket home* (1 instance), *Exclusive home* (1 instance). These collocations invoke a sense of exclusivity and prestige and imply one of two things: (1) that the estate agency perceives buyers to be amongst the 'elite' and 'prestigious', or (2) that, in order to become part of the elite, buyers should consider purchasing one of these homes. This highlights the implicit value system encoded within this property discourse, which places importance on social standing and status, as well as on wealth and success (which is an implied necessity to be able to purchase one of these elite homes). The prosody of elitism and prestige is reinforced (by means of saturation, cf. 2.4) by the collocates of Location in this data set, such as *Ultimate Destination* and *perfectly positioned*. Similarly, the description of the positioning of the home, and its proximity to various landmarks which are seen as 'prestigious' (e.g. private schools, university, residential areas) reiterate the importance of location in terms of status and exclusivity, and wealth and success, e.g. *Kingswood* (referring to Kingswood College, a private school), *College* (referring to St Andrew's College, also private), *Rhodes University* (a small, expensive university), *Oatlands* and *Sunnyside* (both sought-after residential areas) and *Central*. These locations are situated within the areas marked in yellow in diagram 1 (cf. 1.3).

3.4.1.4 Graduation

Please refer to Table 1 (page 66) and Figures 2A and 6A (Appendix D1, pages 232 and 235). Statistics pertaining to Force and Focus are provided in what follows.

Excerpt from Remax Frontier Properties Table 1 (Graduation)

Force	Focus	Total
343	2	345

As previously indicated (cf. 3.4.1, and as shown in the table above), the Graduation system consists of 345 instantiations and accounts for 37% of the total number of instantiations in the RFP data. Intensification of attitudinal values is done in two ways i.e. Force (which is the upscaling or intensification of the values) and Focus (where the meanings are sharpened or softened according to a prototype, cf. 2.2.3). In this data set, Force is most common, and accounts for 343 of the total number of instantiations. Focus, on the other hand, accounts for only two instantiations.

Within Force, there are two sub-categories which encode intensification. The first, Quantification, allows for the upscaling of numerical features and quantity of the Attitude values, encoded as Size (28 instantiations), Amount (14 instantiations), Extent (24 instantiations) and Number (6 instantiations). These are linked to Appreciation within Attitude, and relate to the values of Reaction, Composition and Valuation. Size, Amount and Number most often relate to the discussion of the size of the home, which falls under Composition (as indicated above), e.g. **large home**. Extent, on the other hand, most commonly relates to the location of the home (in terms of how near/close the home is to something), e.g. **close to everything**. These intensifications are significant as they upscale the values relating to the home, the size of the home, and the location of the home, further highlighting the interpersonal value placed on these features by the estate agency (and certain sectors of society).

The second sub-category within Force is called Intensification. This consists of intensifications of either a Quality or a Process. There are only five instantiations of Process in this data set. However, the highest number of Graduation instantiations throughout this data set is encoded in the intensification of Quality, with 266 instantiations. This indicates that RFP relies heavily on the intensification of the quality of the homes. Once again, this relates back to the Appreciation within Attitude, and shows that the quality of the home (Composition), as well as the way in which the buyer reacts to and feels about the home (Reaction and Valuation) is very important in RFP's sales strategy. Examples of upscaled Quality values are **very good condition** and **Magnificent home**.

There is a distinct absence of Focus instantiations in this data set. As previously indicated, there are only two intensifications of this kind, both of them examples of Softened focus i.e. *some TLC* and *approximately 2kms*. This absence may possibly be attributed to two related features of property advertising: (1) the nature of property advertising discourse places focus on expressing (and thus

intensifying) mostly evaluative instantiations (as opposed to non-scalar items); and (2) estate agencies generally assert themselves as being fully committed to their assertions, projecting themselves as the ‘knowledge-holders’ and ‘knowledge-imparters’. By taking on this role, estate agencies are less likely to be seen as being ‘unsure’ or as less invested in the truth of their assertions, decreasing the risk of having buyers lose confidence in them as sellers.

3.4.1.5 Types of Graduation

Please refer to Table 1 (page 66) and Figure 7A (Appendix D1, page 235).

In 2.2.3 I described the ways intensification is achieved (or ‘types’ of intensification). Firstly, the intensification can be carried by a stand-alone element i.e. Isolating (109 instantiations in the RFP data). Examples of this type of intensification are **very good** and **Top quality** (the stand-alone intensifying element is bolded). Secondly, intensification occurs where the intensifying element is carried by the lexical item being intensified i.e. Infusing. This is the most common type of intensification in this data set, with 229 instantiations. Examples of infusing intensification are **Brilliant Location** and **luxurious kitchen**. There are also seven instantiations of intensification by metaphor in this data set. Here, attitudinal meaning is upscaled through the use of metaphor, e.g. *the cherry on top*.

In 2.2.3 I linked the types of intensification to the types of attitudinal meaning, relating isolating intensification and metaphor to invoked attitudinal meaning (due to their implicit natures) and infusing intensification to inscribed attitudinal meaning (due to their lexically explicit natures). In this data set there does not appear to be a direct correlation between these types of intensification and attitudinal meaning, as there is a greater number of invoked attitudinal evaluations (285) than inscribed (251), but fewer isolating intensifications (109) than infusing (229). This indicates that RFP tends to be more implicit in their attitudinal evaluations, but more explicit in the grading of those evaluations. It is possible that RFP does not employ both invoked meaning and isolating graduation, as they may come across as not persuasive enough, or they do not employ both inscribed meaning and infusing graduation, as they may be perceived as being ‘pushy’ or ‘bullying’. It could be that they combine elements of invoked meaning and isolating graduation, and inscribed meaning and infusing graduation, to maintain a balance in their persuasion strategy. By being overly covert or overt, estate agencies risk being discredited by their buyers, who may become suspicious of their intentions.

3.4.1.6 Engagement

Please refer to Table 1 (page 66) and Figure 8A (Appendix D1, page 236) for the full set of statistics.

The table below shows statistics for dialogic expansion and contraction:

Excerpt from Remax Frontier Properties Table 1 (Engagement)

Dialogic contraction	Dialogic expansion	Total
49	8	57

The Engagement system features the lowest number of instantiations in this data set (57) and constitutes only 6% of the total instantiations in the RFP data set. Engagement instantiations can either be classified as closing down the dialogic space (Contraction) or widening the dialogic space (Expansion) (cf. 2.2.4). Under dialogic expansion, there are only eight instantiations, which all fall under Entertain in this data set (where the text producer entertains the notion of alternative voices in the dialogic space). In the RFP data set, these instantiations appraise things as one of many others, e.g. *in **one of** Grahamstown's top streets* and *With some TLC this home could be **one of** the city's best*; and often gives suggestions regarding what the buyer can do with the property, e.g. *Add your own touches* and *build your perfect home*. The lack of dialogic expansion values in this data set could be attributed to the nature of property advertising discourse (or advertising in general), where there is an understood lack of input and reciprocity from the audience or other voices (cf. 2.3.2), and the text producers present themselves as being knowledge-imparters, telling, diverting, informing, leaving little dialogic space for contribution from the audience. As a result of the diminished dialogic expansion and the positioning of the estate agency as the expert, readers possibly understand that the flow of communication is generally one-way, and so are led to interpret the information provided as authoritative and informed, and are therefore not open to questioning or to expressing alternative positions.

There is a higher number of dialogic contraction than expansion instantiations in this data set (49). There are two instantiations of Deny, e.g. *Don't miss this one*; and one instantiation each of Counter, Concur (rhetorical question) and Endorse. Examples of these are *Perfect to renovate but can live in as is*; *Who needs a car when you live here?* and *Grahamstown's largest developers have once again found the gap* respectively. All of these instantiations show that the estate agency acknowledges that there are alternative positions available, but contracts the dialogic space to dismiss them (e.g. in *Don't miss this one*, RFP acknowledges that the buyer could in fact miss this one, but contracts the space to

rule out that option, by telling them not to miss it). The bulk of the Engagement instantiations in this data set is constituted by Pronouncement (44 instantiations). These instantiations serve to suggest that the text producer's assertion is the only correct option, and explicitly shuts down the dialogic space. Examples are: *Ultimate destination*; *This is one of a kind* and *The perfect place for you*. This type of engagement strategy seems to be typical of advertising discourse. As indicated above, the one-directional flow of information is accepted by the audience (due to their schematic knowledge of property discourse) and they rely on the text producer to persuade them what is right for their needs. By implying that their assertions are the only correct and viable option, the text producers are portrayed as knowledgeable and understanding (and therefore attending to) the needs of the buyer, thus reasserting their status as the 'expert'. In a typically Western culture, leaders who do not present themselves as being knowledgeable and 'in charge', may be seen as weak and their credibility may be questioned. Similarly, if the text producers expanded the dialogic space more, and entertained other voices, opinions and options, they could come across to the audience as being unsure of themselves and their properties, and the audience may lose faith in their abilities and credibility.

In what follows, I turn to the analysis of the distribution of meaning choices in Pam Golding Properties.

3.4.2 Distribution of Appraisal Choices in Pam Golding Properties (PGP)

The statistics for this data set are reflected in Table 1 (page 66) and Figures 1B to 8B (in Appendix D2, pages 237-241). Similarly to the RFP data, the Attitude choices in this data set form the bulk of the interpersonal evaluations, accounting for 476 instantiations (or 57% of the total number of the instantiations) (see Table 1 and Figures 1B and 2B: Appendix D2). The Graduation systems account for 299 instantiations (35% of the total number of instantiations) and Engagement for 65 instantiations (8%) (Table 1, Figures 1B, 2B: Appendix D2). Compared with the statistics from the RFP data, the number of Attitude and Graduation evaluations in the PGP data is less (539 versus 476 and 345 versus 299 respectively). The number of Engagement instantiations, however, is greater in the PGP data set than in the RFP data set (65 versus 57). These statistics are summarised in the table which follows:

Excerpt from Pam Golding Properties Table 1

Attitude	Graduation	Engagement
476 (57%)	299 (35%)	65 (8%)

3.4.2.1 Attitude

Please refer to Table 1 (page 66) and Figure 2B (Appendix D2, page 237).

As with the RFP data, evaluations in the Attitude system in the PGP data set are coded along three axes i.e. Affect, Judgement and Appreciation. The statistics reported on in this section are summarised in the table below:

Excerpt from Pam Golding Properties Table 1(Attitude)

Affect	Judgement	Appreciation
44	13	419

The Affect sub-category accounts for 44 instantiations. This consists of the following evaluations: Happiness (14 instantiations), e.g. *Enjoy exclusive use of the guest cottage*; Satisfaction (10 instantiations), e.g. *with everything you could want*; and Security (20 instantiations), e.g. *Good security*. These statistics show that, similarly to the RFP data, Security is highly valued by the estate agency and is projected as something they would like their buyers to feel when purchasing (and living in) their properties. This is, once again, a consequence of the South African context, in which crime rates are high. Where this data set differs from the RFP data is in the Satisfaction and Happiness instantiations. In the RFP data, it was found that Satisfaction was valued more than Happiness, but this is the opposite in the PGP data i.e. Happiness (14) and Satisfaction (10). From these statistics, it can be assumed that safety and security is something that buyers look for when buying property in Grahamstown and the estate agencies anticipate these feelings in the advertising of their properties.

Judgement values in this data set once again comprise the lowest number of Attitude instantiations (13), which is significantly lower than its RFP counterpart (23). In this sub-category, Capacity accounts for 11 instantiations, e.g. *Put your personal touch on this home and it will shine*; and Normality for two instantiations, e.g. *Still renting?* Interestingly, both of the Normality instantiations are negatively appraised, e.g. *Are you a single professional, constantly on the move* is negatively charged, implying that this is not the norm. Once again, there are no Tenacity, Propriety or Veracity evaluations in this data set. Similarly to the RFP data, we can attribute this lack of Judgement values to the fact that the estate agencies focus more on appraising the properties and the feelings and emotions the properties induce in the buyers (once again reinforcing the Western schematic expectations of how property advertisements should be and what should be appraised in them).

However, the lack of Social Sanction evaluations in this data set reinforces the point raised in the discussion of Judgement values in the RFP data set. The fact that neither of the estate agencies makes

use of the resources presented to them to ground themselves as moral and ethical is surprising, and one would expect that, in a field where, popularly, there is distrust and assumed dishonesty, the discourse surrounding it would aim to highlight the writers' honesty and trustworthiness. The lack of Social Sanction values within property advertisements seems, in fact, to be a trend amongst estate agencies, not only within South Africa, but also internationally (both Remax Frontier Properties and Pam Golding Properties are internationally-recognised companies), and seems to be genre-specific. However, these values of Social Sanction are particularly conspicuous in their absence within property advertising. Although there is no ways to prove why Veracity and Propriety values do not feature within property advertisements, it is worthwhile speculating on the reasons for their absence. It is possible that, in a context of public distrust, there is a tacit agreement amongst estate agencies to endorse the legitimacy and honesty of their profession collectively (albeit implicitly), to project the notion that they are above the stereotypes projected onto them. If one estate agency explicitly evaluated themselves as honest and trustworthy, it would imply that all other estate agencies (who do not explicitly evaluate themselves in this way) are not honest or trustworthy, thus implicitly casting the entire estate agency profession as something to distrust (and thus reinforcing the negative stereotypes projected on to the profession). In order to maintain a standard of dignity and level of trust in the profession, it may thus be necessary for all estate agencies to refrain from using Veracity or Propriety evaluations in their advertisements. However, this may be part of the reason why many estate agencies (particularly in South Africa) often publish pictures of the estate agents along with the advertisements of the properties (generally depicting them as professionals, or experts, by including a head-and-shoulder picture of the agent, along with their professional title, e.g. Sales Consultant), in order to personalise and professionalise the company, and implicitly make it easier for the public to trust the agents, without explicitly having to evaluate themselves as such.

The bulk of the Judgement values (Capacity) in the data are used instead to tell buyers what they can and should do with a property, reinforcing the construction of the ideal buyer. An example of this is *You could be paying off your own bond*, where the estate agency implies that the ideal buyer should want to buy a house, rather than to rent it.

The Appreciation category accounts for the highest number of instantiations in this data set (419). Of these instantiations, Reaction comprises 274, the highest number of instantiations in one category in the PGP data. As indicated in the discussion of the RFP data, Reaction is strongly linked to Affect evaluations, and Reaction values can invoke affective evaluations, for example, *An entertainer's dream* is coded as [+Reaction: Inscribed], but at the same time invokes a feeling of [+Happiness] in the buyer, thus double coding the instantiation as [+Reaction: Inscribed] [+Happiness: Invoked]. Other examples of Reaction in this data set are *beautifully renovated* and *Awesome Views*. The

Composition sub-category accounts for the second highest number of instantiations both within Appreciation and across the PGP data (133). This number is slightly higher than its RFP counterpart (122). Examples of these instantiations are *spacious building, needs a coat of paint and some love and beautifully renovated*. From these examples, it can be seen that the Composition instantiations tend to evaluate the size of the home, its structure and the condition of the structure (similarly to the evaluations in RFP), and that PGP places a high value on the physical composition of the home. The final sub-category within Appreciation is Valuation, which accounts for 12 instantiations only. Dealing again with how ‘valuable’ or ‘worthwhile’ a property is, examples of these instantiations are *Victorian Gem, Magnificent home and Winning Location*. These examples are interesting, as they give insight into what the estate agency and its envisaged audience find valuable and important, and this in turn provides a backdrop to a larger set of cultural values which are being used to align the audience. The associations of value in these examples i.e. *gem, magnificent* and *winning*, indicate that the estate agency (and, presumably, the audience it aligns) values the best (e.g. living in the *winning* location), having the best, most expensive things (like *gems*) and living exuberantly (e.g. *magnificent home*).

The majority of the attitudinal evaluations reported on above are positively appraised by the estate agency (425). There are also 51 negatively appraised attitudinal evaluations in this data set. This number is significantly higher than its RFP counterpart (28). Similarly to the RFP data, most of the negative evaluations are those appraising the size of the home and the condition of the home, and are most often encoded in euphemisms or ‘real-estatese’, for example *Student Pad* [-Composition: Size of home], *ideal for a single person* [-Composition: Size of home] and *With TLC this could be your new home* [-Composition: Condition of home]. The underlying negative evaluations in these examples are accessible only to the ideal buyer who has (and can apply) the necessary schematic knowledge to decode the seemingly-positive instantiations.

3.4.2.2 Types of Attitude Instantiations

Please refer to Table 1 (page 66) and Figure 5B (Appendix D2, page 239).

As indicated in the discussion of the RFP data, Attitude evaluations can be expressed either explicitly or implicitly. In this data set, there are 220 instantiations which are encoded explicitly (Inscribed evaluations), and 256 instantiations (comprised of 254 invoked evaluations and two metaphors) encoded implicitly (Invoked evaluations). Examples of explicit, or inscribed, evaluations are **large** *grounds* [+Composition: Inscribed] and **pretty** *garden* [+Reaction: Inscribed]. The interpersonal evaluations (in bold) are immediately identifiable and retrievable in these examples.

Where there is no direct inscription of interpersonal evaluation, attitudinal meaning can be implied, for example *Family home* implies that the home is large enough to accommodate a family, thus invoking a [+Composition] evaluation. Another example of invoked attitudinal meaning is *conveniently situated close to the private schools*. In this example, there is no lexis directly appraising the home, but it does imply that the convenient location of the home is worth appraising, and therefore invokes a [+Reaction] evaluation of the location of the home. As indicated in the RFP data discussion, attitudinal meaning can also be invoked as a secondary meaning to an inscribed evaluation, for example, *luxury finishes* contains an inscribed evaluation of the finishes [+Reaction: Inscribed] and simultaneously invokes an evaluation of the property which houses the finishes [+Composition: Invoked]. Another example of invoked attitudinal meaning as secondary is where an Affect evaluation is invoked through Reaction (as they are closely linked), e.g. *wonderful space for entertaining* is double coded as [+Reaction: Inscribed] [+Happiness: Invoked]. Lastly, attitudinal meaning can also be invoked through the use of metaphor, e.g. *Pretty as a picture* [+Reaction].

In this data set we see that PGP employs both explicit and implicit evaluation strategies (220 and 256 instantiations respectively). As within the RFP data, the choice of inscribed and invoked meaning may be related to different buyer ‘cultures’. The inscribed meaning may be aimed at those who do not fall within the ideal readership, and who do not share the necessary knowledge and values that are needed to decode the meaning within the text. The higher number of invoked meaning choices (as opposed to the inscribed choices) in this data set alerts us to the alignment strategy used by PGP, which appeals to buyers who are ‘like-minded’ and who share similar sets of values and contextual knowledge. In this case, as indicated in the discussion of the attitudinal choices in the PGP text, the ideal audience appears to be one which values status, prestige, exclusivity, wealth (and all the Western ideas of what underpins this – education, success, etc.) and material goods (often in terms of their size or value), and strives to achieve all of the above. By using mostly invoked tokens to convey meaning, PGP excludes a large number of people who do not fall within the target audience or ideal readership, and makes a lot of their intended meaning available only to those with the requisite knowledge. An external audience will experience a different reading of the text, one which does not make the intended meaning known.

3.4.2.3 Most Appraised Items

Please refer to Figure 3B (Appendix D2, page 238).

The most commonly appraised items in this data set are: Home (150), Size of home (80), Location of home (46) and the Buyer (56). These statistics indicate that the home (and its features) and its size are valued above its location and the buyer. There is a significant shift in ideals in this estate agency

(compared with RFP), as the size of the home becomes more important. As previously indicated, Western culture tends to associate the size of homes with prestige: the bigger your house or property, the wealthier you must be, and the higher you are ranked in the social hierarchy. Therefore, PGP associates themselves with this sense of prestige and exclusivity, and projects these feelings onto the buyer. In other words, they employ a double-sided persuasion strategy: they attempt to attract a wealthier clientele by emphasising the size of the home, and they attempt to attract the average clientele by suggesting that by buying a bigger home, they will attain a higher social standard.

Similarly, the value system promoting prestige and elitism is reinforced through various collocates of Home, such as *Magnificent home* (five instances), *Victorian home* (three instances) and *upmarket home* (three instances), as well as *Settler Cottage*; *Lovely Victorian*, *Dream Starter*, *English Manor*, *Timeless Elegance* and *English Cottage*. These collocations encode and invoke a world of grandeur (often in terms of the structure of homes), conjuring up images of European buildings (e.g. manors, castles, mansions, Victorian-style, large, ornate buildings) which carry with them a sense of status, importance and wealth. The value system being portrayed through collocations of this type is one highlighting the importance of status, wealth and elitism, and attempts to align buyers by invoking in them a sense of belonging to this world of grandeur. In the same way, collocations of Location also encode values of exclusivity, for example *Winning Location*, *prestige development*, *Ultimate destination*, *The best address*, *Top location*, *The right address*, etc. In these collocations, the implicit value system indicates that, in order to have social status and be seen as successful, one must live in the 'right' location. The collocations of Location (relating to the positioning of the home and its proximity to 'prestigious' landmarks) in this data set are identical to those found in the RFP data set (e.g. *Rhodes University*). The fact that both RFP and PGP place value on the location of the home in proximity to the private education facilities, the university, and certain residential areas (e.g. *Oatlands*, *Sunnyside*), reinforces and seeks to maintain the prosody of elitism that exists within Grahamstown. These 'prestigious' locations are represented in yellow in figure 1 on page 9.

The appraisal of the buyer is also significant as, once again, it indicates that the estate agency pays attention to the emotional connection between the buyer and the property, by encouraging them to feel a certain way when they buy/live in/utilise the property. By encouraging such an emotional connection, the estate agency comes across as being attuned to the physical, social and emotional needs of the buyer, thereby perhaps making the buyer more likely to enter into a sales relationship with that agency.

3.4.2.4 Graduation

Please refer to Table 1 (page 66) and Figure 6B (Appendix D2, page 240).

In the PGP data set, Graduation accounts for 299 (35%) of the total number of instantiations. This number is comprised of Force instantiations (an overwhelming 298 instantiations) and only one Focus instantiation. These statistics are summarised in what follows for ease of reference:

Excerpt from Pam Golding Properties Table 1 (Graduation)

Force	Focus	Total
298	1	299

Force, as previously indicated, intensifies numerical features and quantities (Quantification) and qualities and processes (Intensification). Within Quantification, intensifications are classified as Size (40), Amount (15), Extent (30), and Number (10). These values (both individually and combined) are higher than their RFP counterparts (combined, 95 versus 72). The highest values within this category belong to Size and Extent. As previously indicated, Size generally refers to the size of the home e.g. *boasts large living spaces*, and Extent to the location of the home, e.g. *close to all amenities*. The high number of intensifications within Size relates to the high number of instantiations appraising the size of the home in Attitude (as discussed previously). This strengthens the notion that the size of the home is related to the Western ideas of social standing, and that the bigger the house is (as shown both by the number of attitudinal evaluations and the intensifications of these evaluations), the more prestige it reflects. Intensifications within Extent relate more to the convenience of the location of the home (in terms of how close or near it is to various amenities, e.g. *conveniently situated close to the private schools*) than the prestige it may invoke (which may occur as a Quality intensification, e.g. *Winning Location*). The intensifications within the Quantification sub-category thus serve to fortify the cultural and social values placed on the buyer by the estate agency.

The second sub-category, Intensification, is comprised of Quality (198 instantiations) and Process (5 instantiations). Values of Quality generally serve as intensifications of Appreciation evaluations within Attitude, for example *lovely home* (Reaction), *has it all* (Composition) and *Magnificent home* (Valuation). The high number of these intensifications shows that PGP tends to focus on the quality of the homes and their features, which is not unusual, according to Western frames of reference regarding property advertising. However, the intensification of Reaction values indicates that the emotional reactions of the buyer are also taken into account, reinforcing the emotional connection between buyer and property, as previously discussed.

As in the RFP data, there is a distinct lack of Focus instantiations in this data set, bar one example of Softened focus i.e. *needs a coat of paint and **some** love* (which softens the negatively appraised composition of the home). Once again, this lack of Focus may be attributed to the estate agency's attempt to present themselves as being maximally invested in the truth value of their assertions and thus trustworthy to buyers who rely on them as imparters of knowledge.

3.4.2.5 Types of Graduation

Please refer to Table 1 (page 66) and Figure 7B (Appendix D2, page 240).

Isolating, Infusing and Metaphor are the three mechanisms by which the intensifications reported on above are expressed in this data set. The most common of these, Infusing, accounts for 222 intensifications, e.g. ***spacious** building*. In this example, the intensification is fused with the lexical item (in bold). Isolating accounts for 70 intensifications, e.g. ***Very** Elegant* (the intensification is carried separately from the lexical item) and Metaphor for seven instantiations, e.g. *A cut above the rest*.

As in the RFP data, the types of Graduation intensifications can be linked to the types of attitudinal meaning i.e. isolating and metaphorical intensifications relate to invoked attitudinal meaning (due to their lexically vague natures) and infusing intensifications relate to inscribed attitudinal meaning (due to their lexically explicit natures). In this data set, similarly to the RFP data set, the types of intensification and attitudinal meaning do not seem to be directly correlated. Once again, there are more attitudinal meanings invoked than inscribed (256, including metaphorical evaluations, versus 220 respectively), but fewer isolating intensifications than infusing (70 versus 229 including metaphorical intensifications). In comparison with the RFP data, this data set has a wider difference in both invoked and inscribed evaluations, and isolating and infusing graduation. This could possibly be due to differences in context between the two agencies. The higher number of invoked evaluations in PGP (compared with inscribed evaluations), may be due to a more elite readership (compared with RFP's readership), who may need fewer inscribed prompts in order to decode the meaning. Alternatively, it may be because PGP (unlike RFP) may be more focused on the ideal readership and not as interested as RFP in persuading buyers who are not part of the ideal readership. The high number of instances of infusing graduation could possibly be linked to the type of buyer readership as well, as a more complicated, infused lexicon which incorporates euphemism and metaphor, may require a native understanding of English and its nuances.

However, the use of a mixture of both invoked and inscribed evaluation, and isolating and infusing graduation may possibly be a means of balancing out the persuasiveness of their advertisements (i.e.

not being too aggressive or too meek). This is an interesting point to consider in future research, along with a consideration of the types of attitude and graduation choices that are used to align various types of buyers.

3.4.2.6 Engagement

Please refer to Table 1 (page 66) and Figure 8B (Appendix D2, page 241) for the full set of statistics.

A summary of the statistics for dialogic contraction and expansion is provided in the table below.

Excerpt from Pam Golding Properties Table 1 (Engagement)

Dialogic contraction	Dialogic expansion	Total
53	12	65

In the PGP data, the Engagement system accounts for the lowest number of instantiations (65), contributing 7% to the total number of instantiations. These numbers are, however, slightly higher than their RFP counterparts (65 versus 57). As previously indicated, this system is divided into Dialogic Contraction and Dialogic Expansion. Within dialogic expansion, there are 12 instances of Entertain, where the estate agency allows for alternative opinions and voices. Examples of these are *This property can also be used as a B&B; With TLC this could be your new home and it could also be the perfect retirement home*. Interestingly, the examples of Entertain in this data set negotiate a richer range of possibilities for the use of homes than is done in the RFP data set. This means that the readership for this estate agency is one which can afford to have options when it comes to the purchasing of property i.e. it can be used as a home, or as a B&B, or as a retirement home. These types of options are generally only available to certain people who are wealthy enough to buy additional property or to develop property. These Entertain choices reiterate the buyership that PGP wishes to align, and once again exclude buyers who cannot afford the lifestyle, or are not significantly endowed to own such a property. There are no examples of Attribute in this data set. As indicated in the RFP data set, the lack of dialogic expansion may be due to the one-sidedness of the advertising discourse, where there is generally very little input or reciprocity from the audience or other voices. Dialogic contraction forms the bulk of the Engagement system in this data set, with 53 instantiations. Within the Disclaim sub-category, Deny accounts for five instantiations, e.g. *There is nothing predictable or boring about this amazing home*. There are no examples of Counter. Concur, within the Proclaim sub-category, accounts for four instantiations, e.g. *Need to save on petrol and vehicle wear and tear?* and *Why rent when you can buy?* All of the Concur instantiations in this data set are framed as rhetorical questions, whereby the estate agency assumes alignment on the part of the buyer,

as the answer to the question is deemed obvious. There are no Endorse instantiations. The final sub-category within dialogic contraction, Pronounce, accounts for the highest number of instantiations in the Engagement system (44). In these instantiations, the estate agency presents their assertion as the only viable option. Examples of Pronounce are *Perfect for a family*, *Winning Location*, *Perfectly positioned* and *This apartment has it all*. In each of these examples, there is no dialogic space in which alternative voices can present different options. In both the RFP and PGP data set, Pronounce instantiations form the bulk of the Engagement system, pointing to an emerging trend across the estate agencies, which highlights the one-sidedness of advertising discourse where the information flows from the estate agency to the audience, with very little dialogic space for alternative voices.

3.5 Conclusions

Across both estate agencies (RFP and PGP) the ratio of Attitude, Graduation and Engagement choices is fairly stable (i.e. in percentages, RFP 57:37:6 and PGP 57:35:8, cf. Figure 2A and 2B, Appendix D, pages 232 and 237 respectively), indicating that there is a general trend in how the estate agencies structure their advertisements in terms of Appraisal choices. The Attitude system (and the evaluations and interpersonal meanings encoded therein) is core in both sets of data, with Graduation and Engagement resources showing how these meanings are intensified and indicating their role in the positioning of the estate agencies and the buyers. Another trend which emerges from these statistics is that Engagement resources are generally scarce in property advertising discourse, and, where they do exist, they tend to position the estate agency as the knowledge-holders in a one-directional, non-reciprocal relationship with the audience, where dialogic expansion and the entertainment of other voices rarely occurs.

The Attitude choices in these data sets reflect the ideologies projected by the estate agencies, especially in the construction of their ideal buyer (i.e. what the ideal buyer should be looking for in their properties, how they should feel, etc.). In the RFP data, there is a strong focus on the buyer feeling safe and secure in their homes (as shown by the high number of Security appraisals), which is invoked mainly through Reactions towards the home. The location of the home is also repeatedly appraised, indicating that convenience (e.g. being close to town, or to schools) is something that RFP believes their buyers are interested in when purchasing property. In the PGP data set, there is also a high number of Security evaluations, which indicates that safety and security are values projected by estate agencies and sought by buyers in the purchasing of homes across the board. However, the PGP estate agency differs from RFP in that they also value the buyer's Happiness. This, in conjunction with high numbers of Composition (in particular evaluating the home and its size), suggests that PGP associates buyer happiness with the size of the home (i.e. the size of the home is linked to prestige and

social status, based on Western constructs of social hierarchy), and attempts to invoke in their buyers a sense of prestige and exclusivity through the properties and their features. The location of the home and the sense of convenience associated with these appraisals also feature in this data set. It can be seen from the above that both estate agencies are focused not only on the physical features and aspects of the properties, but also with how these invoke certain (pre-determined by the estate agencies) feelings in the buyer, in order to encourage the buyer to form emotional connections with the properties, making them more emotionally compelled to buy the properties.

In both estate agencies, Attitude choices are mostly positively appraised. Where negative evaluations occur, they generally relate to the Composition of the home (i.e. the size or condition of the home). However, these negative instantiations are most often implicitly coded (using euphemisms or ‘real-estatese’) and the underlying negative evaluation is generally only accessible to the ideal reader, who has schematic knowledge of property advertising discourse and persuasion strategies as well as knowledge of the context and the contextual constraints acting on the advertisements (e.g. spatial, legal and social constraints, cf. 2.3.3).

In terms of types of Attitude instantiations, both RFP and PGP seem to employ a mixture of inscribed and invoked evaluations. However, in both estate agencies, there is a slightly higher number of invoked evaluations, suggesting that many of the meanings encoded in the advertisements are aimed at a specific type of buyership, one which is more elite and has the ability (education-wise, linguistically) and necessary social, cultural and contextual knowledge to decode the meanings as they are intended.

There are a number of similarities in the Graduation intensifications across the RFP and PGP data sets. Firstly, there is an abundance of Force intensifications and a distinct lack of Focus intensifications in both data sets. The absence of Focus intensifications suggests that the property advertising discourse may intentionally avoid these ‘vague’ evaluations, as they may make the estate agencies seem unsure of themselves or the truth values of their assertions. In both data sets, Force intensifications commonly quantify Size (the size of the home) and Extent (the location of the home and the convenience attached). In the PGP data set, the number of these intensifications is higher than in the RFP data, and relates to the ideals suggested by the Attitude evaluations (that the bigger the size of the home, the more prestige it reflects). Across both data sets, however, the highest numbers of intensifications fall within the Intensification category, specifically Quality. These intensifications upscale the features of the home and are related to the Appreciation values encoded in Attitude. This reinforces the nature of property advertising (that which highlights the positive features of a property in order to persuade people to buy it) as well as the importance of the buyer’s feelings and reactions

towards the properties. The majority of these intensifications are infusing in nature across both data sets, indicating that, although both the RFP and PGP estate agencies prefer to invoke attitudinal meaning, they tend to be more explicit in the upscaling and intensification of those meanings.

As previously indicated, there is a general lack of dialogic interaction in both estate agencies, and very few instances of dialogic expansion. In the RFP data set, dialogic expansion does allow for some variation in opinion, but in the PGP data set, the dialogic expansion generally serves to provide the buyer with a choice of options regarding the purpose of the property (which is in itself somewhat contracting in nature, as PGP limits the options for choice). Dialogic contraction is more common in both data sets, with Pronounce accounting for the majority of the instantiations. The nature of these instantiations grounds authority in the estate agencies, and reinforces the non-reciprocity of the information exchange. In other words, by declaring their statements as the only viable option, the estate agencies instill all authority in themselves and, essentially, position their buyers as ‘empty vessels’ which they fill with knowledge. This one-directional flow of information seems to be typical of advertising discourse in general.

From the above, it can be concluded that there are a number of general trends occurring in this discourse. The structure of property advertisements in terms of Appraisal choices is generally consistent across various estate agencies, and both estate agencies are concerned with not only appraising the property and its features but also how the buyer reacts towards the properties (including their feelings and emotions). Attitudinal meanings tend to be more invoked than inscribed and negative appraisals are often encoded in euphemism and ‘real-estateese’, making them accessible only to those buyerships which possess the necessary schematic knowledge to decode them. Graduation resources (particularly Force) carry and propagate the prosodies and value sets projected in the Attitude evaluations, and estate agencies avoid the use of Focus intensifications. Lastly, Engagement resources highlight the one-directional flow of information and the power relations evident in advertising discourse.

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CHAPTER 4: LIMITATIONS AND POINTS OF CONTENTION

In this chapter I highlight some of the issues I experienced in the first coding of the property advertisement data, and consider them in the context of recent APPRAISAL literature, in which other researchers grapple with similar concerns. These issues, which I see as limitations of the APPRAISAL framework, are grouped into three general categories, viz. Context and the Discourse of Compromise (4.1), Local Categories in the APPRAISAL framework (4.2), and Invoked Meaning and Multiple Coding (4.3). Based on the issues highlighted in this section, I propose conceptual adjustments to the APPRAISAL framework and to the coding of APPRAISAL evaluations, with my second data analysis (reported in chapter 5) in mind. The layout of this chapter indicates context and the discourse of compromise (4.1) as central. The other two categories (dealt with in 4.2 and 4.3) are ‘prongs’ of the notions described in 4.1, since they are influenced by the context.

4.1 Context and the Discourse of Compromise

In chapter 1.3 I outlined the context in which my first analysis of the Remax Frontier Properties and Pam Golding Properties data took place, noting particularly the geographical and historical context of Grahamstown, as well as the unique university-town features and the need for accommodation of different kinds in the city. I later (in 2.1) developed the notion of context and drew attention to its importance in Systemic Functional Linguistics, particularly its role in meaning-making and in helping to construct (and be constructed by) social reality (such as the nature of the housing market in Grahamstown). I also indicated that Systemic Functional Linguistics places significance on the context of situation (the context in which the text occurs i.e. its register), the context of culture (the genre to which the text belongs) and on how language choices function within these contexts. These factors are paramount in constructing socio-cultural meaning and social reality (which are essentially reflections of how language choices function within specific socio-cultural contexts). Without a thorough investigation of these factors, there can be no true reflection of how social reality is constructed, and how it, in turn, constructs social conventions and meaning.

Martin & White (2005: 161-162) reinforce the importance of context, saying that “Systemic Functional Linguistics holds language to be a communally-based system of meaning-making possibilities or options (a meaning-making potential), with those possibilities actualised or instantiated by individual texts. Individual texts exploit only a sub-set of the options made available by the language and hence texts will vary in which of the meaning-making possibilities they take up. This variability is conditioned by key aspects of the social context in which the text operates, namely the social roles and relationships of those involved in the communication, the nature of the text as a

communicative process and the domain of human activity or experience it references or enacts”. This indicates that the context (in conjunction with genre and the nature of the text) determines which linguistic options can be used to encode social meaning. In some instances, the context not only determines, but limits and constrains the linguistic options available to text producers, making it more difficult to bring the intended interpersonal meaning across to readers, and forcing text producers to be innovative in the linguistic mechanisms adopted. The notion of contextual constraints is expanded upon in what follows.

There have been a number of recent studies providing Systemic Functional Linguistics analyses within contexts of constraint, the most noteworthy a study of sex worker advertisement data in South African newspaper classifieds (Adendorff & Pienaar 2013) and a study of political discussion in the context of war and political struggle (Tilakaratna & Mahboob 2013). In these studies, contextual constraints limit the number and type of linguistic choices available to producers. For example, in Adendorff & Pienaar’s (2013) study, legal constraints (since sex work in South Africa is illegal), social constraints (in light of the negative public opinion and stigma attached to sex work) and practical constraints (e.g. word limits imposed by the newspaper on entries in the Classified section of the newspaper from which they are drawn) bear down on the text, and limit the linguistic choices available. These constraints influence how much information the text producer may disclose, and also what services/features are allowed to be advertised. Adendorff & Pienaar (2013: 49) indicate that, in such circumstances, the data is “shaped by an overarching discourse of compromise” i.e. linguistic choices are constrained to the point where text producers must find a compromise between what they are permitted to disclose (enforced by legal, social or practical constraints) and what they really want to convey to the reader. I use the term ‘discourse of compromise’ throughout the rest of this thesis, because I find that it aptly conveys how contextual factors influence the way in which meaning is constructed (often requiring a ‘compromise’ between linguistic features and contextual factors). The significance of this notion to my study of property data is revealed shortly. In their study, Adendorff & Pienaar (2013: 32) found the compromise reached by the writers of the sex worker entries depended on their relying on invoked meaning (including euphemism, innuendo, hyperbole and metaphor) to create the sexual subtext. This required readers to apply their knowledge of the norms and conventions of advertisements of these types, to make the necessary inferences about the underlying meaning of the text. In a similar fashion, in Tilakaratna & Mahboob’s (2013) study, a context of political conflict and war in Sri Lanka constrained the vocalization of opinion in political discussions, often with severe consequences for ‘speaking out’. In this case, text producers too used invoked meaning to convey their intended meaning. The political discussions were also conducted in English (non-native in Sri Lanka), indicating that they were aimed at a multilingual audience which

could access the underlying meanings by applying knowledge of the contextual and socio-political issues. Therefore, in this study, text producers used a combination of invoked evaluation and a non-native medium to convey meaning to the intended audience without violating contextual constraints.

In both studies outlined above, transmitting and accessing intended meaning relies heavily on the audience and their ability to arrive at the underlying meanings. Generally, text producers construct their texts with an ‘ideal reader’ in mind i.e. an invented reader who “sees the connections, creates the expectations, performs the inferences, and asks the questions needed” (Fillmore 1982: 252). However, within a discourse of compromise, it can be said that there are two different levels of audience (cf. split readership in 2.3.3): (1) one which reads the text at face value (and thus sees it as conforming to the contextual constraints acting upon it) without being able to identify the different layers of meaning that exist [Tilakaratna & Mahboob (2013: 74) refer to these readers as an ‘external audience’]; and (2) one which has shared knowledge of the context and its constraints, which recognises that multiple layers of meaning exist and which can make inferences to decode these meaning layers. In addition, because there are two different audiences (ideal and external) and thus two different readings of the same text, it can be said that there are also two different levels of meaning projected by text producers, each aimed at the appropriate audience. Therefore, texts within a discourse of compromise are constructed to make certain meanings accessible to a pre-determined ideal audience, and to deter other audiences from accessing the intended meaning (which is technically available in the text, but inaccessible without the required schemata). For example, Coffin & O’Halloran (2006) use the term “dog-whistle politics” to describe political communication which is neutral at face value, but carries controversial interpersonal meaning that is accessible to the ideal audience. They say (2006: 78) that “like a dog whistle, which can be heard by dogs but it pitched too high for the human ear to pick up easily, the politician or journalist may pitch the message ‘high enough’ for their political base or target readership to hear it but out of the range of those whose ears are not attuned to the message”. This effectively demonstrates how meaning is carefully constructed for multiple audiences in a context of constraint and compromise.

The principles described above carry over into property advertising discourse, where there are also constraints acting upon the context in which the discourse is interpreted. Pounds (2012) notes that online property advertisements are legally constrained in terms of how they may be described and promoted, leading to limited evaluative and promotional linguistic choices, and possibly even resulting in a decrease of persuasive value needed to attract buyers. In her article, Pounds (2012) indicates that these constraints can be circumvented by containing primarily factual information regarding the location, size and price of the properties, and, to an extent, disregarding more promotional and evaluative meaning. However, having become familiar with the concept of a

discourse of compromise, I believe that there are alternative means of expressing evaluative meaning, using limited (but creative) linguistic mechanisms without having to compromise the advertisement's legality and estate agencies' advertising principles.

In chapter 2.3.3 I identified legislation regulating property advertising in South Africa, viz. The Code of Advertising Practice, the Consumer Protection Act 68 of 2008, and the Estate Agency Affairs Board Code of Conduct. To summarise: these documents prohibit misleading, deceptive and exaggerated statements or representations in advertisements, indicate that material facts regarding the property (whether they are positive or negative) must be disclosed (in the case that a failure to do so amounts to deception), and bind estate agencies to ethical practices. As indicated earlier, contextual constraints of this kind compete with the estate agency's need to promote and, ultimately, sell properties. In addition to legal and ethical constraints, there are also practical constraints acting upon the property advertisement discourse. Similarly to Adendorff & Pienaar's (2013) sex worker data, property advertisements (in my study) appear in the Classifieds section of newspapers, and are limited in space and word counts.

With the weight of the legal, ethical and practical constraints bearing down on property advertisements in Grahamstown, estate agencies need to strike a balance between promoting their properties and operating within the constraint boundaries. The issues reported on in 4.2, 4.3 and 4.4 below aim to bring to light the ways in which Remax Frontier Properties and Pam Golding Properties find such a balance. They also show how the texts are constructed to reach a more 'tuned in' (in terms of contextual knowledge) audience than the audience catered for in my first data analysis. Based on these insights, one can characterise an 'ideal reader' for the Grahamstown property market, and detail the contextual and cultural schemata needed to access and decode underlying intended meaning.

4.2 Local Categories in the APPRAISAL Framework

In the development of the original APPRAISAL framework, Martin & White (2005) stress that their framework be treated as a hypothesis, or a 'work-in-progress'. They say that it is "offered as a challenge to those concerned with developing appropriate reasoning, as a reference point for those with alternative classifications and as a tool for those who need something to manage the analysis of evaluation in discourse" (2005: 46). In this quote, Martin & White recognise that their framework may not be fully adequate in capturing interpersonal meaning in its entirety, with all its nuances, in every imaginable context. This quote also highlights the importance of 'evaluation in discourse' i.e. how texts function within their specific contexts and genres, and suggests that, where possible, the original framework be adjusted (with alternative or additional classifications) to widen the scope of meaning (and contextual information) it can accommodate. This point is reinforced by Pounds (2011:

196; 2012), who indicates that, in a parameter-based analysis of evaluation (such as the APPRAISAL analysis), the analytical framework is “not only theory-driven but also text-driven in that specific subcategories are derived from the actual analysis of the data under investigation”. As a result, analysis should rely (at least partly) on “local grammars or categories” (Pounds 2011: 195). Therefore, the context in which the text exists influences the type of interpersonal meaning available, and, in some cases, the original APPRAISAL framework may need to be adapted to accommodate these meanings. The issues discussed below are based on the need for adaptations to the framework, and for heightened contextual awareness in APPRAISAL analyses. These issues (and the conceptual adjustments and amendments to the framework they give rise to) are categorised according to the APPRAISAL systems under which they appear.

4.2.1 Attitude

In the first, strict analysis of the property data (in 3.4), I mentioned that both estate agencies appraise properties and their features against a specific value system, one promoting prestige, elitism and exclusivity. The prosody of prestige is strongly represented throughout both sets of data and emerges as one of the core persuasive strategies in these advertisements. This prosody is picked up and propagated across the text in the form of saturation (described in 2.4) in evaluations such as *Magnificent home, upmarket home* (appraising the home); *Winning Location* and *Prestigiously positioned* (appraising the location of the home) (see 3.4 for more examples). In the first analysis, these evaluations are coded as [+Reaction], as they represent the ‘impact’ of the home and its features. However, I felt that this coding did not capture their full interpersonal effect, as there was a level of meaning that was not being recognised. As shown in 2.3 and 3.4, Reaction values are strongly linked to Affect, and invoke feelings in buyers, often resulting in emotional connections being created between buyers and properties. Likewise, the notion of ‘prestige’ and the values encoded therein include a transfer of emotion onto buyers. Therefore, by purchasing a home considered to be prestigious or elite, the buyer will, by implication, acquire prestige values and associated social status. By coding the evaluations of ‘prestige’ in the same category as ‘ordinary’ Reaction evaluations (e.g. *Great buy*), their emotional impact of prestige is lost.

As a result, I believe it is necessary to introduce an additional sub-category within Appreciation, to separate the ‘prestige’ evaluations from ordinary Reaction values, and to foreground their interpersonal effect in the property advertisement context. This additional sub-category, labelled “Exclusivity” (cf. Beangstrom & Adendorff 2013) will accommodate any evaluation relating to the prestige, exclusivity or elitism of the property and/or its features, and will incorporate the associated emotional values (for example, both *upmarket home* and *Ultimate Destination* will be coded within

Exclusivity). As indicated above, Pounds (2011; 2012) argues for the use of ‘local’ categories when evaluating language in discourse, and she, too, includes a category within her extended Appreciation framework to accommodate prestige evaluations in property advertising. She aptly terms her category “Prestige”.

The parallels between the value sets occurring in both my data and Pounds’ (2011; 2012) data is reassuring, as it shows that these values may be discourse-specific, and are not a product of analyst subjectivity (cf. 6.4.1). Although our sub-categories are similar in value sets, they differ in terms of how they occur in the Appreciation category. Appreciation, in Pounds’ (2011; 2012) framework, is reconstructed (to the extent that it could be considered a ‘new’ framework) using a combination of features of Martin & White’s (2005) APPRAISAL categories, Oates & Pryce’s (2007) *pathos* and *logos* categories (e.g. *Originality*), and ‘local’ categories from her research (Pounds 2011, e.g. *Functionality* and *Craftsmanship*). In my study, the inclusion of Exclusivity is intended as an adjustment to Martin & White’s (2005) Appreciation category, to enhance its capabilities in capturing nuanced meaning, as opposed to a ‘tailor-made’ category taking away from the core values of the original APPRAISAL framework.

A second issue within Attitude arose in the coding of evaluations incorporating a sense of convenience and ease for buyers. In the data, instantiations such as *easily manageable* and *close to everything* evaluate a property as having convenient features/amenities. These are coded as [+Reaction] in the first coding, as they evaluate the impact of the property. However, similarly to the Exclusivity evaluations discussed above, there is an aspect of meaning within these evaluations that is not fully captured in Reaction. The convenience of the properties (as well as the feelings of convenience that are transferred to the buyer) is lost when the evaluations are coded in this way. As a result, I propose a further sub-category to Appreciation, termed Convenience (see, too, Beangstrom & Adendorff 2013).

To access the nuanced prestige and convenience meanings described above, readers must possess a heightened level of contextual awareness and knowledge, not only of property advertisements in general, but of Grahamstown and its unique property market as well. As a result, the values encoded in Exclusivity and Convenience seem to be aimed at the ideal audience (i.e. if they were aimed at a general audience, they would have been accessible and included in the first coding and analysis). Within Exclusivity, readers must be aware of the levels of prestige and elitism that are present (and marketed) in Grahamstown, and how these levels of prestige are seen as an extension of buyers themselves, and are prominent in many of the advertisements. Similarly, in order to access the meanings within Convenience, contextual knowledge of Grahamstown itself is needed (in terms of

convenience of location) and an understanding of the values considered to be convenient by the community (e.g. is the home within walking distance to schools or other amenities, is it in a good location or easy to maintain - these values may differ across socio-economic or cultural lines). In some evaluations, it is quite easy (from my perspective as a Grahamstown community member) to identify values of convenience, whether they be explicit or invoked, e.g. *close to all amenities*. However, it is not always as straightforward as this example. A participant reader, who is aware of the social elitism of the property market in Grahamstown, will possess the schemata to know that some of the instantiations include evaluations of both convenience and exclusivity. For example *close to St Andrews, DSG and Rhodes* invokes a sense of convenience for those parents who send their children to these schools, but also invokes exclusivity and elitism values regarding the proximity to the schools (due to the prestige associated with these schools, cf. 3.4), and would be double coded as [+Exclusivity] [+Convenience]. For a reader unaware of these nuances in contextual meaning, a level of meaning (be it Exclusivity or Convenience) may be overlooked, e.g. they might not know that these schools are considered elite. This strengthens the importance of ‘local’ contextual knowledge in enabling readers to uncover various (implicit) levels of meaning.

4.2.2 Graduation

As indicated in 2.2.3, the Graduation system acts as a vehicle through which Attitude and Engagement resources are graded. Graduation resources intensify or downplay these interpersonal meanings, and, in cases where no inscribed attitudinal lexis exists, are prosodic means of ‘flagging’ interpersonal meaning (cf. 2.4).

Martin & White (2005: 152) note that, with the increase or decrease in the ‘volume’ of interpersonal meaning (i.e. upscaling/downscaling of intensity, particularly within Force), there are a number of associated rhetorical effects regarding alignment and solidarity. For example, they indicate that “the upscaling of attitude frequently acts to construe the speaker/writer as maximally committed to the value position being advanced and hence strongly aligning the reader into that value position” (Martin & White 2005: 152). The array of Graduation choices, then, should be treated as a set of strategic alignment choices, as opposed to ‘merely’ resources for up- or down-scaling meanings. The same applies when dealing with interpersonal meaning ‘flagged’ by Graduation. It is important to account for why meaning is invoked in this way, and to reveal the rhetorical and strategic effects that it may have on readers.

Closely linked to the idea of Graduation resources as a set of strategic choices, is what Hood & Forey (2008: 399) term evaluative or emotional “weighting”. This weighting generally refers to the amount of interpersonal or evaluative force that an evaluation carries, influenced by the explicitness of the

evaluation, and the intensification that it encodes (Hood & Forey 2008). An explicit evaluation thus carries a high interpersonal weighting and, ultimately, will have a greater impact on readers than an implicit evaluation, both in terms of the interpersonal meaning the text producer wishes them to access, as well as the values that they are aligned into accepting. The notion of interpersonal weighting implies that there is a ‘spectrum’ along which evaluations are judged, by the fact that one evaluation may be more or less interpersonally weighted than another.

Martin & White (2005: 142) also allude to the fact that there is a scale of intensity along which Graduation resources themselves can be graded, saying that “at the upper-most end of the scale of intensification are located values which have been termed ‘maximisers’ – locutions which construe the up-scaling as being the highest possible intensity”. It can be concluded, then, that some Graduation resources may be more or less ‘strong’ than others, resulting in varying degrees of evaluative intensification and interpersonal weighting.

Interpersonal weighting, when dealing with evaluations in context, may often be easily identified, or even commonsensical, to members of the ideal readership. For example, the evaluation *great* views carries a lower strength of intensification than *brehtaking* views, and thus is attributed a lower interpersonal weighting. The attribution of interpersonal weighting creates a domino effect, as the lower weighting results in a lower impact on readers, which in turn weakens the possibility of alignment. Other comparative examples are *good* security and *fantastic* security; and *good* location and *Winning* Location.

The notion of interpersonal weighting, then, is an important feature of Graduation, as the scaling of the level of intensity of evaluations provides insight into what values are considered to be most important by text producers i.e. the values with the highest interpersonal weighting are those which are most promoted by text producers and are believed (by producers) to be the most effective for alignment purposes.

However, the original Martin & White (2005) APPRAISAL framework is unable to accommodate differences in scales/levels of intensity, and their different alignment strategies and effects. I found that, in the first data analysis, there were many evaluations which were clearly more or less interpersonally weighted than others, but I was unable to capture these differences in the framework. Examples of these (in conjunction with those examples provided above) are *large* garden versus *park-like* garden versus *enormous* garden; and *good* value versus *Brilliant* Buy.

Hood & Forey (2008) experience similar insights regarding interpersonal weighting, and, to overcome the APPRAISAL framework’s limitations in accommodating it, they assign numerical values to

evaluations, based on their explicitness and level of intensity. In their data, inscribed Attitude evaluations are given a weighting of 3, lexical metaphor provoking Attitude are given a value of 2, and formulaic ‘politeness’ expressions and ‘flagged’ (by Graduation or Engagement) Attitude are given a value of 1. An additional point is added to any evaluation that has been intensified. Although a numerical scaling of this kind is highly effective, it does not necessarily attend to the difference in intensification amongst evaluations of the same kind (i.e. two inscribed evaluations may have differences in levels of intensification, e.g. *good* versus *breathtaking*). For this reason, I propose that a Scale of Intensity be introduced into the APPRAISAL framework, within Graduation.

In order to reduce analyst subjectivity (cf. 6.4.1), I propose that the Scale of Intensity be divided into three ‘levels’ or ‘degrees’. Based on general degrees of comparison, these levels are: Low (the least intense, carrying the lowest interpersonal weighting e.g. *good location*), Medium (more intense, carrying a higher interpersonal weighting, e.g. *sought-after location*), and High (most intense, similar to Martin & White’s maximisers, carrying the highest interpersonal weighting, e.g. *Winning Location*). In the second data analysis, the Scale of Intensity is included in the Graduation table (see 5.2) as a separate column, and I code each instantiation as being Low, Medium or High in intensity.

Although this scale is devised to reduce subjectivity, I expect evaluations coded therein will be influenced by reading positions and contextual and cultural knowledge. The adequate contextual knowledge is particularly important in this ‘scaling’ of intensification, as there must be an awareness of what is deemed to be important and highly valued in the community (e.g. the knowledge that *Winning location* is valued above *Good location* and carries a higher interpersonal weighting).

4.2.3 Engagement

Within the property advertisement data, there are a number of ‘command-like’ statements, such as *Call to view*, *Come see*, *Don’t delay* and *Come take a look*. These imperative statements seem to be inherent in the advertising genre, and have even been called “the generic sentence type” for advertisements, as they urge the consumer to act in particular ways (i.e. to buy the product) (Myers 1994: 47). Myers (1994) indicates that the use of imperatives also signals a personal and interactive relationship between the text producer and the consumer. According to Maksimainen (2001), the form of these imperatives in advertisements usually excludes a subject, modals and tense and aspect markers, and generally does not include a formula of politeness (e.g. *please/would you*, from Maksimainen 2011: 14), as is shown in the examples above.

These types of instantiations will have significant rhetorical and strategic effects, particularly due to their personal and interactive nature, as well as the way in which they are set out (and the fact that

they exclude politeness markers). However, they pose a challenge when it comes to coding them effectively in the APPRAISAL framework. Martin & White (2005: 111) indicate that imperative instantiations should be coded as Monoglossic within Engagement, as they “neither reference, nor allow for the possibility of alternative actions”. They (Martin & White 2005) also indicate that deontic modality within locutions of permission and obligation (e.g. *You **must** turn out the lights before you leave*, 2005: 111) should be coded as Heteroglossic: Entertain, as there is an assessment of obligation, as opposed to a command, being carried out. Therefore, these commands within the property advertisement data, according to Martin & White (2005), should be classified as Monoglossic, as they take the format of an imperative, with no modals. However, according to Myer’s (1994) view, these instantiations signal an interactive (and thus Heteroglossic) relationship between the reader and the buyer. These differences in views lead to a serious coding issue, since instantiations seem to be ‘somewhere in-between’ Heteroglossia and Monoglossia. Because there is no category in the original APPRAISAL framework which can accommodate such a coding, I was unable to code these instantiations in my first analysis. Where the ‘command’ instantiations included a ‘Deny’ element, e.g. *Don’t delay*, I coded them as [Deny] within Dialogic Contraction. By being unable to code these instantiations effectively (or at all), the internal struggle between Heteroglossia and Monoglossia, and the need for an intermediary semantic space, is lost.

On closer inspection, I realised that, particularly in the Grahamstown property advertising context, these ‘commands’ are not so much commanding as they are inviting i.e. they ‘invite’ the consumer to call them, or to view the property. An invitation of this kind does not place an overt obligation on the consumer, appealing to their inherent power of being able to carry out or ignore the invitation (cf. 2.3.2). With this in mind, the coding of these ‘invitations’ should rather be coded (following Myers 2004) as Heteroglossic: Entertain, where alternative actions are acknowledged. However, these invitations seem to have a double layer of meaning, the first (as indicated), gives the impression that the consumer has the power to accept or ignore the invitation; the second is an implicit obligation to actually carry out the invitation. An example of this double meaning would take the form of the question “*Don’t you want to wash the dishes?*” Although this instantiation is expressed in a question format (giving the impression that a negative answer can be supplied), there is underlying obligation which excludes that negative answer. Similarly, the invitation *Call to view today* gives the impression that the buyer is able to turn down or ignore the invitation, but actually provokes an obligation which the buyer will find hard to meet. As a result, the invitation is less dialogically expansive than a normal Entertain instantiation, and implicitly takes on some dialogically contractive qualities. Once again, these instantiations seem to fall somewhere between being dialogically contractive and expansive, as well as between being Heteroglossic and Monoglossic.

As a result, it may be worth seeing Engagement instantiations as falling along a continuum, with Heteroglossic and Monoglossic as opposites, as it seems almost impossible that any Engagement instantiation can be ‘purely’ Heteroglossic or ‘purely’ Monoglossic. This is supported by Smith & Adendorff (2014), who indicate that it may be better to conceptualise Engagement strategies as existing along a cline of dialogic space, and that the terms ‘total contraction’ and ‘total expansion’ are ideals (much like cardinal vowels in phonetics) and are impossible to achieve. They argue that all language is dialogic and that there will always be some kind of dialogic space. The question posed is how much dialogic space is afforded by the Engagement choices. To answer this question, Smith & Adendorff (2014) argue that Engagement choices have different strengths (or power) to align readers and that the value of these strengths can be plotted along a dialogic continuum, where some choices may be more contractive or expansive than another.

In the case of the ‘invitation’ instantiations, then, they can be seen as less dialogically expansive than Entertain, but more dialogically expansive than Monoglossia, and therefore falling along the dialogic continuum somewhere between the two. As previously mentioned, there is no accommodation for this in the APPRAISAL framework. I propose, therefore, that an additional Entertain sub-category be added to the framework, one which takes into account the less dialogically expansive nature of the instantiations. This sub-category is termed ‘Invite’. Although it cannot be physically shown within the framework that this sub-category falls towards the middle of the Heteroglossic-Monoglossic continuum, it can be indicated that the instantiations it encapsulates are of a different nature from ‘normal’ Entertain instantiations.

To recap: In this section I propose the inclusion of four locally-based, contextual categories across the three APPRAISAL systems. Within Attitude, I propose that the categories Exclusivity and Convenience be added to Appreciation; within Graduation, I propose the introduction of a Scale of Intensity; and, within Engagement, the inclusion of Invite as a sub-category of Entertain.

4.3 Invoked Meaning and Multiple Coding

The second ‘set’ of context-influenced adjustments to the APPRAISAL framework is informed by a meaning type not always immediately retrievable from the text. Invoked meaning is an integral part of any APPRAISAL analysis (as discussed in Martin & White 2005). In this section, I place the spotlight on invoked meaning (and the multiple coding that often accompanies it), its role in a discourse of compromise, and the effect that it has on the alignment strategies employed by the estate agencies within a context of compromise. I discuss the operation of invoked meaning within a discourse of compromise (4.3.1), the types of invoked meaning possible (4.3.2), how invoked meaning occurs within the property data, and how it was coded in the first data analysis (4.3.3). I also indicate how I

believe invoked meaning should be coded in the second data analysis (4.3.4), and report on the relationship between multiple coding and invoked meaning (4.3.5).

4.3.1 Invoked Meaning in a Discourse of Compromise

In 4.1 I introduced the notion of a discourse of compromise and noted its presence within the property advertising context. One of the key elements of a discourse of compromise, as indicated in 4.1, is the secondary (intended) covert meaning that is accessible to certain audience members only. In all three of the studies discussed i.e. Adendorff & Pienaar's (2013) sex worker data, Tilakaratna & Mahboob's (2013) political discussion data, and Coffin & O'Halloran's (2006) 'dog-whistle politics' data, the secondary meaning is incorporated and 'hidden' through invoked meaning resources. These include euphemism, metaphor, hyperbole and innuendo (Adendorff & Pienaar 2013), but also simpler methods such as implication, based on specific cultural and contextual knowledge, as shown also in Tilakaratna & Mahboob (2013). In a discourse of compromise, implicit meaning is crucial in not only encoding meaning (especially where overt expressions of meanings are heavily restrained), but also in decoding these meanings by an ideal audience (who need to have the appropriate schemata to identify them). Adendorff & de Klerk (2005: 497) also highlight the importance of contextual and cultural knowledge, saying that "a writer's use of tokens (implied meaning, my addition), assumes social norms; thus whether the trigger is successful in invoking the intended attitude depends upon the audience's (and analyst's) social, cultural and ideological reader position".

Having identified the property advertising context (particularly the Grahamstown one) as constituting a discourse of compromise, it is vital to analyse the covert meaning mechanisms and investigate their effectiveness. In the first data analysis (cf. 3.4.1.2 and 3.4.2.2), I found that the number of invoked instantiations of Attitude outweighed the inscribed ones. Including metaphors, there are 288 invoked as opposed to 251 inscribed instantiations in the RFP data, and 256 invoked versus 220 inscribed ones in the PGP data (cf. Table 1, page 66). This indicates that a considerable amount of evaluation takes place covertly. Not evident in the first data analysis, however, are the different mechanisms of invoked meaning that are at play. Having knowledge of how meaning is invoked gives insight into (a) the type of alignment strategies used by the estate agencies to reach multiple audiences, (b) the types of audiences targeted, and (c) the knowledge needed to access pertinent underlying meaning. To reveal this, an investigation of the different types of invoked meaning in the property advertisement data is needed, which I turn to next.

4.3.2 Types of Invoked Meaning

Martin & White (2005) (as mentioned in 2.2 and 2.4) note that, even where there is no direct inscription of Attitude, evaluation can be invoked through the choice of ideational meanings in a text. They emphasise the importance of the prosodic nature of attitudinal meanings, indicating that the direct inscriptions of interpersonal meaning tend to “colour more of a text than their local grammatical environment circumscribes” and that these inscriptions “act as sign-posts, telling us how to read the ideational selections that surround them” (2005: 63). As indicated in 2.4, there are a number of prosodic ‘sign-posts’ alerting readers to the presence of covert meaning in ideational lexis. The first is the use of metaphor (lexical or grammatical), which ‘provokes’ an attitudinal response in the audience without encoding inscribed attitudinal lexis, for example *how they fenced us in like sheep* (from Martin & White 2005: 65). Secondly, as shown in 2.4, intensification can also alert readers to covert attitudinal meaning, as it is an inherent feature of attitudinal meaning, e.g. *Location, location, location*. This is known as ‘flagging’. Thirdly, the prosodic flow of meaning guides the audience in reading ideational lexis as being attitudinal in context i.e. through domination and saturation methods, the surrounding non-attitudinal text is ‘coloured’ with evaluative meaning (cf. 2.4). This is known as “affording” lexis (Martin & White 2005), e.g. *includes a heated indoor swimming pool*. Examples of this type (seemingly purely ideational lexis which is evaluative in context) are explained shortly. Due to the context-specific nature of these three ‘sign-posts’, they are heavily dependent not only on context, but also on co-text and reading position, and require in-depth cultural and contextual knowledge to be decoded successfully.

Although Martin & White (2005) discuss these different ‘types’ of invoked meaning, the APPRAISAL framework does not differentiate between them, and only distinguishes between inscribed or invoked evaluations. From the above it can be seen that different types of invoked meaning can reflect different alignment strategies, and have various effects on the reader. For example, one text producer may choose to use more flagged and afforded lexis, requiring a higher level of contextual knowledge to be decoded. Another text producer may also want to invoke meaning, but use more ‘obvious’ sign-posting to signal this, catering for a wider audience which may not need extensive knowledge to decode the meaning. In a discourse of compromise it is thus very important to differentiate between the types of invoked meaning so as to uncover the alignment strategies used by text producers.

In her work, Bednarek (2007) too found the need to distinguish between the different types of invoked meaning. However, she takes a different perspective from Martin & White’s (2005) categories, and creates her own. She terms these categories: (1) implied, (2) metonymically implicated and (3)

triggered Attitude (2007). Within the ‘implied’ category, Bednarek (2007: 118) indicates that “Attitude can be strongly implied when speakers make use of Affect terms that construe an emotional reaction”. My understanding of this category is that evaluation can be implied through lexical choices, whether they themselves are attitudinal or not. For example, *top security estate* encodes an inscribed [+Reaction] of the security estate (*top*), but also implies a [+Security] evaluation. The second category, ‘metonymically implicated’, describes invoked meaning encoded in relations of logical association (Bednarek 2007: 119). Here, the evaluation of one element metonymically implicates another e.g. when actors are evaluated, their activity is implicitly evaluated too, and vice versa. An example of this is *Grahamstown’s largest developers have once again found the gap*, where the actor (Remax Frontier Properties) is evaluated, but their actions (having found the gap and developing property) are also implicitly evaluated. The third of Bednarek’s (2007) categories, ‘Triggered’, includes those evaluations which invoke meaning through Graduation and Engagement resources (similar to Martin & White’s 2005 ‘flagged’). An example of a ‘triggered’ evaluation is *never-ending demand*, where the upscaled lexis ‘*never-ending*’ implies attitudinal meaning.

It can thus be seen that, to understand invoked meaning and its rhetorical and strategic effects in context fully, it is necessary to adjust and expand upon Martin & White’s (2005) framework.

4.3.3 Invoked Meaning in the Property Advertising Data

As indicated above, the first analysis of the property advertisement data shows that a large percentage of the total instantiations in both estate agencies is invoked meaning (RFP contains 288 invoked versus 251 inscribed instantiations, and PGP contains 256 invoked versus 220 inscribed, cf. Table 1 on page 66).

Examples of invoked meaning evident in the property advertisement data (as well as how they are coded in the first analysis) include:

“the cherry on top” [+Valuation: Invoked]

All this... [+Composition: Invoked]

Be quick this is a brilliant return [+Valuation: Invoked]

Executive home [+Composition: Invoked]

As is evident from these examples, there is no differentiation between types of invoked meaning in the first data analysis, and all evaluations of this kind are coded simply as ‘invoked’ in the APPRAISAL framework.

There are a number of other instantiations in the property advertisement data that went uncoded in the first data analysis. At face value, these seem to be non-evaluative and provide purely ‘factual’ information regarding a property and its features.

An example of an advertisement containing these ‘non-attitudinal’ instantiations is:

2 bedrooms, en-suite, guest toilet, open plan living. Situated in secure complex with 24 hour security guard, surveillance camera and electrical fence. Private enclosed garden and undercover parking. Communal swimming pool.

These instantiations do not seem to evaluate the property, and are, essentially, just a list of features of the property. From this point of view, and due to their seemingly ‘non-attitudinal’ nature, such instantiations were not coded in the first analysis.

However, Pounds (2012: 258) argues that although some instantiations may be purely factual in one context, they may be evaluative in other contexts. The implicit meaning encoded in these seemingly non-evaluative instantiations, she suggests, is highly-context dependent. This means that readers must have the necessary contextual schemata to interpret these instantiations effectively, knowing that they may be evaluatively charged. The idea of context-dependent evaluation ties in with the prosodic nature of meaning, where non-attitudinal lexis can be ‘flagged’ as having an evaluative charge by other instances of meaning in the co-text (cf. ‘afforded’ lexis above).

Pounds (2012: 258) also indicates that, in a property advertisement context, “the shared assumption of their promotional function provides the basis for the interpretation of their positive evaluative content”. What this implies, is that *all* information in property advertisements is evaluatively charged, due to the text’s inherent promotional function, and that, even where this information seems purely factual (e.g. *includes a heated indoor swimming pool*), the lexis is chosen deliberately to enhance the promotional function of the text (and is therefore somewhat evaluative). As a result, the ‘non-evaluative’ instantiations from my property advertisement data (as exemplified earlier) should be viewed within the overarching context of promotional discourse, and should therefore be included in an analysis. The inclusion of these instantiations could also have an impact on the ‘discourse of compromise’ strategy of encoding invoked meaning, where the evaluative meaning is expressed in a non-threatening, law-abiding, seemingly factual instantiation, but is actually aimed at an audience which has knowledge of the promotional function of the text and can access that meaning.

It is thus important to find a means of including these instantiations in the APPRAISAL framework (and coding tables) and to differentiate between the types of invoked meaning. I turn to this in the pages that follow.

4.3.4 Local Invoked Meaning Categories

Having described both Martin & White's (2005) and Bednarek's (2007) categories of 'types' of invoked meaning, I believe that the best method for my property data would be to combine elements of both of their 'models'. Although Bednarek's (2007) categorical distinction is elegant and effective, it would not work well with my data, as there are not many instances of Judgement in my data, nullifying the 'metonymically implied' category. As a result, I suggest that a combination of Martin & White's (2005) 'provoked', 'afforded' and 'flagged' categories, and Bednarek's (2007) 'implied' category be included in the Inscribed/Invoked column within Attitude.

In doing so, I am able to differentiate between different types of invoked meaning. For example, the following instantiations (from above) would be coded in a second analysis as:

"the cherry on top" [+Valuation: Provoked] by metaphor

All this... [+Composition: Flagged] by Graduation

Be quick this is a brilliant return [+Valuation: Flagged] by Graduation

Executive home [+Composition: Implied] by the lexical item *Executive*, implying a large size

En-suite, guest toilet, open plan living [+Composition: Afforded] by non-attitudinal lexis

Once again, due to the context-specificity of these invoked evaluations, an enhanced knowledge of both property advertising discourse and the specific Grahamstown property market context is needed to access the meaning. This level of shared knowledge will allow the reader to distinguish between seemingly factual and evaluative meaning, in a way that other 'excluded' readers may not, and will thus allow them to decode the intended meaning and be aligned within a discourse of compromise.

4.3.5 Multiple Coding of Implicit Meaning

Hand-in-hand with implicit meaning is the concept of multiple coding. In recent literature, many researchers (amongst others, Adendorff & de Klerk 2005; Bednarek 2007; and Lee 2007) have drawn attention to implicit meaning being difficult to code strictly i.e. the Appraisal sub-system to which it belongs may be unclear. Lee (2007: 168) says that "because of their 'semantic interactions', the same lexis can be read differently by a range of readers, depending on the co-text and reading position that is determined by their cultural backgrounds, social positioning, age and gender". Implicit meaning, then, is often subjective, reinforcing the importance of possessing shared knowledge and cultural backgrounds when coding and analysing implicit meaning.

In some instances, however, where implicit meaning does not 'fit' strictly into one Appraisal sub-system, or where it incorporates elements of more than one sub-system, the meaning can be 'multiply coded' (Lee 2007). Martin & White (2005) also indicate that where 'borderline categories' exist,

double coding can be allowed. Lee (2007) attributes the need for double/multiple coding to three factors: (1) that Judgement and Appreciation are institutionalizations of Affect, and are inextricably and inherently semantically connected; (2) that interpersonal meaning spreads prosodically across texts, and often cannot be pinned down to one instance (or category); and (3) the nature of the text in context, especially relating to whether it is written or spoken (in that analysts often face more difficulties in coding written texts than spoken texts, due to aspects such as complicated clause complexes and nominalizations, etc.).

With ‘multiple coding’, the scope of meaning is broadened, and analysts can incorporate a wider (but also more nuanced) set of meanings, as opposed to having to choose between two meanings, especially where one expression encodes meanings from more than one system or sub-system. This allows for a more detailed and accurate depiction of the play of social and interpersonal meaning in context, leading to a fuller understanding of the social and cultural norms being practiced.

In order to categorise these multiple codings better, Lee (2007) and Bednarek (2007) both introduced labels for the different types of multiple coding. Lee (2007), somewhat more simply than Bednarek (2007), distinguishes between what she calls ‘multiple layering’ and ‘double coding’ (which together form the category multiple coding). Multiple layering occurs where a primary evaluation invokes a secondary evaluation (Lee 2007). For example, *secure complex* encodes a primary evaluation of inscribed [+Reaction], which, in turn, invokes a secondary evaluation of invoked [+Security]. Lee (2007) describes this coding as ‘vertical’, as there is a distinction between a primary and secondary meaning. Double coding, on the other hand, occurs where one expression is simultaneously coded as having two (equally weighted) values (Lee 2007). For example, *Brand new* encodes both an inscribed [+Reaction] and an invoked [+Composition]. Although one is inscribed and the other invoked, it does not necessarily mean that one invokes the other. In this case, the expression carries two meanings equally, even though only one of them is inscribed. This type of coding is described as occurring ‘horizontally’ (Lee 2007).

Bednarek (2007: 111), on the other hand, views multiple coding as a form of ‘polyphony’, which is the combination of different types or systems of APPRAISAL, and refers to “the way in which one lexical item ‘speaks equally in different voices’ and either blends or fuses different kinds of APPRAISALS”. In her categorisation, she provides the following labels (2007): (1) **Fused Appraisals** (where a lexical item can infuse meanings from simultaneous topological systems, e.g. infused Graduation in *huge*; (2) **Invoked Appraisals** (where a lexical item can ‘inscribe’ meaning from one system and ‘invoke’ meaning from another – similar to Lee’s ‘multi-layering’ in *secure complex*); (3) **Border phenomena** (where a lexical item can be realised as either of two systems, e.g.

Affect or Appreciation, e.g. *peaceful*); and (4) **Appraisal blends** (where a lexical item simultaneously expresses different meanings – similar to Lee’s ‘double coding’ in *Brand new*).

Although Bednarek’s (2007) categorisations are more detailed, and would probably be useful in a study of the different types of multiple coding, I find that Lee’s (2007) categorisations are simpler and more suited to my data. This is mostly because I am not as interested in the types of multiple coding in this study, but more in the encoding of and identification of types of invoked meaning. Having said this, multiple coding is an important part of much of the invoked meaning that is encoded in the property advertisement data, especially in the context of a discourse of compromise, where much of the meaning is invoked through multiple coding. It is thus important to acknowledge the multiple coding that takes place in the decoding of implied meaning, and to apply the principles when coding data. At this stage, however, I do not include an investigation of the types of multiple coding nor identify the distinctions in the revised APPRAISAL framework, but I do take heed of the principles of multiple coding when coding the property advertisement data for the second analysis (see 5.3 ahead), and acknowledge that it may be a promising endeavor for future research (cf. 6.4).

4.4 Conclusion

In this chapter, I argue that the property market in Grahamstown be considered a discourse of compromise, due to the legal, ethical and practical forces operating on the context and limiting the linguistic features of the property advertisements. As a result, an APPRAISAL analysis of the property advertisement data should consider its reliance on context, and take heed of the overarching discourse of compromise, and the factors restricting and shaping the discourse and the linguistic resources therein. Therefore, a heightened awareness of context is needed to code and analyse text data effectively. With this in mind, I propose (in 4.2 and 4.3) a number of adjustments to the original APPRAISAL framework to accommodate the enhanced levels of contextual knowledge required to capture the interpersonal meaning choices with the property advertisement discourse of compromise.

In the following chapter (5), I report on how these adjustments to the framework are applied to the same set of property advertisement text data (cf. 3.1), and analyse the findings. I do this to demonstrate that such a revised framework allows for a more accurate and nuanced reflection of the interpersonal meaning choices within the Grahamstown property market, and that having a heightened awareness of the context and the contextual factors and restrictions significantly aids in such an analysis.

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CHAPTER 5: DATA ANALYSIS 2

In detailing the general structure of this thesis (cf. 1.7), I indicated that chapter 5 is structured (in terms of its sequencing of information) symmetrically with chapter 3. This is done to enhance the readability of both chapters, and to aid in drawing parallels between them. I also indicated (in 1.7) that this chapter is significantly longer than its chapter 3 counterpart due to the nature of the tasks it accomplishes. Amongst these tasks is a double comparison of information i.e. a comparison of value sets across the estate agencies, and across the original and revised frameworks in relation to the two estate agencies (as opposed to the single comparison of value sets across the estate agencies using one framework in chapter 3). Coupled with this double comparison is the need for the analyses in 5.4.1 and 5.4.2 to be detailed and meticulous, so allowing me to identify and explain the similarities and differences of meaning choices (in the two estate agencies) using a revised framework, in comparison with those identified using the original framework (as set out in chapter 3).

For reading convenience, I suggest that this chapter be viewed in terms of its three major parts. The first part (made up of 5.1, 5.2 and 5.3) deals with methodological aspects (pages 109-120). This includes a recap on the data used in the analyses, as well as a comprehensive description of how the revisions proposed in chapter 4 are incorporated into the revised framework and then applied to the data. It also provides a summary of the statistics yielded from such an application (cf. Table 2, page 119). The second part of the chapter (5.4.1, pages 121-137) provides a thorough analysis and interpretation of the Remax Frontier Properties second coding statistics (in Table 2, page 119) and the insights regarding alignment strategies, and compares them with the statistics and insights yielded from the first data coding (in Table 1, page 66). General conclusions regarding the Remax Frontier Properties statistics complete this section. The third and final part of this chapter (5.4.2, pages 138-158) is a discussion of Pam Golding Properties and the statistics derived from both the first and second codings (in Table 1, page 66 and Table 2, page 119). This, too, includes a detailed analysis and interpretation of the statistics, and the alignment strategies they inform. General conclusions are, again, provided for Pam Golding Properties at the end of the section.

I turn now to the first major part of this chapter (5.1, 5.2 and 5.3).

5.1 Methodology

5.1.1 Data

The data set analysed in this chapter is the same as that used in the first coding (cf. 3.1). To recap, this data set consists of 160 print advertisements, representing sales by Remax Frontier Properties and

Pam Golding Properties in Grahamstown, drawn from editions of the *Grocotts Mail*, dated 1 January – 1 July 2011, and 1 January – 1 July 2012. The full data set can be found in Appendix B. For the purpose of refreshing the format of the data in the reader’s mind, I provide the following examples of typical advertisements used in both analyses:

Example advertisement from Remax Frontier Properties

48 **A12: Luke Place – Central**

49 **Upmarket apartments**

50 3 bed/2 baths in secure complex. Beautifully finished, fully equipped with washing machine,
51 tumble drier, fried/freezer, microwave, blinds/curtains all in the CBD, close to everything.

In the next section (5.2), I show how the **revised** APPRAISAL framework is applied to the Remax Frontier Properties and Pam Golding Properties data, then provide a comparative statistics table (5.3) after which I report on the findings it yields (in 5.4).

5.2 Application of Revised APPRAISAL Framework

Following the first analysis of the property advertisement data (in 3.4), I proposed a number of adjustments to Martin & White’s (2005) APPRAISAL framework (set out in chapter 4), based on the limitations that arose from the strict application of the framework to my property data. In what follows, I briefly summarise the limitations and adjustments proposed, to create a revised APPRAISAL framework (illustrated in Appendix A2, page 189). Thereafter, I show how I applied these revisions to the property advertisement data in the second analysis.

5.2.1 Summary of Proposed Adjustments to the Revised Framework

The limitations set out in chapter 4 are grouped into three general categories, viz. Context and the Discourse of Compromise (in 4.1), Local Categories in the APPRAISAL Framework (in 4.2), and Invoked Meaning and Multiple coding (in 4.3).

In (4.1) I argued that the Grahamstown property market be considered a ‘discourse of compromise’, due to the influence of contextual factors (i.e. legal, ethical and practical factors) on the property discourse, requiring a careful review (from the sender’s point of view) of the appropriate linguistic choices and, certainly, of the role that the overt meaning should play. I also indicated that the limitations relating to local categories (4.2) and invoked meaning (4.3) can be seen as ‘prongs’ of the contextual limitations (4.1), as they are influenced by the context and contextual constraints.

The adjustments to the APPRAISAL framework can be summarised according to their general category. Within the ‘Local Categories in the APPRAISAL Framework’ section (cf. 4.2) I proposed

that conceptual adjustments be made to the framework under the three APPRAISAL systems (Attitude, Graduation and Engagement). Within Attitude, I proposed the inclusion of two additional sub-categories under Reaction, viz. Convenience and Exclusivity (4.2.1). Within Graduation, I proposed the introduction of a Scale of Intensity (4.2.2), and, within Engagement, the addition of the sub-category Invite under Entertain (4.2.3). Within ‘Invoked Meaning and Multiple Coding’ (cf. 4.3), I emphasised the importance of distinguishing between different varieties of invoked meaning and concluded that a revised APPRAISAL framework should incorporate such a differentiation. This will provide insight into the alignment strategies employed when invoking meaning. To capture this, I proposed (in 4.3.4) that, in the revised APPRAISAL framework, the following sub-categories be included under the Inscribed/Invoked column in Attitude: (1) Provoked (by metaphor), (2) Afforded (by non-attitudinal lexis), (3) Flagged (by Graduation or Engagement), and (4) Implied (through attitudinal lexis). Please note that the types of invoked meaning are not included in the illustration of the revised framework (Appendix A2, page 189), as they represent the means by which meaning is invoked, as opposed to representing meaning choices. They are exemplified, however, in the coding samples found in Appendix E (page 242).

5.2.2 Application of Revised Framework to the Property Data

As with the first data analysis, the first step in the analytic process was to code the data according to the APPRAISAL framework. Samples of the codings incorporating the new categories can be found in Appendix E (page 242), and the full set of codings in Appendix G (electronic, see page 277).

As before, the property data was searched, line by line, for expressions of Attitude. Unlike in the first data analysis though, these expressions were not always clearly identifiable, and included not only inscribed and invoked evaluations, but also instantiations of provoked and afforded evaluations. Therefore, in some cases, non-attitudinal lexis needed to be included in these expressions (where evaluative meaning was afforded). This required a closer reading of the data than was needed for the first data analysis, as the co-text, prosodic waves of meaning, and the promotional nature of the advertisements needed to be carefully considered as part of the coding process.

Once the evaluative expressions had been identified, they were coded according to the following revised Attitude table:

Revised Attitude table

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised

Although this table is similar to that used in the first data analysis (cf. 3.2), it must be noted that, when coding the expressions, differences now occur at the sub-categorical level (e.g. Exclusivity within Appreciation within Attitude) and have to be accommodated. This is exemplified shortly. The table incorporates much of the information in the first data analysis, including: the text and line numbers, the evaluative expression, the appraiser, the polarity of the evaluation, the category of evaluation (where the sub-category is inserted under the appropriate column, e.g. Composition within Appreciation), the type of instantiation, and what is being appraised. Where this table differs from the original is that it now allows coding values of Exclusivity and Convenience within Appreciation. It also allows for different forms of Inscribed/Invoked instantiations, viz. Inscribed, Provoked, Afforded, Implied or Flagged.

The following are examples of instantiations coded in the revised framework:

Example advertisement from Remax Frontier Properties

29. **A6: Briar Rose**
 30. **Facing St Andrew's Field**
 31. This unit is on the 2nd floor. Top quality finishes throughout, 3 bedrooms, 2 bathrooms,
 32. open plan living, granite top kitchen.

Excerpt from Remax Frontier Properties revised Attitude table

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/ Invoked	Appraised
A6: 26	Facing St Andrew's field	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
27	Top quality finishes	RF	+			Composition	Implied	Home
						Valuation	Implied	Home
27	3 bedrooms, 2 bathrooms, open plan living	RF	+			Composition	Flagged	Size of home
28	granite top kitchen	RF	+			Composition	Afforded	Features of home

In this example, taken from the RFP data, there are values of both Convenience and Exclusivity encoded in the instantiation *Facing St Andrew's field*. It is evaluated as Convenient because of the proximity of the home to the school (St Andrew's College), and as Exclusive, due to the prestige

status of a private school. Both evaluations are invoked on an equal, horizontal level (cf. Lee 2008, and 4.3), and are multiply coded as such.

When numbers are used to flag attitudinal meaning (i.e. through Graduation), it is important to note that the number of bedrooms in the home affects the way in which the instantiation is coded. These differences in coding are based on Western cultural associations of prestige and the size of one's home (cf. 1.4) i.e. the bigger the home, the more elite one is perceived to be. In both sets of data (RFP and PGP), homes consisting of one bedroom are coded as [-Composition], and would be considered small by Grahamstown readers. Two to three bedroomed homes are coded as [+Composition], and would be considered the norm for the size of a home. Where the home contains four or more bedrooms, the instantiation is multiply coded as [+Composition] and [+Exclusivity], and would be considered large, implying and transferring associated feelings of prestige onto its owner.

As in the first data analysis, the second task in the coding process was to identify and code expressions of intensification within Graduation. Accordingly, the property data was again analysed line by line, and expressions of Graduation were identified. Interestingly, in this analysis, there are generally more instantiations of Graduation to code, as intensifications of afforded Attitude (which are not included in the first analysis) also need to be taken into account. Graduation expressions were coded according to the following revised table:

Revised Graduation table

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/Downscaled	Scale of intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/ Isolating			Positive/Negative	Instantiation

This revised Graduation table, as with the original (in 3.2), accommodates the following information from the text: the text line number, the expression of intensification, the category of intensification (i.e. Force or Focus) and the sub-category it encodes (i.e. Quantification or Intensification within Force, etc.), the type of intensification (i.e. Infusing or Isolating), whether it is been upscaled or downscaled, and the attitudinal meaning that is amplified (as well its polarity). Where this table differs from the original is the inclusion of the Scale of Intensity column (placed between the Up/Downscaled and Attitudinal Meaning Amplified columns). This new column allows for each instantiation to be graded as Low, Medium or High, depending on the force or intensity (and therefore interpersonal weighting) of the graduation.

The Scale of Intensity (detailed in 4.2.2) is based on general degrees of comparison (e.g. good, better, best). However, as acknowledged in 4.2.2, differentiating between intensification within these ‘levels’ is likely to be influenced by reading position and contextual and cultural knowledge. In order to reduce possible analyst subjectivity, I devised a guide for coding the interpersonal weighting of numbers (i.e. number of rooms, etc.). This should be read in conjunction with the flagging of attitudinal meaning through numbers in Attitude (cf. page 113), and the associated values of prestige. Where there is one bedroom/bathroom/garage {i.e. [–Composition]}, the expression is coded as Low on the Scale of Intensity (and is thus low in prestige values). Two or three bedrooms/bathrooms/garages are coded as Medium {i.e. [+Composition]}. Four or more are coded as High {i.e. [+Composition] [+Exclusivity]}, and are thus high in associated prestige. It should be noted that, where one instantiation includes the number of bedrooms and bathrooms together (or bedrooms, bathrooms and garages) the expression is coded according to the number of bedrooms only (for simplicity). An example of such an expression is *3 bedrooms, 2 bathrooms, 1 garage*, coded as Medium, according to the number of bedrooms. This guide (incorporating both elements of flagged Attitude and the Scale of Intensity, and the prestige values they encode) is significant for the analyses that follow (5.4.1 and 5.4.2) and is referred to as the ‘guide to coding numbers’ throughout the rest of this thesis.

The following is an example of how expressions of Graduation are coded in the revised table:

Example advertisement from Pam Golding Properties

95. B21: Your Victorian
96. Cottage with wooden floors, a sweet garden and space for the extended family. With
97. TLC this could be your new home.
98. Bedrooms: 3 Bathrooms: 1 Garages: 1 Flats: 1

Excerpt from Pam Golding Properties revised Graduation table

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Scale of intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/ Isolating			Positive/ Negative	Instantiation
B21: 95	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
96	sweet space for the extended family		Quality		Infusing	Upscaled	Low	+	Garden
96		Size			Infusing	Upscaled	Medium	+	Size of home
98	3 bedrooms, 1 bathroom, 1 garage, 1 flat	Number			Isolating	Upscaled	Medium	+	Size of home

In this example, there are instantiations encoding Low, Medium and High levels of intensification. *Victorian* is classified as having a high interpersonal weighting, as it encodes a high level of [+Exclusivity]. *Sweet* is attributed a low interpersonal weighting, as it can be classified as being similar to the terms *good* or *nice*, occurring at the lowest level of degrees of comparison. *Space for the extended family* is given a Medium interpersonal weighting, since it would fall somewhere between being described as *big* (low intensity) or *huge* (high intensity), for example. The instantiation *3 bedrooms, 1 bathroom, 1 garage, 1 flat* is coded as Medium (calculated from the number of bedrooms only), according to the guide for coding numbers previously presented.

The third task in the coding process was to identify and code the Engagement choices in the data. These were coded according to the following revised table:

Revised Engagement table

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	

This table, at face value, looks similar to the original APPRAISAL table (in 3.2) used in the first data analysis. It also allows for the same information as the original table, including: the text and line numbers, the expression of Engagement, the authorial voice and the polarity of the expression. It also allows for categorisation of an expression as Monoglossic or Heteroglossic, with space to categorise it further within these columns (i.e. within Heteroglossic, whether it is dialogically contractive or expansive, and the means through which this achieved, e.g. through Disclaim or Proclaim, etc.). The difference between the revised and original tables occurs at a sub-categorical level (i.e. it accommodates an additional sub-category, ‘Invite’, within Entertain). Although this cannot be seen in the revised table, it is reflected in the illustrated revised APPRAISAL framework in Appendix A2 (page 189).

In 4.2, I proposed that the sub-category (Invite) be added to the framework as a sub-type of Entertain. This sub-category encodes those expressions which essentially ‘invite’ the reader to do something, for example *Call to view*. As indicated in 4.2, these expressions often take the form of a command, but are not classified as such (i.e. Monoglossic), as they do not place an overt obligation on the reader to carry out the command. However, they are also not fully dialogically expansive either, as they do

place an expectation on the reader to carry out the invitation. Therefore, expressions of this type lie ‘somewhere’ between Monoglossia and Heteroglossia, as they are more dialogically expansive than Monoglossia, but less dialogically expansive than Entertain (see 4.2). Therefore, invitations of this type are coded in the revised framework under Invite, included as a sub-type of Entertain (which differs slightly from Entertain in its features and level of dialogic expansion).

An example of how these invitations are coded is:

Example advertisement from Remax Frontier Properties

63. A16: Kingswood
64. Peaceful tranquil surrounds. Spacious one bedroom apartment in a secure complex. Only 4
65. units in this complex. Call to view before you are too late.

Excerpt from Remax Frontier Properties revised Engagement table

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
A16: 65	Call to view before you are too late	RF				Invite		+

In this example, the instantiation *Call to view before you are too late* is an invitation to readers, seemingly giving them the option to fulfil the invitation, but, at the same time, expecting them to fulfill it (and, in this case, condemning them if they do not i.e. *before you are too late*). This indicates the tension between being dialogically expansive and dialogically contractive that expressions of this type encode. As a result, it is coded as Invite, within the Entertain column. The rhetorical and strategic effects of expressions of these types are not as clear as that of, say, Entertain values, but instead are more subtle, which could potentially be more effective in aligning readers. This point is returned to in 5.4.

Another difference that arises in the revised framework, when dealing with Engagement, is the use of multiple coding. In the first, strict data analysis (in chapter 3), I coded Engagement choices singularly, under the belief that Engagement choices were either Monoglossic or Heteroglossic, and either dialogically contractive or dialogically expansive. However, with the view that the range of Engagement choices can be seen as existing along a cline (see 4.2), it becomes more difficult to specify these choices as being one or the other (e.g. Monoglossic or Heteroglossic). In fact, the

possibility that one expression may be dialogically expansive and contractive in some ways becomes a reality. Where this occurs, Engagement expressions can be multiply coded (as Attitude expressions are). An example of an expression of this type, and the way in which the multiple-strands of meaning are coded, occurs below (the expression under consideration is italicised):

Example advertisement from Remax Frontier Properties

66. **A17: Central**
 67. **Who needs a car when you live here?**
 68. Spacious ground floor apartment opening onto a lawned garden, *great for lock up and go*
 69. *parents or an investment property.*

Excerpt from Remax Frontier Properties revised Engagement table

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/ Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
A17: 67	Who needs a car when you live here?	RF			Concur (rhetorical question)			+
68	great for lock up and go parents or an investment property	RF			Pronounce			+
						Entertain		+

In the expression, *great for lock up and go parents or an investment property*, there is an element of dialogic contraction [Pronounce], as the estate agent has assertively indicated that the home is good for lock up or go parents or as an investment property. However, the fact that an option (between lock up and go parents and investments) is provided, indicates that there is an element of dialogic expansion [Entertain], in that the buyer is given the opportunity to align with either option. The strategic effects of multiple codings of this type are discussed in 5.4.

As with the first, strict data analysis, the final step in the coding process was to derive statistics from the revised Attitude, Graduation and Engagement tables. This was done to provide a basis from which the analysis and interpretation of synoptic patterns of choices can be carried out. These statistics comprise the number of appearances of each category and sub-category within Attitude, Graduation and Engagement. These include, amongst others, the sub-category of the instantiation (e.g. Happiness within Attitude), the type of instantiation (e.g. Provoked in Attitude, Infusing in Graduation, etc.), the

most appraised items in Attitude, and, in the case of this second analysis, the levels of the Graduation Scale of Intensity (e.g. High, Medium or Low). After coding all of the instantiations in the data, I counted the frequency of the appearances of these features in each estate agency, and compiled a set of comparative tables (cf. Table 2, page 119). Graphs depicting these statistics were also drawn (cf. Appendix F1 and F2, pages 267-276). These graphs, in conjunction with the comparative table (Table 2, page 119), provide the basis for the analysis and interpretation (in 5.4).

5.3 Data Coding Table

Table 2: Table Reflecting the Number of APPRAISAL Instantiations in the Second Coding of RFP and PGP Comparatively

		RFP	PGP
ATTITUDE			
	Happiness	7	12
	Satisfaction	24	12
	Security	42	19
	Capacity	17	12
	Normality	3	2
	Tenacity	5	0
	Propriety	0	0
	Veracity	0	0
	Reaction	264	211
	Exclusivity	99	104
	Convenience	55	71
	Composition	284	258
	Valuation	38	33
Total Attitude Instantiations		838	734
Types of Attitude	Inscribed	257	214
	Implied	367	351
	Flagged	110	105
	Afforded	97	59
	Provoked	7	5
GRADUATION			
	Size	32	41
	Amount	14	16
	Extent	26	32
	Number	80	98
	Quality	271	217
	Process	5	4
	Sharpened	0	0
	Softened	2	1
Total Graduation Instantiations		430	409
Types of Graduation	Infusing	246	246
	Isolating	178	156
	Metaphor	6	7
	Upscaled	418	402
	Downscaled	5	6
Scale of intensity	High	148	123
	Medium	230	214
	Low	52	72
ENGAGEMENT			
Monoglossic		0	0
Heteroglossic	Entertain	26	18
	Invite	11	10
	Attribute	0	0
	Distance	0	0
	Deny	0	1
	Counter	0	0

	Concur	1	6
	Endorse	1	0
	Pronounce	48	54
Total Engagement Instantiations		87	89
OVERALL TOTALS		1355	1232

5.4 Analysis

As I indicated earlier (in 5.0), sections 5.4.1 and 5.4.2 are the second and third major parts of this chapter. In 5.4.1, which follows immediately, it is the turn of Remax Frontier Properties. Here I report on, compare and interpret its statistics (drawn from both my first and second codings of the data, cf. Table 1 and Table 2), and analyse the distribution of interpersonal choices across the revised APPRAISAL framework. I do this in order to provide an account of the implications of the statistics for a more nuanced, contextually-rich data analysis.

5.4.1 Distribution of APPRAISAL Choices in Remax Frontier Properties (RFP)

The statistics drawn upon in the following sections are reflected in Table 2 (page 119), and in Figures 1C - 9C (Appendix F1, pages 267-271).

As with the first data analysis (in 3.4), Attitude evaluations form the bulk of the APPRAISAL choices in the Remax Frontier Properties data set (cf. Table 2, Figures 1C & 2C: Appendix F1), with 838 instantiations (comprising 62% of the total number of instantiations). The Attitude system contains the highest number of instantiations overall, not only within the RFP data set, but across both the RFP and PGP data sets. The Graduation system (cf. Table 2, Figures 1C & 2C: Appendix F1) comprises 430 evaluations (32% of the total number of instantiations), and the Engagement system consists of 87 evaluations (6% of the total instantiations, cf. Table 2, Figures 1C & 2C: Appendix F1).

In comparison with the first data analysis, the percentage of APPRAISAL instantiations is relatively similar (with small differences in Attitude and Graduation), although there is a significant difference in the total number of choices across all three systems. The statistics from the first and second analyses are summarised in the table below:

Excerpt from Remax Frontier Properties Tables 1 & 2

	Attitude	Graduation	Engagement	Total
Coding 1	539 (57%)	345 (37%)	57 (6%)	941
Coding 2	838 (62%)	430 (32%)	87 (6%)	1355

In what follows, I report on each system individually, and interpret the differences in the number of instantiations (between the first and second codings) and their distribution across the systems.

5.4.1.1 Attitude

Please refer to Table 2 (page 119) and Figure 4C (Appendix F1, page 269).

The second coding of Attitude statistics (based on the revised framework) indicates that there is little difference in the number of instantiations within Affect and Judgement in the RFP data set, compared with the first data analysis. Therefore, although they are important for general discussions of interpersonal alignment strategies and persuasive techniques, they do not add much weight to the argument for a revised framework (as they are obviously not affected by revisions to the framework), and so will not be considered further in this analysis.

However, when it comes to the Appreciation category within Attitude, there are a number of significant changes that occur in the second data analysis. The statistics from both codings of Appreciation (found in Table 2) are summarised below:

Excerpt from Remax Frontier Properties Tables 1 & 2 (Appreciation)

	Reaction	Exclusivity	Convenience	Composition	Valuation
Coding 1	289	-	-	122	34
Coding 2	264	99	55	284	38

The first significant difference is the addition of the Convenience and Exclusivity sub-categories. These Appreciation sub-categories (as indicated in chapters 4 and 5.2), are context-driven, and are related to buyers' feelings of convenience and ease of living (Convenience), and feelings of prestige and elitism (Exclusivity) within the Grahamstown property market. The values encoded in Convenience and Exclusivity are often linked to features of the home, such as location (e.g. *conveniently situated close to the private schools* - Convenience), the size of the home (e.g. *6 bedrooms, 6 bathrooms* - Exclusivity) and general features of the home (e.g. *has its own fireplace and stunning chandelier* - Exclusivity). The statistics above show that the inclusion of these sub-categories accommodates a larger number of extra evaluations (compared with the first coding) i.e. 55 Convenience instantiations, and 99 Exclusivity evaluations.

The addition of the Convenience and Exclusivity sub-categories means that a number of 'new' evaluations can be coded (i.e. they are not included in the first analysis). However, in some instances, evaluations coded under Convenience and Exclusivity in the second analysis are originally coded in the first analysis under another sub-category. For example, in the first analysis, *conveniently situated close to the private schools* is coded as a general [+Reaction] evaluation of the location of the home, as there is some sort of positive evaluation of the position of the home. However, with the inclusion

of Convenience as a sub-category, this evaluation can be more finely coded as [+Convenience] in the second analysis, capturing additional delicate levels of meaning (i.e. the convenience of the location) that are not recognised in the first analysis. This also explains why, in the second data coding, the number of Reaction instantiations drop compared with the first analysis (289 instantiations in the first coding to 264 in the second) i.e. because many evaluations originally broadly coded as [+Reaction] could be recoded (more finely) within the new sub-categories. This demonstrates how a heightened contextual knowledge (of what is considered ‘convenient’ or ‘prestigious’ Grahamstown property market members) allows for a different, more subtle coding of evaluative meaning in Attitude.

Another significant difference in the number of instantiations between the first and second codings occurs in Composition within Appreciation, as the number of evaluations increases from 122 in the first, to 284 in the second coding. One of the main contributors to the increase of Composition values is the inclusion of afforded and flagged evaluations, which are not accommodated in the first analysis. As indicated in 3.4, seemingly factual, non-evaluative instantiations occur in the property data, which, essentially, provide factual information on the homes and their features. However, in 3.4 and 5.2, I argue that, in the Grahamstown property context, these instantiations are actually evaluative (due to the inherent persuasive nature of property advertisements, cf. 4.3), despite their ‘factual’ nature, and should be included in the second analysis. These instantiations typically detail the size of the home (in terms of how many bedrooms/bathrooms/rooms are included, e.g. *2 bedrooms and a single garage*), as well as features of the home (e.g. *with a flat, pool and deck*). The attitudinal meanings in these instances are ‘flagged’ or ‘provoked’ (cf. 4.3). The mechanisms used in flagging and provoking are discussed in more detail shortly.

Most afforded evaluations encode Composition values in this data set (due to their ‘factual’ nature). However, in some cases, they are multiply coded as having both Composition and Exclusivity values, most commonly where evaluated features (including size and other physical features) would be considered prestigious or elitist by the buyer market (cf. guide for coding numbers, page 114). Although the data set shows that homes with two and three bedrooms are most common, and are considered ‘the norm’ for the size of homes in the Grahamstown market, there are instantiations which associate Composition with Exclusivity. For example, *includes a pool*, encodes a [+Composition] evaluation of the home’s features, as well as [+Exclusivity] in terms of the prestige associated with having extra features in the home, such as swimming pools. Therefore, with the introduction of the Exclusivity sub-category into the revised framework, an increase in the number of Composition evaluations, multiply coded with Exclusivity, occurs. These types of evaluations contribute to the overall increase in the number of Composition instantiations in the second coding.

The insights above show how the addition of (a small number of) context-dependent sub-categories into the Attitude system influence the way evaluations are coded, and how they aid in capturing a wider variety of, and more nuanced interplay between interpersonal meanings. In total, the number of Attitude instantiations increases by 55.5% from the first coding to the second (i.e. from 539 instantiations to 838). Amongst the ways in which this increase is achieved is: (a) by bringing in instantiations that are not accommodated in the first analysis (e.g. Exclusivity, Convenience and afforded evaluations), and (b) by capturing interpersonal meanings more finely and accurately (e.g. through coding an evaluation as Convenience, instead of as broad Reaction). In what follows, I focus on how evaluations are expressed (i.e. inscribed or invoked), and show how these methods of expression contribute to the alignment strategies employed by Remax Frontier Properties within their respective discourses of compromise.

5.4.1.2 Types of Attitude Instantiations

Please refer to Table 2 (page 119) and Figure 5C (Appendix F1, page 269).

In the first data analysis (3.4), I indicated that attitudinal evaluations could be expressed either explicitly (inscribed) or indirectly (invoked without the presence of direct inscription, or expressed implicitly by metaphor). In 4.3 I detailed a number of different types of implicit meaning (drawing on insights from Martin & White 2005 and Bednarek 2007), and concluded that these distinct types should be included in the revised APPRAISAL framework to uncover alignment strategies (and the types of audiences at which they are aimed) more fully. The varieties of invoked meaning I proposed to be included in the revised framework are: Implied, Flagged, Afforded and Provoked (cf. 4.3.3 and 5.2). The statistics for the distribution of these types of invoked meaning are summarised in the table which follows:

Excerpt from Remax Frontier Properties Tables 1 & 2 (Attitude types)

	Inscribed	Implied	Flagged	Afforded	Provoked	Total
Coding 1	251	288 (invoked + metaphor)	-	-	-	539
Coding 2	257	367	110	97	7	838

In the first coding, there are a total of 539 attitudinal expressions, of which 251 are explicitly expressed, and 288 implicitly expressed (invoked and metaphorical). As indicated in 3.4 (and evident in the table above), there is a relatively high number of explicit expressions of interpersonal meaning in the first coding, but the majority are implicit. This indicates that RFP tends to rely on shared norms

requiring buyers to apply their cultural and contextual knowledge to access and interpret the evaluative meaning in the text.

This trend carries over to the second coding, and, again, there are more implicit evaluations (581 i.e. $367+110+97+7$) than there are inscribed (257). However, unlike in the first coding, the difference between these numbers of evaluations is significant, with invoked expressions accounting for more than double the number of inscribed expressions. It can be seen from the excerpt above that there is not a great difference between the number of inscribed instantiations in the first and second codings (i.e. 251 versus 257 respectively). However, in the second coding, there is clearly a large increase in the number of invoked evaluations as compared with the first coding (i.e. 288 versus 581). This shows, again, that RFP favours more implicit meaning that may not be immediately accessible from a surface reading of the text.

In a discourse of compromise (cf. 4.1), one of the most common means of conveying meaning to an intended audience is through the use of invoked meaning (cf. Adendorff & Pienaar 2013 and Tilakaratna & Mahboob 2013). In 4.1, I argued that, due to legal, practical and ethical factors, the Grahamstown property discourse should be considered a discourse of compromise, where different levels of meaning are projected to various levels of audience, to find a way around contextual constraints. Therefore, only an intended audience (possessing the requisite knowledge of the Grahamstown property market and its contextual constraints) will be able to access and decode the intended meaning and the multiple layers of meaning (which may be ‘hidden’ through mechanisms such as invoked meaning). Any other audience not possessing this knowledge (i.e. an external audience, see 4.1) will only be able to access a portion of the intended meaning (i.e. that which is made readily available and is retrievable from the text).

From the high number of invoked evaluations in the second data coding, and the significant increase in number from the first data coding, it can be deduced that RFP uses invoked meaning to ‘obscure’ levels of intended meaning. The first data analysis can be viewed as providing a ‘basic’ understanding and interpretation of the interpersonal meaning. However, as evident from the increased number of invoked meanings in the second coding, more than half of the intended evaluations are not accessible (to a general audience) in the first coding. Only once the audience possesses and applies contextual and cultural knowledge (as is done in the second coding) do these meanings become accessible. This shows that RFP uses invoked meaning as means of obscuring more than half of the ‘real’, intended meaning, making it available only to that audience with the appropriate schemata. Knowing this, it is important to consider invoked meaning in more detail, and determine how the various invoked meaning sub-types contribute towards ‘hiding’ levels of meaning.

The most common type of invoked meaning in this data set is Implied, with 367 instantiations. As indicated in 4.3.2, this occurs where interpersonal meaning is expressed through lexical choices (which may or may not be attitudinal). An example of this is *with family in mind*, coded as implied [+Composition] in terms of the size of the home. Although the lexis in this example is not attitudinal in itself, it implies that the house is large enough to accommodate a family (which would generally include at least three people, according to Western social constructs), and therefore encodes values of Composition. To access the interpersonal meaning in this example, it is not necessary for the audience to possess specific contextual knowledge. In fact, the audience need not even have knowledge of property advertising to make the correct inferences. It may, however, be necessary for them to share cultural (Western) values with the estate agency, to understand what a ‘normal’ family size is, and how big the house needs to be to accommodate such a family. It must be noted, though, that this is not the case for every instance of implied meaning. There are examples where more specific knowledge of property advertising (in conjunction with shared cultural norms) is needed to decode the intended meaning. For example, *bachelor flat* implies that the flat is small in size (suitable for a single person) and encodes a [-Composition] value. However, even in this example, specific knowledge of the Grahamstown context is not needed to decode the meaning, and only a general frame of reference regarding property advertising is necessary.

Implied meanings are therefore generally accessible to a wide range of audience types, and often do not require in-depth contextual knowledge to be decoded. It is thus possible that RFP uses implied evaluations to bring across generally easily accessible meanings, intended for a more general audience. Despite being easily accessible, however, these meanings still require some inferencing work by buyers, allowing meaning to be conveyed without having to be explicit (and risk flouting contextual constraints).

The second and third most common types of invoked meaning are Flagged (110 evaluations) and Afforded (97 evaluations), respectively. I group these together, because they generally occur in non-attitudinal lexis, but are ‘triggered’ differently. Flagged instantiations occur when non-attitudinal lexis is ‘flagged’ or signalled as being evaluative by Graduation or Engagement resources, most commonly through intensification (cf. 4.3.2). In this data set, flagging by intensification occurs both lexically (e.g. *and lots more*) and numerically (e.g. *Consists of 4 bedrooms, 4 bathrooms*). In the first data coding, the instances of numerical intensifications are not included, as they were taken as non-attitudinal and factual. However, as indicated above (and in 4.3.2), the overarching persuasive nature of the discourse ‘covers’ these instantiations in evaluative meaning. In this case, the numbers act as intensifiers, and flag attitudinal meaning (as can be seen in the guide to coding numbers, cf. page

114). Although the use of numbers to indicate size may be somewhat obvious, schematic knowledge of what is considered a small or a large home is required to access the meaning fully.

As a result, flagged evaluations can be considered more contextually and culturally dependent than implied meanings. They require a more delicate knowledge of contextual factors to be fully decoded, but are not so dependent that an external audience would not be able to decode the meaning to a certain extent (e.g. most audiences should realise that a home with six bedrooms will be quite large in size, but may not realise that a home with three bedrooms is considered ‘standard’ size if they do not possess the required knowledge).

On the contrary, afforded evaluations are almost fully context- and co-text- dependent. These instantiations rely on the prosodic spread of meaning in the text, inscriptions of Attitude that come before or come after, and, most importantly, on the context in which the text occurs. As indicated in 4.3.2, and supported by Pounds (2012), some instantiations may be purely factual in one context, and evaluative in others, depending on the function of the context. I argued in 4.3.2 that the property advertisement context has an overarching promotional function, meaning that all lexis in the text is evaluatively charged, whether it is attitudinal or not. It is necessary, then, that the audience possesses shared knowledge of the promotional function of the property advertisement texts, to be able to identify the seemingly non-attitudinal instantiations as evaluative. An example of instantiations of this type is *24 hour guard, cameras and electric fencing*. In any other context, this instantiation would be regarded as purely factual and would not have any evaluative effect. In a property advertising context, however, the lexis is afforded an evaluation of [+Security], as security is a highly valued feature of the home, and its status as a non-evaluative, factual instantiation is nullified. In this case, it would be important to know that security is held in high esteem, particularly in the South African context where the crime rate is high.

From the insights reported on above, it is clear that, in the Grahamstown property context, flagged and afforded meanings are more difficult to retrieve without appropriate knowledge. Unlike implied meaning, which is mostly retrievable from the text with general knowledge of property advertising, flagged and afforded evaluations require more in-depth contextual and cultural schemata, as well as an awareness of the function of the text and the surrounding co-text to be accessed and fully decoded. Therefore, meaning encoded in this way is aimed at a more specific and narrowly delimited audience, where only the ‘ideal’ intended reader will have access to the meaning. By choosing to encode meaning as flagged or afforded, the estate agency essentially ‘blocks’ the accessibility of the meaning to an external audience, or else calls on them to acquaint themselves with the local specificities of the advertisement.

The final sub-type of invoked meaning is Provoked (7 instantiations), where evaluation is signaled through metaphor, for example, *situated a stone's throw away from St Andrew's Prep fields*. There are not many examples of provoked meaning in this data set, but it is important to note that, although one does not need much contextual meaning to decode these evaluations, it is likely that the audience will need a firm grasp on the English language to understand the concept and type of metaphor, and possibly even cultural knowledge to be able to access the intended meaning (e.g. to know that *a stone's throw away* means that it is close, and that it is a positive evaluation).

From the detailing of invoked meanings above, the following conclusions can be drawn: (1) Remax Frontier Properties tends to favour invoked meaning above inscribed meaning (which, where it does occur, is immediately retrievable from the context); (2) Implied and Provoked mechanisms convey meaning that require the audience to make inferences, but little additional knowledge, to access it. It is also mostly retrievable to a general audience; (3) Flagged and Afforded evaluations convey meaning aimed at a specific audience only, and require the possession and application of specific contextual and cultural knowledge to be accessed; and (4) The use of invoked meaning enables Remax Frontier Properties to convey their intended meaning to their intended audience while complying with the constraints which impact on the context in the Grahamstown setting.

5.4.1.3 Most Appraised Items

Please refer to Figure 3C (Appendix F1, page 268).

In the first data analysis (3.4.1) I found that the most frequently appraised items in the RFP data set are (in descending order): Home (184 instantiations), Buyer (87), Location of home (54) and Size of home (46). From this, I concluded that RFP places high values on the home and its features (which is common due to the promotional nature of the advertisements), and aims to align readers by projecting various feelings onto them to create emotional ties between them and the properties. I also found that RFP promotes prestige, wealth and elitism (associated with the size of homes) and, to a lesser degree, the location of the home (including the prestige of a 'good' location, but also elements of security and convenience). These conclusions are supported by collocations in the data (cf. 3.4.1), relating specifically to social standing and status, prestige, wealth and success (in the Western cultural sense), based mainly on the location and size of the home.

In the second data coding (5.3), the most appraised items are (in descending order): Home (260 instantiations), Size of home (157), Location of home (94), Buyer (93) and Features of the home (61). Compared with the first data coding, there is a re-ordering of the frequency of items in the second coding. Although the home is still most frequently appraised (again, due to the promotional nature of

the text), there is a reshuffling of Size, Location, and Buyer (falling behind both Size and Location). There is also a significant difference in that the home's size is appraised more frequently than its location, indicating that size (and the associated prestige and social standings) is valued more highly than originally reflected (in the first coding). However, the location of the home (and, once again, the attached prestige) is still highly valued.

In the second coding, there is also the addition of the Features of the home as a frequently appraised item. The significance of these features stems mostly from the flagged/afforded attitudinal evaluations included in the revised framework, where features of the home (e.g. *undercover parking and communal swimming pool*) are seen as evaluative, and contribute mainly to Composition (sometimes invoking Exclusivity and Convenience values too). In terms of the Buyer and its position in the frequency list above, it is important to note that it is not necessarily that RFP does not project emotions onto the buyer, but that many of these emotions are encoded in the Appreciation values of Exclusivity and Convenience in the second coding. Although these sub-categories occur in Appreciation and do appraise the home, they simultaneously transfer feelings of prestige (Exclusivity) and ease of living (Convenience) onto the buyer.

In this data set, Size and Features of the home are very often linked to Exclusivity (approximately 20 Exclusivity evaluations of Size, and 12 of Features), Examples of these are *5 bedrooms, 2 full bathrooms* (Size) and *includes tennis court and outside pizza oven/braai area* (Features of home). This indicates that RFP (and the buyers it seeks to align), places value on 'things/possessions' and their size, promoting the view that a person's success, wealth and social standing is measured by the number and size of their possessions. In terms of Location, both Exclusivity and Convenience values are often associated with the position of the home (approximately 35 Exclusivity, and 26 Convenience evaluations of Location), e.g. *Situated on Kingswood College's doorstep and approximately 1.2 kms away from St Andrews' /DSG*. In this example, close proximity of the home to not only one, but three of the prestigious private schools in Grahamstown, indicates that the location itself is exclusive and elite. In addition, it is considered to be a convenient location for school-going children and their parents. Once again, RFP perpetuates the ideology that the location of one's home can influence one's social standing, and the more 'prestigious' the location, the more successful, wealthy and elite the owner will be perceived to be by the Grahamstown community.

An interesting point to reflect on is that much of the focus on prestige and exclusivity (shown in the second data coding), is not as strongly represented in the first data coding (where there is more focus on the buyer, and emotions). It is very likely that the significance placed on social standing is 'hidden' in the advertisements, blurred through the use of invoked meaning, as a response to contextual

constraints. It is also possible that the agency does not want to come across as overtly ‘elitist’, and risk losing potential buyers who may not fall within this group. As a result, the element of prestige and elitism may be aimed at an audience which does wish to be classified in this way, and which possesses the cultural knowledge necessary to access this level of meaning. In this way, the insights evident in the first data coding could be seen as meaning that an external audience (one which does not fall within the ‘elite’ group of buyers) can access. The second coding, then, could represent the full intended meaning that can be accessed only by the intended audience. This highlights, again, the power of contextual and cultural knowledge in a discourse of compromise, and the levels of meaning that can be aimed at various levels of audience.

5.4.1.4 Graduation

Please refer to Table 2 (page 119) and Figure 6C (Appendix F1, page 270).

The second data coding includes a Scale of Intensity to reflect the interpersonal weighting of each evaluation. There is not much difference numerically between the first and second coding for the majority of Graduation evaluations (including Size, Amount, Extent, Quality, Process, Sharpened and Softened). However, there is a considerable difference in the case of the Number subcategory (i.e. 6 instantiations in the first coding, and 80 in the second). These statistics are summarised below:

Excerpt from Remax Frontier Properties Tables 1 & 2 (Graduation)

	Size	Amount	Extent	Number	Quality	Process	Sharpened	Softened	Total
Coding 1	28	14	24	6	266	5	0	2	345
Coding 2	32	14	26	80	271	5	0	2	430

The significant increase in Number instantiations can be attributed to the inclusion of flagged evaluations in Attitude. As previously indicated (in 5.4.1.2), evaluative meaning is flagged in this data set mostly through numbers, especially relating to the number of bedrooms and bathrooms, e.g. *3 bedrooms, 2 bathrooms*. These instantiations are not included in the first data coding and analysis (and therefore do not appear in the original Graduation table), as they were originally thought to be non-evaluative and purely factual. This explains the low count of Number instantiations in the first data coding.

Please refer to Table 2 (page 119 and Figure 7C (Appendix F1, page 270).

Similarly to the total number of Graduation choices, the differences in the type of Graduation (infusing, isolating and metaphor) between the first and second coding can be attributed to the additional evaluations encoded in Attitude. The majority of these instantiations are, once again, flagged evaluations relating to the number of rooms in the home. These instantiations are mostly coded as Isolating (due to the stand-alone nature of numbers), and contribute to the large increase in the number of Isolating expressions between the first and second codings (i.e. 109 to 178 instantiations respectively). The increase in the number of Infusing expressions (229 in the first coding to 246 in the second) can be attributed to the general increase of attitudinal evaluations, and the intensifications encoded therein. The difference in number of Metaphor intensifications is slight, and does not add much weight to this discussion. The statistics for the types of Graduation are:

Excerpt from Remax Frontier Properties Tables 1 & 2

	Infusing	Isolating	Metaphor
Coding 1	299	109	7
Coding 2	246	178	6

In 2.2.3 I linked the types of intensification to the types of attitudinal meaning, relating isolating intensification and metaphor to invoked attitudinal meaning (due to their implicit natures), and infusing intensification to inscribed attitudinal meaning (due to their lexically explicit natures). Thereafter, in 3.4.1, I showed that (in the first coding), there is no correlation between the types of intensification and attitudinal meaning, as RFP employs more implicit attitudinal evaluations, but more explicit intensifications (i.e. Infusing Graduation). The same trend carries over into the second coding, where there are more explicit intensifications (246 infusing) than implicit intensifications (178 isolating + 6 metaphor). In the discussion of this lack of correlation in the first data analysis, I hypothesised that RFP may deliberately avoid using both implicit Attitude and Graduation, or both explicit Attitude and Graduation, to find a balance between being perceived as not persuasive enough on the one hand, and ‘bullying’ on the other. However, in the context of property advertising as a discourse of compromise, it is possible that Infusing intensifications intensify explicit and easily retrievable attitudinal meanings, to appease and entice an external audience. Isolating intensifications, then, intensify the covert attitudinal meaning, which requires the intended audience to apply contextual and cultural schemata to decode the full intensified meaning. As a result, it appears as

though RFP does not overtly intensify features of the home (such as the number of rooms, etc.), which may encroach on some elements of the contextual constraints, but instead uses fewer explicit Isolating intensifications to graduate these features, which are only accessible to a certain audience, and require inferencing work from that audience.

5.4.1.6 Scale of Intensity

Please refer to Table 2 (page 119) and Figure 8C (Appendix F1, page 271).

As indicated in 5.4.1.4, the revised Graduation table used in the second data coding includes a Scale of Intensity, allowing for the measurement of the interpersonal weighting of the attitudinal values, according to the level of intensity they encode.

The motivation behind the need for the scaling of interpersonal meaning relies mostly on a domino effect of interpersonal strength i.e. the higher the level of intensification, the more interpersonal weighting the instantiation will have, and the greater the impact of the evaluation on the audience and the stronger the alignment strategy will be (cf. 4.2.2).

As indicated in 5.2.2, the Scale of Intensity is divided into Low, Medium and High degrees of intensity, and is based on the concept of general degrees of comparison. Please refer to the guide to coding numbers on page 114 (5.2).

The statistics for Scale of Intensity values are summarised below:

Excerpt from Remax Frontier Properties Tables 1 & 2 (Graduation: Scale of Intensity)

	Low	Medium	High
Coding 1	-	-	-
Coding 2	52	230	148

The majority of Graduation evaluations in this data set are classified as Medium in intensity (230 instantiations). Following this in terms of frequency are 148 instantiations of High intensity, and only 52 instantiations of Low intensity.

To make deductions regarding the effect and impact of distinguishing between different degrees of intensity on the data analysis (and thus affirm its necessity in the revised framework), it is important to report on the general types of evaluation encoded within each level of intensity. Among the evaluations incorporating a high level of intensity are: *Signature, Prestigiously, Magnificent, Perfect, Victorian, 5 bedroom, Lush, Superb, Ultimate* and *on Kingswood College's doorstep*. These examples show that evaluations carrying a high degree of intensity most often relate to terms of prestige, elitism

and superiority, e.g. *Prestigiously* and *Lush* indicate prestige and luxury (which in turn imply prestige and elitism) respectively, and *Perfect* and *Ultimate* encode values of superiority. In a sense, these evaluations elevate the status of the home (and of the buyer's social standing) to the 'utmost' degree, e.g. *Perfect* and *Ultimate*, and have a greater impact on the buyer interested in these types of features. In other words, buyers who wish to buy prestigious homes want to know that their home is not just prestigious, but is *signature*, *magnificent* and *perfect*. This concept is evident again in the number of rooms i.e. the home could be evaluated as *large*, but it would not adequately convey just how large it is, and numbers are thus used to portray the size of the home. Similarly, the location of the home is not merely *close to* the prestigious private school, but is *on the doorstep*. The use of high levels of intensity, then, can be seen to be a tool to elevate the appearance of prestige and exclusivity in the home.

On the other end of the scale, Low grading is used in evaluations such as: *quiet*, *secure*, *private*, *nice sized*, *near Rhodes and the city*, *peaceful*, *1 bedroom* and *bright*. These terms and phrases generally relate to the more 'mundane' elements of the home (e.g. security) which do not add to the presence of prestige. This is not to say that these elements are unimportant or under-valued; on the contrary, they are often sought-after (cf. 3.4.1). However, these features seem to be 'down-played', perhaps to mask a more average (in terms of prestige) association, or even an underlying negative evaluation (expanded upon in 5.4.2.6). For example, *Nice sized* evaluates a home which may not be very large. Another example is *Near Rhodes and the city*, which I interpret as evaluating a location which is not in a prestigious area, but is close enough to the centre of Grahamstown not to be evaluated negatively. As a result, low intensity seems to be associated with the downplaying of non-prestigious (or less prestigious) features of the home. Having said this, it is worth remembering that low intensity evaluations comprise the lowest number of Graduation instantiations in this data set (52), so even though this downplaying occurs, high-intensity prestigious features (148) are more prominent.

Instantiations of Medium intensity (the largest group: 230 strong) encode everything 'in-between' Low and High intensity, making it somewhat more difficult to pin down exactly what ideology is being promoted. Examples of evaluations with Medium intensity are: *Close to everything*, *lovely*, *Beautiful*, *Spacious*, *3 bedrooms 2 bathrooms*, *large*, *one of the city's best* and *Well-finished*. These examples seem to be more 'generic' property expressions, which positively appraise the features, but do not exaggerate them. These are thus evaluations of the 'typical' features of the home, and not necessarily those features which make the home unique or special (as opposed to those evaluations with High intensity). This explains the high number of expressions within this level of intensity, as the majority of evaluations in property advertising generally appraise the more typical features of the home. If the estate agencies were, for example, to attach a High intensity to each evaluation, it would

suggest insincerity, and possibly even disobey legal constraints (since the estate agency may not misrepresent features of a home).

In terms of a discourse of compromise and a context of constraints, then, the Scale of Intensity is a useful means of sharpening the focus on some elements of the home, while blurring the focus on others. A medium level of intensity provides a ‘safe area’ of sorts, where the majority of expressions can be intensified with less likelihood of constituting a misrepresentation of the home. On the opposite ends of the scale, high levels of intensity highlight prestige and elitism, and low levels of intensity downplay the less desirable elements of the home (without explicitly having to evaluate them as such, and thus risk losing potential buyers). As with expressions of Attitude, it is important that buyers have the necessary contextual and cultural knowledge to be able to identify these nuanced differences in meaning, and interpret them as the estate agency intended.

In conclusion, it can be seen that the inclusion of the Scale of Intensity in Graduation enables a closer appreciation of the strength of intensified evaluations, and the strategic effect that they bring about. As a point of reference for further research, it must be clarified that the Scale of Intensity, as it stands, is by no means a perfect representation and will require further development for future work. One of the imperfections of this sub-category is that, by definition, the Scale of Intensity is a cline, and it becomes difficult to pin-point specific levels (such as Low, Medium and High) and to classify evaluations as belonging strictly to one of these levels. This is expanded upon in 6.4.

5.4.1.7 Engagement

Please refer to Table 2 (page 119) and Figure 9C (Appendix F1, page 271).

In the second data coding (5.2), Engagement instantiations were coded according to the revised Engagement table, including the ‘Invite’ sub-category (as a sub-type of Entertain) within dialogic expansion (see 4.2.3 and 5.2).

In this system, the only significant differences in the number of instantiations between the first and second codings occur within Entertain and, obviously, with the inclusion of Invite. In the sub-categories Attribute, Distance, Deny, Counter, Concur, and Endorse, there is little to no difference in the number of instantiations, and, in Pronounce, there is only a small difference (i.e. an increase of four instantiations). The statistics for values of Entertain, Invite and Pronounce are summarised in what follows:

	Entertain	Invite	Pronounce
Coding 1	8	-	44
Coding 2	26	11	48

These statistics provide the basis for three interesting insights into the alignment strategies (encoded in the Invite, Entertain, and Pronounce sub-categories) employed by Remax Frontier Properties. The first insight occurs within the Invite sub-category, which, as indicated in 4.2.3 and 5.2, allows for the coding of instantiations ‘inviting’ the buyer to carry out a certain action, for example *Come see!* and *Call me to view this property*. This invitation is also extended in more subtle ways (i.e. it is not as immediately identifiable as an invitation), e.g. *Don’t delay* and *Be quick this is a brilliant return*. These invitations tend to take the form of a command, but differ from commands in terms of the underlying modals, e.g. **must** (obligation) versus **can** (invitation) (cf. 4.2.3). They are formulated in such a way that buyers would not feel obliged to carry out the action i.e. as an action that buyers can fulfill if they so wish, but with no repercussion if they choose not to. However, although there is no obligation encoded in these invitations, there is an expectation placed on buyers to carry out the invitation in order to secure their chances of purchasing the home. In 4.2.3, I used the example *Don’t you want to wash the dishes?* to illustrate this concept, where the option to accept or refuse is provided (due to the question format of the request), but an expectation is placed on the audience, increasing the chances of them accepting the invitation.

As a result, audiences are lead to believe that they hold a greater degree of power than usual (because they believe they can opt out of the invitation), even though it is actually limited (and possibly even a false sense of) power. It is for this reason that I did not code the ‘invitations’ in the property data as Entertain, but rather a sub-type of Entertain, which is somewhat less dialogically expansive than what ‘true’ Entertainment values are (cf. 4.2.3). The ‘in-between’ nature of the invitations in this data set also contributes to and exemplifies the argument that Engagement should not be seen as constituting polar opposites (i.e. dialogically contractive or dialogically expansive, or Monoglossic or Heteroglossic), but as allowing for varying degrees of dialogic space along a cline, with ‘dialogically contractive’ and ‘dialogically expansive’ as ideals (cf. 4.2.3 and Smith & Adendorff 2014).

The second insight into the alignment strategies used by RFP in this data set is the double layering of meaning (cf. Lee 2008 and 4.3) of both dialogically expansive and contractive engagement in the same instantiation (accounting for much of the difference in both Pronounce and Entertain values in the second coding). This is shown in the example *Perfect for first time owner or investor*. In this

instantiation, RFP uses Pronouncement to state that the homes are ‘perfect’ or ‘ideal’ for various uses. The fact that they provide a qualification (i.e. *for a first time owner or investor*) is significant, as it indicates that it can be used by different types of buyers for different purposes. As a result, there is an element of Entertain values encoded (in that the buyer is given a choice). This gives rise to two simultaneous alignment strategies: (1) that buyers are afforded a higher degree of power, as are given the opportunity to decide how the property could be used; and (2) that more than one type of buyer is targeted i.e. the home can be used by a first time buyer, or, by a more established buyer (one who can afford to invest in additional property) who wants to increase their property portfolio. This shows that RFP caters for more than one type of audience, but also that, even in Engagement instantiations, there is often an underlying or implicit promotion of values of prestige and the need to appease buyers who fall within a ‘prestigious’ market.

Thirdly, it can be seen that Pronouncement constitutes the highest number of Engagement values in this data set (48 instantiations). In the first data analysis (3.4.1), I attributed this to the one-directional (non-reciprocal) nature of property advertisements, in which the estate agencies project themselves (in the discourse, but not necessarily in reality) as the ‘expert’, evaluating the properties in such a way as to persuade the buyer, without affording them much opportunity for engagement. For an audience with the appropriate (Western cultural) schematic knowledge of advertisements, this lack of engagement and reciprocation is commonsensical, and the positioning of the estate agency as the ‘knowledge-imparters’ makes them more credible and believable. In the case of the second data coding, I believe that this evaluation stands. However, in the second data coding, I also believe that, with a more in-depth knowledge of context, more subtle alignment strategies can be uncovered, which recognise that there may be some buyer participation and engagement allowed (in terms of Invite, as well as by offering buyers a choice of use for properties).

5.4.1.8 General Conclusions

In the second coding of the Remax Frontier Properties data, I applied contextual and cultural insights gleaned from the limitations faced in the first data analysis (in chapter 4), to a revised APPRAISAL framework. With a more sensitive context-based framework, I found that there are many instantiations (both in type and number) that arise in the second coding that are excluded from the first data coding. In total, the number of Attitude instantiations increases by 55.5%, Graduation instantiations by 24.6%, and Engagement instantiations by 52.6% in the second coding. This shows that, with limited contextual and cultural knowledge (in a strict application of Martin & White’s APPRAISAL framework), a large amount of interpersonal meaning is not made available to the general audience. This ties in with the concept of a discourse of compromise in a context of

constraint, where certain elements of meaning are obscured from the general audience, and are only available to the intended audience upon the application of the required contextual and cultural knowledge. In this data set, much of the meaning that is obscured in this way relates to values of prestige, elitism, the importance of the size and location of the home, and the features of the home (seen especially in Attitude, with the inclusion of Exclusivity and Convenience, as well as with the increase in Composition values). This notion is supported by the means by which the attitudinal meanings are expressed (i.e. types of instantiations). The majority of evaluations in this data set are implicit, which requires some level of schematic knowledge of property advertising and, in some cases, contextual and cultural knowledge, in order to access the meanings. When dealing with values of prestige and elitism, evaluations are often flagged and afforded, which requires a high level of contextual and cultural competency to decode. This emphasises that Remax Frontier Properties projects values of prestige and elitism to their intended audience only (which may form only a portion of the actual audience), which possesses the in-depth contextual and cultural knowledge needed to access these values. Many of the other values promoted in this data set (e.g. Happiness, Satisfaction, etc.) can be accessed by a general audience (i.e. they are not aimed at a specific, intended audience only). Where they are implicit, they can be easily decoded using a limited amount of contextual knowledge and general knowledge of property advertising.

Within Graduation, the inclusion of the Scale of Intensity shows that Remax Frontier Properties tends to attach a High interpersonal weighting to values of prestige and elitism, and to downplay (by attaching a Low interpersonal weighting), or ‘soften’ underlying negative evaluations, as well as to what they deem to be less important features of the home. In general, however, most of the evaluations have a Medium interpersonal weighting, possibly as an attempt to stay within the limits set by contextual constraints (especially relating to misrepresentations of homes by the estate agency).

Engagement resources in this data set indicate that, on the whole, Remax Frontier Properties project themselves as the ‘expert’ voice, and provide little opportunity for buyer participation. They do, however, provide a false sense of additional power to the buyer, in the form of invitations (which are very unlikely to be rejected by an interested buyer), and give the more ‘prestigious’ buyers the freedom to decide how the property should be used (e.g. as a home or as an investment). This offers some insight into the buyer market that this agency aims to align i.e. they do cater for a more general audience, but, throughout the APPRAISAL system, they subtly promote values of prestige and exclusivity, and provide options and opportunities to the audience who deem themselves as prestigious, which are not afforded to general buyer market.

This concludes the ‘second part’ of this chapter. In the third and final part that following, I turn to Pam Golding Properties (5.4.2), and provide a similarly comprehensive account to the one just completed (for Remax Frontier Properties) of the first and second coding statistics, comparing, analysing and interpreting them. I also consider the distribution of interpersonal meaning choices across the data, and reflect on the implications of using the revised APPRAISAL framework for a richer analysis.

5.4.2 Distribution of APPRAISAL Choices in Pam Golding Properties (PGP)

The statistics for the second coding of APPRAISAL choices in the Pam Golding Properties data are summarised in Table 2 (page 119) and Figures 1D - 9D (Appendix F2, pages 272-276).

In the Pam Golding Properties data set, the total number of instantiations consists of 734 Attitude evaluations, 409 Graduation and 89 Engagement evaluations. In comparison with the RFP second coding statistics, the PGP data consists of fewer Attitude and Graduation instantiations overall (i.e. 838 RFP Attitude versus 734 PGP Attitude, and 430 RFP Graduation versus 409 PGP Graduation), but more Engagement instantiations than the RFP data set (87 RFP Engagement versus 89 PGP Engagement). It is also interesting to note that, in the PGP data set, Graduation and Engagement evaluations account for higher percentages of the total number of instantiations than their RFP counterparts i.e. PGP Attitude accounts for 60% of the total instantiations, Graduation for 33% and Engagement for 7%; compared to RFP Attitude which accounts for 62% of the total number of instantiations, Graduation for 32% and Engagement, 6%.

Across all three systems in this data set, there are significant increases in the total number of instantiations from the first to the second coding, and small differences in the percentage of APPRAISAL choice distributions across the systems.

For ease of reference, the statistics relating to the total number of instantiations in both the first and second coding (as reflected in Table 2 and Figures 1B, 2B, 1D and 2D in Appendix F2) are provided below:

Excerpt from Pam Golding Properties Tables 1&2

	Attitude	Graduation	Engagement	Total
Coding 1	476 (57%)	299 (35%)	65 (8%)	840
Coding 2	734 (60%)	409 (33%)	89 (7%)	1232

In what follows I report on the distribution of APPRAISAL choices in each system (Attitude, Graduation and Engagement) individually, and offer insights on differences found in the first and

second codings (including the types of choices, as well as their distribution) and what these differences may mean for a more nuanced, contextually-rich data analysis.

5.4.2.1 Attitude

Please refer to Table 2 (page 119) and Figure 4D (Appendix F2, page 274).

As in the Remax Frontier Properties data set and in the first Pam Golding Properties data coding, the second data coding reveals that Attitude forms the bulk of the APPRAISAL choices in this data set. There is also a significant increase in the number of Attitude evaluations from the first to the second coding i.e. 476 evaluations in the first coding, to 734 evaluations in the second (which amounts to a 54.2% increase). Therefore, in the first data coding, over half of the possible Attitude evaluations are unavailable or inaccessible.

As with the RFP data coding, PGP Attitude evaluations are coded according to the revised APPRAISAL framework in the second coding (see 5.2), which includes Convenience and Exclusivity as additional categories, as well as a sub-category for the various types of invoked attitudinal evaluations (i.e. Implied, Flagged, Afforded and Provoked).

The Affect and Judgement categories remain fairly stable across the first and second codings, with minimal differences in the number of instantiations. As indicated in the discussion of Attitude in RFP earlier (5.4.1), these two categories are extremely important in the overall analysis of the persuasive and alignment strategies, but, due to the minimal differences in numbers of instantiation, they are not reported on further.

The majority of differences in the number of instantiations in the second coding are to be found in the Appreciation category, with Composition accounting for the highest increase in instantiations (from 133 in the first coding to 258 in the second). The statistics for the Appreciation sub-categories are summarised below:

Excerpt from Pam Golding Properties Tables 1 & 2 (Appreciation)

	Reaction	Exclusivity	Convenience	Composition	Valuation	Total
Coding 1	274	-	-	133	12	419
Coding 2	211	104	71	258	33	677

The local, context-driven sub-categories added to the revised framework, Exclusivity and Convenience, account for a large number of instantiations in the second coding, which either do not present themselves in the first coding, or which have been coded more generally under another sub-category, as discussed in the RFP section (5.4.1), and to be exemplified in this data set shortly.

Exclusivity contributes 104 evaluations to the total number of instantiations, and Convenience 71. Despite the fact that the PGP data set comprises a lower total number of instantiations (734) than its RFP counterpart (838) in the second coding, the number of both Exclusivity and Convenience evaluations are higher in the PGP data than in the RFP data set (i.e. 104 PGP versus 99 RFP Exclusivity instantiations, and 71 PGP versus 55 RFP Convenience instantiations, cf. Table 2). This is significant, as, shown by the higher percentage of Exclusivity and Convenience evaluations, PGP promotes the values underpinning these sub-categories to a greater extent than RFP does. These values, as indicated in the RFP data section (5.4.1), are most often associated with wealth, prestige and elitism (in terms of Exclusivity, e.g. *Victorian Gem*), and with features of the home which make for convenient, easy living, such as the location (in terms of Convenience, e.g. *just 6km from town*). Convenience values are, again, often linked to elements of prestige, especially when the location of the home is evaluated in terms of the private schools and Rhodes University. An example of this is *conveniently situated close to the private schools*, where both [+Convenience] and [+Exclusivity] values are encoded. In 5.4.1 I indicated that the Exclusivity and Convenience sub-categories could be seen as more delicate, nuanced, contextually-rich versions of Reaction, and, as a result, as closely linked to buyers' feelings. Therefore, while these sub-categories 'technically' evaluate things (or properties and their features in this case), they also transfer emotion and feeling to the buyer/reader. For example, by evaluating a home as exclusive and stylish, it metonymically implies that the owner of the home must, too, possess these values of prestige. Because of this affective relationship encoded in Exclusivity and Convenience, these sub-categories could be compared with other sub-categories which occur in Affect, such as Happiness, for example. When comparing the number of instantiations of Exclusivity (104) and Convenience (71) with Happiness (12), Satisfaction (12) and Security (19), it is obvious that Exclusivity and Convenience values are more highly ranked and promoted by PGP. It can thus be deduced that PGP prefers to 'sell' feelings of exclusivity, prestige and the status of a good and convenient location to the buyer. This is not to say that the buyer's feelings of happiness, satisfaction and sense of security are ignored, or treated as not important, but, in the second data coding, they take a backseat to feelings of prestige.

As in the RFP data set (5.4.1.1), it cannot be said that all expressions of Exclusivity and Convenience in the second PGP coding are completely 'new' and not included in the first coding at all, as many of these evaluations are included in the first coding, but coded differently. Similarly to the RFP data, many of these expressions are coded very broadly as a general [+Reaction] evaluation of the home or its features in the first coding. For example the expression *close to campus and all amenities* is coded in the first analysis as [+Reaction], evaluating the convenience of the location. In the second coding, *close to campus and all amenities* is coded as [+Convenience] evaluating the location. Although the

expression essentially evaluates the same thing (how convenient the location of the home is), the second coding allows not only for a more contextually-sensitive coding, but also a more direct evaluation (i.e. it is a direct evaluation of the convenience of the location, as opposed to a reaction towards the convenience of the location). The re-coding of evaluations from Reaction to either Exclusivity or Convenience also explains the decrease in the number of Reaction instantiations in this data set (274 instantiations in the first coding to 211 in the second). Interestingly, there is a much bigger decrease in Reaction expressions in the PGP data, compared with the RFP data, which could be linked to the difference in number of Exclusivity and Convenience expressions between the two agencies. From the examples of re-coding above, it can be seen that, with the inclusion of more detailed sub-categories in the APPRAISAL framework, I was able to capture more details in the interpersonal meaning in the second coding.

I previously mentioned that Composition accounts for the highest increase in the number of instantiations from the first to the second coding in the PGP data set (i.e. 133 to 258 instantiations respectively). This indicates that just under half of the potential Composition evaluations are not available in the first data coding and analysis. The majority of the second coding number of Composition expressions are made up of flagged and afforded evaluations (as in the RFP data set), and, because these mechanisms are not included in the first data coding framework, are inaccessible in the first analysis. To recap, flagged and afforded instantiations are those which were previously (in the first data analysis) thought to be purely factual and non-evaluative, but which are, in the property advertising context, made evaluative implicitly through Graduation and Engagement resources (flagging), and through prosody and the inherent persuasive and evaluative nature of the context (afforded). Therefore, a factual expression such as *3 bedrooms, 1 bathrooms, 4 flats* is flagged as being evaluative through the use of numbers as Graduation, and *With a flat, pool and deck* is afforded attitudinal meaning as the features of the home are included as a persuasive device by the agency. Therefore, the description of features of the home, as well as the detailing of the number of rooms in the home, contribute to the overall evaluation of the Composition of the home, and are thus coded as [+Composition].

It is important to remember that values of Composition often encode values of Exclusivity (and vice versa) in the Grahamstown property market, due mostly to the Western cultural association of wealth and prestige with the size of/number of physical possessions (cf. the discussion of RFP in 5.4.1.1, and 1.4). In the same manner of coding as carried out in the RFP data set, Composition values detailing the size of the home (in terms of the number of rooms in the home) are associated with various levels of prestige and exclusivity (cf. the guide for coding numbers in 5.2), and the two sub-categories (Composition and Exclusivity) influence the number of instantiations in one another.

In the PGP data set, the Valuation sub-category also undergoes a change in numbers in the second data coding, increasing from 12 to 33 instantiations. The difference in Valuation instantiations in PGP is much more significant than in its RFP counterpart, where there is an increase of only four expressions (i.e. 34 to 38). Some examples of expressions coded as [+Valuation] in this data set are: *Victorian Gem*, *Magnificent home*, *Your Victorian*, *Winning Location*, *Dream Starter*, *Kingswood Flair*, and *A cut above the rest*. These examples show that there is a pattern of sorts in the type of instantiations which are given a [+Valuation] coding i.e. those which encode elements of superiority (*A cut above the rest*; *Winning*), prestige and status (*Gem*; *Magnificent*; *Flair*) and values associated with upper class (*Victorian*). This indicates, again, that values of superiority, prestige and wealth are promoted by PGP, and homes incorporating these values are promoted as being valuable by the agency. This ideology reiterates the sentiments set up in the Exclusivity and Composition sub-categories, that social status and standing is linked to the features of the home and how valuable they are perceived to be.

The Attitude statistics reported on in this section show that, in the PGP data set, there are a number of significant differences in the second data coding. These include increases and decreases in the number of instantiations, as well as the inclusion of new, context-driven, local categories which allow for a more detailed and nuanced coding of the various layers of interpersonal meaning. In total, the number of Attitude evaluations increased by 54.2% from the first coding to the second (i.e. 476 to 734 instantiations), which suggests that, in the first coding, there may have been factors preventing more than half of the potential interpersonal meaning from being accessed. In order to investigate this further, it is important to discuss the mechanisms by which meaning is expressed in Attitude (i.e. the types of meaning). I do this in the following section.

5.4.2.2 Types of Attitude Instantiations

Please refer to Table 2 (page 119) and Figure 5D (Appendix F2, page 274).

As indicated in 5.2 and the discussion of the RFP data set (5.4.1.2), the revised APPRAISAL framework includes a distinction between the different types of Attitude instantiation, allowing for an investigation of the ways in which meaning is expressed by the estate agency, which, essentially, provides insights into the alignment strategies employed by the agency (to be exemplified shortly). In the revised framework, evaluations can thus be expressed either explicitly (Inscribed), or implicitly through the Implied, Flagged, Provoked or Afforded mechanisms (see 5.2).

In the PGP data set, the number of Inscribed instantiations remains largely unchanged from the first to the second data coding, with a difference of only six instantiations. More telling to this analysis,

however, is the difference between the number of implicit evaluations in the first and second codings. In the first data coding, 256 evaluations are invoked, and in the second, the number of total invoked evaluations more than doubles to 520.

The statistics for the various types of meaning in the second PGP data are summarised below:

Excerpt from Pam Golding Properties Tables 1 & 2 (Attitude types)

	Inscribed	Implied	Flagged	Afforded	Provoked	Total
Coding 1	220	256 (invoked + metaphor)	-	-	-	476
Coding 2	214	351	105	59	5	734

In the first data coding, as in the case of the RFP data set, the number of invoked evaluations outweighs the number of explicit evaluations (220 inscribed versus 256 invoked). In 3.4 I took this to mean that PGP favours a more implicit approach to conveying meaning, aiming it at a like-minded audience which shares similar value positions and cultural knowledge. In the second data coding, the number of invoked instantiations once again outweighs the number of explicit instantiations (520 implicit versus 214 inscribed), confirming PGP's preference for more implicit expressions of meaning in their advertisements. Having clarified this, however, it cannot be said that all of the implicit meaning in the text is aimed at (and available to) a single, general, like-minded audience, as is the case in the first coding, where the audience would be able to access all of the implicit meaning. The fact that the (possible) number of invoked evaluations in the second coding is double the number evident in the first indicates that there is meaning in the text not available to some audiences. This leads back to the discussion of how estate agencies use implicit meaning to obscure certain aspects of their intended meaning, and thus exclude certain audiences from accessing the 'full' meaning (cf. 5.4.1.2, 4.1 and 4.3.1). In what follows I report on the statistics of the different types of invoked instantiations and discuss their effectiveness regarding (and contribution towards) both obscuring and highlighting certain aspects of meaning in a context of constraint. I also consider the types of audience targeted, and the level of meaning which is likely to be accessible to them.

The highest number of invoked instantiations in this data set is Implied, with 351 expressions. As indicated in the analysis of the RFP data (5.4.1.2), this type of evaluation (invoked through lexical choices) is likely to be mostly accessible to a general audience sharing Western cultural norms and a general knowledge of property advertising principles. For example, in the instantiation *Beautifully renovated*, the word *renovated* implies that the composition of the home is good, and a [+Composition] value is implied. In this example, no specialised information or knowledge (cultural

or regarding property advertising) would be required, but a firm grasp of English would be necessary to understand the implication attached to the instantiation. This indicates that, similarly to RFP, much of the implied meaning in this text is accessible to a general audience. Therefore, with minimal cultural schemata, the majority of the audience will be able to retrieve the intended implied meaning conveyed. This shows that, although the meaning is implicit, and requires the audience to make inferences from the evaluations, PGP makes their meaning choices easily accessible and understandable, and aims them at a very broad audience. Implied meanings in this data set are thus strategically chosen by PGP to reveal only a small portion of the full intended meaning, without making this known to the audience (i.e. by using easily accessible implied meaning, the general audience will feel that they have decoded the full meaning, but which is actually only a portion of the meaning). It can thus be seen that PGP (similarly to RFP) uses implied meanings to convey certain parts of meaning, which are easily accessible to a general audience, without flouting the contextual constraints acting on the text.

The second and third most common types of invoked meaning are Flagged and Afforded instantiations, with 105 and 59 evaluations respectively. In 5.4.1.2, I showed that these types of invoked meaning could be grouped together, as they both ‘trigger’ meaning in seemingly non-attitudinal lexis. Where they differ is in terms of the mechanism by which meaning is invoked, as well as in terms of how much contextual and cultural knowledge is needed to decode them.

As indicated in 5.4.1.2, meaning is flagged through Graduation and Engagement resources, e.g. *double garage*, *five double bedrooms* (intensification by number), and *Why rent when you can buy?* (flagged through rhetorical questions in Engagement). The number of Flagged evaluations in the PGP data set is similar to that in RFP (105 versus 110 respectively). This shows that there is a significant amount of meaning not evident in the first data coding, due to the seemingly ‘non-attitudinal’, factual nature of the instantiations. These meanings only become available with the application of contextual knowledge, where the inherently persuasive nature of the property advertising discourse shrouds all instantiations in interpersonal meaning, making those ‘factual’ expressions evaluative in context (as in the second coding). Also in keeping with the RFP data set, flagged meaning (especially in terms of Graduation resources) mostly evaluates the composition of a home, particularly its size and the number of rooms it possesses. This, in turn, encodes values of Exclusivity in terms of associated prestige in Western culture (cf. guide to coding numbers, page 114). To access and fully decode these flagged meanings, and to understand the subtleties captured therein, buyers must have some contextual knowledge of the associations between the size of homes and social elitism, as well as of the Grahamstown buyer market. Although the numbers (in terms of rooms), to some extent, speak for themselves (i.e. a home with six rooms is obviously bigger than that with only one room), a level of

social, contextual and cultural knowledge is needed to unlock the full meaning, with its delicate nuances and socially-determined associations. Therefore, some elements of the meaning may be accessed by a general audience with no contextual and cultural knowledge (such as the size of a home), but, in order to decode the intended meaning fully, some levels of this knowledge is required. It can thus be said that Flagged meanings are more contextually-dependent than Implied meanings.

Interpersonal meaning can also be afforded, where the nature of the discourse and the prosodies within the text ‘colour’ the non-attitudinal instantiations, so that they are read as evaluative in context. In the property advertisement text, these expressions detail the physical features of the home. In the first data analysis, they were discarded as being ‘factual’ and non-evaluative, but, in the second coding are included as evaluative. For example, *lapa*⁵ with *braai*⁶ and *swimming pool* is coded as [+Composition] in terms of the features of the home, as well as [+Exclusivity], due to the prestige associated with these features. Because there is no explicit attitudinal or evaluative lexis in these types of instantiation, it is difficult to ascertain what values are encoded (e.g. Exclusivity, Convenience, etc.) without insider cultural and contextual knowledge. Unlike in Flagged evaluations, where numbers give an indication of how big a home may be (whether or not buyers possess the required knowledge), in Afforded instantiations, the subtleties of meaning rely heavily on contextual and cultural knowledge (i.e. an external audience may not know that a braai area or a swimming pool are considered luxuries. In fact, an external audience may not even know what a South African *lapa* and *braai* may be, and would need specific local knowledge to decode this meaning). Therefore, multiple schemata are required to access and understand afforded meanings, viz. knowledge of the inherently persuasive nature and function of the text, which colours all instantiations therein as evaluative (whether or not they are evaluative on the surface), and knowledge of the Grahamstown context (and cultural knowledge of the buyer market in Grahamstown) to access the values promoted by the estate agency. This reiterates the contextual dependency and specificity of afforded evaluations, which in turn reinforces the notion that only an intended audience will be able to decode the meaning encoded therein. Compared with flagged meanings, which, to an extent, can be accessed with some level of contextual or cultural knowledge, afforded meanings are almost fully context- and co-text-dependent. The audience which can access these meanings thus forms a smaller sub-set than those which can access implied and flagged meanings. In terms of the property market as a discourse of compromise, afforded evaluations obscure meaning to the highest degree (compared with implied and flagged evaluations), and they are used to convey potentially controversial evaluations (e.g. the association of prestige and exclusivity and the size/features of the home) implicitly to those readers who are like-

⁵ Usually thatched outdoor entertainment area.

⁶ South African term for barbeque.

mind (i.e. those who value prestige and perceive the size/features of the home to be an indication of this exclusivity). Interestingly, there are only 59 instantiations of afforded evaluations in this data set, compared with RFP's 97 instantiations. Unlike the RFP data, which has more of a balance between flagged and afforded evaluations (110 flagged, and 97 afforded), PGP seems to prefer flagged evaluations to a greater extent, with flagged evaluations (105) accounting for almost double the number of afforded evaluations (59). This leads to two possible interpretations: (1) PGP prefers to convey meaning in such a way that contextual and cultural knowledge is needed to decode it (i.e. flagged meaning), but which is not fully context-dependent (i.e. afforded meaning); and (2) PGP attaches more value (in terms of social standing and prestige) to the size of the home (as seen through the use of numbers in flagged meaning) than they do to the features of the home.

The final type of invoked Attitude evaluation is Provoked, accounting for only five instantiations in the PGP data set. In these instantiations, meaning is provoked through metaphor, e.g. *Picture Perfect* and *Situated on the doorstep of Peppergrove Mall*⁷. These evaluations, as indicated in 5.4.1.2, do not require much contextual knowledge to be decoded. They do, however, rely again on the audience's English abilities to decode metaphorical language.

In conclusion, PGP uses both inscribed and invoked instantiations to convey meaning, but relies more heavily on invoked options. Most of the invoked meaning in this data set is implied and, with instantiations of provoked meaning, is easily accessible to a general audience and requires very little contextual and cultural knowledge to be decoded. There are also large numbers of flagged evaluations in this data set, mostly evaluating the size of the home, and invoking values of prestige and exclusivity. These values are more obscure than those encoded in implied instantiations, and require more detailed knowledge of context and culture to be decoded. As a result, flagged evaluations can be said to be aimed at a more specific audience which possesses specific knowledge, and are not available to a general audience. PGP also conveys meaning through afforded evaluations, which promote values of prestige in terms of the features of the home. Of all the invoked meaning, this type is the most obscure, and requires the most detailed contextual and cultural knowledge to be decoded. Provoked evaluations are used to a much lesser extent than implied and flagged evaluations in this data set. This indicates that, generally, PGP tends to convey meaning implicitly, using methods that allow the meaning to be more easily accessed (preferring implied and flagged meaning), and they do not rely on as much obscure meaning as RFP does. This implies that PGP aims their meaning at a broader audience.

⁷'Main' shopping mall in the centre of town.

Please refer to Figure 3D (Appendix F2, page 273).

In the first data coding, the following items are most frequently appraised (in descending order): Home (150 instantiations), Size of the home (80), Buyer (56) and Location of the home (46). Based on these statistics, I concluded in 3.4.2.3 that Pam Golding Properties places the most value on the size of the home and its features, and, in some instances, the location of the home. As a result, feelings of exclusivity and elitism associated with the Western cultural view of the size and features of the home are promoted. To a lesser extent, the emotional connection between the buyer and the property (i.e. how they should feel when they buy and live in the home) is also valued.

In the second coding, the most frequently appraised items are (again in descending order): Home (228 instantiations), Size of the home (174), Location of the home (85), Buyer (54) and Features of the home (31). This shows two main differences between the first and second coding: (1) the re-ordering of the Location (to a position in front of the Buyer on the list), and (2) the addition of the Features item. This list is unique, in that, unlike the RFP data set (5.4.1.3), most of the items (bar the location of the home and the addition of the features of the home), remain in their original position. This indicates that, as in the first coding, PGP places the most value on the home itself, and on the size of the home. As mentioned in 5.4.1.3, it is unsurprising that the home itself is the most frequently appraised as it speaks to the nature of property advertisements. However, even with the application of contextual knowledge in the second coding, the frequency of the size of the home remains in the same position on the list (albeit with a much higher frequency). This reiterates the social and cultural importance that is placed on the size of the home.

In the first coding, the location of the home is least frequently appraised. However, with the application of the necessary schemata in the second coding, as well as the inclusion of local categories in the revised APPRAISAL framework, the frequency with which the location is appraised increases significantly. This shows that the location of the home is actually promoted as being valuable. It also shows that the value of the location of the home may be obscured from a general audience, and may only be accessed upon the application of the required contextual knowledge. Similarly, the addition of the Features to the frequency list shows that a second, more contextually-based coding allows for the analysis of items that are not present in the first coding (e.g. seemingly factual and non-attitudinal evaluations).

Together, the home's size, location and features indicate the kinds of values promoted by PGP. In this data set (similarly to the RFP data in 5.4.1.3) each of these items is often associated with, or encodes,

values of prestige and exclusivity. There are approximately 30 Exclusivity valuations of Size (e.g. *6 bedrooms, 6 bathrooms, 2 garages*), 29 of Location (e.g. *conveniently situated close to the private schools*) and eight of Features (e.g. *lapa with braai and swimming pool*) in this data set. These figures are interesting, as they do not correlate with their RFP counterparts. In the RFP data set (see 5.4.1.3), the highest number of Exclusivity evaluations relate to Location (35), and then Size (20), and lastly Features (12). Unlike RFP, PGP associates prestige and exclusivity with the size of home the most, but rarely with the features of the home. The location of the home is not only associated with values of Exclusivity, but also (to a great extent in this data set) with values of Convenience (37 evaluations). All of the above reiterates that PGP promotes values of elitism, wealth and exclusivity, and these values are perpetuated mostly in the evaluations of the size and the location of the home. It is possible that the features of the home are not evaluated much in this data set because, if the home is already considered prestigious or exclusive, it is metonymically implied that any features included will also be considered exclusive.

As set out in 5.4.1.3, the relatively few appraisals of the buyer can be attributed to the fact that many of the emotions projected onto the buyer (except those found in Affect) are encoded in the Exclusivity and Convenience sub-categories (i.e. simultaneously evaluating the property and projecting feelings of elitism and ease of living on the buyer).

In general, there is a significant increase in the frequency of appraised items in the second coding, as well an increase in items that are not included in the first coding (i.e. Features of the home, and some elements of Location). This shows, once again, that there is obviously a degree of meaning that is obscured or unavailable in the first coding, and which only becomes accessible upon the application of contextual and cultural knowledge. It can also be concluded that the obscured meaning relates mostly to values of prestige and exclusivity associated with the size and the location of the home, as well as the convenience of the location.

5.4.2.4 Graduation

Please refer to Table 2 (page 119) and Figure 6D (Appendix F2, page 275).

As with the RFP data (5.4.1.4), the second coding of the PGP data was carried out according to the revised Graduation table, which included a Scale of Intensity.

In this data set, the number of Graduation instantiations increased from 299 in the first coding to 409 in the second. Similarly to the RFP data, in the second coding there is very little difference in the number of instantiations of the following sub-categories: Size (40 in the first to 41 in the second), Amount (15 versus 16), Extent (30 versus 32) and Process (5 versus 4). There is also no difference in

the frequency of Sharpened and Softened values. The bulk of the difference in number is attributable to the Number subcategory (10 instantiations to 98 in the second coding), and also (to a lesser extent) to Quality (198 to 217 instantiations). These statistics follow.

Excerpt from Pam Golding Properties Tables 1 & 2 (Graduation)

	Size	Amount	Extent	Number	Quality	Process	Sharpened	Softened
Coding 1	40	15	30	10	198	5	0	1
Coding 2	41	16	32	98	217	4	0	1

In the second coding, the Number sub-category mostly consists of instantiations detailing the number of rooms/facilities, e.g. *3 bedrooms, 1 bathrooms, 4 flats, close to **all** amenities*, or those detailing the size of the home/plot (using numbers), e.g. *set on an enormous garden measuring **4200sqm***. The significant difference in the frequency of Number intensifications results from the inclusion of flagged evaluations in Attitude (see 5.4.2.2). Interestingly, as mentioned in 5.4.2.2, these flagged evaluations appraise the size of the home (e.g. *6 bedrooms* implies a large home), yet, in the statistics above, the Size sub-category remains mostly unchanged. This shows that, although the evaluation of the size becomes more important in the second coding, it is done subtly (i.e. not explicitly intensifying values of Size, but intensifying the numbers detailing the rooms/facilities of the home). This points towards a persuasion strategy which conveys meaning through covert, subtle means, and which may not be accessible to all audiences. This point, and the implication of using numbers to evaluate size, is returned to in 5.4.2.6.

5.4.2.5 Types of Graduation

Please refer to Table 2 (page 119) and Figure 7D (Appendix F2, page 275).

In the RFP data set (5.4.1.5), although Infusing Graduation instantiations form the majority of Graduation types, the Isolating sub-category accounts for the largest difference in number between the first and second codings. This is the same in the PGP data. The frequency of Infusing intensifications increases from 222 to 246 in the second coding, and Isolating intensifications from 70 to 156. The number of Metaphor intensifications remains the same across the first and second codings. As in the RFP data, the increase in the Infusing sub-category can be attributed to the general increase of Attitude evaluations. On the other hand, the significant increase in the frequency of Isolating intensifications is due mostly to the inclusion of flagged and afforded evaluations in Attitude. These evaluations, as previously mentioned (see 5.4.2.2), generally consist of numerical values (especially in flagged evaluations), which are classified as Isolating intensifications (as the intensification is not incorporated into the lexis, but stands alone as a number). Because flagged

evaluations inherently encode Graduation (i.e. attitudinal meaning is flagged by Graduation resources), the large increase in the number of flagged evaluations in this data set in turn increases the frequency of Isolating intensification.

The statistics for the types of Graduation are summarised below:

Excerpt from Pam Golding Properties Tables 1 & 2 (Graduation types)

	Infusing	Isolating	Metaphor
Coding 1	222	70	7
Coding 2	246	156	7

In 5.4.1.5 I made the point that the types of Graduation can be linked to the types of Attitude, and showed how the correlation between these could give insight into the persuasion strategies used by RFP. The same can be done in the PGP data set. Similarly to the RFP data, there is no direct correlation between the types of Graduation and Attitude i.e. in terms of the lexically implicit types (isolating and metaphorical intensification and invoked Attitude), invoked meaning is preferred over inscribed, but isolating intensification is the lesser used type of Graduation. In terms of the more explicit instantiations (infusing Graduation and inscribed Attitude), there are fewer examples of inscribed Attitude, but a higher number of infusing intensifications. Therefore, as with RFP, PGP tends to be more implicit in conveying attitudinal meaning, but more explicit in their intensifications. This can be interpreted, again, as catering for two different types of audience i.e. infusing Graduation is used to intensify meanings which are more easily accessible to a general audience (e.g. *beautiful*), and isolating to upscale those meanings more likely to be covert and requiring a more ‘tuned-in’ audience to be decoded (e.g. *4 bedrooms*). Isolating Graduation thus plays a role in ‘obscuring’ meaning and its intensification, as its implicit nature does not attract the attention of a general audience, but relies on an ideal audience to make inferences to receive the full effect of the intensified meaning. This is another example of how estate agencies aim different levels of meaning at different levels of audience, without flouting any contextual constraints.

5.4.2.6 Scale of Intensity

As mentioned in 5.4.2.4, the Graduation table used for the second data coding includes a Scale of Intensity, which enables the classification of the level of intensity the attitudinal values encode, and determines their interpersonal weighting. The strength of the interpersonal weighting of attitudinal evaluations (both individually and as the text as a whole) determines the strength of the alignment strategy used by the estate agency, and the strength of the impact on the reader.

The statistics for the levels of interpersonal weighting are provided below.

Excerpt from Pam Golding Properties Tables 1 & 2 (Graduation: Scale of Intensity):

	Low	Medium	High
Coding 1	-	-	-
Coding 2	72	214	123

Based on the guide to coding numbers (cf. page 114), the majority of attitudinal evaluations in this data set are Medium in intensity (214), followed by evaluations of High intensity (123), and lastly, those of Low intensity (72). The distribution of these interpersonal weightings is similar to that of the RFP coding.

Once again, it is necessary to consider at the types of evaluations classified under each level of intensity, to make deductions regarding how these levels are distributed throughout the text and the evaluations. Within High intensity, it is interesting to note that there are approximately 25 instantiations relating to the number of rooms and facilities in the home (compared with only 12 in the RFP data). This indicates that (according to my coding guide, page 114) there are at least 25 properties that have four or more bedrooms in this data set, and are considered to be not only big in size, but also prestigious. From this, it can be deduced that, due to the significant number of ‘large’ homes, Pam Golding Properties promotes values of size and prestige, and associates with a wealthier, more elite clientele (who are able to afford these bigger homes). This notion is supported by other (lexical) evaluations which describe the home and are also classified as high in intensity, for example: *Perfect, Victorian, Gem, settler home, luxury, exclusive, Picture Perfect, Winning Location, Situated on Peppergrove Mall’s doorstep*. Similarly to the RFP data set, the High intensity evaluations relate mostly to values of prestige, exclusivity, superiority and luxury. The terms *Victorian, Gem* and *luxury* imply grandeur and extravagance, while *Perfect, exclusive* and *Winning* imply superiority. High intensity evaluations thus highlight and elevate the level of associated prestige in this data set, both through the use of numbers to show the size of the home, and lexis describing the home.

In terms of Medium intensity, the following are typical examples: *beautiful, lovely, great, Family Home, large, spacious, 3 bedrooms 2 bathrooms, renovated, modern, upmarket, restored, close to, and within walking distance*. These examples can be broadly grouped according to four categories i.e. Appeal (e.g. *beautiful, lovely, great*), Size (e.g. *Family Home, large, etc.*), Condition of the home (e.g. *renovated, modern, etc.*) and Location (e.g. *within walking distance*). Although this is not an extensive list of the types of evaluations that are classified as having a medium intensity, it does represent the most common types. This list shows that the values promoted by PGP at this level of

intensity relate to more ‘expected’ features of the home (as opposed to, for example, prestige and elitism). Here, the physical appeal, size, condition and location of the home are promoted, and are moderately intensified (i.e. they are not over-exaggerated, which could imply a falsification). As a result, the values intensified at this level are aimed at a more general audience (compared with High intensity values), and are more accessible. For example, an external audience will be able to decode an evaluation such as *beautiful home* more easily than *Settler home*, which requires more cultural knowledge to decode. This indicates that, although values of Medium intensity may not be aimed at an ideal, elite audience, they are used to entice a more general (possibly even an external) audience, which widens the scope for potential buyers.

Similarly to the RFP data, Low intensity evaluations in the PGP data mostly relate to features of the home deemed to be less important (than, for example, features associated with wealth and elitism), or ‘mundane’, and are attributed a lower interpersonal weighting. Examples include *pretty garden*, *good security*, *near the schools*. In addition, Low intensity evaluations are used by PGP to mask features of a home which could be considered negative (see 2.3.3), such as *starter home* (which can be interpreted as a small, low-cost home), *quiet* (indicating a remote location) and *sweet garden* (small garden). These types of evaluations can also be vague in their intensification, for example *near the schools* and *has it all*. This allows the estate agency to be non-committal in their evaluations, without breaking any contextual constraints. For example, *near* implies a close proximity, but, with the use of vague language, is impossible to quantify and may in fact refer to far distance (cf. 2.1.4 on vague language).

Low intensity instantiations, then, are used by PGP to ‘tone-down’ values promoted as being less important, and to blur those evaluations which could be construed negatively. This is a strategy in ‘side-stepping’ contextual constraints, in that there is no explicit misrepresentation of negative features, but only those who have the required knowledge are able to access the negative connotations, while all other audience members will see the ‘positive’ surface meaning only. The fact that Low intensity accounts for only 72 evaluations in this data set reinforces the prosody of the focus on (and promotion of) values of prestige and exclusivity, and the ‘muting’ of those values not contributing to this ideal. This demonstrates, once again, the importance of the Scale of Intensity in the framework and the distribution of interpersonal weighting.

In terms of the accessibility of the values encoded in the Scale of Intensity (and the intended audience), it can be seen that both High and Low levels of intensity are more inaccessible to a general audience i.e. High levels of intensity require buyers to possess (and apply) in-depth knowledge of the implication of using numbers to detail the facilities of the home, and also of the associations of these

numbers with values of prestige and elitism. On the other hand, buyers must also have the requisite knowledge to identify the intended meaning behind the ‘blurred’ instantiations of Low intensity i.e. they need to know that *sweet garden* implies a negative evaluation of size. This demonstrates how possibly controversial information is aimed at different levels of audience, and is done in such a way that contextual constraints are honoured. As mentioned above, instantiations of Medium intensity are associated with ‘safer’ information, mostly regarding the typical features of the home, and are less likely to be considered controversial or as constituting misrepresentations of the home. As a result, they can be thought of as the ‘public face’ that is presented to a general audience (i.e. evaluations that an external audience can access and interpret, although there are more subtle, inaccessible levels of meaning behind this ‘face’).

To conclude, the Scale of Intensity provides a number of valuable insights into the interpersonal weighting of attitudinal evaluations in this data set. These are: (1) Values of prestige and elitism are promoted as most important, and are given a High interpersonal weighting, but are accessible only to an ideal audience; (2) Negative values are blurred (with Low intensification) to give the impression of a more positive evaluation, and their true meaning is mostly only accessible to those who possess the necessary knowledge to understand the implication; (3) Everything ‘in-between’ is classified as Medium intensity, and is readily available to a general audience; and (4) Levels of intensity are used to convey meaning in such a way that contextual constraints are not defied, and that various levels of audience will receive the meaning intended specifically for them.

5.4.2.7 Engagement

Please refer to Table 2 (page 119) and Figure 9D (Appendix F2, page 276).

Following the second data coding (5.3), the number of Engagement instantiations increased from 65 (in the first coding) to 89. This is due, partly, to the inclusion of the Invite sub-category within dialogic expansion in the revised framework. This, along with other factors influencing the coding of Engagement expressions, is discussed in more detail shortly.

The statistics for this system (in Table 2 and Appendix F2) show that, in the second coding, the differences in the number of instantiations mainly occur in the Entertain subcategory (i.e. 12 to 18), and with the inclusion of Invite (10 instantiations). Also contributing, although minimally, is Pronouncement (which increased from 44 to 54 instantiations). The other sub-categories within this system (Attribute, Distance, Deny, Counter, Concur and Endorse) remain the same across both codings. These numbers are summarised below:

	Entertain	Invite	Pronounce
Coding 1	12	-	44
Coding 2	18	10	54

In the report on the RFP Engagement data (5.4.1.7), I indicated that the Invite, Entertain and Pronounce sub-categories each produce a significant insight into the alignment strategy used by RFP. In what follows, I show how these insights are interpreted in light of the PGP data. It is worth noting that the principles reported on in 5.4.1.7 (e.g. the underlying form of invitations) apply to this data set too, and, as such, I will not discuss them in as much detail.

Invitations give the impression that the estate agencies are relinquishing a degree of power by suggesting an action that bears no repercussions if not executed, place an expectation on buyers to comply, limiting the freedom of choice they believe they possess (cf. 4.2.3). In the PGP data, there are a number of invitations which are constructed to place a stronger expectation on the buyer, compelling them to accept the invitation. These include *Don't miss out*, *Don't let this opportunity pass you by*, *This property is a must-see*, *Not to be missed*. Compared with invitations such as *Call for a viewing*, the instantiations above are somewhat more aggressive, making it more difficult for buyers to reject the invitation. It is important to note that these instantiations should still be seen as invitations, as they at no point force buyers to comply, but are stronger in their suggestion. This 'aggressiveness' could be seen as potentially more dialogically contractive than other invitations (as exemplified above), as they limit buyers' power of choice to a greater extent. This reiterates the notion that invitations fall somewhere between dialogically contractive and dialogically expansive but which cannot be classified as one or the other (cf. 4.2.3 and 5.4.1.7). Having said this, neither the APPRAISAL framework, nor my revised framework, have the resources to plot instantiations along a cline of dialogic space, and so cannot distinguish between degrees of dialogic contraction or expansion. This is a point to be considered for further research (cf. 6.4). What can be deduced from the revised framework, however, is that PGP uses invitations to offer buyers a (limited) amount of power, which is an alignment strategy which presumably creates a level of trust between buyers and the agency.

In this type of advertising, then, the power dynamics (reflected in the discourse) are mostly one-sided. The estate agency holds the majority of the power, and, in the case of invitations, uses the possibility of a power shift to entice and persuade buyers. This uneven power balance, as indicated in 3.4.1 and 5.4.1.7, is typical of the advertising genre, and the estate agency uses this power dynamic to assert

themselves as the ‘expert’ (cf. 2.3). The lack of dialogic space for buyers to engage means that there is little room for the estate agency’s authority to be questioned. This can be seen in the use of Pronouncement in this data set (i.e. 54 instantiations, which is the highest number of Engagement values), for example, *perfect starter home* and *Winning Location*. In these examples, PGP presents the evaluations as single-voiced, and as the only option, thus closing down the dialogic space. As a result, PGP is asserted as being the expert, and their lack of uncertainty makes them seem more credible as the ‘knowledge-imparters’. However, it is interesting that the possibility of a power shift (as with invitations) may strengthen the relationship between the agency and buyers. It could perhaps be that, in modern advertising, buyers want to take more responsibility in how they are being persuaded, and are becoming more involved in the advertising process. The possibility of buyers holding some power could strengthen trust between the participants, and make the text feel more personal, as opposed to generic, one-sided information, or even propaganda. Whether power is actually given to buyers, or whether it is just a false sense of power (as in the case of invitations), it is a strategy used in advertisements.

When looking at Engagement instantiations offering buyers options, we gain insight into not only power relations (as discussed above), but also into the type of audience that is being addressed. As mentioned in 5.4.1.7, a second coding of the data reveals instantiations encoding double layering (cf. Lee 2008 and 4.3) of both dialogically contractive and expansive engagement (i.e. both Entertain and Pronounce in the same evaluation). An example of this is *offer the ideal living/working arrangement or professional practice or rent one of them out*. Here, the home is evaluated as being ‘ideal’ (Pronouncement) for a number of different options (Entertain i.e. buyers are given a choice and can choose their preference). In this example, the options provided assume a number of things about the owner, including that they work for a living/are professional, or that they are established enough to buy additional property to rent out. Either way, these options indicate that this home (and the advertisement) is aimed at a certain type of audience – those who are wealthy and/or educated. Having said this, it should be noted that these types of instantiations are not as prominent as in the RFP data, and therefore cannot provide a basis for generalisations.

To conclude, a revised Engagement framework (including an application of contextual and cultural knowledge) reveals subtleties in the alignment strategies used by PGP, especially regarding the power relations, and the interpersonal effect of the possibility of shifts in power dynamics. In addition, by reconstruing the Engagement systems as a cline of dialogic space, as opposed to being either contractive or expansive (polar opposites), a wider scope of engagement resources can be more accurately coded.

5.4.2.8 General Conclusions

A second, more contextually and culturally sensitive analysis of the Pam Golding Properties data reveals that, similarly to the Remax Frontier Properties data, there is a significant amount of interpersonal meaning that is unavailable or inaccessible to a general audience in a strict Martin & White (2005) application of the APPRAISAL framework. With the application of contextual and cultural knowledge to the data (informed by limitations experienced in the first data coding, cf. chapter 4) the number of Attitude evaluations increases by 54.2%, Graduation by 18.6% and Engagement by 37% in the second coding. This shows that the first data coding is what a general or external audience would experience. This, however, is not a complete representation of the social and interpersonal workings within the property advertising discourse, as, shown by the statistics above, over half of the attitudinal evaluations (and their intensification and engagement values) are not evident. It is necessary to point out that this is not due to shortcomings of the original APPRAISAL framework, but is instead a reflection of how estate agencies direct certain parts of information to (or conceal them from) different types of audiences in a context of compromise. This reflection includes a focus on the importance of contextual and cultural knowledge in being able to access and decode the true, intended meaning.

In this data set, there is a strong attitudinal focus on and prosody of values of prestige, exclusivity and wealth. This theme is strongly evident, and is highlighted through the more obvious values of Exclusivity, but also through (Western cultural) associations, especially relating to the size (in terms of the number of rooms), location (its proximity to 'prestigious' facilities) and the features of the home (as seen in mostly in Composition, Convenience and Exclusivity within Attitude). Many of the values of prestige and elitism are carried and propagated implicitly, through flagged and afforded evaluations. These types of implicit meaning are not included in the first coding, as they were considered to be factual and non-evaluative, but, in the context of advertising (in the second coding), they are 'given' evaluative meaning. As a result, these values are amongst those obscured, and not accessible to a general audience, and are directed only at an intended audience who can apply the required shared knowledge. In general, however, Pam Golding Properties prefers to convey meaning implicitly (through implied and provoked evaluations), and a large proportion of this implicit meaning is mostly available to audiences with limited contextual knowledge. In some cases, some knowledge of general advertising and English is all that is needed to decode these evaluations.

The promotion of values of prestige and elitism is carried through into the Graduation system, where, according to the Scale of Intensity, these values are attributed to highest interpersonal weighting (and are deemed to have the most impact on buyers). Once again, these values are intensified in such a

manner that only an intended audience can experience the full interpersonal impact upon an application of shared knowledge. For example, numbers are used to indicate the size of the home. It should be reiterated that the size of the home is particularly important in this estate agency, which can be seen in the number of homes (25) that have four or more bedrooms (and are considered to be both large and exclusive). This shows that, generally, Pam Golding Properties associate with a more lavish lifestyle, and promote these values. Where any negative, or more mundane (non-exclusive) values occur, they are given a Low interpersonal weighting (and a Low intensification), which allows them to be ‘down-played’. In terms of evaluations with negative implications, the intensification ‘blurs’ the meaning to give an impression of a more positive evaluation, without compromising its truth value (e.g. *sweet garden* implies a small garden). Similarly to the High intensification evaluations, the audience must have contextual and cultural knowledge to be able to decode and access the negative connotations behind the ‘blurred’ evaluation. Medium intensification incorporates all evaluations in-between the more controversial prestigious and the mundane values, and is readily available to a general audience. These evaluations are considered a ‘safe area’ in that they are less likely to misrepresent the home and its features, and are more likely to stay within the contextual limits. With the Scale of Intensity included in the revised framework, the Graduation system reiterates the distinction between different levels of meaning and how these are directed at various types of audiences within a discourse of compromise.

In terms of Engagement, Pam Golding Properties is presented as the ‘expert’ voice and the ‘knowledge-impartor’ (evident in the number of Pronouncement instantiations). However, in this data set, there are hints of internal power struggle. Although it is generally accepted that the text producer holds the power in advertising discourse (with little to no engagement from buyers), this data shows that, through the use of invitations, buyers are led to believe that there is a possibility for a partial power shift (in that they believe that they are afforded more choice for compliance). They are also led to believe that this change in dynamic increases levels of trust between participants, which acts as an incentive for them to get involved in the advertising process. These insights (especially those relating to invitations) are enabled through the reconceptualisation of the Engagement system, where instantiations are seen as being able to have elements of both dialogic expansion and contraction.

In general, the revised APPRAISAL framework brings to light a more subtle coding of a wider range of attitudinal evaluations, many of which are not included in the first coding, and provides a sharper, more accurate reflection of the micro-politics at play in the Pam Golding Properties advertising texts. This framework also enabled me to tease out the implicit values of prestige and exclusivity promoted by Pam Golding Properties, and allowed me to distinguish between the types of audiences which could access these values, as well as pinpoint the type of knowledge that is needed to do so. Finally,

this coding highlights how Pam Golding Properties uses the various levels of meaning, and the different audience types, to convey meaning within strict contextual constraints.

CHAPTER 6: OVERALL CONCLUSIONS

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Chapter 6: Overall Conclusions

This final chapter serves as a reflection on and a recap of what has come before, and as a point of departure for future research possibilities. In it, I revisit my research goals (as set out in 1.5) and reflect on the two analyses reported on in the thesis and on the insights they reveal. In doing so, I consider the efficiency of the revised APPRAISAL framework, and note difficulties and limitations that arise in its application to the data (as is done in the first application of the original framework, see chapter 4). Throughout this process I highlight links between the findings and my research goals. To conclude, I look ahead to research possibilities regarding the original and revised APPRAISAL frameworks, and property advertising discourse more generally.

6.1 Research Questions

In order to recap my main research goal, and to provide a point of reference for what follows, I repeat my research questions first listed in 1.6.

1. What are the origins and main ‘design’ features of the APPRAISAL framework, as represented in Martin & White (2005)?
2. What does a strict application of this framework reveal regarding the alignment strategies employed by Remax Frontier and Pam Golding Properties?
3. What difficulties and limitations arise from conducting the data analysis in (2) based on a strict application of the Martin & White (2005) framework, and to what extent are they reflected in recent research?
4. What revisions need to be made to the Martin & White (2005) framework, in order for it to overcome the issues arising in (3)?
5. What insights does the application of a revised APPRAISAL framework reveal regarding the alignment strategies employed by the two estate agencies?
6. What do the findings of the thesis suggest regarding further research into the APPRAISAL framework and into the analysis of property advertising discourse?

While in this chapter I draw together insights from Chapters 1-5 in order to answer these questions, those relating to Question 1 i.e. the origins and main design features of Martin & White’s (2005) APPRAISAL framework, will not be repeated again.

6.2 The APPRAISAL Framework in a Strict Coding

As indicated in 1.1 and 2.1, the introduction of APPRAISAL theory and its framework paved the way for a new, innovative way of coding interpersonal meaning. It allows one to track and code interpersonal meaning as it occurs and is spread across clauses in a text, and does not restrict one, as previously, to the clause complex only. It also allows for more delicate, accurate representation of the social semiotics within a context. In 2.2, I detail the structure and systems that constitute the APPRAISAL framework, and note (in 2.1) its careful construction, based, firstly, on notions of Affect, Modality and Intensification, as they occur in their original disciplines (Syntax, Semantics, Anthropology and Psychology), and based, secondly, on general principles of Systemic Functional Linguistics (Attitude, Graduation and Engagement). Despite its careful construction and its ability to encode a wider range of interpersonal meaning than was previously possible, Martin & White (2005) indicate that the APPRAISAL framework should not be seen as a fixed, absolute structure, but rather as a hypothesis which is amenable to change. They (Martin & White 2005:42) describe their framework as being offered as “a challenge to those concerned with developing appropriate reasoning, as a reference point for those with alternative classifications and as a tool for those who need something to manage the analysis of evaluation in discourse”. In 4.2, I highlight the flexibility and adaptability of the framework, noting that other researchers (including Pounds 2011, 2012; Beangstrom & Adendorff 2013; Smith & Adendorff 2014; Lee 2007; Hood & Forey 2008; Bednarek 2007; Adendorff & Pienaar 2013; Tilakaratna & Mahboob 2013) propose their own revisions to the framework in order to accommodate text- and context-driven evaluations in specific discourses.

As the title of this thesis indicates, one of my main aims is to appraise the APPRAISAL framework and its ability to capture interpersonal nuances encoded in property advertising. In the first, strict application of the APPRAISAL framework to the data (chapter 3), I encountered some of its limitations, and found that I could not code certain evaluations fully, or at all. The flexibility of the framework became pertinent here. Using the strict, fixed framework, I was not able to capture more subtle contextual nuances in the data, and I needed a flexible framework (which accommodates local categories) to do so. This flexibility, as Martin & White (2005: 46) suggest, is crucial to the development of the framework.

In chapter 4 (and in response to Questions 3 and 4), I detail the limitations and difficulties I experienced in the first coding, which inform the amendments to the second, revised framework. To recap, these limitations relate to the absence of provisions in the framework for context-driven local categories (4.2) and invoked meaning of various kinds (4.3) in a discourse of compromise (4.1). In 4.1 I describe the concept of a discourse of compromise, occurring within a context of constraint, as

outlined in Adendorff & Pienaar (2013) and Tilakaratna & Mahboob (2013), and show how it applies to the property advertising discourse. I found that due to legal, ethical and practical contextual factors (cf. 4.1), the property advertising discourse exists within a context of constraint. Estate agencies, consequently, must find a compromise between using promotional language and complying with the contextual constraints which regulate the industry. In 4.2 I propose that a number of context-driven, ‘local’ sub-categories be added to the APPRAISAL framework to overcome the issue of its not being able to code all the contextual nuances in the evaluations fully. To Attitude, I suggest the inclusion of the sub-categories Exclusivity and Convenience within Appreciation (to be treated as a sub-type of Reaction, as both involve transferring feelings to the buyer). These sub-categories allow one to include values of prestige (Exclusivity) and ease of living (Convenience) when coding, cf. 4.2.1. To Graduation, I propose a Scale of Intensity (4.2.2), which allows one to assign interpersonal weighting to evaluations, based on the strength of their interpersonal effect. This scale also gives insight into what values are promoted as being most or least significant by the estate agency. Lastly, to Engagement, I propose that the sub-category Invite be included within Entertain in dialogic expansion (4.2.3). This enables coding instantiations in which buyers are ‘invited’ to call the estate agency, or view the property, etc. e.g. *Call to view*, and acts as a more dialogically contractive version of Entertain than, for example, *With TLC this **could** be your new home*. All of these suggested local sub-categories enable one to cater for a wider scope than currently of interpersonal meaning (with more subtle contextual nuances) within the specific Grahamstown property advertising market. In turn, this enables one to produce a more contextually-aware and accurate analysis of the social semiotics at play in this discourse.

The limitations detailed in 4.3 relate to invoked meaning and how it is coded in the data. In 4.1 and 4.3.1 I emphasise the importance of invoked meaning, particularly as a strategy within a discourse of compromise (in which it is used as a resource for ‘obscuring’ meaning). In 4.3.2 I argue further for the need to distinguish between the different types of invoked meaning, to determine how different types of evaluations (and values) are implicitly expressed and the effect they have on the audience from an alignment point of view. Combining elements of implicit meaning from Martin & White (2005) and Bednarek (2007), I suggest (in 4.3.4) that implicit meaning (within the Inscribed/Invoked column in Attitude) be divided into the following types: Implied (where evaluation is implied through lexical choices), Flagged (where meaning is flagged through Graduation and Engagement resources), Afforded (where evaluation is afforded by prosody) and Provoked (where metaphorical evaluation takes place). These distinctions allow one to reveal how the estate agencies construct and project their meaning, and indicate who the intended audience may be, based on the resources needed to decode the implicit meanings.

All of the above limitations, and the proposed amendments they inform, are incorporated into a revised APPRAISAL framework (see Appendix A2), which is applied to the data for the second analysis (in chapter 5). It is important to mention that, although other researchers also incorporate local categories into their APPRAISAL research (which I acknowledge in chapter 4), I attempt to do so without changing the core structure of the framework. In other words, I am interested in evaluating how the original APPRAISAL framework copes with revisions when seeking to capture interpersonal meaning in a specific context. This is different from, for example, Pounds (2011, 2012), who essentially forms a ‘new’ framework by reworking the original Appreciation section to code property advertising data.

6.3 The Revised APPRAISAL Framework in a Second Coding

The second data coding, using the revised APPRAISAL framework, reveals a number of interesting insights in terms of the framework (and the codings it allows), as well as of the estate agencies and the values they promote. I deal first with those insights relating to the revised framework and its enhanced coding capability. Thereafter, I report on the values promoted by the estate agencies. Throughout these reports, I make comparisons on two levels, viz. between the first and second codings, and between the two estate agencies. All of the sub-sections that follow (6.3.1, 6.3.2 and 6.3.3) are in response to Questions 2, 4 and 5, and highlight different aspects of the findings.

6.3.1 Findings from the Strict and Revised Frameworks

One of the most noticeable differences between the first and second codings (and thus the original and revised frameworks) is the number of instantiations encoded in each (refer to Table 2). Across both estate agencies, there is a significant increase in the number of instantiations from the first coding to the second i.e. in the Remax Frontier Properties data, Attitude instantiations increase by 55.5%, Graduation by 24.6%, and Engagement by 52.6%. Similarly, Pam Golding Properties sees an increase of 54.2% in Attitude instantiations, 18.6% in Graduation, and 37% in Engagement. The total number of instantiations for both agencies follows.

Excerpt from Table 2 Showing Total Number of Instantiations for RFP

Estate Agency	ATTITUDE System	Coding 1	Coding 2
RFP	Attitude	539	838
	Graduation	345	430
	Engagement	57	87
Total		941	1355

Excerpt from Table 2 showing Total Number of Instantiations for PGP

Estate Agency	ATTITUDE System	Coding 1	Coding 2
PGP	Attitude	476	734
	Graduation	299	409
	Engagement	65	89
Total		840	1232

The significant increase in the number of instantiations across both estate agencies indicates that there is a vast amount of interpersonal meaning (more than half) that is not coded in the first analysis, especially in terms of Attitude evaluations. As mentioned in 6.2, and discussed more fully in chapter 4, I found that the framework could not accommodate many evaluations in the first coding. Only once I applied local, contextual knowledge (in the form of amendments to the framework, based on the limitations I experienced), was I able to capture a wider scope of interpersonal meaning. It can thus be deduced that, on its own, the original Martin & White (2005) APPRAISAL framework does not capture the full extent of the interpersonal meaning in the Grahamstown property advertising discourse. However, once the original framework is coupled with contextual and contextual-driven categories informed by local knowledge, it enables a fuller account of the interpersonal workings and social semiotics in the discourse.

Having noted the significant difference in the number of instantiations between the two codings, I wondered why these differences occur, and why so much of the potential interpersonal meaning is not available in the first analysis. To answer these questions, it is necessary to consider the specific context in which the data occurs, and the audience for which it is intended.

6.3.2 A Discourse of Compromise

Much of the analysis stemming from the second data coding relies on the notion of property advertising as a discourse of compromise existing in a context of constraint (see 4.1, 5.4.1 and 5.4.2). By viewing this discourse as one whose lexical choices need to be negotiated between fulfilling its promotional function and fulfilling its contextual obligations (constraints), evaluations encoded therein need to be considered as careful constructions by the estate agencies i.e. in a discourse where heavy constraints are placed upon the text, lexical choices are strategically made, and are carefully constructed to convey very specific meaning.

In 4.1 I indicate that discourses which are contextually constrained often project more than one ‘level’ of meaning (as in Adendorff & Pienaar 2013; Tilakaratna & Mahboob 2013; and Coffin & O’Halloran 2006). The first consists of a ‘surface’ meaning, which, at face value, complies with the contextual constraints. The other consists of ‘intended’ meaning, which is generally truer, fuller and more contentious, and which is not explicit or easily retrievable, as it often flouts the contextual constraints. These two levels are also aimed at different audiences. The first, more general surface meaning, is aimed at a general or external audience which does not possess the necessary schemata to access it. The second, more contentious meaning, is aimed at a specific, intended audience which “sees the connections, creates the expectations, performs the inferences, and asks the questions needed” (Fillmore 1982: 252). Therefore, as indicated above, the lexical choices used to make explicit or conceal certain parts of the potential meaning are carefully chosen and constructed to separate the two levels of meaning. For example, implicit meaning is used to conceal context-specific meaning. Working in conjunction with the two levels of audience, is the level of shared knowledge needed to understand the intended meaning and make the correct inferences. The intended audience is like-minded and shares common knowledge (contextual and cultural) with the text producer, and can make the necessary inferences. Without this shared knowledge (which an external audience usually does not possess) the intended meaning cannot be decoded. The level of shared contextual and cultural knowledge is thus crucial to accessing and processing intended meaning.

In the property advertising discourse, there too seems to be different levels of meaning aimed at different audiences. In the second data analysis (5.4) I found that the types of evaluations not accommodated in the original framework (i.e. instantiations previously thought to be purely factual, e.g. afforded lexis) are contextually-driven, and require a certain level of contextual knowledge to be decoded. This indicates that, in the first data coding, a large amount of context-specific meaning is not considered, which accounts for the lower number of appraisal instantiations across both estate agencies. However, with the application of contextual and cultural knowledge in the second coding, these meanings became accessible. From this, it can be seen that the first data coding represents a more general ‘surface’ level of meaning, from which some contextually-based evaluations are excluded. The second data coding, on the other hand, represents the ‘intended’ meaning, where, upon the application of shared knowledge, these evaluations are made available. In the analysis of the second coding (5.4), I identify the values that are projected in each level of meaning, and indicate the types of audience to which they are accessible. I also report on the type and amount of shared knowledge that is needed to decode meaning at both levels. I recap these elements in 6.3.3 when reporting on the findings relating to the two estate agencies and the value systems they promote in

their advertisements. Following this, in 6.4, I report on limitations of the revised framework, so as to evaluate its capabilities objectively.

6.3.3 Findings from Remax Frontier Properties and Pam Golding Properties

In this section, I recap on findings from the analysis of the first coding (chapter 3) by looking globally at the values promoted by both estate agencies in Attitude, Graduation and Engagement, and reiterating the alignment strategies employed. I then compare these findings with those arising from the analysis of the second coding (chapter 5), and report on the similarities and differences in the alignment strategies used. This section is in response to Questions 2 and 5.

In the first coding, I found that there is a strong focus on buyers' emotions in both estate agencies. In 3.4 I attribute this to the institutionalised nature of property advertising and the associated projection of emotions onto buyers. This strategy allows the agency to appeal to the emotional connection between buyers and properties. In both data sets, Security (and feelings of safety) is presented as being the most highly valued emotion, appealing to buyers' inherent need for protection, especially in the South African context where the crime rate is high and safety and security features are considered essential. Emotions of Happiness and Satisfaction are also appealed to, but to a lesser extent than Security. Statistics for these values can be found in Table 1 (page 66) and in 3.4.1 and 3.4.2.

Judgement values do not feature strongly in either estate agency in the first coding, but where they do occur, they are limited to Social Esteem values. I found the significant lack of Social Sanction values surprising, due to the stereotypical public distrust surrounding property advertising, and I expected to find projections of the agencies as trustworthy and credible. However, I attribute the lack of these values to the possibility of a tacit agreement amongst estate agencies to endorse the legitimacy and honesty of the profession by not explicitly declaring themselves as such (and therefore discrediting any other agencies which do not explicitly declare themselves trustworthy).

The bulk of attitudinal evaluations across both estate agencies consist of Appreciation values, particularly Reaction, in which the properties are evaluated "through the eyes of the buyer". Due to the close link between Reaction and Affect, both estate agencies again focus on the emotions projected onto buyers i.e. they are particularly interested in the emotional connection between buyers and properties. In terms of the home/property itself, Composition also features strongly in both agencies (although to a lesser degree than Reaction). Interestingly, PGP encodes a higher number of Composition values than RFP does (133 versus 122), which suggests that PGP places a slightly higher value on the physical features and composition of the home compared with RFP. This notion is reinforced by a comparison of the most frequently appraised items in each estate agency. In the PGP

data, the most frequently appraised items are (in descending order): Home, Size of home, Buyer, Location of home. This is different from RFP's most frequently appraised items (in descending order): Home, Buyer, Location of home, Size of home. This shows that PGP places emphasis on the composition of the home (i.e. its size and physical features) ahead of buyers' emotions and the location of the home, whereas RFP considers the size of the home to be least important. This in turn relates to levels of prestige and exclusivity, as (in line with Western constructs) the size and location of the home is often associated with levels of social standing. Therefore, it can be said that PGP places higher alignment significance on values of prestige associated with the size of the home, and RFP also values prestige (in terms of location), but to a lesser extent.

In terms of how attitudinal meaning is conveyed (i.e. inscribed or implicit), both RFP and PGP use a mixture, although the majority are implicit (generally by a small margin) i.e. RFP uses 251 inscribed and 288 invoked and PGP 220 inscribed and 256 invoked. In 3.4 I indicate that explicit evaluations are easily retrievable from the text, whereas implicit meaning requires some shared knowledge and inferencing work from the reader, which limits the accessibility of the meaning. I also suggest that the use of both inscribed and implicit evaluations differentiates between audiences, i.e. one which can access the invoked meaning, and one which cannot. This shows that, even in the first coding, there is a hint of the separation of audiences, based on shared knowledge (which becomes clearer in the second coding).

Graduation resources in the first coding essentially re-emphasise the value sets reported on above. Across the board, Quality accounts for the highest number of intensifications (266 in RFP and 198 in PGP), which relates to the high number of Reaction instantiations in Attitude. More telling, however, is the high number of Size (40) and Extent (30) instantiations in the PGP data. Once again, this reiterates the prosody of prestige and exclusivity, based on the home's size and location, and shows that these values are promoted by PGP. These intensifications occur less frequently in the RFP data set (28 Size and 24 Extent instantiations). The types of Graduation resources used (isolating versus infusing) show that, although both estate agencies tend to be more implicit in their attitudinal evaluations, they prefer to be more explicit in the intensification of those values. I suggest in 3.4 that this may be a way of balancing the strength of the alignment strategies used by the agencies i.e. overuse of explicit meaning and intensification may come across as 'pushy' and disingenuous, whereas too much implicit meaning may come across as timid and not persuasive enough.

In terms of Engagement, both estate agencies use mostly contractive resources, specifically Pronouncement. This shows that they present themselves as the 'expert' voice, and project their arguments as the only viable option, creating a one-directional flow of information. In 3.4 I indicate

that this is typical of advertising discourse, and that a lack of engagement and input from the audience is the norm, allowing the estate agencies to assert their credibility.

In the second coding (5.4), the addition of contextual categories informed by local knowledge prompts a shift in values promoted by the estate agencies. As mentioned above, the emotions of buyers, particularly those relating to security, feature strongly in the first coding. The number of Affect evaluations remains relatively stable in both estate agencies across the first and second codings i.e. RFP: 71 in the first coding and 73 in the second; PGP: 44 in the first and 43 in the second. However, due to the overall increase in Attitude evaluations in the second coding, the number of Affect instantiations accounts for a lower percentage of the total number of Attitude evaluations i.e. in RFP, Affect accounts for 13% in the first coding, and 8.7% in the second; in PGP, the first coding accounts for 9.2%, and the second for 5.8%. This shows that both RFP and PGP place less value on buyers' emotions of Happiness, Satisfaction and Security in the second coding. Instead, there is a shift in focus to Appreciation values. With the inclusion of Exclusivity and Convenience and the increase in Composition evaluations (from 122 to 284 in RFP, and 133 to 258 in PGP), both estate agencies place more value on features of the home, such as size, location and amenities, which invoke associated values of prestige and exclusivity. These values are further emphasised in the PGP data, as they are often associated with Valuation, and account for much of the increase in the number of Valuation instantiations (from 12 to 33). It is important to note that, although Affect instantiations account for a lower percentage of the total evaluations in the second coding, it is not to say that buyers' feelings are cast aside. On the contrary, values of prestige and elitism invoked by the Appreciation evaluations are projected onto buyers, implicitly aligning them. Therefore the second coding does not reduce the value of buyers' emotions, but instead sees a shift in the emotions projected onto buyers, focusing more on prestige and exclusivity (while still appraising a small number of Affect emotions).

In 5.4.1.2 and 5.4.2.2 I show that the types of attitudinal instantiations reveal a number of insights regarding the types of meaning conveyed and the audiences for which they are intended. Firstly, implicit evaluations account overwhelmingly for the majority of meaning in both data sets (581 in RFP and 520 in PGP), indicating that much of the meaning needs inferencing to be accessed. Secondly, Implied evaluations are the most commonly employed type of implicit meaning, and, together with Provoked evaluations, are generally accessible to a wide range of audience types and mostly do not require in-depth contextual knowledge to be decoded. Thirdly, Flagged and Afforded evaluations convey the most context-specific meanings, which are aimed at a specific audience only, and require the application of appropriate local knowledge. These highly implicit meanings mostly

evaluate physical features of homes, including their size, number of rooms and features, which again invoke prestige values and contribute to the spread of these values across the text.

Similarly to the first coding, the most frequently appraised items in the second coding echo the values set up in the preceding. In RFP, the most frequently appraised items are (in descending order): Home, Size of home, Location of home. Buyer, Features of home. This list, as indicated in 5.4.1.3, showcases a different focus from that in the first coding, in that size becomes more important than location, which still features strongly. There is a distinct shift in the promotion of values relating to buyers in the RFP data. This reinforces the notion of a greater focus on the values of prestige and elitism, especially related to the size and location of homes. Similarly, in the PGP, the most frequently appraised items are (in descending order): Home, Size of home, Location of home, Buyer, Features of home. In this data set, buyers' emotions are again given less preference, and the location of the home is more highly valued. There is not as much of a shift in the values promoted in PGP as in RFP, as the first coding shows that PGP places a high value on the size of the home, and promotes prestige and elitism. The same is true in the second coding, which just re-emphasises this value set. Therefore, in a more covert coding (i.e. the second coding), RFP promotes values of prestige and exclusivity to a greater extent than in a more general coding (i.e. the first coding), where these values are more 'concealed'.

It can thus be seen that there is a difference in the promotion of values according to types of audience in RFP. On the other hand, PGP promotes the same (prestige) values in both codings, indicating that they associate themselves with these values whether they are addressing a general or intended audience. The second coding only serves to highlight and fortify this value set.

The Scale of Intensity in Graduation, too, reiterates the value sets reported on above. By attributing interpersonal weightings to each intensification instantiation, a pattern of prosodic meaning emerges. In both estate agencies, the most implicit (and inaccessible) evaluations (e.g. Flagged and Afforded) are attributed a high interpersonal weighting i.e. they are perceived as having the most powerful interpersonal impact. In 5.4.1.6 and 5.4.2.6, I show that these evaluations correlate mostly with prestige values, again highlighting their significance according to the estate agencies. Medium intensity evaluations are most common in both data sets, and relate mostly to 'expected' features of homes (e.g. the appeal, size, condition and location of the home). They are also generally accessible, and seem to be aimed at a wider, more general audience. I describe them as belonging to a 'safe area', as they are least likely to flout contextual constraints of misrepresentation. Low interpersonal weighting is used in this context as a means of 'down-playing' more mundane and lesser-valued features of the home (e.g. security), or blurring negative evaluations to make them seem more positive

(e.g. *Sweet garden* referring to a small garden). Interestingly, in order to access the intended (often negative) meaning with low intensity, the audience again needs to possess and apply shared knowledge (as with high intensity evaluations). The Scale of Intensity thus serves to propagate the prosody of elitism, and aids in either highlighting or concealing meanings. It also reinforces the idea of different levels of meanings being aimed at multiple audiences.

The Engagement system in the second coding intrigues me, as I found that with the inclusion of the Invite sub-category, a number of layers of interpersonal negotiation which are not evident in the first coding are revealed. I found that (in 5.4.2.7), contrary to the one-directional flow of information with no opportunity for engagement in the first coding, the second coding appears to be more open for audience involvement and alternative interpretation. More interestingly, this involvement is presented as an invitation with a possibility of a power shift (i.e. increasing buyers' freedom of choice), although it is never actually granted by the estate agencies, who couple their invitations with an expectation of compliance. In terms of dialogic expansion and contraction, RFP seem to be more open to alternative views, with a higher number of Entertain values, while PGP is more contractive and assertive in their evaluations, using a greater amount of Pronouncement. This suggests that PGP feels that their audience is so aligned that there is little need to open the dialogic space for alternative views, whereas RFP aims to align their audience by allowing for other constructions.

A number of insights can be deduced from the above. Firstly, a (first) general coding of the data reveals that Remax Frontier Properties places a high value on buyers' emotions and, to a lesser extent, also promotes values of prestige and exclusivity (especially in terms of location and features). A second coding reveals that, to an intended audience, Remax Frontier Properties promotes elitism to a greater extent, and places less emphasis on affective feelings of Happiness, Satisfaction and Security. There is thus a distinct shift of focus in value systems with the application of contextual and cultural knowledge. On the other hand, a general coding of Pam Golding Properties indicates that there is a strong focus on both buyers' emotions and on values of prestige and exclusivity (based especially on size and location). In the second coding, there is no distinct shift of focus, but, instead, a re-emphasis on the value set promoted in the first coding.

Secondly, both Remax Frontier and Pam Golding Properties convey two levels of meaning to two different audiences, based on the audience's level of shared knowledge. In the Remax Frontier Properties data, there is a distinct difference in the meanings aimed at a general audience and an intended audience, and two different value sets are promoted. This indicates that, as an agency, Remax Frontier Properties projects themselves to a general audience as being more 'middle-class' orientated, focusing on buyers' feelings of security and satisfaction, but, to an intended audience, as

also promoting ‘upper-class’ values. Pam Golding Properties, on the other hand, promotes values of prestige and elitism to both sets of audience (general and intended), associating themselves with ‘upper-class’ values from the beginning. However, the full extent of this association is only available to the intended audience. These insights indicate that, in a context of compromise where more than one level of meaning is conveyed, the levels can differ in terms of content (e.g. RFP) or degree of transparency (e.g. PGP).

Thirdly, the revised APPRAISAL framework demonstrates its capability in teasing out fuller, more detailed and nuanced aspects of interpersonal meaning in the property advertising data, enabling a richer, truer account of the social semiotics at play.

Although my revised version of the APPRAISAL framework helped me to reach a more contextually-aware account of interpersonal meaning in the property advertising data, it is necessary to point out its flaws and report on the limitations I experienced in applying it to the data. These are detailed next.

6.4 Limitations of the Revised APPRAISAL Framework

In what follows, I discuss the obstacle of analyst subjectivity and indicate the measures I take in this study to combat it, the difficulties in the construction of an ‘ideal audience’ in the property advertisement context, and other general points of contention arising from the application of the revised framework to the property data.

6.4.1 Analyst Subjectivity

One of the biggest challenges posed in discourse analyses (where interpretation is more open to subjective views), is analyst subjectivity. In order to reduce the risk of unbridled subjectivity, it is necessary to set checks against which one can measure one’s subjectivity. In what follows, I describe a number of checks that I used to constrain my levels of subjectivity when analysing, coding and interpreting my data, as well as when compiling this report (some of which checks coincide with points already raised in Chapters 1-5). It must be noted, however, that there is always space for subjectivity and absolute objectivity cannot be achieved. Indeed, given that we are dealing with meaning, it is both inevitable and desirable that absolute standards of objectivity are not envisaged. Some of the checks I applied are listed below.

1. In APPRAISAL theory, Martin & White’s (2005) framework is very detailed and specific in its structure (in terms of the systems, categories and sub-categories, as detailed in 2.2) and only allows for very specific types of meaning and evaluation to be coded, which shape and constrain the paradigmatic range of interpersonal meaning options available to the analyst.

For example, only values of Happiness, Satisfaction and Security are recognised as emotions in the original framework, and in a strict coding using this framework, additional emotional values cannot be included. In addition, the core values of APPRAISAL (i.e. the use of affect and evaluation to position an audience in certain ways so as to align them, cf. chapters 1 and 2), are also powerful constraining influences, and direct interpretation so as to capture these values i.e. the ultimate purpose of APPRAISAL analyses constrains the way in which that analysis is carried out, but does not guarantee that it is complete. Put differently, both the values underpinning the framework and the actual structure of the framework limit the meaning choices that can be made, making it more difficult for analysts to exercise undue subjectivity in the types of meaning they entertain. I carried out my first data coding most deliberately, keeping my meaning choices strictly limited to those which the framework permits. This was particularly difficult, as I essentially had to undo and ignore insights gained from my Honours research, and had to learn to look at the data and apply the framework anew, from a 'strict' Martin & White (2005) perspective.

2. Prosody, and the construction of an evaluative 'key' which resonates and spreads across the text, is another highly significant means of constraining coding choices and respecting certain flows of meaning in a discourse (and of preventing the analyst from 'straying' too far from the sender's intended constellation of interpersonal meanings). When coding data, it is important that specific instances are not done without recognition of the influence of all the APPRAISAL systems (i.e. coding Attitude values without considering their intensification and interpersonal effect). Although this is difficult, as the framework does not easily allow concurrent coding across the three systems (cf. 6.5 for further comment on this point), prosodic meaning acts as a link between these systems and draws them together. For example, prosodies of intensification (cf. 2.4) flag interpersonal meaning in seemingly non-attitudinal lexis through intensification, and highlight elements of both the Attitude and Graduation systems. Without this link between the systems, much of the attitudinal meaning would be lost. In conjunction, prosodies of domination and saturation act as signposts of interpersonal meaning, and both colour and constrain the surrounding text, shaping the meaning choices available. Prosodies of saturation, for example, alert readers/analysts to how the surrounding text should be read, and in this way delineate the parameters of coding and interpretation. These prosodic guidelines make it easier for readers/analysts to interpret the text as it was intended, even when the interpersonal meaning may not be overt. In my study I accordingly follow the prosodic guides offered in the texts, and refer to them in my interpretation

(especially in the second coding, where I am acutely aware of prosodies of intensification and saturation acting as flags of meaning, see ‘flagged’ and ‘afforded’ meanings in 4.3 and 5.4).

3. In 1.4 I declare my cultural background and affiliations, as well as my reading position, acknowledging and stating important dimensions of my subjectivity. Throughout the thesis I refer to (a simplified, working definition of) Western culture and indicate how some of the values accepted as the norm by its members influence my interpretation. I also acknowledge throughout that members of other cultures (and sub-cultures: cf. the general and intended readers I refer to) may not share and align equally with the Western values and interpretations favoured in my analyses.
4. I describe the additional sub-categories that I propose to the revised framework as ‘local’ or ‘context-driven’ and as ‘text-driven’ (see, for example, 4.2). The proposed categories are thus informed by the property advertisement text and its existence (and meaningfulness) in the Grahamstown property market context. Therefore, although my Western cultural background and socialisation into the Grahamstown context (within my roles of student, resident and analyst) had an influence on the way in which I read the data, and in what I considered to be important values (which were not accommodated in the original framework e.g. convenience of a home), the actual advertisement text and the specificities of the Grahamstown context informed the proposed sub-categories. The co-text and the context act as checks on coding choices, as I was obliged to reconsider what was happening cumulatively in terms of the development of the meanings that are construed, and so refer back to the text and context. This ultimately grounded my coding, analysis and interpretation in the text, keeping my meaning choices text-driven. The fact that Pounds (2011; 2012) included similar context-driven amendments in her studies (discussed in 4.2) also reassured me that my proposed categories are not random, and that they would be likely to be acceptable in a property advertising genre.

All of these checks reassured me that I was not overly subjective in any area of this study. My choices in this study (influenced by my frames of reference, and constrained by the four checks listed above) reflect social meaning as it is constructed in my context and culture, and are therefore not simply subjective, but instead are culturally and contextually-specific. However, there is in reality always space for subjectivity in analyses of this type. This is because in Systemic Functional Linguistics we are concerned, in part, with the subjective emotions and evaluations used to form relationships between text producers and audiences. In property advertising discourse, especially, the subjective feelings of readers are important as they are used and manipulated by text producers as alignment

strategies (cf. 3.4). To access these feelings (so as to analyse the interpersonal interactions), it is necessary for analysts to take on the role of a member of the ideal audience, and to read the text from an ideal reader's perspective (which may, to an extent, be subjective). A purely objective stance (in which analysts would be considered as part of an external audience, which does not take cultural affiliations and associated emotions into account) would result in significant nuances in meaning being overlooked by the analyst.

6.4.2 The Ideal Audience

Throughout the thesis, I refer to an 'ideal audience' (e.g. in 4.1), a notion which is significant in the first data coding, but becomes even more so in the second coding. In a discourse of compromise (4.1) where different levels of meaning are aimed at different audiences, it is important to be able to characterise the ideal audience and the assumptions underlying what the ideal reader/buyer knows and wants, to distinguish it from an external audience. However, because print advertising is so widely distributed and readily available, property advertisements reach a wide range of audiences, and it is difficult to pin down exactly what an ideal audience may be, what the specific details of membership to such an audience are, and what shared knowledge they should possess. It is also almost impossible to assume that every member of the audience experiencing the property advertisements will share the same qualities, due to the wide range of cultures, races, social groups and ages that make up the community. Therefore, if intended meaning is only accessible to those with shared knowledge, a large number of potential buyers (who may be interested in becoming a part of the intended audience, but do not possess the necessary schemata) will be excluded. To some extent, this defeats the purpose of advertising i.e. aligning both intended and non-intended audiences. However, for the purpose of this thesis (as indicated in 1.4), I constructed (and have treated the notion of) the ideal audience as being residents of Grahamstown (or buyers interested in living in Grahamstown, who view favourably the prospect of living in Grahamstown), who have specific contextual and cultural knowledge of the town and its community, and who understand (or share) similar Western values. It is worth considering whether an ethnographic collection of opinions from an 'insider' audience would be an additional credible external means of checking the authenticity of my interpretations in this thesis. Additionally, further exploration of the notion of an ideal audience in general is called for.

6.4.3 Revised Framework Concerns

In terms of the application of the revised APPRAISAL framework to the property data, there are three general points of contention that arise. I briefly outline these points of concern here, and expand upon them in what follows. The first relates to the context-specificity of the Scale of Intensity in Graduation, and the difficulties experienced in assigning interpersonal weighting values to

instantiations. The second is the limiting ‘polar opposite’ nature of dialogic space, which makes it difficult to depict degrees of dialogic contraction or expansion accurately. The third general point of contention relates to the possibility of the revised framework’s generalisability in other contexts, especially in incorporating and adapting the changes proposed to the Graduation and Engagement systems (cf. 4.2).

A Scale of Intensity, included in the Graduation sub-system of the revised framework, was proposed (in 4.2) to distinguish between the different levels of interpersonal impact, which is done by assigning ‘weighting’ to intensifications i.e. to determine whether one intensification is more or less interpersonally ‘strong’ than another. In 4.2, I emphasise that these levels of weighting are contextually- and culturally-specific, and that buyers need to possess shared knowledge to be able to distinguish between these levels. Similarly to Hood & Forey (2008), who assign numerical values to different levels of interpersonal meaning (cf. 4.2), I devised a guide (indicating low, medium and high weighting) for attributing interpersonal weighting based on the number of rooms and facilities in homes (cf. guide to coding numbers, page 114, and 5.2.2, 5.4.1.6 and 5.4.2.6) which made it easier to be consistent in coding instantiations including these features. I based these guidelines on socialised norms of what is considered to be small, medium and large homes in terms of the number of rooms they possess. However, this guide is not all-inclusive, as it is only applicable to instantiations of number, and excludes lexical intensifications (e.g. *4/5 bedrooms* versus *Magnificent home*). This became problematic as I found that I had difficulty categorising instantiations which could be classified as ‘borderline’ in terms of having a low, medium or high level of intensity, and are not accommodated in the revised framework. For example, the terms *luxury* and *upmarket* could be coded as either Medium or High and, because the distinction between these levels of intensity is ‘fuzzy’ in this case, I chose to code them both as Medium. I treated the medium level of intensity as a ‘safe zone’ (see 5.4.1.6 and 5.4.2.6), so as to accommodate those ‘blurry’ intensifications, which could fit into two of the three levels (i.e. Medium and High, or Low and Medium). I use the term ‘safe’, as I felt that it would be less risky (in terms of possibly attributing the ‘wrong’ strength of interpersonal effect) to code these ‘fuzzy’ intensifications as having a ‘middle of the road’ intensity, than to code them explicitly as having low or high intensity. This is because I was unsure of where to draw the boundary lines between the three levels of intensity. Interestingly, though, property advertising discourse (often referred to as ‘real estatesese’, cf. 2.3.3) is commonly known to be intentionally vague, and is said to “suggest an inbuilt deceptiveness, which obfuscates more than it clarifies” (Hadfield & Hadfield 2006: 73). It is possible, then, that the boundary lines distinguishing the levels of intensity are intentionally blurred, so as to misguide buyers. This relates back to notion of compromise and the projection of different meanings to different audiences. Therefore, it is worth considering different

means of attributing interpersonal weighting in the property advertising discourse where the intended meaning is often unclear, in order to develop a more multifaceted Graduation system.

In 4.2.3 I grappled with the idea of shifting the view of Monoglossia and Heteroglossia in Engagement as polar opposites to one which sees them as existing along a continuum of dialogic strength, supported by work done by Smith & Adendorff (2014). This was spurred on by the fact that the data contains instantiations which are somewhere between dialogically expansive and contractive (e.g. *Call to view* is more expansive than say, *Pronounce*, but less expansive than *Entertain*). In an attempt to accommodate these instantiations, I suggested an additional sub-category, *Invite*, to the Engagement system. However, I ran into difficulty when finding placement for this sub-category in the framework, as there is currently no way of indicating varying degrees of dialogic space. In addition, these invitation instantiations, as indicated in 4.2.3, encode a double layer of meaning where the invitation (dialogically expansive) is essentially disingenuous, and the interpersonal effect is less expansive than is evident on the surface. The framework, again, cannot accommodate this double-edged meaning, which, as I show in chapter 5, is a powerful persuasive strategy. As a result, I placed the *Invite* sub-category within *Entertain*, as, on the surface, its instantiations appear to be dialogically expansive to buyers. However, as the analyst, I know that there are deeper strategies occurring within these instantiations, and I found it frustrating not to be able to present these strategies in the framework. The linear presentation of the framework (see samples of my coding in Appendices C and E), which shows how instantiations are coded in one dimension) may need to be reconsidered, to be able to accommodate and represent multiple facets of dialogic space and multiple levels of engagement.

Throughout this report (see, for example, 4.4) I emphasise that the revisions I suggest to the original APPRAISAL framework are contextually- and culturally-specific, and that they are included to enable a richer, more detailed and more contextually-aware depiction of interpersonal choices specifically in Remax Frontier and Pam Golding Properties' property advertisements in Grahamstown. The extent of this specificity is demonstrated in the sub-categories *Exclusivity* and *Convenience in Attitude* (Pounds 2012, too, includes similar sub-categories in her analysis of property advertisement data, see 4.2.1), which, outside of the property advertising discourse, are mostly obsolete. Similarly, the guide that I devised for the Scale of Intensity (cf. page 114) relies on specific contextual details (the number of rooms) and on cultural and social norms (what is considered to be small, medium, large, etc.). Even the levels of intensity for lexical items are affected by discourse-specific traits in this context (e.g. real-estatese) in that the boundaries between the levels are intentionally blurred. In Engagement, the *Invite* sub-category is also typically discourse-specific to advertising (although it could be applied to other forms of advertising, for example, television

advertisements which invite audiences to call a salesperson/visit their store). As the revised framework stands, it is difficult to comment on whether it is generalisable to other discourses or contexts, as it is tailored to represent interpersonal meaning fully in this specific context (Grahamstown property advertising). However, I do believe that some of the ideas upon which these context-specific categories are based can be adapted to use in a wide range of contexts. For example, the Scale of Intensity in Graduation is my interpretation of an interpersonal weighting system. This concept has been used previously in contexts such as academic writing (Hood & Forey 2008), and, I believe, has the potential to be used in a wide range of discourses and contexts (for example, in those contexts which use intensification for comparison i.e. where one thing is presented more favourably than another and given a higher interpersonal value, e.g. in academic arguments or political debates). It is important, however, to ensure that a weighting system of this kind is adapted in such a way that contextual and cultural knowledge is applicable, to make it relevant to each specific context (i.e. it needs to be text-driven, and suited to the context in which it occurs).

The principles underpinning the view of Engagement values existing along a spectrum of dialogic strength can also be incorporated into analyses of other discourses, especially because it broadens the options of degrees of dialogic space to analysts. Although there is currently no means of displaying these options in the APPRAISAL framework (as indicated above and discussed again in 6.5 below), I believe that, by changing one's perspective on dialogic space (i.e. moving away from seeing Monoglossia and Heteroglossia as polar opposites) one can access a wider range of alignment strategies. For example, by applying this view to my data (in the second coding and analysis) I found that I was able to uncover interesting alignment strategies (e.g. internal power struggles, enabled by invitations which provide a false sense of power, and which place strong expectations of compliance on the audience, cf. 5.4.2.7) which are contrary to the strategies traditionally associated with property advertisements (i.e. non-reciprocity between participants, with most of the power held by producers, cf. 2.3). This shows how, just by adjusting one's perspective on the 'polarity' of engagement values (e.g. either contractive or expansive) one can access greater possibilities of alignment strategies. Therefore, I believe that this concept can be adapted for use in other contexts, especially in those which have traditionally (or socially-constructed) 'rules' of how participants should interact in the discourse, or of power roles and distribution, for example classroom/academic discourses, legal and medical discourses and even political discourse, in order to challenge and possibly reinvent these socialised norms.

In considering my revised framework and the suggestions I propose be included, I believe that my research suggests that Martin & White's (2005) APPRAISAL framework is robust and multifaceted and, given the proviso that one imbues one's coding with close contextual insight, it is still a viable

framework. I do speculate that, in time, others might find discourses which cause some of the fundamentals of the framework to be challenged, and in need of revision.

6.5 Suggestions for Further Research

My motivation for this thesis, as indicated in 1.1, and fuelled by the experience of writing my Honours research report, was to push the boundaries of the APPRAISAL framework to discover the possibilities for more detailed, intricate accommodations and representations of interpersonal meaning. I wanted to find a way of developing the framework to make it more attuned to the finer contextual and cultural aspects of meaning, especially in an interpersonally-rich discourse such as property advertising. Although I feel that, through this thesis, I have added valuable insight into the flexibility and development-potential of the APPRAISAL framework, as well as into property advertising discourse, it is but a scratch on the surface of the research potential that can be carried out on the framework, its application to discourse in context, and on features relating to it.

Based on my experience of carrying out this study, I feel that I have paved the way for a number of possible further research avenues, which follow:

1. I suggest that an in-depth testing of the APPRAISAL framework's flexibility be carried out, to determine at what point it can no longer be considered multifaceted, but instead a new model of analysis with a different set of fundamentals. This could be a comparative study (similar to my study) in which a number of versions of the APPRAISAL framework could be tested, to determine its point of 'saturation', before it loses its core values. It could also be comparative across a variety of contexts, to determine if different discourses yield different results regarding the 'saturation' point of the framework.
2. I would be interested in developing Adendorff & Pienaar's (2013) notion of a discourse of compromise, by applying it to other contexts in which linguistic choices are constrained. For example, it could possibly be applied to South African court-rooms or political debates, set against the backdrop of reform and redress (following 20 years of post-Apartheid democracy), which are often rich in innuendo, politically- and historically-charged, with context-specific neologisms. In conjunction, the notions of the ideal and external audiences, and varying levels of meaning aimed at different audiences, could be explored in these types of discourses as the target audience would be more clearly defined and characterised (compared with the uncertainty surrounding a property advertising ideal audience). This could also provide insight into how many levels of meaning are actually projected, and to whom, as well as whether different contexts would vary in the number of levels of meaning projected. It may also be interesting to apply the concept of multiple meaning levels to contexts which are not

traditionally ‘constrained’, to determine the extent, if any, to which different levels of meaning are projected.

3. As a ‘prong’ of a study such as that described in (2) above, a deeper consideration and investigation of invoked meaning and types of multiple coding used (as suggested in 4.3) will be a highly effective means of gaining insight into alignment strategies employed. This is especially so in the case of multiple levels of meaning and split audiences (as indicated above), but will also be suitable for use in APPRAISAL analyses of any discourse.
4. Using APPRAISAL and Ethnographic methodologies, an exploration of the notion of subjectivity in a context that projects meaning to multiple audiences, and an investigation of the criteria for judging the adequacy and authenticity of analysis (occurring at multiple levels of audience) would be fruitful.
5. As a comparative study, I would be interested in carrying out a property advertising investigation (similar to that conducted in this thesis), based on advertisements aimed at the less affluent Grahamstown residents (i.e. those requiring low-cost housing) in the township areas (cf. 1.3). This could yield interesting insights regarding the linguistic devices and alignment strategies used, and provide clarification into the membership of what appears to be ‘ideal’ (or ‘insider’) and ‘external’ audiences in the Grahamstown context.
6. I propose a comparative study of the Grahamstown property market and other areas classified as ‘student-orientated’ towns (e.g. Stellenbosch), to assess whether the property market context described in this thesis is unique to Grahamstown or to small-town university-dominated contexts in general.
7. My Scale of Intensity could be adapted and regulated to make it more generally applicable across a wider range of contexts, possibly by implementing a system of numerical values, which would allow for more accurate calculations of the strength of interpersonal weighting. This could include a review and development of Hood and Forey’s (2008) system of interpersonal weighting.
8. I believe that a review of the Engagement system and the implementation of a continuum for plotting dialogic strength (developing ideas introduced by Smith & Adendorff 2014) is necessary. This includes a review of the representation of Engagement values, which would need to do away with the either/or representation of meaning choices. An adapted, Engagement-version of the Scale of Intensity may be applicable here. The introduction of a scalar view of Engagement could yield interesting results for contexts in which pre-determined, socialised roles and (mostly unequal) power relations have been set up (as indicated in 6.4), as it may reveal covert alignment strategies, and attempts to ‘challenge’

these roles by participants. These contexts could include, for example, academia, socio-political discourses (e.g. government, politics, social work, etc.), legal and medical discourses, etc.

9. To represent the prosodic flow of meaning (including peaks and valleys), a reinvention of the presentation of APPRAISAL coding i.e. the introduction of a concurrent coding system, would be useful for future analyses. A system of this kind would also ensure that subjectivity in coding and analysing is appropriately accommodated, and would allow for the coding and visualisation of one instantiation across all three systems concurrently. This would enhance and make clearer the overall ‘bigger picture’ of APPRAISAL analyses (which may help in the teaching of APPRAISAL theory and the framework, see 1.1 for my first encounter with the framework). Additionally, statistical analyses of coding would show more clearly the relationships between (and within) the APPRAISAL systems. Validation of the statistics in this research and all subsequent research would be desirable. An example of how statistical tests may be used in APPRAISAL research is illustrated in MacKay & Parkinson (2009), where, for instance, a statistical *t-test* is used to determine whether the difference in number of instantiations is statistically significant.

In conclusion, Martin & White (2005) indicate that APPRAISAL theory and the APPRAISAL framework should be seen as a work in progress and as a resource for further development in Systemic Functional Linguistics and the notion of interpersonal meaning. I believe that this thesis and the insights it yields can be viewed as one of many ‘stepping stones’ in this path of development, and as creating awareness and further research avenues for the possibilities and capabilities of APPRAISAL analysis.

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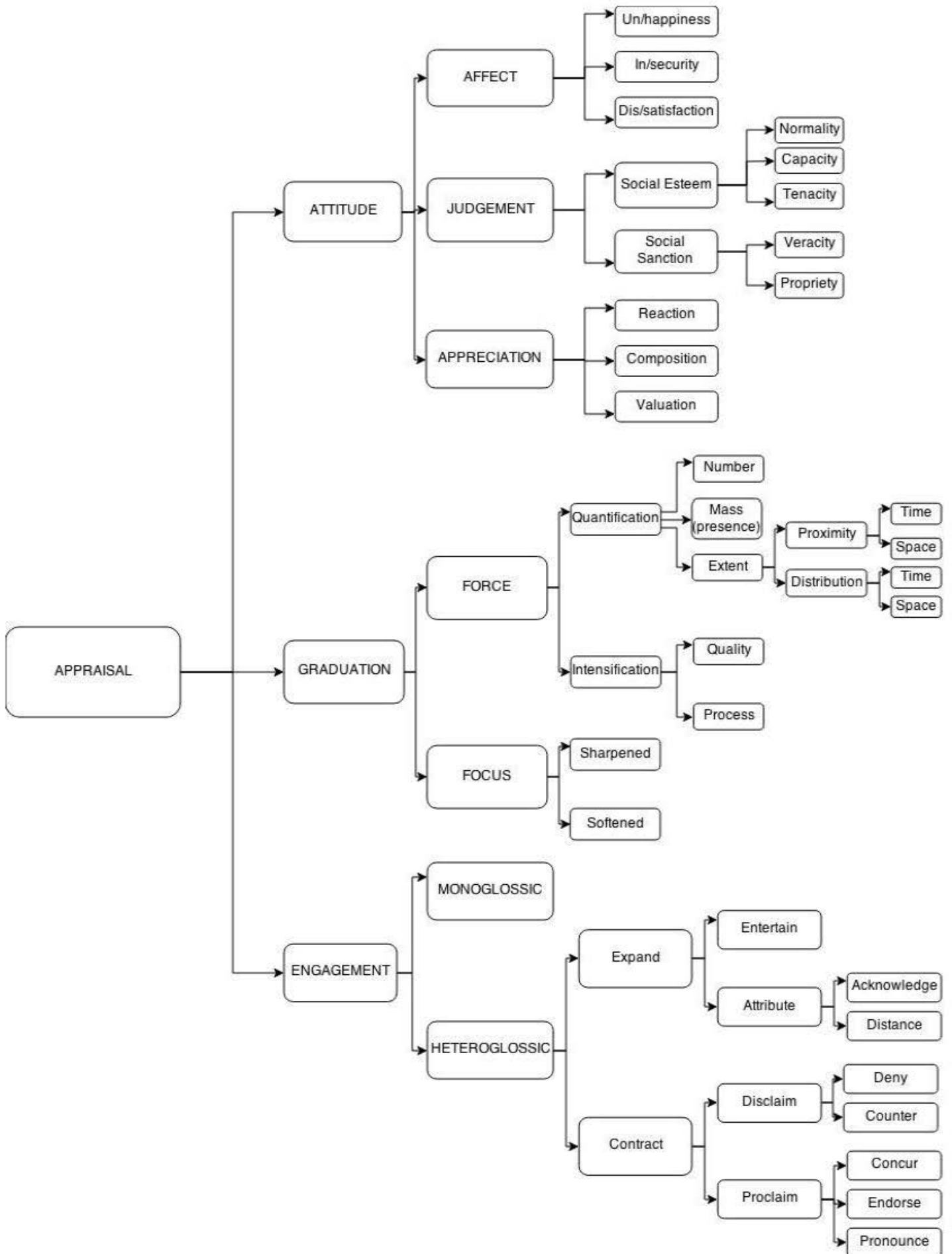
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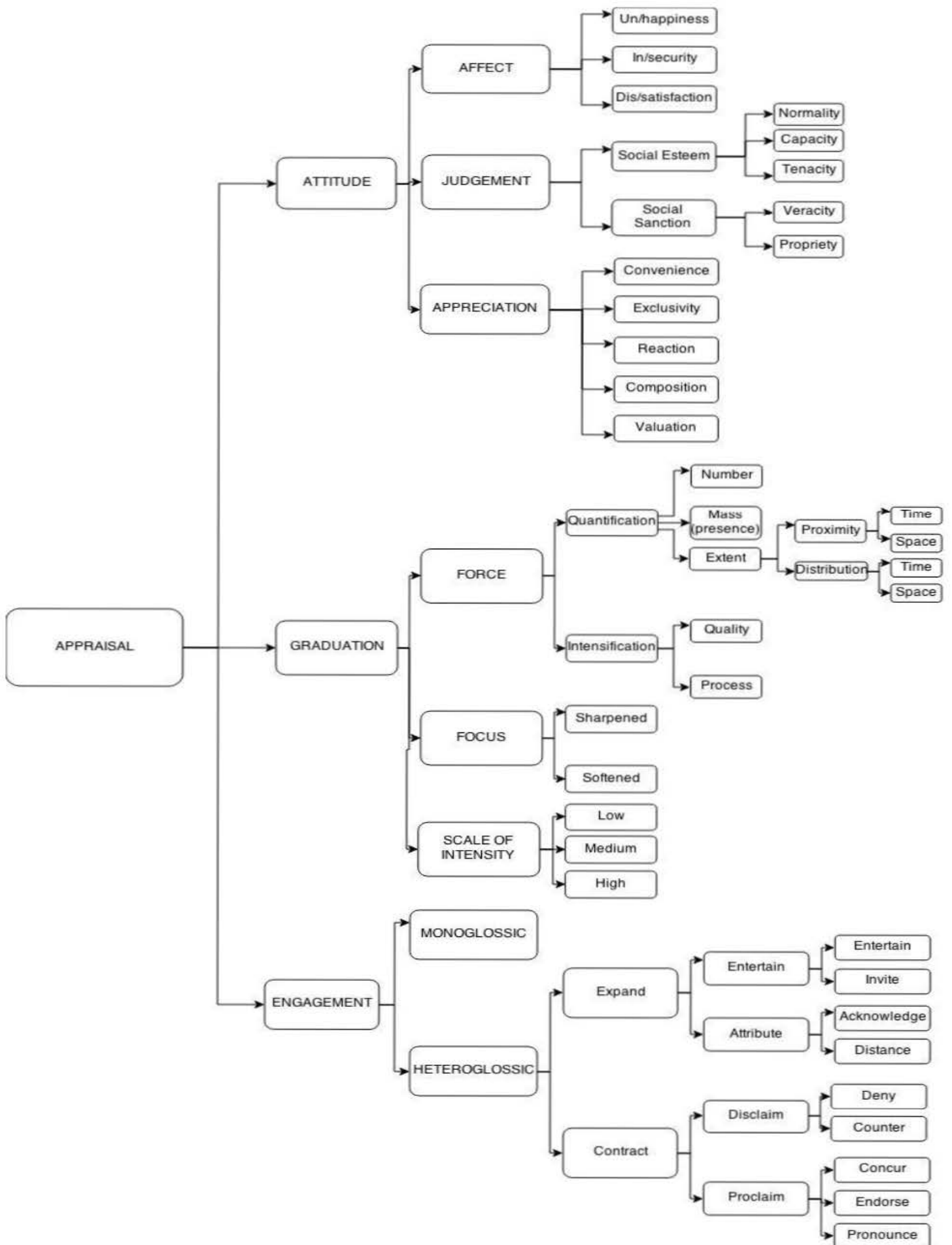
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A1: Kingsview Estate**Signature Home with Elegant Touches**

Make this your luxurious sanctuary where effortless living, privacy and entertaining are part of the deal. Prestigiously positioned in tranquil settings this home has classical tones, up-market features and is to be considered as “the cherry on top”. Offers airconditioning throughout, magnificent garden with sprinklers and amazing views. Double automated garage. All this in Grahamstown top security estate – 24 hour guard, cameras and electric fencing.

A2: Sunnyside

Comfortable 3 bedroomed home in a quiet secure complex. Large open plan living with double doors leading out to an enclosed easily manageable garden. 2 bathrooms and single garage. Excellent price and in very good condition. Affordable levies

A3: Kings Gardens

2 bedrooms, en-suite, guest toilet, open plan living. Situated in secure complex with 24 hour security guard, surveillance camera and electrical fence. Private enclosed garden and undercover parking. Communal swimming pool

A4: Sunnyside**Olde Worlde Charm**

This large home offers ample accommodation. Ideal for a family or student digs. Outside flat for extra income.

A5: Briar Rose**North-Facing with Magnificent Views**

Top quality finishes throughout, 3 bedrooms, open plan living area and kitchen, under floor heating. Double doors out to patio. Also included, washing machine, tumble dryer, fridge, oven and hob. Walk through gate to St Andrew’s College Lower Field.

A6: Briar Rose**Facing St Andrew’s Field**

This unit is on the 2nd floor. Top quality finishes throughout, 3 bedrooms, 2 bathrooms, open plan living, granite top kitchen.

A7: Sunnyside**Price Reduction****Perfect Family Home for the Discerning Buyer**

Comprising of 3 bedrooms, 2 bathrooms, warm lounge leading into bar room. Bright, sunny kitchen, swimming pool, 3 carports and nice sized garden.

A8: Westhill

Call to view this fantastically located townhouse, close to St Andrew’s College, DSG and Rhodes. Open plan living area, ideal as a lock-up-and-go or young/old couple.

A9: Central

38 Victorian Home in Need of TLC in Oatlands area. 5 bedrooms, study, 2 full bathrooms, lounge,
39 TV lounge and kitchen. Yellowwood floors throughout. 2 garages.

40 **A10: Hill 60**

41 **Executive Home with Family in Mind**

42 Magnificent home, quality craftsmanship throughout. Set in large gardens with magnificent
43 views, includes tennis court and outdoor pizza oven/braai area.

44 **A11: Rivermead**

45 **Secluded Luxury**

46 Upmarket home boasting 4 bedrooms each with own bathroom and 3 separate living spaces.
47 Lush elevated garden with pool and views. Understated luxury at its best.

48 **A12: Luke Place – Central**

49 **Upmarket Apartments**

50 3 bed/2 baths in secure complex. Beautifully finished, fully equipped with washing machine,
51 tumble drier, fried/freezer, microwave, blinds/curtains all in the CBD, close to everything.

52 **A13: Sunnyside**

53 **Entry Level Home Ownership**

54 A cosy bachelor flat, in neat and quiet complex, safe and secure, undercover parking. The
55 perfect place for you.

56 **A14: Character Cottage**

57 Delightful Cottage situated near Rhodes and the city. Lovely wooden floors, high ceilings,
58 courtyard garden and lots more. Perfect 1st home.

59 **A15: Sunnyside**

60 **Superb Family Home**

61 A beautiful 4/5 bedroom home tucked away in a peaceful street, modernised, ideal for an
62 executive family.

63 **A16: Kingswood**

64 Peaceful tranquil surrounds. Spacious one bedroom apartment in a secure complex. Only 4
65 units in this complex. Call to view before you are too late.

66 **A17: Central**

67 **Who Needs a Car when you Live Here?**

68 Spacious ground floor apartment opening onto a lawned garden, great for lock up and go
69 parents or an investment property.

70 **A18: Kingswood**

71 **Ultimate Destination**

Beautifully proportioned Victoria renovated into a contemporary beauty. Consists of 4 bed/4 bath, 3 living spaces, huge outdoor entertainment, guest garden cottage (94 sqm), office, swimming pool and double garage. Situated on 3241 sqms on Kingswood College doorstep and approximately 1.2 km away from St Andrew's/DSG, this is a one of a kind of home for a discerning buyer.

A19: Brilliant Location

400m from Rhodes, 50m from Peppergrove Mall, 20m from St Andrew's College. Grahamstown's largest developers have once again found the gap in the local market designed to meet the never ending demand for: investors for rental income, lock-up-and-go parents, parents purchasing for their children, first time home buyers, couples, singles. 39 sqm – one bedroom, open plan lounge, kitchens, bathroom, patio with views, granite kitchen and dual fuel oven.

A20: Oatlands North

Immaculate Home

Entertainer's Dream

Open plan receptions with luxurious kitchen. Bar room with built in braai leading out to lapa/entertainment area with 2nd built in braai, overlooking sparkling pool with magnificent views of our city. Consists of 3 bedrooms, 2 full bathrooms, double garage and 1 bedroom flat (separate to house for extra income).

A21: One on Luke

Fantastic Buy!!!

Priced to sell. 3 bedroom unit with rental of R 7800 to single professional. Brand new, top quality finishes, whiteware included. Be quick this is a brilliant return!

A22: CBD

Near Rhodes and DSG

2 bedroom settler style, so full of char with delightful secluded garden enclosed with high original stone walls. Great value for money.

A23: Central

Perfect for a Couple

Walking distance to Rhodes University and St Andrew's College and DSG. A large 2 bedroom apartment with French doors onto lawn. Great buy. Also good investment property.

A24: Kings Gardens

2 bedrooms, en-suite, guest toilet, open plan living. Situated in secure complex with 24 h security guard, surveillance camera and electrical fence. Private enclosed garden.

A25: Kingswood

Neat and Tidy

3 bedroom home close to Kingswood College, 2 bathrooms and single garage.

109	A26: Somerset Heights
110	Immaculate Home
111	Fantastic for first time home owners. This well loves home has its owner moving to New
112	Zealand. Excellent value for money.
113	A27: Sunnyside
114	Full of Charm
115	Gorgeous 3 bed cottage, walking distance to Rhodes, Victoria Girls and V.P. Add your own
116	touches, you can move in immediately. Don't miss this one!
117	A28: Central
118	Very neat 2 bedroom apartment – close to all amenities.
119	A29: Sunnyside
120	This gracious old settler home boasts beautiful wooden floors with large spacious rooms and
121	wide passage. 5 bedrooms, 2 bathrooms and outside flat, fully let for 2012, for extra income.
122	A30: Oatlands
123	The Best Address
124	Move right in to this spacious home. Perfect to renovate but can live in as is. Available to move
125	in immediately. Come see!
126	A31: Westhill
127	Tranquil living – Top Location – Magnificent Views.
128	This home is located in one of Grahamstown's top streets. With some TLC this home could be
129	one of the city's best.
130	A32: Sunnyside
131	A Good Buy
132	3 bedroom house with beautiful wooden floors, lounge, 1 full bathroom and jitchen. Outside
133	one bedroom flat with lounge, kitchenette and bathroom.
134	A33: Oatlands
135	Exclusive Stylish Home in one of Grahamstown's top suburbs. This splendid home offers 3
136	bedrooms, study, 2 bathrooms (one-on-suite). Large lounge leading out to cosy patio and
137	garden.
138	A34: Oatland's Place
139	Bright and Spacious
140	Well-finished North Facing 3 bedroom duplex in a quiet secure complex. Downstairs lounge
141	leading onto enclosed well manicured tranquil garden. Single automated garage.
142	A35: Westhill
143	The Right Address

Call me to view this property which is a stone's throw away from St Andrew's Prep fields, home comprising of 4 bedrooms, 2 bathrooms and an open balcony with city views.

A36: Central

Brand New Spacious and Upmarket

3 bedroom unit – en suite, in secure complex with amazing views of our city is an excellent investment for any discerning buyer. Open plan living.

A37: Kings Manor

Lovely 3 bedroom townhouse in popular complex. Modern open-plan living, enclosed garden, garage and braai area. Easy living, currently let.

A38: Sunnyside

Super Bright Spacious Home

Surrounded by a peaceful garden and sparkling pool. This home offers 3 bedrooms, 1 full bathroom and large lounge. Kitchen with eye-level oven and hob. PLUS one bedroom flat for extra income.

A39: Kingswood

Priced to Sell

Perfect for a first time home buyer or young married couple. Make this home yours to love with a little TLC. 3 bedrooms, 1 bathroom and separate WC.

A40: The Greens

The Best Investment

2 bedroom unit in most sought-after student village. Walk through to Pick 'n' Pay centre. Ideal for investors and parents. Fully let for 2012.

A41: Kingswood

Elegant and Secure

Sought after area. This spacious light and bright 3 bedroom lock up and go unit is ideal for a family of Kingswood/Graeme parent. Living and dining room with open plan kitchen, 2 bathrooms – one en suite. Double garage and communal swimming pool in the complex

A42: Westhill

Character 3 bedroom cottage with sunny, secluded garden, situated a stone's throw away from St Andrews.

A43: Hill 60

Family Home

With 2 bachelor flats for extra income. This home offers 3 bedrooms, 2 bathrooms, study, lounge, open plan dining room/TV lounge and kitchen. Small swimming pool and 2 bachelor flats (rented for 2011) which can help pay your bond.

A44: Grey Rose

180 **Location, Location, Location**

181 This centrally situated 3 bedroomed ground floor flat is perfect as student investment or lock
182 up and go for out of town parents. This flat opens out to a sunny garden. Open plan lounge and
183 kitchen with 1 bathroom. Close to Pick 'n Pay, Rhodes and St Andrew's. Off street parking.

184 **A45: Oatlands North**

185 **Fantastic Family Home with Everything you Need**

186 This immaculate home sits in an elevated position with lovely views. Close to Kingswood and
187 Graeme College. Flat and swimming pool too. Kids can walk to school.

188 **A46: Kingsview Estate**

189 **Perfect for Sundowners**

190 Live in this stunning unit comprising of 2 bedroom en-suite, bedroom/study. 3 Bathrooms, open
191 plan living leading onto patio with awesome views. Automated double garage and under-floor
192 heating.

193 **A47: Briar rose**

194 Top quality finishes throughout. Fully equipped granite kitchen. 3 bedrooms, open plan living
195 area and kitchen, under floor heating. Double doors out to patio. Walk through gate to Lower
196 field at St Andre's College. Also included: washing machine, tumble dryer, fridge, oven and hob

197 **A48: Hill 60**

198 **Create your Dream Home**

199 Architecturally designed home in need of a revamp. Great spaces, great area. Add your touch.
200 Offers on asking price are invited

201 **A49: Sunnyside**

202 **Executive Town House**

203 In secluded setting with lovely bird filled indigenous gardens. Immaculate ¾ bedroom, fully
204 secured property. A rare find, call today and view.

205 **A50: Kingsview**

206 One of only four North facing units in this complex. This unit has complete privacy and lovely
207 views. 24 hour security complex with communal swimming pool and tennis courts. Comprises
208 of 2/3 bedrooms, 3 bathrooms and bright open plan living area with stunning kitchen and
209 double automated garage. Call before you are too late.

210 **A51: Kings Terrace**

211 **Brand New Development**

212 Immediate occupation. 4 bedrooms en-suite upstairs, open plan living downstairs. Solar
213 heating, animal friendly, good secure complex, rain water tank.

214 **A52: Close to St Andrews**

215 Top quality finishes throughout, 3 bedrooms, open plan living area and kitchen, under floor
 216 heating. Double doors out to patio. Also included, washing machine, tumble dryer, fridge, oven
 217 and hob.

218 **A53: Somerset Heights**

219 One of a kind. Situated in Somerset Heights within a secure complex. Comprises of 3 bedrooms,
 220 2 large bathrooms (one on-suite). Open plan living, lounge, dining room, kitchen and double
 221 automated garage. All this nestled in a picture perfect garden.

222 **A54: Somerset Heights**

223 **Signature Home with Elegant Touches**

224 Make this your luxurious sanctity where effortless living, privacy and entertaining are part of
 225 the deal. 4 bedrooms, 2 bathrooms, lounge, open plan dining room and sunny kitchen.

226 **A55: Oatlands**

227 Exclusive stylish home in one of Grahamstown's top suburbs. This splendid home offers 3
 228 bedrooms, study, 2 bathrooms (one on-suite). Large lounge leading out to cosy patio and
 229 garden. Large kitchen with breakfast room, dining room, separate laundry and double garage.
 230 Perfect for a family or lock up and go parent.

231 **A56: Somerset Heights**

232 **Simply Irresistible**

233 Excellent price. Beautiful home with best views of our city. 4 sunny bedrooms, study, 2.5
 234 bathrooms. Elegant lounge, kitchen leading onto TV lounge, sun-drenched pool and double
 235 garage. All this in a tranquil manicure irrigated garden with a borehole.

236 **A57: Kingsview Estate**

237 **Needle in a Haystack**

238 Elegant and secure with a touch of class. 1 of only 8 large units in this sought after 24 hour
 239 security estate. This unit has fantastic views of our city. 3 bedrooms (2 en-suite), 3 bathrooms,
 240 study, 2 lounges, underfloor heating, gas fire place, gourmet kitchen with granite finishes.
 241 Double automated garage. Affordable levies. Communal swimming pool and tennis court. Don't
 242 delay.

243 **A58: Sunnyside**

244 **Entertainer's Delight**

245 A beautiful 4/5 bedroom home in the most tucked away peaceful street, modernised, ideal for
 246 an executive family.

247 **A59: King's Heights**

248 **A Prestigious Home for All Seasons**

249 Excellent flow and superb entertainment area. This home is situated in a secure complex with
 250 picture book views. Brand new home offering stylish living, 3 bedrooms all en suite, open plan
 251 granite kitchen with dining room/lounge leading out to entertainers dream patio with sparkling
 252 Jacuzzi swimming pool. Large automated garage.

253

A60: Kingswood

254

The Charm and Character of Thatch

255

256

257

This exceptional property has a stunning double storey family home with open plan living leading onto a wooden deck overlooking the sparkling swimming pool. 4 bedrooms, main en suite, huge games room, double automated garage. A 5 minute walk from Kingswood.

258

A61: Kings Heights

259

Upmarket secure suburb. Vacant land measuring 110sqm – build your perfect home.

260

A62: Kings Heights

261

Situated within Exclusive Secure Estate

262

263

Lovely views over the city of Grahamstown, you can see the city lights twinkling at night. Plots ± 1000m.

264

A63: Central

265

266

These flats have a spacious open plan living area, built in cupboards in the kitchen and stove. Two bedrooms upstairs, bedrooms with built in cupboards.

267

A64: Sunnyside

268

269

Large 2 bedroom flats with lovely views in quiet complex. Perfect for first time owner or investor. Great value for money.

270

A65: Trollope Ext

271

Come take a look at this 3 bedroom house near Mary Waters.

272

A66: Aries Nest

273

274

2 bedroom unit available. Attractive secure estate – ideal for kids going to Rhodes or affordable first time buyer.

275

A67: St Aidens Avenue

276

277

278

Brand new development. Only four left. These 60sqm units comprise of 2 bedrooms (en suite), open plan lounge with fully equipped granite topped kitchen. Beautiful views overlooking St Andrew's and Rhodes University.

279

A68: 3rd on Milner

280

New Development – Picture Book Perfect

281

282

283

Immaculate architecturally designed 2 bedroom apartments centrally located with pristine finishes. All units within a secure complex close to shops and Rhodes. Purchase as an investment or home from home property for your child to live in 2011.

284

Call today.

285

A69: Sunnyside

286

Studio Style Living

287

288

Calling all artists and people who like contemporary living. Beautiful open plan suit single or couple on huge erf – room to expand

289	A70: Secure Living
290	Situated in a Secure Complex
291	With 24 hour security guard, surveillance camera and electric fence. Private enclosed garden
292	and under cover per unit
293	A71: Sunnyside
294	Buy This and Turn It into One of Grahamstown's Top Settler Cottages
295	Cute 3 bedroom cottage in need of TLC. Stunning wooden floor. Small garden.
296	A72: Kingswood
297	Bargain of the Month (June)
298	Charming home for sale, in complex with excellent security. Bright, cosy and affordable 2
299	bedroom home. Perfect for a starter home or an investment property. Two minute walk from
300	Kingswood College. One bathroom, open plan kitchen living room with built in gas stove,
301	electric oven. Security and electric fence, automated garage, private front and backyard.
302	Swimming pool in complex.
303	A73: Sunnyside
304	3 bedroom family home, two bathrooms, spacious dining/living room, large kitchen.
305	Dishwasher and energy saving water heater.
306	A74: The Right Address
307	Face Brick Family Home
308	And bachelor flat – no frills, simply a good buy – 3 bedrooms, study, 1 bathroom, separate WC.
309	Open plan kitchen and dining room and single garage.
310	A75: One on Luke
311	Three Bedroom Investment Flats
312	Beautifully appointed, brand new and fully let for 2011 at R90 000 p.a.
313	Best buy in town.
314	A76: Cradock Heights
315	Newly built 3 bedroom home with double internal access garage. Beautiful views. Add your
316	own finishing touches to the garden. Very good value.
317	A77: Central
318	Sought After Area
319	This 3 bedroom duplex is perfectly positioned for young and old. Situated in a secure complex
320	with 2 bathrooms, lounge, dining room, kitchen and single garage.
321	PRICED TO SELL.
322	A78: Central
323	Investors

324 Currently let in sought after African Street. Loads of potential.

325 Reasonable offers considered.

326 **A79: Central**

327 **Investors Choice**

328 Property consists of 3 large flats. 2011 return R115 500 pa. Excellent condition, including new
329 roof. Great buy.

330 **A80: Sunnyside**

331 **Perfect for Student Investment/Settler Family Home**

332 Unique double storey property, immaculate with beautiful character finishes. This large, fully
333 furnished, 4 bedroom home boasts wooden floors and wooden spiral staircase, plus flatlet.

B1: Albany Road**Double Trouble**

Cottage and spacious building situated on two erven. Don't miss out on this property with huge development potential.

Bedrooms: 3 Bathrooms: 1 Garages: 0 Flats: 4

B2: Hillsvie**Lots to Offer**

Secluded family home set in large grounds high on the hill. Enjoy 180-degree views from your balcony.

Bedrooms: 3 Bathrooms: 2 Garages: 2 Flats: 2

B3: Sunnyside**Settler Cottage**

Perfect starter home for a young couple. This cottage with enclosed garden needs a coat of paint and some love.

Bedrooms: 3 Bathrooms: 1 Garages: 1

B4: Central**Lovely Victorian**

Beautifully renovated home with generous spaces. Perfect for a family, it is conveniently situated close to the private schools.

Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 2

B5: Stones Hill**Awesome Views**

Spacious farm-style family home just 6km from town. This property can also be used as a B&B establishment.

Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 5

B6: Oatlands**Victorian Gem**

Sunny home with wooden floors in a pretty and manageable garden.

Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 2

B7: Oatlands**Student Pad**

Cute bachelor flat – ideal for a single person. It includes all kitchen appliances and is within walking distance to Rhodes.

B8: Central

35

Character Home

36 Magnificent character home. It can function as a spacious family residence or one with an
37 additional section for letting out.

38 Bedrooms: 6 Bathrooms: 6 Garages: 2

39

B9: Sunnyside

40

Merriman's House

41 Charming settler home, set out on double plot, has a warm, welcoming feel and is suited to
42 working from home.

43 Bedrooms: 4 Bathrooms: 2 Garages: 0

44

B10: Westhill

45

Lock-up and Go

46 Lovely upmarket apartment with luxury finishes and sweeping views over town. It includes
47 undercover parking and good security.

48 Bedrooms: 3 Bathrooms: 2 Garages: 0

49

B11: Fort England

50

Great Value

51 Comfortable family home with a flat, pool, deck and lovely garden.

52 Bedrooms: 3 Bathrooms: 1 Garages: 1 Flats: 1

53

B12: Kingswood

54 Low maintenance face-brick house situated on a large plot. Put your personal touch on this
55 home and it will shine.

56 Bedrooms: 4 Bathrooms: 2 Garages: 1

57

B13: Sunnyside

58 Single family home on the sunny side of town. It is set in a park-like garden with huge trees.

59 Bedrooms: 4 Bathrooms: 2 Garages: 1

60

B14: Oatlands

61

Family Home

62 Four-bedroom home with flat potential. It is set in a level garden with large trees and
63 wonderful space for entertaining.

64 Bedrooms: 4 Bathrooms: 2 Garages: 2

65

B15: Hillview

66

Spacious Home

67 Magnificent home showing craftsmanship in all cupboard, door and window finishes. It boasts
68 large living spaces and private courtyards.

69 Bedrooms: 4 Bathrooms: 3 Garages: 2

70	B16: Fort England
71	Set for Living
72	Spacious family home with renovated kitchen and braai area. It includes an outside storeroom
73	and a home office.
74	Bedrooms: 4 Bathrooms: 2 Garages: 0
75	B17: Westhill
76	Cul-de-Sac
77	Home with sweeping views of school fields. Enjoy exclusive use of the guest cottage while
78	earning income from the main house.
79	Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 2
80	B18: Oatlands
81	Spacious Home
82	Lovely north-facing, double-storey family home on the edge of Oatlands. It is close to schools
83	and town.
84	Bedrooms: 4 Bathrooms: 2 Garages: 2 Flats: 1
85	B19: Sunnyside
86	Picture Perfect
87	Delightful, sunny townhouse in an intimate complex close to Rhodes University. It has more to
88	offer than meets the eye.
89	Bedrooms: 1 Bathrooms: 1 Garages: 1
90	B20: Oatlands
91	Small House
92	Neat cottage surrounded by a lovely garden in a quiet street. It is close to the schools and
93	Rhodes University.
94	Bedrooms: 2 Bathrooms: 1 Garages: 0
95	B21: Your Victorian
96	Cottage with wooden floors, a sweet garden and space for the extended family. With TLC this
97	could be your new home.
98	Bedrooms: 3 Bathrooms: 1 Garages: 1 Flats: 1
99	B22: Oatlands
100	Renovated Home
101	Victorian home, ideal for the extended family. It can be used as a B&B as it has 4 additional
102	guest cottages.
103	Bedrooms: 3 Bathrooms: 2 Garages: 1
104	B23: Sunnyside

105	Cottage Chic
106	The enclosed, vine-covered porch is perfect for a quiet evening.
107	Bedrooms: 1 Bathrooms: 1 Garages: 1
108	B24: Central
109	Winning Location
110	Fully let student accommodation makes a good investment.
111	Bedrooms: 2 Bathrooms: 1 Garages: 1
112	B25: Oatlands North
113	Brilliant Start
114	Perfectly positioned home above Graeme College – let the children walk to school. It is well
115	priced for entering the property market.
116	Bedrooms: 3 Bathrooms: 1 Garages: 0
117	B26: Central
118	Perfectly Positioned
119	Bachelor flat near Rhodes University. Pop to Peppergrove Mall and meander out at night. Good
120	security and off-street parking.
121	Bedrooms: 1 Bathrooms: 1 Garages: 0
122	B27: Modern Living
123	Walk to the Highlander from these upmarket apartments. Relax on the wooden decks or
124	balconies. Good security and off-street parking.
125	Bedrooms: 2 Bathrooms: 2 Garages: 0
126	B28: Dream Starter
127	Charm and sunshine await you in this centrally located double-storey townhouse. Secure
128	complex with only five units.
129	Bedrooms: 2 Bathrooms: 1 Garages: 0
130	B29: Central
131	Security Complex
132	Ideal student accommodation in a secure complex. Situated on the doorstep of Peppergrove
133	Mall and close to all amenities.
134	Bedrooms: 2 Bathrooms: 1 Garages: 0
135	B30: The Greens
136	Double-storey loft apartment on Peppergrove Mall's doorstep. Situated in a secure complex
137	with a student village feel.
138	Bedrooms: 1 Bathrooms: 1 Garages: 0

139	B31: Kingswood
140	Family home situated on huge treed erf. Close to Graeme College and Kingswood College. Has a
141	flat for extra income.
142	Bedrooms: 4 Bathrooms: 2 Garages: 2
143	B32: Sunnyside
144	Park-like Garden
145	If it's land you're after then this property promises to impress. Corner property on 2383 sqm
146	with lots of potential!
147	Bedrooms: 3 Bathrooms: 2 Garages: 1
148	B33: Exec Apartment
149	Breakfast on your patio while taking in the views of Grahamstown. This apartment has it all.
150	Bedrooms: 3 Bathrooms: 2 Garages: 0
151	B34: Oatlands North
152	Trendy Townhouse
153	Modern, spacious with an easy flow, simply move in and unpack.
154	Bedrooms: 3 Bathrooms: 2 Garages: 1
155	B35: Oatlands North
156	Entertain at Home
157	Family home with everything you could want, lapa with braai and swimming pool. Close to
158	Graeme College.
159	Bedrooms: 3 Bathrooms: 2 Garages: 2 Flats: 1
160	B36: Sunnyside
161	Very Elegant
162	Are you a single professional, constantly on the move? This charming townhouse is lock-up-
163	and-go.
164	Bedrooms: 1 Bathrooms: 1 Garages: 1
165	B37: Sunnyside
166	Plot and Plan
167	Make your dreams of owning a property in Grahamstown come true with this starter home.
168	Contact me to view plans.
169	Bedrooms: 3 Bathrooms: 2 Garages: 0
170	B38: Kingswood
171	Old but Bold

172 Offering spacious, light and airy rooms, this home has wooden floors and boasts an excellent
173 rental income.

174 Bedrooms: 4 Bathrooms: 1 Garages: 2 Flats: 4

175 **B39: Kingswood**

176 **Kingswood Flair**

177 Magnificent home on school doorsteps. Large garden and studio apartment. Modern finishes
178 with superior attention to detail.

179 Bedrooms: 4 Bathrooms: 2 Garages: 0 Flats: 1

180 **B40: Oatlands**

181 **Restored Victorian**

182 This house has been lovingly restored and boasts new bathrooms, a new kitchen, original
183 floors, fireplaces and staircase.

184 Bedrooms: 4/5 Bathrooms: 3 Garages: 0 Flats: 1

185 **B41: Cradock Heights**

186 **Pristine Condition**

187 Are you looking for a neat, easy to maintain home with a spacious garden? This property has it
188 all and more – book an appointment to view today.

189 3 bedrooms/ 2 bathrooms/ 1 garage

190 **B42: Sunnyside**

191 **Just Move In**

192 This renovated cottage with wooden floors and high ceilings is the perfect weekend lock-up-
193 and-go. Enjoy family time around the braai, on the deck and in the open-plan kitchen.

194 3 bedrooms/ 1 bathroom/ 0 garages

195 **B43: Sunnyside**

196 **Pretty as a Picture**

197 This delightful cottage, close to Rhodes University, has high ceilings, wooden floors, and an
198 open-plan kitchen/dining area, as well as off-street parking and a small irrigated garden.

199 3 bedrooms/ 1 bathroom/ 0 garages

200 **B44: Alicedale**

201 **Bushman Sands Golf Estate**

202 This beautiful Victorian-style home offers all the luxuries of a great getaway from the stress of
203 city life. Complete with furnishings, it could also be the perfect retirement property.

204 3 bedrooms/ 2 bathrooms/ 0 garages

205 **B45: Sunnyside**

206 **Quiet Family Home**

207 This peaceful family home offers character and warmth. Spend winter days on the sunny patio
208 and deck, while listening to the birds in the lush garden.

209 4 bedrooms/ 2 bathrooms/ 0 garages

210 **B46: Position is Everything**

211 Walk to the Rhodes University campus and everywhere else in town. This house so much
212 potential – come and see what it has to offer.

213 3 bedrooms/ 1 bathrooms/ 1 garage

214 **B47: Worcester St**

215 **Designed with Distinction**

216 Apartments in this prestige development are sized from 113sqm. They are fully air-conditioned
217 and feature imported kitchen finishes, porcelain tiles and under-floor heating.

218 2 bedrooms/ 1 bathroom/ 0 garages

219 **B48: Westhill**

220 **Beautiful Views**

221 Walk to work, school and the shops. These two brand new upmarket apartments have modern
222 finishes, balconies, undercover parking and good security.

223 3 bedrooms/ 2 bathrooms/ 0 garages

224 **B49: Briar rose**

225 **Modern Apartment**

226 This lovely sun-filled apartment has a granite fitted kitchen and modern appliances. Sweeping
227 views over Grahamstown provide a beautiful backdrop.

228 3 bedrooms/ 2 bathrooms/ 0 garages

229 **B50: Central**

230 **Luxury Apartment**

231 This brand new apartment has good security, luxury finishes and a fitted kitchen with granite
232 tops and Defy appliances. It is conveniently close to St Andrew's College.

233 3 bedrooms/ 2 bathrooms/ 0 garages

234 **B51: Central**

235 **Work from Home**

236 This home is perfectly situated in busy African Street. The main house and garden flat offer the
237 ideal living/working arrangement for a professional practice or rent one of them out.

238 3 bedrooms/ 2 bathrooms/ 2 garages

239 **B52: Oatlands North**

240 **Live Modern**

241 Situated in a quiet but up-and-coming area, this modern home offers open-plan living with
242 beautiful finishes.

243 3 bedrooms/ 3 bathrooms/ 2 garages

244 **B53: Oatlands**

245 **Tree-lined Street**

246 In the heart of Oatlands, you will find this gem with wooden floors. It has an absolutely
247 charming garden with garden cottage plus a sparkling pool for the heat of summer.

248 5 bedrooms/ 2 bathrooms/ 2 garages

249 **B54: Kingswood**

250 **A Cut above the Rest**

251 This newly built home is an entertainer's dream, with a large under-cover patio, built-in braai
252 and small pool. Lie in bed and enjoy uninterrupted views of the monument.

253 3 bedrooms/ 3 bathrooms/ 2 garages

254 **B55: Westhill**

255 **Family Home**

256 Close to the private schools, this lovely contemporary home includes a heated indoor
257 swimming pool. It offers two income-generating flats to help with the bond repayments.

258 4 bedrooms/ 2 bathrooms/ 0 garages

259 **B56: Oatlands**

260 **Charm and Character**

261 A hidden gem, this beautifully renovated Victorian home boasts wooden floors and cosy
262 fireplaces. The French country kitchen also has its own fireplace and stunning chandelier.

263 3 bedrooms/ 2 bathrooms/ 1 garage

264 **B57: Westhill**

265 **The Rookery**

266 There is nothing predictable or boring about this amazing home, packed with interesting
267 features, breathtaking views and a fully stocked, park-like garden.

268 6 bedrooms/ 3 bathrooms/ 3 garages

269 **B58: Westhill**

270 **English Manor**

271 Step into a magical English country setting – large treed grounds frame this truly unique home.
272 Steeped in tradition and history, it will transport you to a bygone era.

273 6/8 bedrooms/ 3 bathrooms/ 3 garages

274 **B59: Westhill**

275 **St Aiden's Avenue**

276 An unconventional and interesting home (circa 1830), this appealing property has an
277 interesting twist, it is set on an enormous garden measuring 4200sqm

278 3 bedrooms/ 3 bathrooms/ 0 garages

279 **B60: Westhill**

280 **Timeless Elegance**

281 This magnificent home is set on grounds measuring 2991m. The double stand offers a heated
282 swimming pool, pool house, double garage, five double bedrooms and more.

283 5 bedrooms/ 3 bathrooms/ 2 garages

284 **B61: Central**

285 **So Convenient**

286 Need to save on petrol and vehicle wear and tear? Own this neat bachelor flat in a secure
287 complex with off-street parking and you can walk wherever you need to go.

288 1 bedroom/ 1 bathroom/ 0 garages

289 **B62: Sunnyside**

290 **Investment Opportunity**

291 This bachelor unit in a solidly built complex offers a good return. Ideal for a student or
292 professional, it is situated close to all amenities and well worth a look.

293 1 bedroom/ 1 bathroom/ 0 garages

294 **B63: Sunnyside**

295 **Bachelor Unit**

296 When investing in property for the first time, the golden rule is to start small. This affordable
297 apartment offers a solid 7% return on your investment.

298 1 bedroom/ 1 bathroom/ 0 garages

299 **B64: Trollope St Ext**

300 **Cosy and Affordable**

301 This cosy home near Mary Waters School is perfect for the family starting out. Call for a viewing
302 today – don't let this opportunity pass you by.

303 3 bedrooms/ 1 bathroom/ 0 garages

304 **B65: Central**

305 **New Release**

306 This spacious apartment in the bustling centre of town is close to campus and all amenities. It is
307 perfect for student accommodation.

308 3 bedrooms/ 1 bathroom/ 0 garages

309 **B66: Central**

310 **Lock-up and Go**

311	Take a look at this neat and tidy apartment in a secure complex. Close to Rhodes University
312	campus, it is suited to students or young professionals.
313	2 bedrooms/ 1 bathroom/ 0 garages
314	B67: Central
315	Safe and Secure
316	Ideally suited to young professionals or students, these apartments are situated in a secure
317	complex close to all amenities.
318	2 bedrooms/ 1 bathroom/ 0 garages
319	B68: Central
320	Ideal for Students
321	As new, this lovely flat features a small balcony with a great view. Close to all amenities, it
322	offers undercover parking and good security.
323	2 bedrooms/ 1 bathroom/ 0 garages
324	B69: Central
325	Calling All Parents
326	Why rent when you can buy? This fantastic investment opportunity within walking distance of
327	Rhodes University campus is a must-see.
328	2 bedrooms/ 1 bathroom/ 0 garages
329	B70: Kingswood
330	Lock-up and Go
331	This neat and tidy apartment is in a small, secure complex close to Kingswood College. It is ideal
332	parent accommodation or perfect for young couples starting out.
333	2 bedrooms/ 1 bathroom/ 1 garage
334	B71: Oatlands North
335	Immaculate Townhouse
336	Do you want to get into the property market? This is the perfect starter home. Enjoy lock up
337	and go living in a complex close to Graeme College.
338	3 bedrooms/ 1 bathroom/ 0 garages
339	B72: Central
340	The Greens
341	Ever popular with students, The Greens offers an outstanding investment opportunity in prime
342	location – a handsome addition to any property portfolio.
343	2 bedrooms/ 1 bathroom/ 0 garages
344	B73: Kingswood
345	Townhouse

346 This compact and affordable townhouse is in a small complex with excellent security. It is the
347 perfect lock-up-and-go unit within walking distance of Kingswood College.

348 2 bedrooms/ 1 bathroom/ 1 garage

349 **B74: Central**

350 **Not to be Missed**

351 This flat, close to the CBD and Rhodes University, is already set up with major appliances. With
352 a signed lease in place, units like this don't come around every day.

353 3 bedrooms/ 2 bathrooms/ 0 garages

354 **B75: CBD**

355 **Brilliant Buy**

356 These magnificent apartments close to all amenities cannot be overlooked for your portfolio.
357 Equipped with appliances for easy tenanting, they offer a good return with a solid lease in
358 place.

359 3 bedrooms/ 2 bathrooms/ 0 garages

360 **B76: Oatlands/Kingswood**

361 **English Cottage**

362 Spacious rooms, wooden floors, cosy fireplace and a farm-style kitchen give this home a
363 charming feel. There is an easy flow out onto the mature English cottage garden.

364 3/4 bedrooms/ 2 bathrooms/ 1 garage

365 **B77: Kingswood**

366 **Near Schools**

367 This starter home with a large garden is in a good location near Kingswood and Graeme College.
368 Get into the property market – it includes a flatlet to help pay the bond.

369 3 bedrooms/ 1 bathroom/ 0 garages

370 **B78: Kingswood**

371 **Still Renting?**

372 You could be paying off your own bond – this home offers good value and a flatlet to help with
373 the repayments. Enjoy cosy winter evenings around the fireplace in the lounge/dining area.

374

375 3 bedrooms/ 1 bathroom/ 0 garages

376 **B79: Cradock Heights**

377 **Neat and Tidy**

378 If you are looking for good value, generous space and modern finishes then look no further.
379 This home has it all and more. Very little maintenance is required.

380 3 bedrooms/ 2 bathrooms/ 1 garage

381	B80: Cradock Heights
382	Bright and Sunny
383	Gorgeous afternoon sun floods the living area of this nest, easy to maintain home. The garden
384	and living area flow beautifully into one happy space.
385	3 bedrooms/ 2 bathrooms/ 1 garage.

Appendix C: Coding 1 Samples

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Appendix C1:
Remax Frontier Properties Coding 1 Sample: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
A1: 2	Signature Home	RF	+			Valuation	Inscribed	Home
2	Elegant Touches	RF	+			Reaction	Inscribed	Touches
3	Make this your luxurious sanctuary	RF	+		Capacity		Invoked	Buyer
3	luxurious	RF	+			Reaction	Inscribed	Home
						Composition	Invoked	
3	sanctuary	RF	+	Security			Invoked	Buyer
3	effortless living, privacy and entertaining	RF	+	Satisfaction			Invoked	Buyer
	part of the deal	RF	+			Valuation	Invoked	Home
4	Prestigiously positioned	RF	+			Reaction	Inscribed	Location
4	tranquil settings	RF	+			Reaction	Inscribed	Settings
				Satisfaction			Invoked	Buyer
4	this home has classical tones, up-market features	RF	+			Composition	Inscribed	Home
						Reaction	Invoked	Home
5	"the cherry on top"	RF	+			Valuation	Invoked (metaphor)	Home
6	magnificent garden	RF	+			Reaction	Inscribed	Garden
6	amazing views	RF	+			Reaction	Inscribed	Views
6	All this	RF	+			Composition	Invoked	Size of home
7	top security estate	RF	+			Reaction	Inscribed	Security estate
			+	Security			Invoked	Buyer
A2:9	Comfortable	RF	+			Composition	Inscribed	Home
				Satisfaction			Invoked	Buyer
9	quiet	RF	+			Reaction	Inscribed	Home

Appendix C1:
Remax Frontier Properties Coding 1 Sample: Attitude

				Satisfaction			Invoked	Buyer
9	secure	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
9	Large	RF	+			Composition	Inscribed	Home
10	enclosed	RF	+			Composition	Inscribed	Garden
				Security			Invoked	Buyer
10	easily manageable	RF	+			Reaction	Inscribed	Garden
11	Excellent price	RF	+			Reaction	Inscribed	Price of home
11	in very good condition	RF	+			Composition	Inscribed	Condition of home
11	Affordable	RF	+			Reaction	Inscribed	Levies
A3: 13	secure complex	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
14	Private enclosed	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
A4:17	Olde Worlde Charm	RF	+			Valuation	Invoked	Home
18	large home	RF	+			Composition	Inscribed	Home
18	ample accommodation	RF	+			Composition	Invoked	Home
18	Ideal for a family or student digs	RF	+			Reaction	Invoked	Home
						Composition	Invoked	Home
18	Outside flat for extra income	RF	+			Composition	Invoked	Size of home
A5: 21	Magnificent Views	RF	+			Reaction	Inscribed	Views
	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Reaction	Invoked	Home
24	Walk through gate to St Andrew's College Lower Field	RF	+			Reaction	Invoked	Location of home

Appendix C1:
Remax Frontier Properties Coding 1 Sample: Attitude

A6: 26	Facing St Andrew's field	RF	+			Reaction	Invoked	Location of home
27	Top quality finishes	RF	+			Composition	Invoked	Home
						Valuation	Invoked	Home
A7: 30	Price reduction	RF	+			Reaction	Invoked	Price of home
31	Perfect Family Home	RF	+			Reaction	Inscribed	Home
						Composition	Invoked	Size of home
31	Discerning Buyer	RF	+		Tenacity		Invoked	Buyer
32	warm lounge	RF	+			Reaction	Inscribed	Lounge
32	bright, sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
33	nice sized garden	RF	+			Composition	Inscribed	Garden
A8: 35	fantastically located	RF	+			Reaction	Inscribed	Location of home
35	close to St Andrew's College, DSG and Rhodes	RF	+			Reaction	Invoked	Location of home
36	ideal as a lock-up-and go or young/old couple	RF	+			Reaction	Invoked	Home
A9: 38	Victorian home	RF	+			Valuation	Invoked	Home
38	in need of TLC	RF	-			Composition	Invoked	Home
			-			Reaction	Invoked	Condition of home
A10: 41	Executive Home	RF	+			Composition	Invoked	Size of home
41	with Family in Mind	RF	+			Reaction	Invoked	Home
			+	Satisfaction			Invoked	Buyer
42	Magnificent home	RF	+			Reaction	Inscribed	Home
42	quality craftsmanship throughout	RF	+			Reaction	Inscribed	Craftsmanship
						Composition	Invoked	Home

Appendix C1:

Remax Frontier Properties Coding 1 Sample: Attitude

42	Set in large gardens	RF	+			Reaction	Inscribed	Gardens
			+			Composition	Invoked	Size of property
42	with magnificent views	RF	+			Reaction	Inscribed	Views
						Reaction	Invoked	Location of home

Appendix C1:

Remax Frontier Properties Coding 1 Sample: Graduation

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/ Isolating		Positive/ Negative	Instantiation
A1: 2	Signature		Quality		Infusing	Upscaled	+	Home
2	Elegant		Quality		Infusing	Upscaled	+	Touches
3	luxurious		Quality		Infusing	Upscaled	+	Home
3	sanctuary		Quality		Infusing	Upscaled	+	Home and buyer
3	effortless		Quality		Infusing	Upscaled	+	Living
3	part of the deal		Quality		Metaphor	Upscaled	+	Home
4	Prestigiously		Quality		Infusing	Upscaled	+	Position of home
4	tranquil		Quality		Infusing	Upscaled	+	Settings
4	classical tones, upmarket features		Quality		Isolating	Upscaled	+	Home
5	"the cherry on top"		Quality		Metaphor	Upscaled	+	Home
6	magnificent		Quality		Infusing	Upscaled	+	Garden
6	amazing		Quality		Infusing	Upscaled		Views
6	All this	Amount			Isolating	Upscaled	+	The advantages of the home
7	top		Quality		Isolating	Upscaled	+	Security estate
A2: 9	Comfortable		Quality		Isolating	Upscaled	+	Home

Appendix C1:
Remax Frontier Properties Coding 1 Sample: Graduation

9	quiet		Quality		Isolating	Upscaled	+	Complex
9	secure		Quality		Isolating	Upscaled	+	Complex
9	Large	Size			Infusing	Upscaled	+	Home
10	easily manageable		Quality		Isolating	Upscaled	+	Garden
11	Excellent		Quality		Infusing	Upscaled	+	Price of home
11	very good		Quality		Isolating	Upscaled	+	Condition of home
11	Affordable		Quality		Infusing	Upscaled	+	Levies
A3:13	secure		Quality		Isolating	Upscaled	+	Complex
14	Private		Quality		Isolating	Upscaled	+	Garden
A4: 17	Olde Worlde Charm		Quality		Infusing	Upscaled	+	Charm
18	large	Size			Infusing	Upscaled	+	Home
18	ample	Amount			Infusing	Upscaled	+	Accommodation
18	Ideal		Quality		Infusing	Upscaled	+	Home
19	extra	Amount			Isolating	Upscaled	+	Income
A5: 21	Magnificent		Quality		Isolating	Upscaled	+	Views
	Top quality		Quality		Isolating	Upscaled	+	Finishes

Appendix C1:
Remax Frontier Properties Coding 1 Sample: Graduation

A6: 27	Top quality		Quality		Isolating	Upscaled	+	Finishes
A7: 31	Perfect		Quality		Infusing	Upscaled	+	Family home
31	Family Home		Quality		Infusing	Upscaled	+	Size of home
31	Discerning		Quality		Infusing	Upscaled	+	Buyer
32	Bright, sunny		Quality		Isolating	Upscaled	+	Kitchen
33	nice sized	Size			Isolating	Upscaled	+	Size of garden
A8: 35	fantastically		Quality		Infusing	Upscaled	+	Location of home
36	ideal as a lock-up-and-go		Quality		Infusing		+	Home
A9: 38	in need of TLC		Quality		Metaphor	Upscaled	-	Home
A10: 42	Executive		Quality		Infusing	Upscaled	+	Size of home
42	Magnificent		Quality		Infusing	Upscaled	+	Home
42	quality craftsmanship		Quality		Isolating	Upscaled	+	Craftsmanship
42	large garden	Size			Infusing	Upscaled	+	Garden
42	magnificent		Quality		Infusing	Upscaled	+	Views

Appendix C1:

Remax Frontier Properties Coding 1 Sample: Engagement

ENGAGEMENT							
Line	Instantiation	Voice (Appraiser)	Contraction		Expand		Positive/ Negative
			Disclaim	Proclaim	Entertain	Attribute	
A1: 5	is to be considered "the cherry on top"	RF		Pronounce			+
A4: 18	Ideal for a family or student digs	RF		Pronounce			+
A7: 31	Perfect Family Home for the Discerning Buyer	RF		Pronounce			+
A8:36	ideal as a lock-up-and-go	RF		Pronounce			+

Appendix C2:

Pam Golding Properties Coding 1 Sample: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
B20: 91	Small House	PG	-			Composition	Inscribed	Size of home
92	Neat cottage	PG	+			Reaction	Inscribed	Home
92	cottage	PG	-			Composition	Invoked	Size of home
92	surrounded by a lovely garden	PG	+			Reaction	Inscribed	Garden
92	quiet street	PG	+			Reaction	Inscribed	Street
			+	Satisfaction			Invoked	Buyer
92	It is close to the schools and Rhodes University	PG	+			Reaction	Invoked	Location of home
B21: 95	Your Victorian	PG	+	Happiness			Invoked	Buyer
			+			Valuation	Invoked	Home
96	Cottage	PG	-			Composition	Invoked	Size of home
96	sweet garden	PG	+			Reaction	Inscribed	Garden
			-			Composition	Invoked	Size of garden
96	space for the extended family	PG	+			Composition	Inscribed	Size of home
96	With TLC this could be your new home	PG	-			Composition	Invoked	Home

Appendix C2:

Pam Golding Properties Coding 1 Sample: Attitude

			+		Capacity		Invoked	Buyer
B22: 100	Renovated Home	PG	+			Composition	Inscribed	Home
101	Victorian home	PG	+			Valuation	Invoked	Home
101	ideal for the extended family	PG	+			Composition	Invoked	Size of home
101	It can be used as a B&B	PG	+			Reaction	Invoked	Home
B23: 105	Cottage Chic	PG	+			Reaction	Invoked	Home
			-			Composition	Invoked	Size of home
106	enclosed	PG	+	Security			Invoked	Buyer
106	vine-covered	PG	+			Reaction	Invoked	Porch
106	perfect for a quiet evening	PG	+			Reaction	Inscribed	Porch
			+	Satisfaction			Invoked	Buyer
B24: 109	Winning Location	PG	+			Valuation	Invoked	Location of home
110	student accommodation	PG	-			Composition	Invoked	Size of home
110	makes a good investment	PG	+			Reaction	Invoked	Home
B25: 113	Brilliant Start	PG	+			Reaction	Inscribed	Start

Appendix C2:

Pam Golding Properties Coding 1 Sample: Attitude

			+			Reaction	Invoked	Home
114	Perfectly positioned	PG	+			Reaction	Inscribed	Location of home
114	let the children walk to school	PG	+			Reaction	Invoked	Location of home
114	well priced	PG	+			Reaction	Inscribed	Home
B26: 118	Perfectly Positioned	PG	+			Reaction	Inscribed	Location of home
119	Bachelor flat	PG	-			Composition	Invoked	Size of home
119	near Rhodes University	PG	+			Reaction	Invoked	Location of home
119	Pop to Peppergrove Mall and meander out at night	PG	+			Reaction	Invoked	Location of home
120	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer
B27: 122	Modern Living	PG	+			Reaction	Invoked	Home
123	Walk to the Highlander	PG	+			Reaction	Invoked	Location of home
123	upmarket apartments	PG	+			Reaction	Inscribed	Apartments
123	Relax on the wooden decks or balconies	PG	+	Happiness			Invoked	Buyer
124	Good security	PG	+			Reaction	Inscribed	Security

Appendix C2:

Pam Golding Properties Coding 1 Sample: Attitude

			+	Security			Invoked	Buyer
B28: 126	Dream Starter	PG	+			Reaction	Invoked	Home
127	Charm and sunshine await you	PG	+			Reaction	Invoked	Home
127	centrally located	PG	+			Reaction	Invoked	Location of home
127	double-storey	PG	+			Composition	Inscribed	Size of home
127	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
B29: 131	Security Complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
132	Ideal student accommodation	PG	-			Composition	Invoked	Size of home
132	in a secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
133	Situated on the doorstep of Peppergrove Mall and close to all amenities	PG	+			Reaction	Invoked	Location of home
B30: 136	Double-storey loft	PG	+			Composition	Invoked	Size of home

Appendix C2:

Pam Golding Properties Coding 1 Sample: Attitude

136	on Peppergrove Mall's doorstep	PG	+			Reaction	Invoked	Location of home
136	secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer

Appendix C2:

Pam Golding Properties Coding 1 Sample: Graduation

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/ Isolating		Positive/ Negative	Instantiation
B20: 91	Small	Size			Isolating	Downscaled	-	Size of home
92	lovely		Quality		Infusing	Upscaled	+	Garden
92	close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B21: 96	space for the extended family	Size			Infusing	Upscaled	+	Size of home
B22: 101	ideal		Quality		Infusing	Upscaled	+	Size of home
101	additional	Number			Infusing	Upscaled	+	Size of home
B23: 106	perfect		Quality		Infusing	Upscaled	+	Porch
B24: 109	Winning		Quality		Infusing	Upscaled	+	Location
110	good		Quality		Isolating	Upscaled	+	Investment
B25: 113	Brilliant		Quality		Infusing	Upscaled	+	Start
114	Perfectly		Quality		Infusing	Upscaled	+	Positioned

Appendix C2:

Pam Golding Properties Coding 1 Sample: Graduation

114	well		Quality		Isolating	Upscaled	+	Priced
B26: 118	Perfectly		Quality		Infusing	Upscaled	+	Positioning of home
119	near	Extent: proximity			Infusing	Upscaled	+	Location of home
119	Pop to Peppergrove Mall	Extent: proximity			Infusing	Upscaled	+	Location of home
120	Good		Quality		Isolating	Upscaled	+	Security
B27: 123	upmarket		Quality		Infusing	Upscaled	+	Apartment
124	Good		Quality		Isolating	Upscaled	+	Security
B28: 126	Dream Starter		Quality		Infusing	Upscaled	+	Home
127	double-storey	Size			Infusing	Upscaled	+	Size of home
B29: 132	Ideal		Quality		Infusing	Upscaled	+	Size of home
132	Situated on the doorstep of Peppergrove Mall	Extent: proximity			Metaphor	Upscaled	+	Location of home
133	close to all amenities	Extent: proximity			Isolating	Upscaled	+	Location of home
133	all amenities	Number			Isolating	Upscaled	+	Location of home
B30: 136	Double-storey	Size			Infusing	Upscaled	+	Size of home
136	on Peppergrove Mall's doorstep	Extent: proximity			Metaphor	Upscaled	+	Location of home

Appendix C2:

Pam Golding Properties Coding 1 Sample: Engagement

ENGAGEMENT							
Line	Instantiation	Voice (Appraiser)	Contraction		Expand		Positive/Negative
			Disclaim	Proclaim	Entertain	Attribute	
B21: 96	With TLC this could be your new home	PG			Entertain		-
B22: 101	ideal for the extended family	PG		Pronounce			+
101	can be used as a B&B	PG			Entertain		+
B23: 106	perfect for a quiet evening	PG		Pronounce			+
B24: 109	Winning Location	PG		Pronounce			+
B25: 113	Brilliant Start	PG		Pronounce			+
114	Perfectly positioned	PG		Pronounce			+
B26: 118	Perfectly Positioned	PG		Pronounce			+
B29: 132	Ideal student accommodation	PG		Pronounce			+

D1. Remax Frontier Properties Coding 1 Graphs

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D2. Pam Golding Properties Coding 1 Graphs

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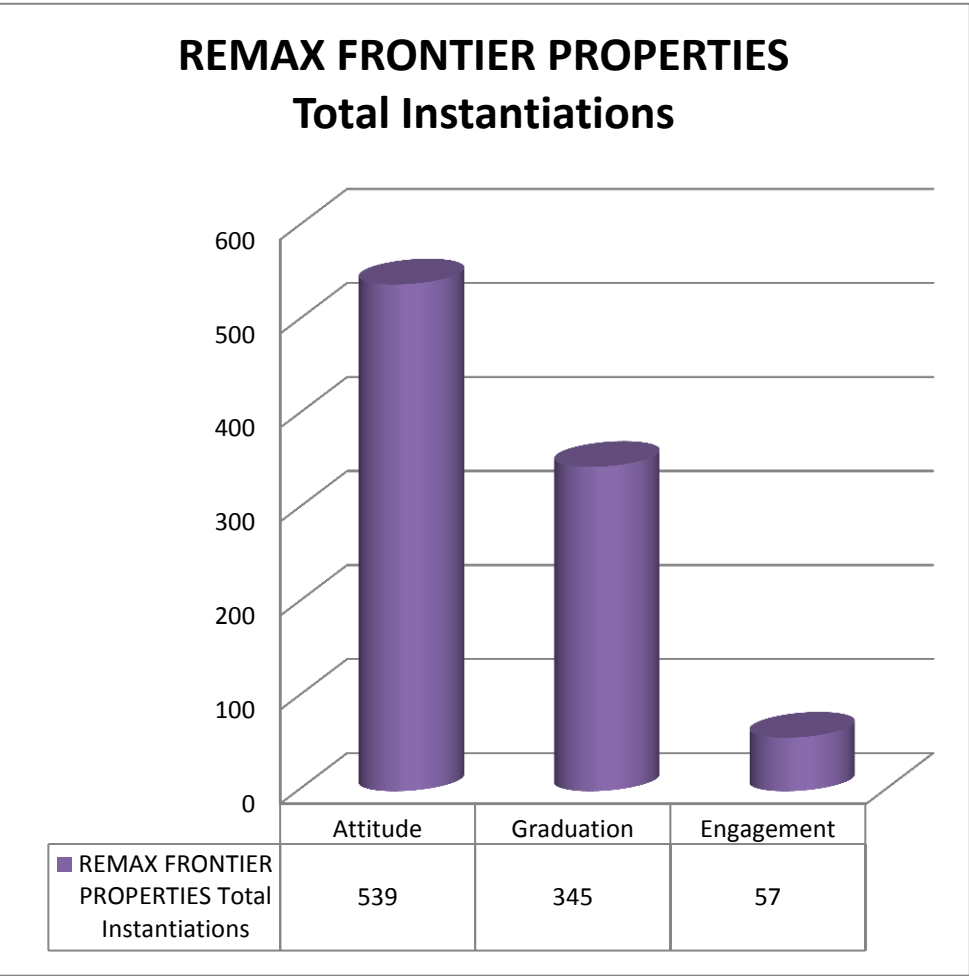


Figure 1A: Total Number of Instantiations per APPRAISAL Subtype in RFP

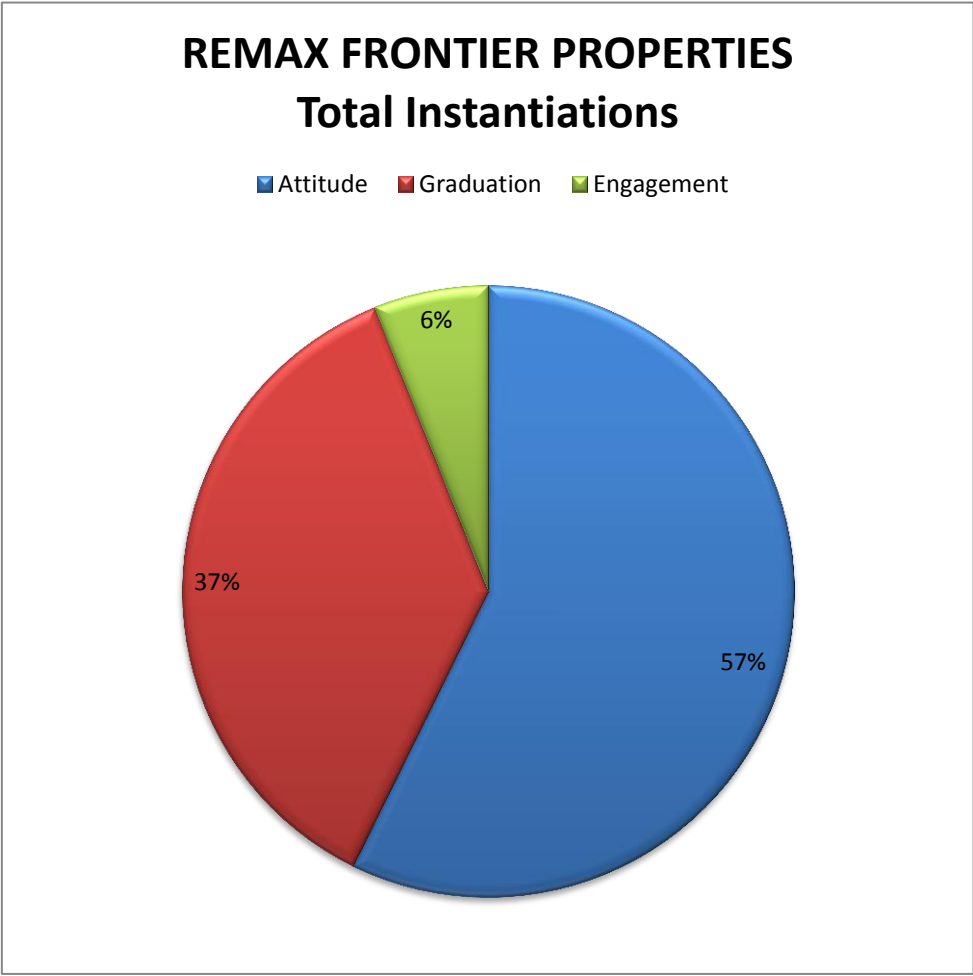


Figure 2A: Percentages of Total Instantiations in RFP

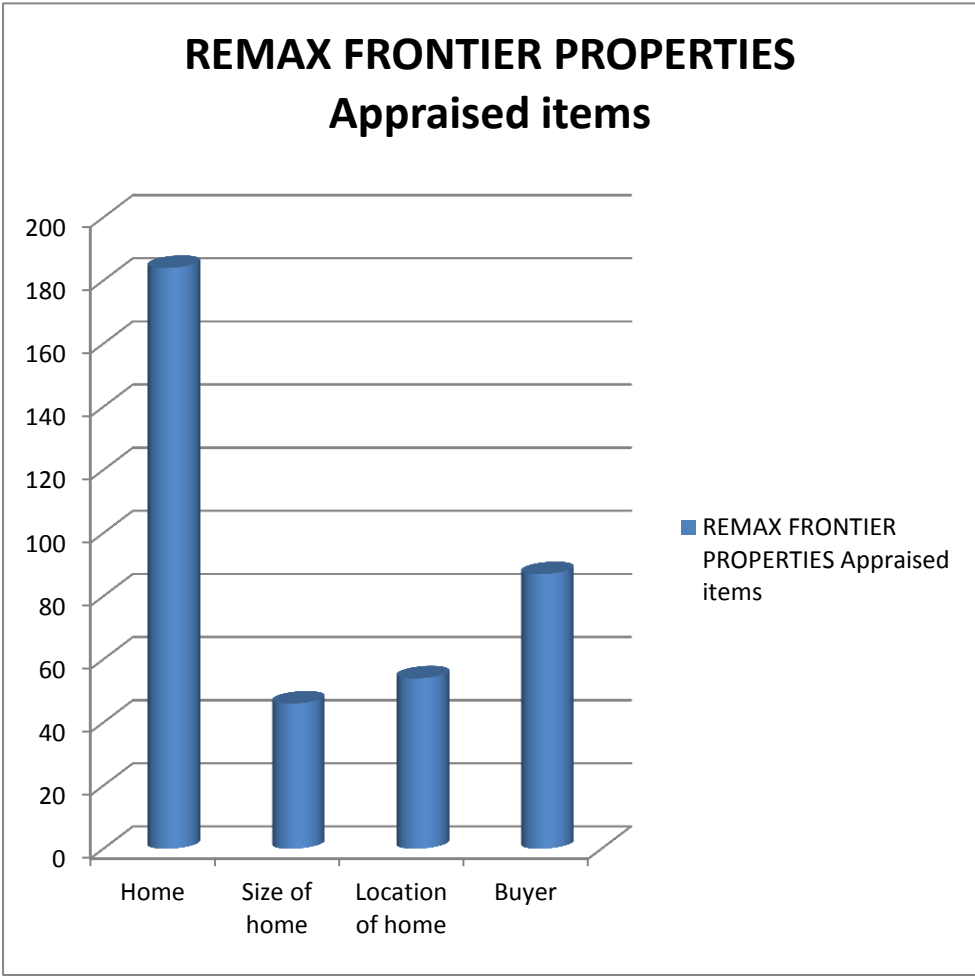


Figure 3A: Most Appraised Items in RFP

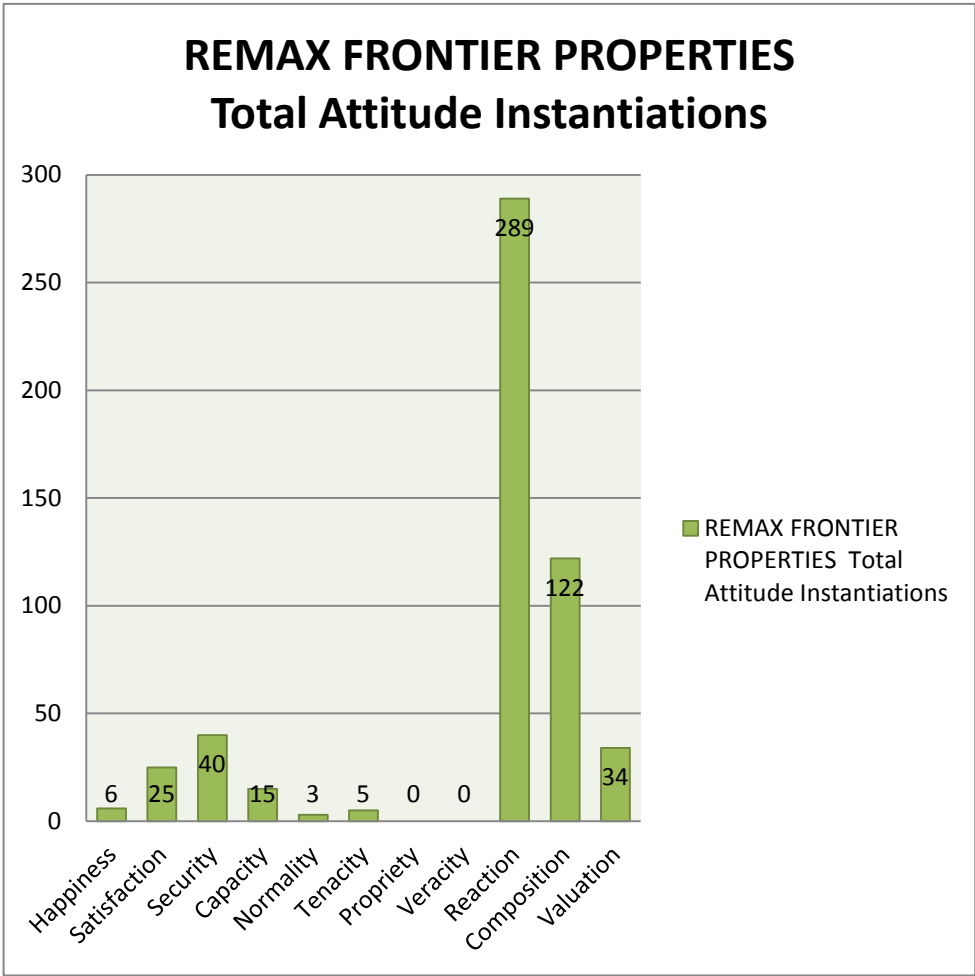


Figure 4A: Total Number of Attitude Instantiations in RFP

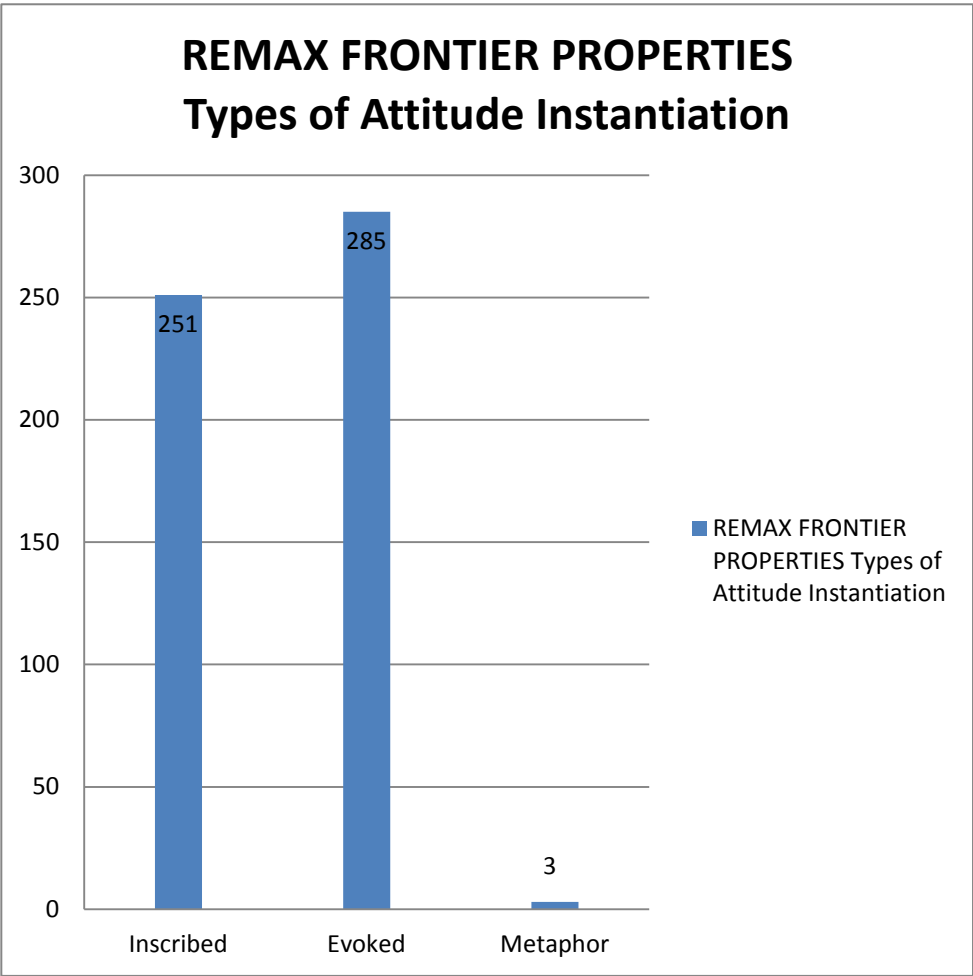


Figure 5A: Types of Attitude Instantiations (Inscribed and Invoked) in RFP

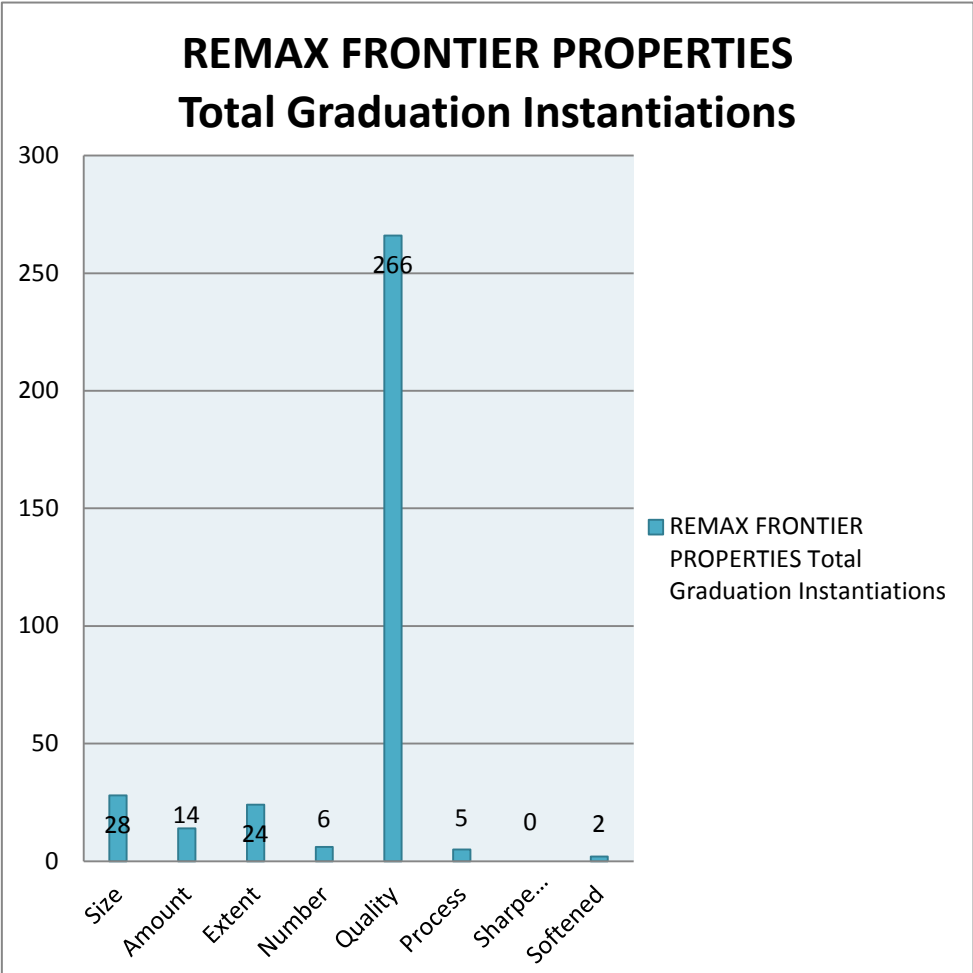


Figure 6A: Total Number of Graduation Instantiations in RFP

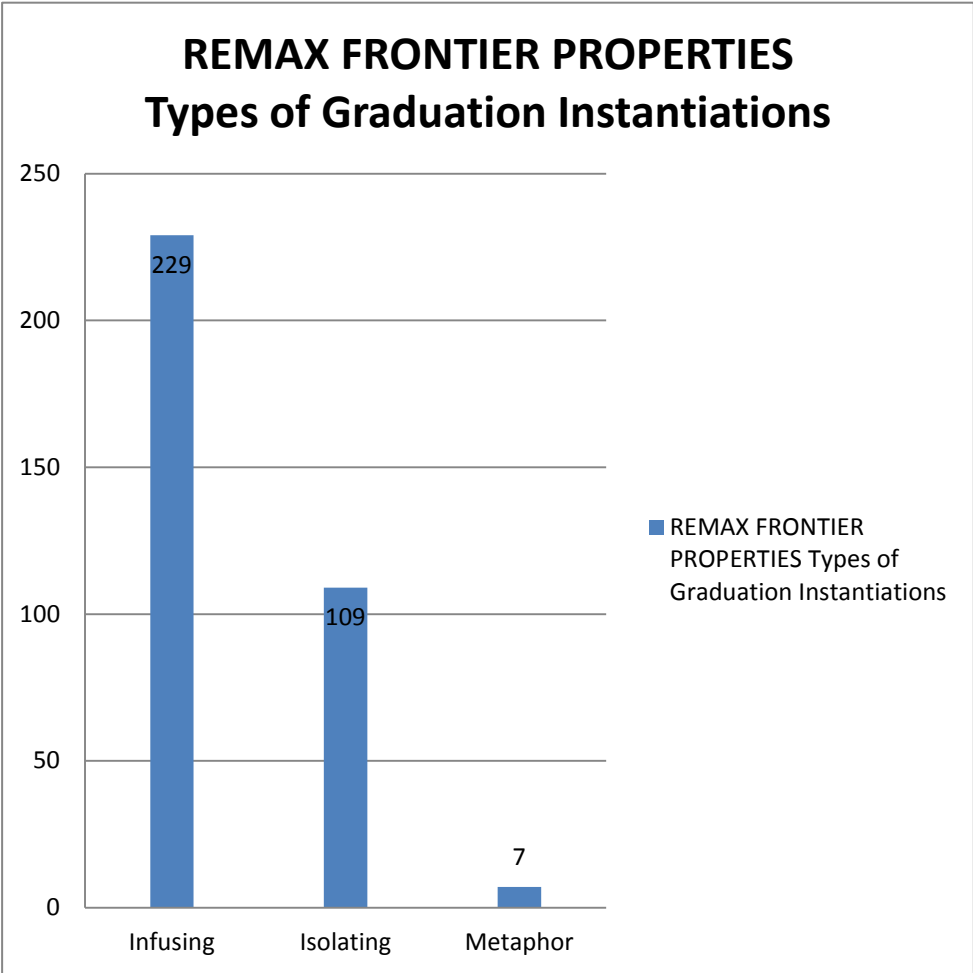


Figure 7A: Types of Graduation Instantiations in RFP

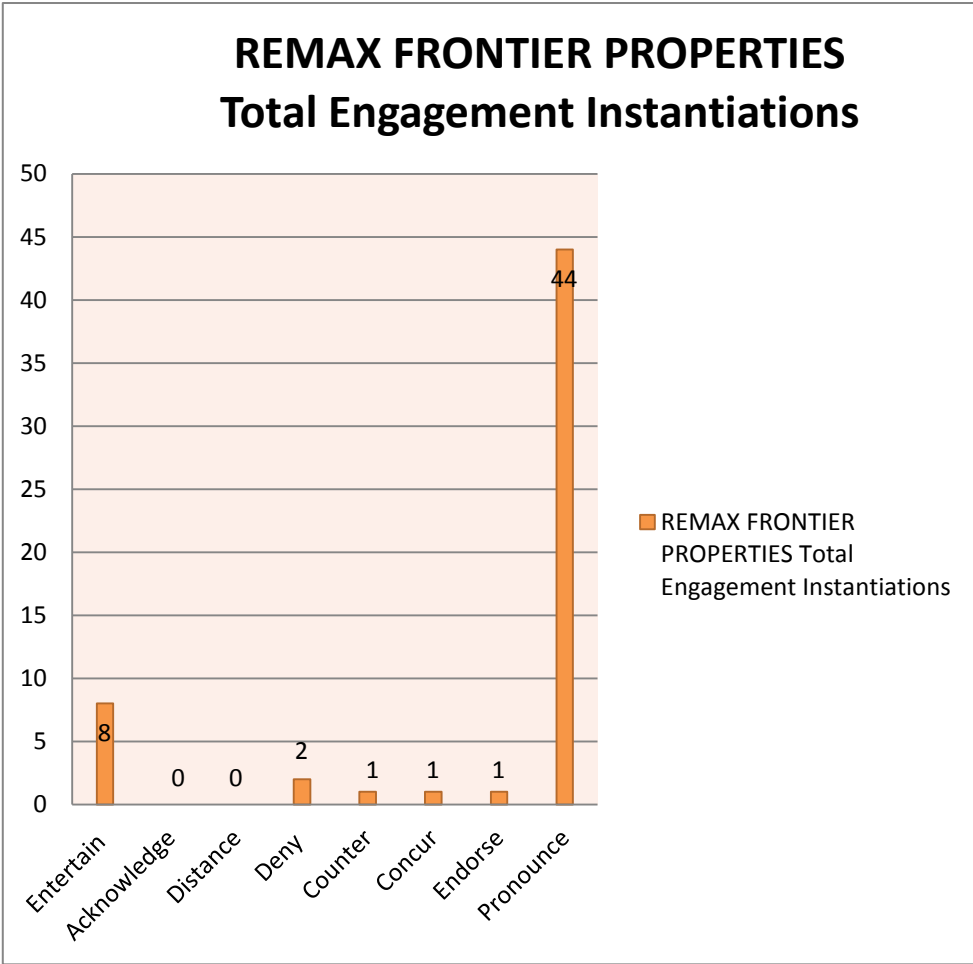


Figure 8A: Total Number of Engagement Instantiations in RFP

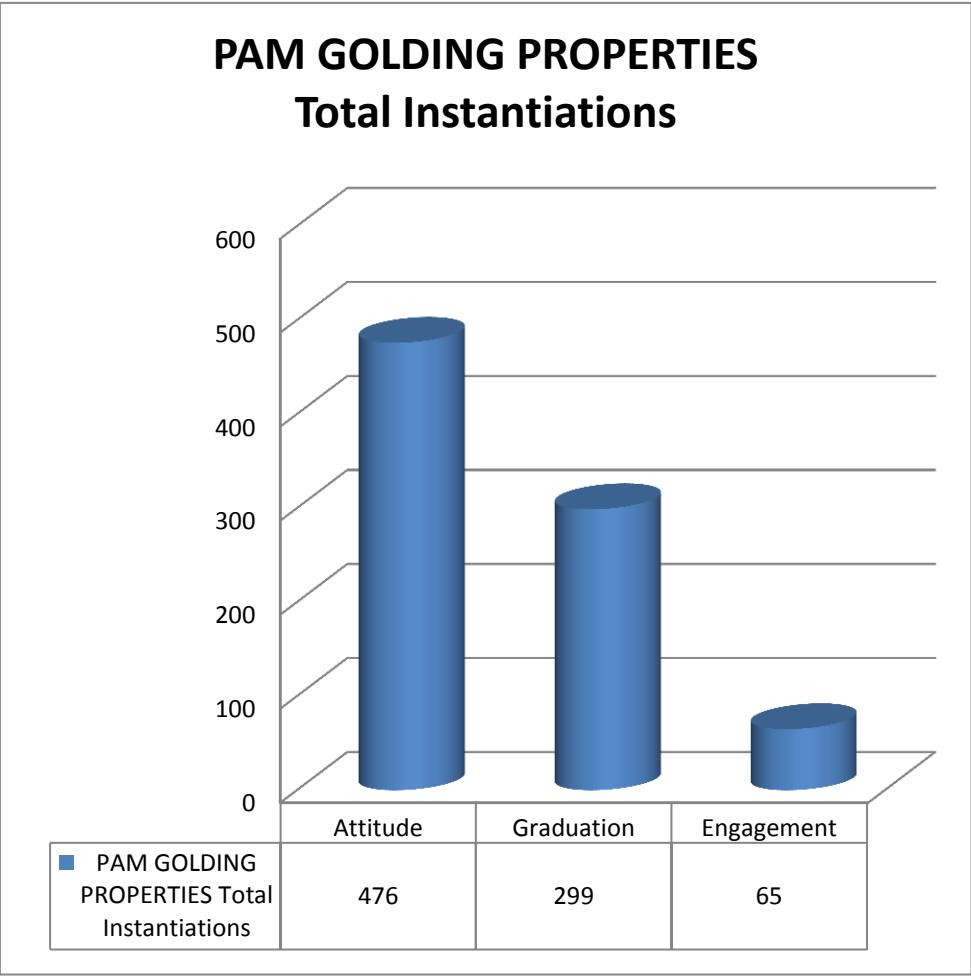


Figure 1B: Total Number of Instantiations per APPRAISAL Subtype in PGP

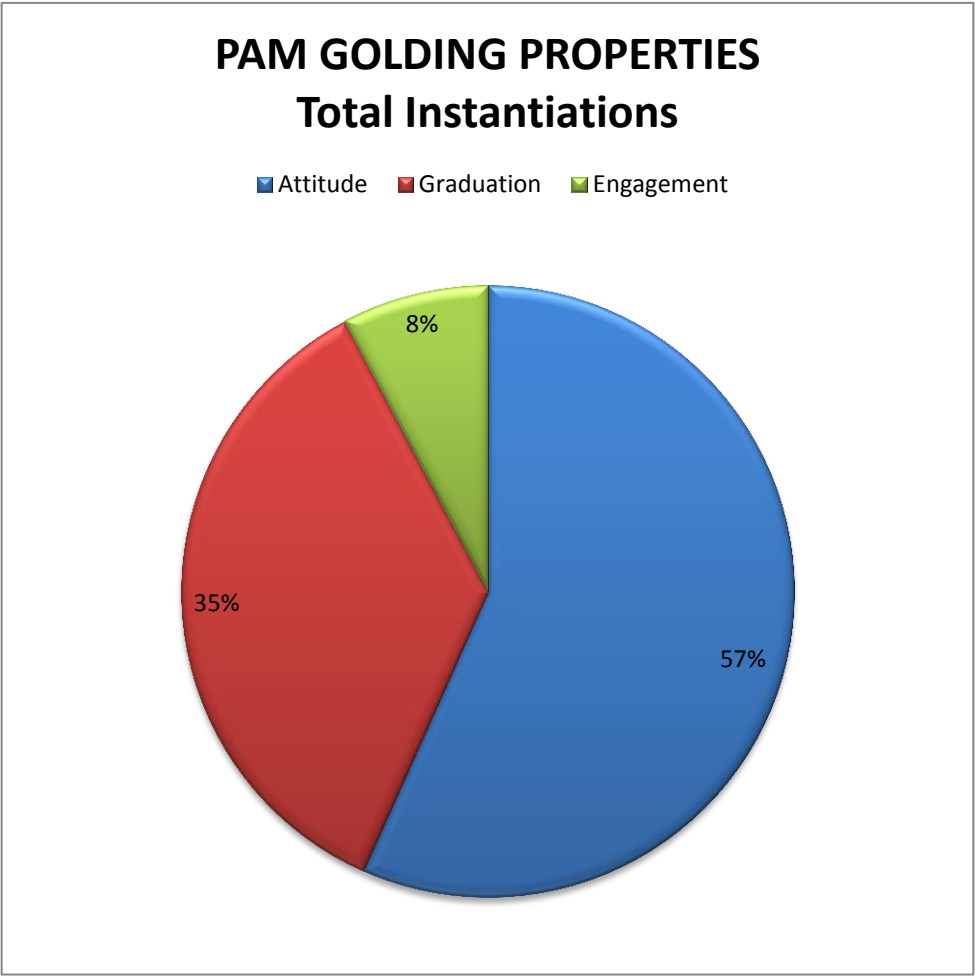


Figure 2B: Percentages of Total Instantiations in PGP

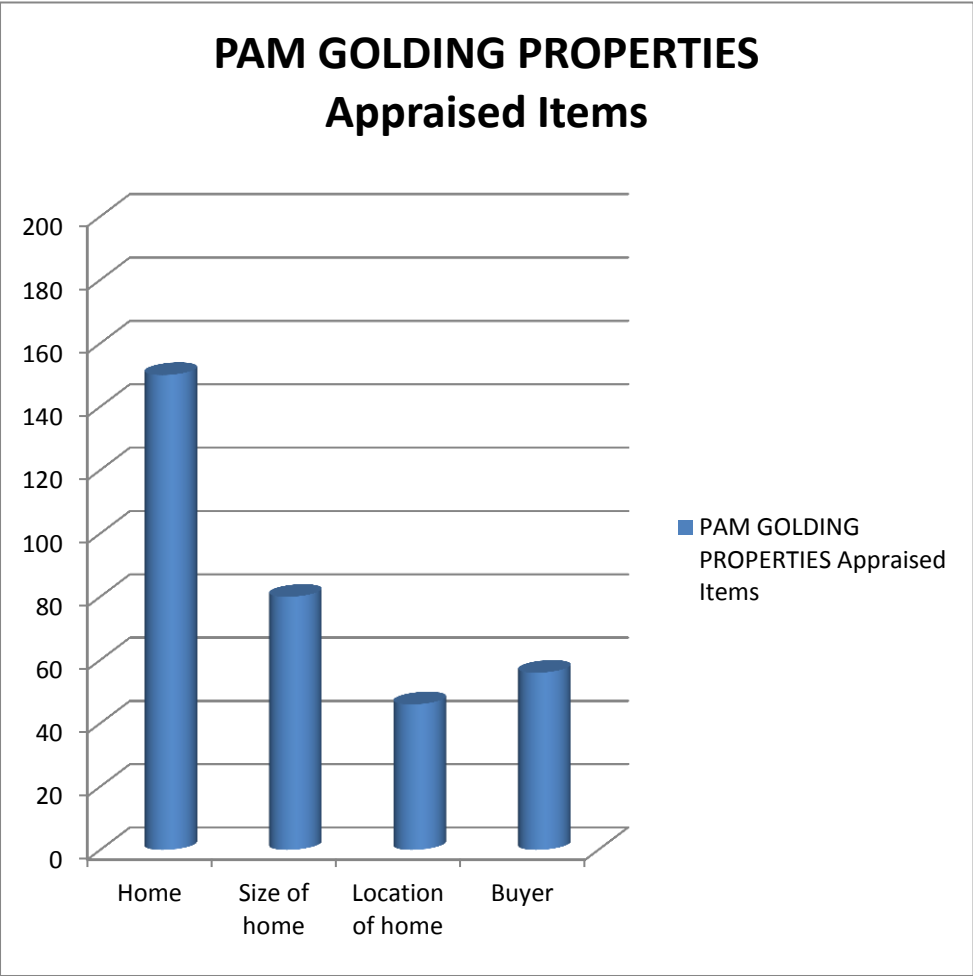


Figure 3B: Most Appraised Items in PGP

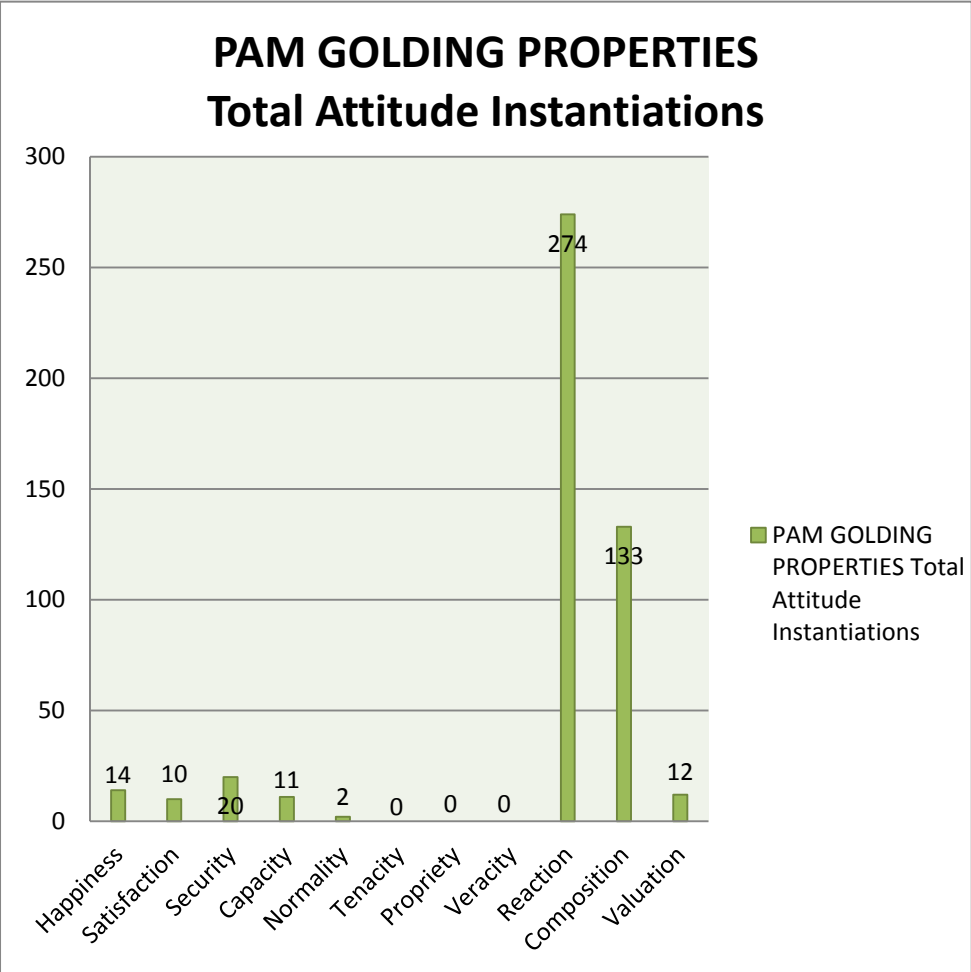


Figure 4B: Total Number of Attitude Instantiations in PGP

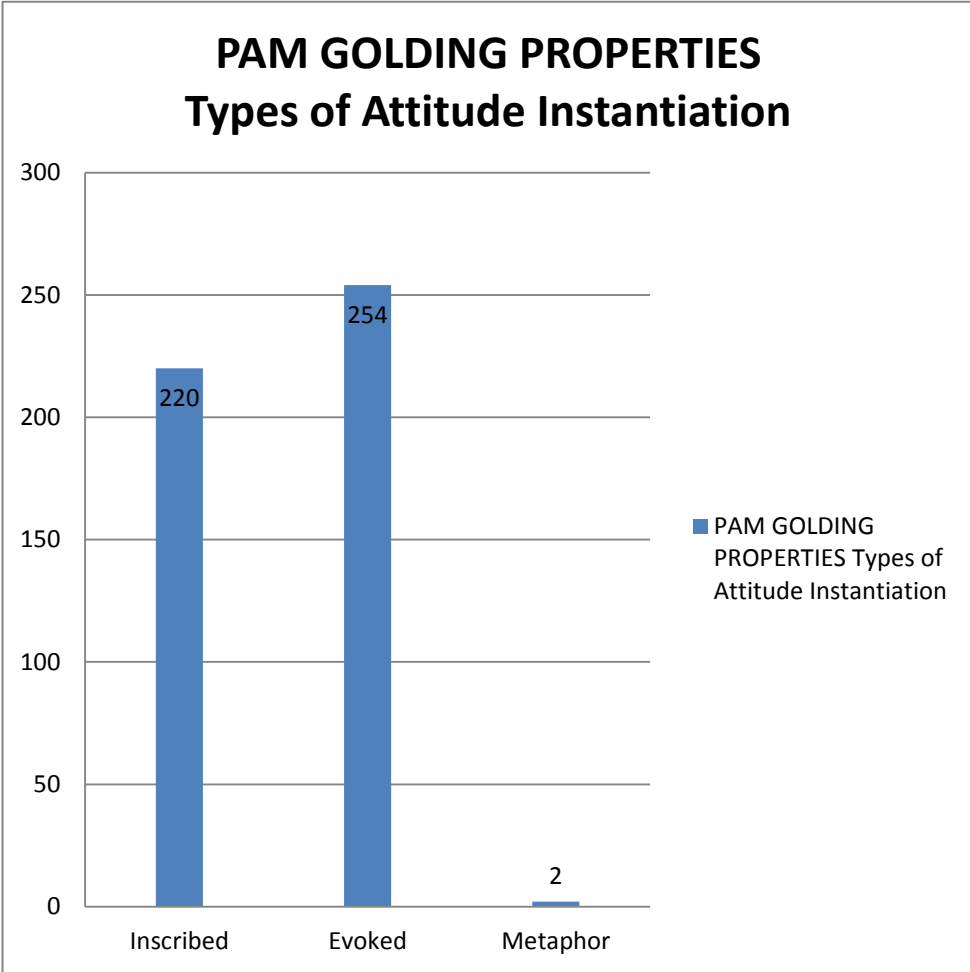


Figure 5B: Types of Attitude Instantiations (Inscribed and Invoked) in PGP

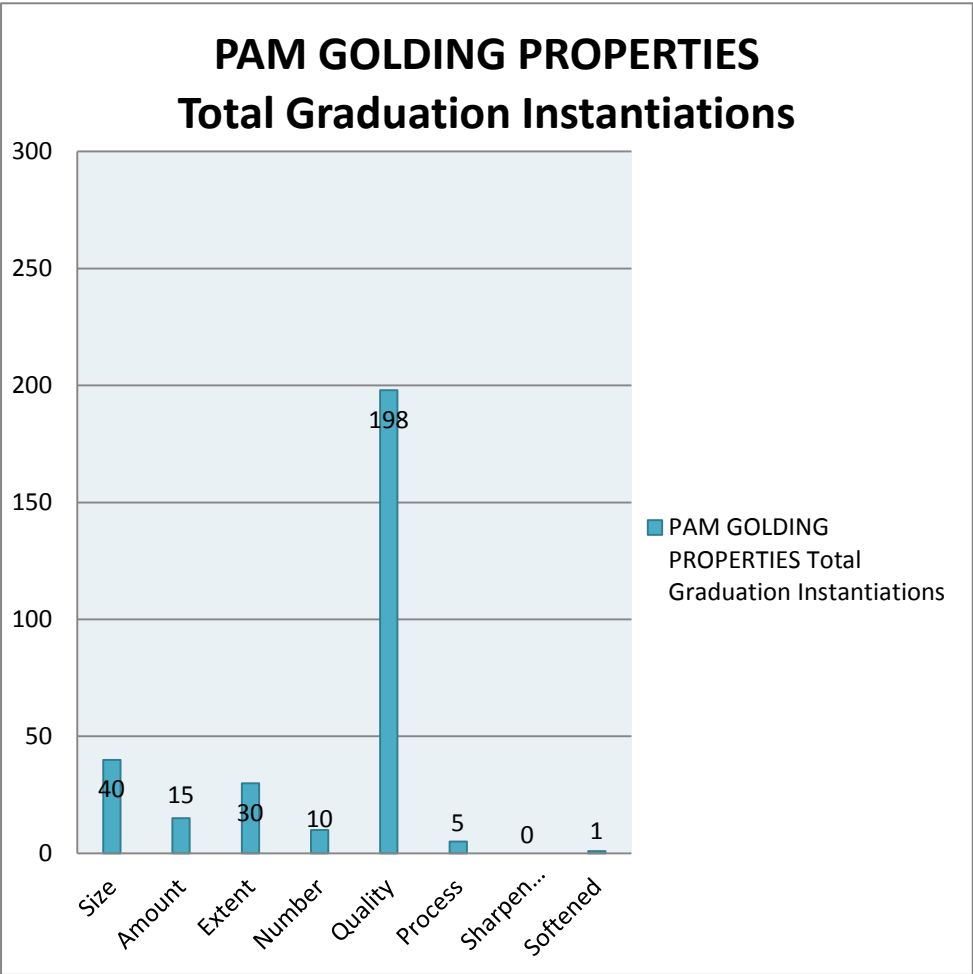


Figure 6B: Total Number of Graduation Instantiations in PGP

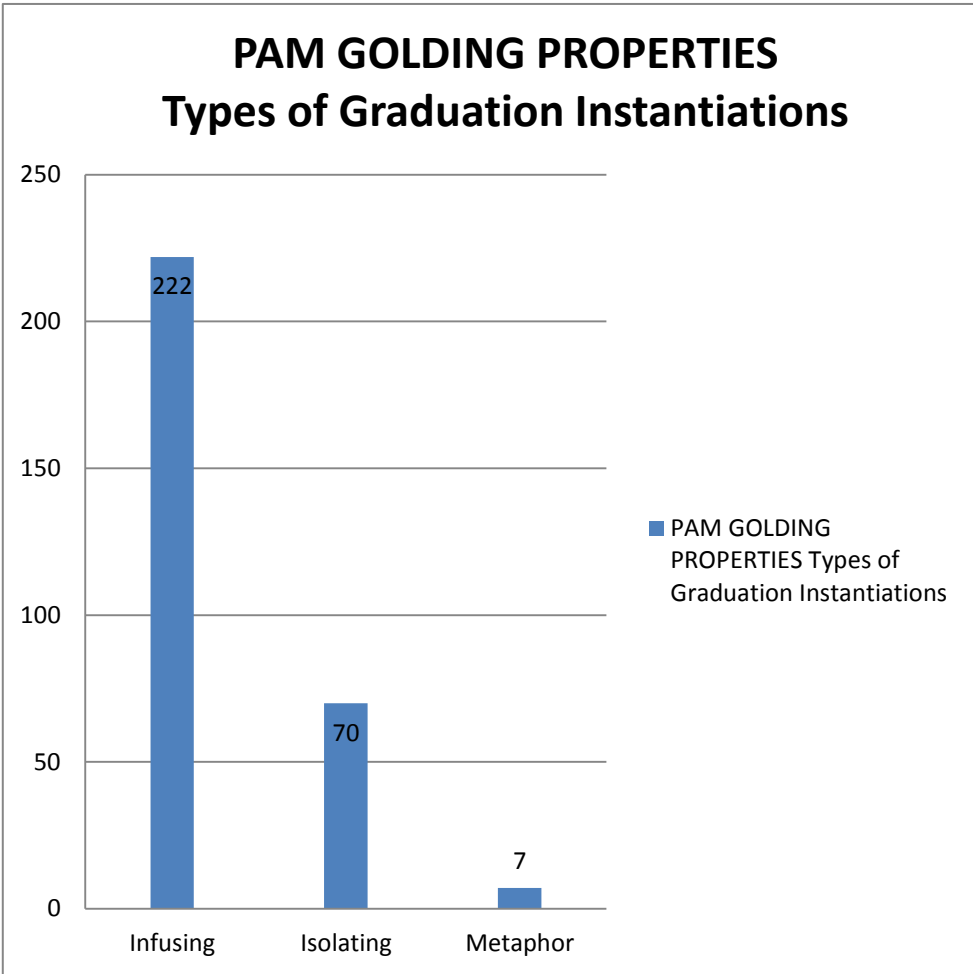


Figure 7B: Types of Graduation Instantiations in PGP

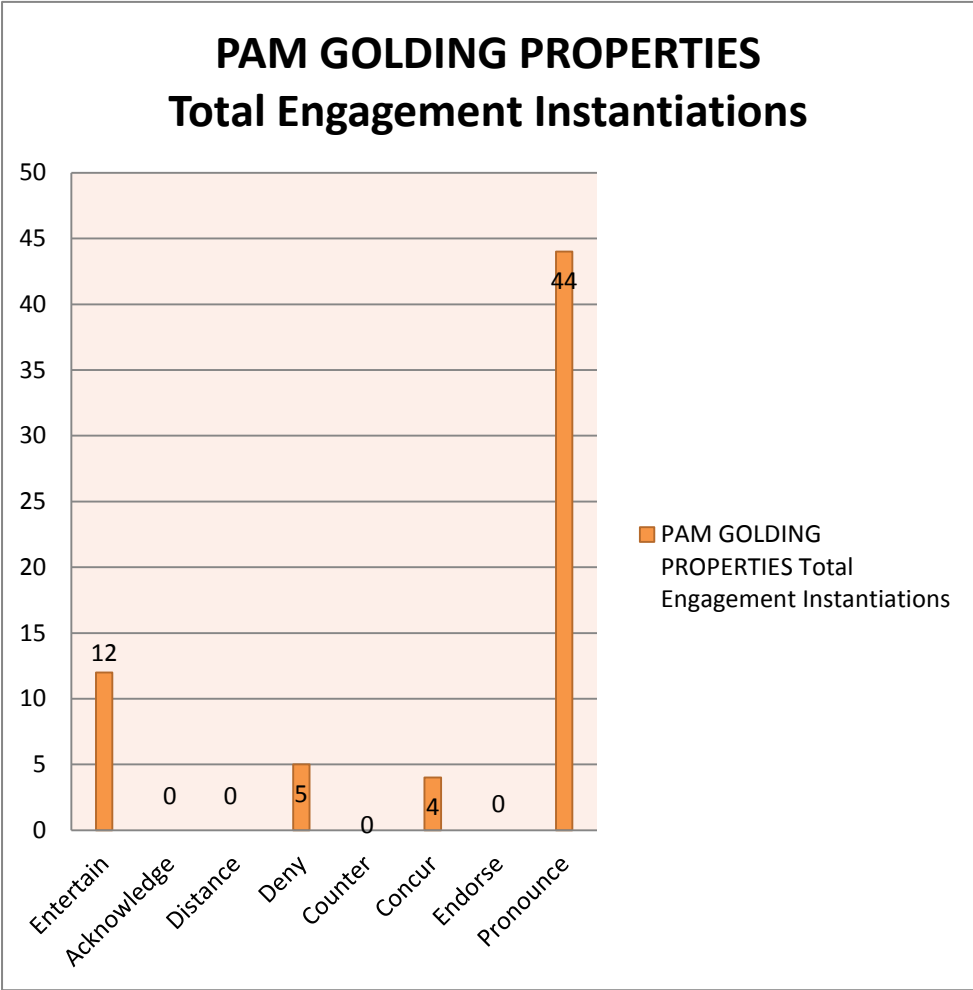


Figure 8B: Total Number of Engagement Instantiations in PGP

Appendix E: Coding 2 Samples

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Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
A50: 206	One of only four	RF	+			Valuation	Implied	Home
206	complete privacy	RF	+	Satisfaction			Implied	Home
206	lovely views	RF	+			Reaction	Inscribed	Home
207	24 hour security	RF	+	Security			Implied	Buyer
207	with communal swimming pool and tennis courts	RF	+			Composition	Afforded	Features of complex
208	Comprised of 2/3 bedrooms, 3 bathrooms	RF	+			Composition	Flagged	Size of home
208	bright open plan living area	RF	+			Reaction	Inscribed	Living area
208	stunning kitchen	RF	+			Reaction	Inscribed	Kitchen
209	Double automated garage	RF	+			Composition	Flagged	Features of home
209	Call before you are too late	RF	+			Valuation	Flagged	Home
A51: 211	Brand New Development	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
212	Immediate occupation	RF	+			Convenience	Implied	Buyer
			+			Composition	Implied	Home
212	4 bedrooms en-suite	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
212	open plan living downstairs	RF	+			Composition	Afforded	Size of home
213	Solar heating	RF	+			Exclusivity	Implied	Home
213	animal friendly	RF	+			Reaction	Inscribed	Home
			+	Happiness			Implied	Buyer with animals
213	good secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
213	rain water tank	RF	+			Convenience	Implied	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

A52: 214	Close to St Andrews	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
215	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
215	3 bedrooms	RF	+			Composition	Flagged	Size of home
215	open plan living area and kitchen	RF	+			Composition	Afforded	Size of home
216	underfloor heating	RF	+			Exclusivity	Implied	Home
216	Also included: washing machine, tumble dryer, fridge, oven and hob	RF	+			Composition	Afforded	Features of home
A53: 219	One of a kind	RF	+			Valuation	Implied	Home
219	secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
219	2 bedrooms, 2 large bathrooms	RF	+			Composition	Flagged	Size of home
220	Open plan living lounge, dining room, kitchen	RF	+			Composition	Afforded	Size and features of home
220	double automated garage	RF	+			Composition	Implied	Size of home
221	All this	RF	+			Composition	Implied	Size of home
221	nestled in a picture perfect garden	RF	+			Reaction	Provoked	Garden
A54: 223	Signature Home	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
223	Elegant Touches	RF	+			Reaction	Inscribed	Touches
			+			Composition	Implied	Home
224	Make this your luxurious sanctity	RF	+		Capacity		Implied	Buyer
224	your luxurious sanctity	RF	+			Reaction	Inscribed	Sanctity
			+	Satisfaction			Implied	Buyer
			+			Exclusivity	Implied	Home
224	effortless living	RF	+			Reaction	Inscribed	Living

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

			+			Convenience	Implied	Buyer
224	privacy	RF	+	Security			Implied	Buyer
224	entertaining	RF	+	Happiness			Implied	Buyer
224	part of the deal	RF	+			Reaction	Implied	Good deal
225	4 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
225	lounge, open plan dining room	RF	+			Composition	Afforded	Size and features of home
225	sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
A55: 227	Exclusive	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Inscribed	Home
227	stylish	RF	+			Reaction	Inscribed	Home
227	in one of Grahamstown's top suburbs	RF	+			Reaction	Implied	Location
			+			Exclusivity	Implied	Location
227	top suburbs	RF	+			Reaction	Inscribed	Location
227	splendid	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Size of home
227	3 bedrooms, study, 2 bathrooms	RF	+			Composition	Flagged	Size of home
228	Large lounge	RF	+			Composition	Inscribed	Size of lounge
228	cosy	RF	+			Reaction	Inscribed	Patio
228	patio and garden	RF	+			Composition	Afforded	Size of home
			+			Exclusivity	Implied	Home
229	Large kitchen	RF	+			Composition	Inscribed	Size of kitchen
229	with breakfast room, dining room, separate laundry	RF	+			Composition	Afforded	Size of home
229	double garage	RF	+			Composition	Flagged	Size of home
230	Perfect for a family	RF	+			Reaction	Inscribed	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

			+			Composition	Implied	Size of home
230	or lock up and go parent	RF	+			Convenience	Implied	Home
A56: 232	Simply Irresistible	RF	+			Valuation	Implied	Home
233	Excellent price	RF	+			Reaction	Inscribed	Price
233	Beautiful	RF	+			Reaction	Inscribed	Home
233	best views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home
233	4 sunny bedrooms, study, 2.5 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
234	Elegant lounge	RF	+			Reaction	Inscribed	Lounge
			+			Composition	Implied	Lounge
234	kitchen leading onto TV lounge	RF	+			Composition	Afforded	Features of home
234	sun-drenched pool	RF	+			Reaction	Implied	Pool
			+			Exclusivity	Implied	Home
234	double garage	RF	+			Composition	Flagged	Size of home
235	All this	RF	+			Composition	Implied	Size and features of home
235	tranquil	RF	+			Reaction	Implied	Garden
			+	Satisfaction			Implied	Buyer
235	manicured	RF	+			Reaction	Inscribed	Garden
			+			Composition	Implied	Garden
235	with a borehole	RF	+			Convenience	Implied	Home
A57: 237	Needle in a Haystack	RF	+			Valuation	Provoked	Rarity of home
238	Elegant	RF	+			Reaction	Inscribed	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

			+			Exclusivity	Implied	Home
238	secure	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
238	with a touch of class	RF	+			Reaction	Implied	Home
			+			Exclusivity	Implied	Home
238	1 of only 8	RF	+			Valuation	Implied	Rarity of home
238	large units	RF	+			Composition	Inscribed	Size of units
238	sought-after	RF	+			Reaction	Inscribed	Estate
			+			Exclusivity	Implied	Location of home
238	24h security estate	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
239	fantastic views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location
239	3 bedrooms (2 en-suite), 3 bathrooms, study, 2 lounges	RF	+			Composition	Flagged	Size of home
240	underfloor heating, gas fire place	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
240	gourmet kitchen with granite finishes	RF	+			Reaction	Afforded	Kitchen
			+			Exclusivity	Implied	Home
241	Double automated garage	RF	+			Composition	Flagged	Size of home
241	Affordable	RF	+			Reaction	Inscribed	Levies
241	Communal swimming pool and tennis court	RF	+			Composition	Afforded	Features of complex
			+			Exclusivity	Implied	Complex
241	Don't delay	RF	+			Valuation	Flagged	Home
A58: 244	Entertainer's Delight	RF	+			Reaction	Implied	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

			+	Happiness			Implied	Buyer
245	beautiful	RF	+			Reaction	Inscribed	Home
245	4/5 bedroom home	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
245	most tucked away	RF	+			Reaction	Flagged	Location of home
			+	Satisfaction			Implied	Buyer
245	peaceful street	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Implied	Buyer
245	modernised	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
245	ideal for an executive family	RF	+			Composition	Implied	Size of home
A59: 248	A Prestigious Home for All Seasons	RF	+			Reaction	Inscribed	Home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
249	Excellent flow	RF	+			Reaction	Inscribed	Flow
			+			Composition	Implied	Flow of home
249	superb entertainment area	RF	+			Reaction	Inscribed	Entertainment area
249	secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
250	picture book views	RF	+			Reaction	Inscribed	Views
			+			Exclusivity	Implied	Location of home
250	Brand new home	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Age of home
250	offering stylish living	RF	+			Reaction	Implied	Home
			+			Reaction	Inscribed	Living
			+			Exclusivity	Implied	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Attitude

250	3 bedrooms, all en-suite	RF	+			Composition	Flagged	Size of home
250	open plan granite kitchen with dining room/lounge leading out to entertainer's dream patio		+			Composition	Afforded	Size and features of home
251	entertainer's dream patio	RF	+			Reaction	Inscribed	Patio
			+	Happiness			Implied	Buyer
251	sparkling Jacuzzi pool	RF	+			Reaction	Inscribed	Jacuzzi pool
			+			Exclusivity	Implied	Home
252	Large automated garage	RF	+			Composition	Inscribed	Garage
A60: 254	Charm and Character of Thatch	RF	+			Reaction	Inscribed	Home
255	exceptional	RF	+			Valuation	Inscribed	Property
			+			Exclusivity	Implied	Home
255	stunning	RF	+			Reaction	Inscribed	Home
255	double storey	RF	+			Composition	Flagged	Size of home
255	family home	RF	+			Composition	Implied	Size of home
255	open plan living leading onto a wooden deck	RF	+			Composition	Afforded	Features of home
256	sparkling swimming pool	RF	+			Reaction	Inscribed	Swimming pool
256	4 bedrooms, main en-suite	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
257	huge games room	RF	+			Composition	Inscribed	Size of games room
			+			Exclusivity	Implied	Features of home
257	double automated garage	RF	+			Composition	Flagged	Size of home
257	A 5 minute walk from Kingswood	RF	+			Convenience	Afforded	Location
			+			Exclusivity	Implied	Location

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Graduation

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Scale of intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/ Isolating			Positive/ Negative	Instantiation
A50: 206	One of only four	Number			Infusing	Upscaled	Medium	+	Uniqueness of home
206	complete		Quality		Isolating	Upscaled	High	+	Privacy
206	lovely		Quality		Infusing	Upscaled	Medium	+	Views
207	24 hour		Quality		Isolating	Upscaled	Low	+	Security
208	2/3 bedrooms, 3 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
208	stunning		Quality		Infusing	Upscaled	High	+	Kitchen
A51: 211	Brand New		Quality		Isolating	Upscaled	High	+	Development
212	Immediate	Extent: proximity			Infusing	Upscaled	High	+	Occupation
212	4 bedrooms	Number			Isolating	Upscaled	High	+	Size of home
213	good		Quality		Isolating	Upscaled	Low	+	Secure complex
A52: 214	Close to St Andrews	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
215	Top quality		Quality		Infusing	Upscaled	Medium	+	Finishes
215	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
A53: 219	One of a kind		Quality		Infusing	Upscaled	High	+	Home
219	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
219	large bathrooms	Size			Infusing	Upscaled	Medium	+	Size of home
221	All this	Amount			Isolating	Upscaled	Low	+	Size of home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Graduation

221	nestled		Process		Infusing	Upscaled	Medium	+	Location of home and composition of garden
221	picture perfect		Quality		Isolating	Upscaled	High	+	Garden
A54: 223	Signature		Quality		Infusing	Upscaled	High	+	Home
223	Elegant		Quality		Infusing	Upscaled	Medium	+	Touches
224	luxurious		Quality		Infusing	Upscaled	High	+	Home
224	sanctity		Quality		Infusing	Upscaled	High	+	Home
224	effortless		Quality		Infusing	Upscaled	Medium	+	Living
224	part of the deal		Quality		Infusing	Upscaled	Medium	+	Home
225	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
A55: 227	Exclusive		Quality		Infusing	Upscaled	High	+	Home
227	stylish		Quality		Infusing	Upscaled	High	+	Home
227	one of Grahamstown's top suburbs		Quality		Isolating	Upscaled	Medium	+	Location of home
227	top suburbs		Quality		Isolating	Upscaled	Medium	+	Suburb
227	splendid		Quality		Infusing	Upscaled	Medium	+	Home
227	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Low	+	Size of home
228	Large lounge	Size			Infusing	Upscaled	Medium	+	Lounge
229	Large kitchen	Size			Infusing	Upscaled	Medium	+	Kitchen
229	double garage	Number			Infusing	Upscaled	Low	+	Size of home
230	Perfect		Quality		Isolating	Upscaled	High	+	Composition
A56: 232	Simply Irresistible		Quality		Isolating	Upscaled	High	+	Irresistible
232	Irresistible		Quality		Infusing	Upscaled	High	+	Home
233	Excellent		Quality		Infusing	Upscaled	High	+	Price

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Graduation

233	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
233	best views		Quality		Infusing	Upscaled	High	+	Views
233	4 bedrooms, 2.5 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
234	Elegant		Quality		Infusing	Upscaled	Medium	+	Lounge
234	sun-drenched		Quality		Infusing	Upscaled	High	+	Pool
234	double garage	Number			Infusing	Upscaled	Low	+	Size of home
235	All this	Amount			Isolating	Upscaled	Low	+	Size of home
235	tranquil		Quality		Infusing	Upscaled	Medium	+	Garden
235	manicured		Quality		Infusing	Upscaled	Medium	+	Garden
A57: 237	Needle in a Haystack		Quality		Metaphor	Upscaled	High	+	Rarity of home
238	Elegant		Quality		Infusing	Upscaled	Medium	+	Home
238	a touch of class		Quality		Infusing	Upscaled	Medium	+	Home
238	1 of only 8	Number			Infusing	Upscaled	Medium	+	Rarity of home
238	sought-after		Quality		Infusing	Upscaled	Medium	+	Estate
238	24 hour	Extent: distribution			Isolating	Upscaled	Low	+	Security
239	fantastic		Quality		Infusing	Upscaled	High	+	Views
240	gourmet		Quality		Infusing	Upscaled	Medium	+	Kitchen
241	Double automated garage	Number			Infusing	Upscaled	Medium	+	Size of home
A58: 244	Entertainer's Delight		Quality		Infusing	Upscaled	Medium	+	Home
245	beautiful		Quality		Infusing	Upscaled	Medium	+	Home
245	4/5 bedroom home	Number			Isolating	Upscaled	High	+	Size of home
245	most		Quality		Isolating	Upscaled	High	+	Tucked away street
245	peaceful		Quality		Infusing	Upscaled	Low	+	Home
245	modernised		Quality		Infusing	Upscaled	Medium	+	Home

Appendix E1:
Remax Frontier Properties Coding 2 Sample: Graduation

245	ideal		Quality		Infusing	Upscaled	Medium	+	Home
245	executive family		Quality		Infusing	Upscaled	Medium	+	Size of home
A59: 248	Prestigious		Quality		Infusing	Upscaled	High	+	Home
248	All	Amount			Isolating	Upscaled	Low	+	Seasons
249	Excellent		Quality		Infusing	Upscaled	High	+	Flow/Composition of home
249	superb		Quality		Infusing	Upscaled	High	+	Entertainment area
250	picture book views		Quality		Infusing	Upscaled	High	+	Views
250	Brand new		Quality		Infusing	Upscaled	High	+	Home
250	stylish		Quality		Infusing	Upscaled	High	+	Living
250	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
251	entertainer's dream patio		Quality		Isolating	Upscaled	High	+	Patio
251	sparkling		Quality		Infusing	Upscaled	Medium	+	Jacuzzi pool
252	Large	Size			Infusing	Upscaled	Medium	+	Garage
A60: 255	exceptional		Quality		Infusing	Upscaled	High	+	Property
255	stunning		Quality		Infusing	Upscaled	High	+	Home
255	double storey	Size			Infusing	Upscaled	Medium	+	Size of home
256	sparkling		Quality		Infusing	Upscaled	Medium	+	Swimming pool
256	4 bedrooms	Number			Isolating	Upscaled	High	+	Size of home
257	huge	Size			Infusing	Upscaled	High	+	Games room
257	double automated garage	Number			Infusing	Upscaled	Low	+	Size of home
257	A 5 minute walk	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home

Appendix E1:

Remax Frontier Properties Coding 2 Sample: Engagement

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
A50: 209	Call before you are too late	RF				Invite		+
A53: 219	One of a kind	RF			Pronounce			+
221	Picture perfect garden	RF			Pronounce			+
A54: 224	Make this your luxurious sanctity	RF				Entertain		+
A55: 230	Perfect for a family or lock up and go parent	RF			Pronounce			+
						Entertain		+
A56: 232	Simply Irresistible	RF			Pronounce			+
233	Excellent price	RF			Pronounce			+
233	best views of our city	RF			Pronounce			+
A57: 241	Don't delay	RF				Invite		+
A58: 245	the most tucked away	RF			Pronounce			+
A59: 244	Entertainer's delight	RF			Pronounce			+
250	Picture book views	RF			Pronounce			+

Appendix E2:

Pam Golding Properties Coding 2 Sample: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
B70: 330	Lock up and Go	PG	+			Convenience	Implied	Home
331	neat and tidy apartment	PG	+			Reaction	Inscribed	Apartment
331	small complex	PG	-			Composition	Inscribed	Size of complex
331	secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
331	close to Kingswood College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Home
332	ideal parent accommodation or perfect for young couples starting out	PG	+			Convenience	Implied	Parent accommodation
			+			Reaction	Inscribed	Home
333	2 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B71: 335	Immaculate Townhouse	PG	+			Reaction	Inscribed	Townhouse
			+			Composition	Implied	Townhouse
336	Do you want to get into the property market?	PG	-		Capacity		Flagged	Buyer inexperience
336	This is the perfect starter home	PG	+			Reaction	Inscribed	Home
336	Enjoy lock up and go living	PG	+	Happiness			Inscribed	Buyer
			+			Convenience	Implied	Home
337	close to Graeme College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
338	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B72: 341	Ever popular	PG	+			Reaction	Inscribed	Complex
341	outstanding investment opportunity	PG	+			Valuation	Inscribed	Investment opportunity

Appendix E2:

Pam Golding Properties Coding 2 Sample: Attitude

			+			Exclusivity	Implied	Home
342	prime location	PG	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
342	a handsome addition to any property portfolio	PG	+			Reaction	Inscribed	Home
343	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B73: 346	compact	PG	-			Composition	Implied	Size of home
346	affordable	PG	+			Reaction	Inscribed	Price of home
346	small complex	PG	-			Composition	Inscribed	Size of complex
346	excellent security	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
347	perfect lock-up-and-go unit	PG	+			Reaction	Inscribed	Unit
			+			Convenience	Implied	Home
347	within walking distance of Kingswood College	PG	+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Location of home
348	2 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B74: 350	Not to be Missed	PG	+			Valuation	Implied	Home
351	close to the CBD and Rhodes University	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
351	already set up with major appliances	PG	+			Composition	Implied	Home
			+			Convenience	Implied	Home
352	With a signed lease in place	PG	+			Convenience	Afforded	Home
352	units like this don't come around every day	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
353	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home

Appendix E2:

Pam Golding Properties Coding 2 Sample: Attitude

B75: 355	Brilliant Buy	PG	+			Reaction	Inscribed	Buy
			+			Reaction	Implied	Home
356	magnificent	PG	+			Reaction	Inscribed	Apartments
356	close to all amenities	PG	+			Convenience	Afforded	Location of home
356	cannot be overlooked	PG	+			Valuation	Implied	Home
357	Equipped with appliances for easy tenanting	PG	+			Composition	Afforded	Home
			+			Convenience	Implied	Home
357	offer a good return with a solid lease	PG	+			Reaction	Inscribed	Return
			+			Reaction	Inscribed	Lease
			+			Convenience	Implied	Home
359	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B76: 361	English Cottage	PG	-			Composition	Implied	Size of home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
362	Spacious rooms	PG	+			Composition	Inscribed	Size of rooms
362	wooden floors, cosy fireplace and a farm-style kitchen	PG	+			Composition	Afforded	Features of home
362	cosy	PG	+			Reaction	Inscribed	Fireplace
362	farm-style kitchen	PG	+			Reaction	Inscribed	Kitchen
			+			Composition	Implied	Size of kitchen
363	charming feel	PG	+			Reaction	Implied	Home
363	easy flow	PG	+			Composition	Implied	Home onto garden
363	mature English cottage garden	PG	+			Reaction	Inscribed	Garden
			+			Exclusivity	Implied	Garden
364	3/4 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home

Appendix E2:

Pam Golding Properties Coding 2 Sample: Attitude

B77: 366	Near Schools	PG	+			Convenience	Afforded	Location of home
367	starter home	PG	-			Reaction	Implied	Home
			-		Capacity		Implied	Buyer
367	large garden	PG	+			Composition	Inscribed	Garden
367	in a good location near Kingswood and Graeme College	PG	+			Reaction	Inscribed	Location of home
			+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
368	Get into the property market	PG	-		Capacity		Flagged	Buyer
368	it includes a flatlet to help pay the bond	PG	+			Composition	Afforded	Size and features of home
			+			Convenience	Implied	Home
369	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B78: 371	Still Renting?	PG	-		Normality		Flagged	Buyer
			-		Capacity		Flagged	Buyer
372	You could be paying off your own bond	PG	+		Capacity		Flagged	Buyer
372	offers good value	PG	+			Reaction	Inscribed	Value
			+			Reaction	Implied	Home
372	and a flatlet to help with the repayments	PG	+			Composition	Afforded	Size and features of home
			+			Convenience	Implied	Flatlet
373	Enjoy cosy winter evenings around the fireplace	PG	+			Reaction	Inscribed	Winter evenings
			+	Happiness			Inscribed	Buyer
			+			Exclusivity	Implied	Home
375	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B79: 377	Neat and Tidy	PG	+			Reaction	Inscribed	Home

Appendix E2:

Pam Golding Properties Coding 2 Sample: Attitude

378	If you are looking for good value, generous space and modern finishes then look no further	PG	+			Reaction	Implied	Home
378	good value	PG	+			Reaction	Inscribed	Value
378	generous space	PG	+			Composition	Inscribed	Size of home
			+			Reaction	Inscribed	Space
378	modern finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Afforded	Finishes
379	This home has it all and more	PG	+			Reaction	Inscribed	Home
			+			Composition	Afforded	Home
379	Very little maintenance is required	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
380	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
B80: 382	Bright and Sunny	PG	+			Reaction	Inscribed	Home
283	Gorgeous afternoon sun	PG	+			Reaction	Inscribed	Afternoon sun
383	nest	PG	+			Reaction	Implied	Home
			+	Satisfaction			Implied	Buyer
383	easy to maintain	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
383	The garden and living area flow beautifully	PG	+			Composition	Implied	Flow of home
384	one happy space	PG	+			Reaction	Inscribed	Space
			+	Happiness			Inscribed	Buyer
			+			Composition	Implied	Home
385	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home

Appendix E2:

Pam Golding Properties Coding 2 Sample: Graduation

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Scale of intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/ Isolating			Positive/ Negative	Instantiation
B70: 331	small	Size			Isolating	Upscaled	Low	-	Size of apartment
331	close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
332	ideal		Quality		Infusing	Upscaled	Medium	+	Home
332	perfect		Quality		Infusing	Upscaled	High	+	Home
333	2 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B71: 335	Immaculate		Quality		Infusing	Upscaled	High	+	Townhouse
336	perfect		Quality		Infusing	Upscaled	High	+	Home
336	starter		Quality		Infusing	Upscaled	Low	-	Home
337	close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
338	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B72: 341	Ever popular		Quality		Infusing	Upscaled	Medium	+	Complex
341	outstanding		Quality		Infusing	Upscaled	High	+	Investment opportunity
342	prime		Quality		Infusing	Upscaled	High	+	Location
342	handsome		Quality		Infusing	Upscaled	Medium	+	Addition to portfolio
343	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B73: 346	compact	Size			Infusing	Upscaled	Medium	-	Size of home
346	affordable		Quality		Infusing	Upscaled	Medium	+	Price of home
346	small	Size			Isolating	Downscaled	Low	-	Size of home
346	excellent		Quality		Infusing	Upscaled	High	+	Security

Appendix E2:
Pam Golding Properties Coding 2 Sample: Graduation

347	perfect		Quality		Infusing	Upscaled	High	+	Unit
347	within walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
348	2 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B74: 350	Not to be Missed		Quality		Infusing	Upscaled	Medium	+	Home
351	close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
351	already set up		Quality		Infusing	Upscaled	Medium	+	Composition of home
352	units like this don't come around every day		Quality		Infusing	Upscaled	Medium	+	Home
353	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B75: 355	Brilliant		Quality		Infusing	Upscaled	High	+	Buy
356	magnificent		Quality		Infusing	Upscaled	High	+	Apartments
356	close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
356	all	Number			Isolating	Upscaled	Low	+	Amenities
357	good		Quality		Isolating	Upscaled	Low	+	Return
357	solid		Quality		Infusing	Upscaled	Medium	+	Lease
359	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B76: 361	English Cottage		Quality		Infusing	Upscaled	High	+	Exclusivity of home
362	Spacious	Size			Infusing	Upscaled	Medium	+	Rooms
363	charming		Quality		Infusing	Upscaled	Medium	+	Home
363	easy		Quality		Infusing	Upscaled	Low	+	Flow
363	farm-style		Quality		Infusing	Upscaled	Medium	+	Size of home
363	mature		Quality		Infusing	Upscaled	Low	+	Garden
363	English cottage		Quality		Infusing	Upscaled	Medium	+	Exclusivity of

Appendix E2:
Pam Golding Properties Coding 2 Sample: Graduation

	garden								home
364	3/4 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	High	+	Size of home
B77: 366	Near Schools	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
367	starter home		Quality		Infusing	Upscaled	Low	-	Home
367	large	Size			Infusing	Upscaled	Medium	+	Size of garden
367	good		Quality		Isolating	Upscaled	Low	+	Location of home
367	near	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
369	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B78: 372	good value		Quality		Isolating	Upscaled	Low	+	Value
375	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B79: 378	good		Quality		Isolating	Upscaled	Low	+	Value
378	generous	Size			Infusing	Upscaled	Medium	+	Size of home/space
378	modern		Quality		Infusing	Upscaled	Medium	+	Finishes
379	has it all and more	Amount			Isolating	Upscaled	Medium	+	Size of home/Composition
379	Very little	Amount			Isolating	Upscaled	Medium	+	Maintenance
380	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B80: 383	Gorgeous		Quality		Infusing	Upscaled	High	+	Afternoon sun
383	floods		Process		Infusing	Upscaled	High	+	Sun
383	nest		Quality		Infusing	Upscaled	Medium	+	Home
383	easy to maintain		Quality		Infusing	Upscaled	Medium	+	Home
384	flow beautifully		Process		Infusing	Upscaled	Medium	+	Garden and living area

Appendix E2:

Pam Golding Properties Coding 2 Sample: Graduation

384	happy		Quality		Infusing	Upscaled	Low	+	Space
385	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix E2:

Pam Golding Properties Coding 2 Sample: Engagement

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
B70: 331	It is ideal parent accommodation or perfect for young couples starting out	PG			Pronounce			+
						Entertain		+
B71: 336	Do you want to get into the property market?	PG			Concur (rhetorical question)			+
336	This is the perfect starter home	PG			Pronounce			+
B72: 341	an outstanding investment opportunity	PG			Pronounce			+
342	prime location	PG			Pronounce			+
342	a handsome addition to any property portfolio	PG			Pronounce			+
B73: 346	It is the perfect lock-up-and-go unit	PG			Pronounce			+
B74: 350	Not to be Missed	PG			Pronounce			+
						Invite		+
352	units like this don't come around every day	PG		Deny				+
B75: 355	Brilliant Buy	PG			Pronounce			+
356	cannot be overlooked	PG			Pronounce			+

Appendix E2:

Pam Golding Properties Coding 2 Sample: Engagement

B77: 368	Get into the property market	PG				Invite		+
B78: 371	Still Renting?	PG			Concur (rhetorical question)			
372	You could be paying off your own bond	PG				Entertain		+
B79: 378	If you are looking for good value, generous space and modern finishes then look no further	PG				Entertain		+
379	This home has it all and more	PG			Pronounce			+

F1. Remax Frontier Properties Coding 2 Graphs

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F2. Pam Golding Properties Coding 2 Graphs

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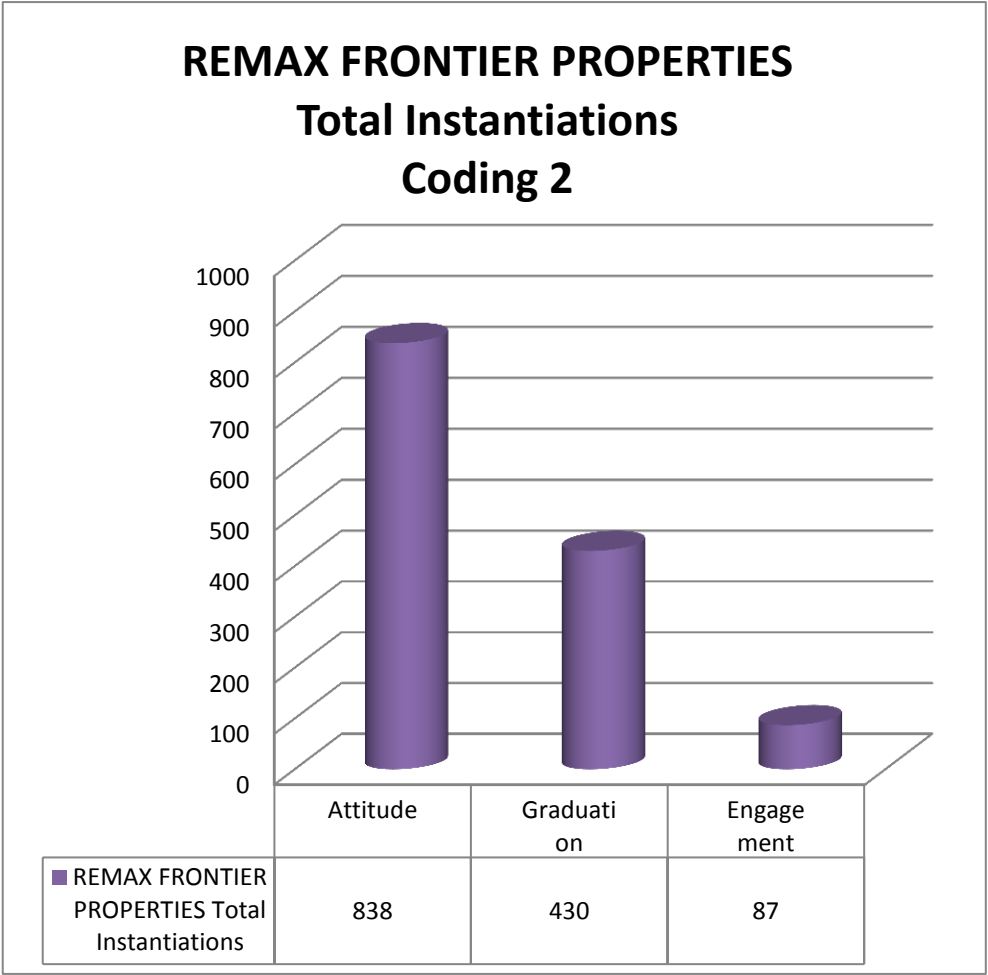


Figure 1C: Total Number of Instantiations per Appraisal Subtype in RFP

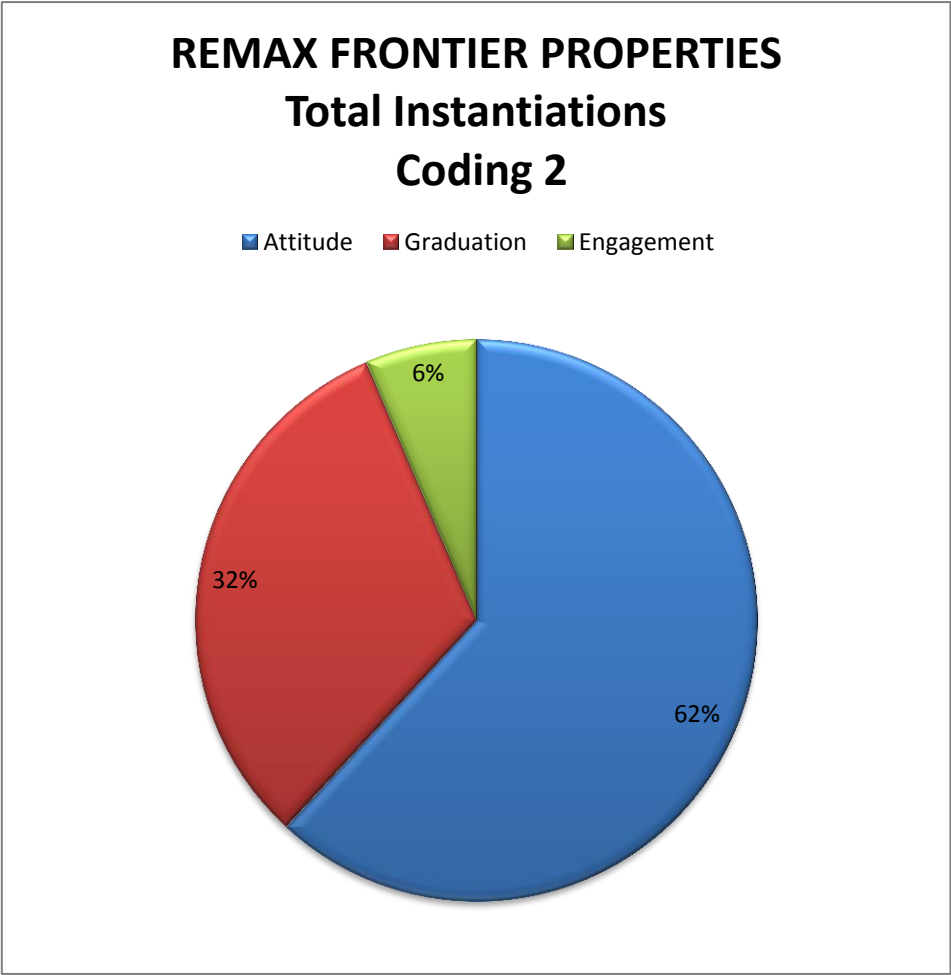


Figure 2C: Percentages of Total Instantiations in RFP

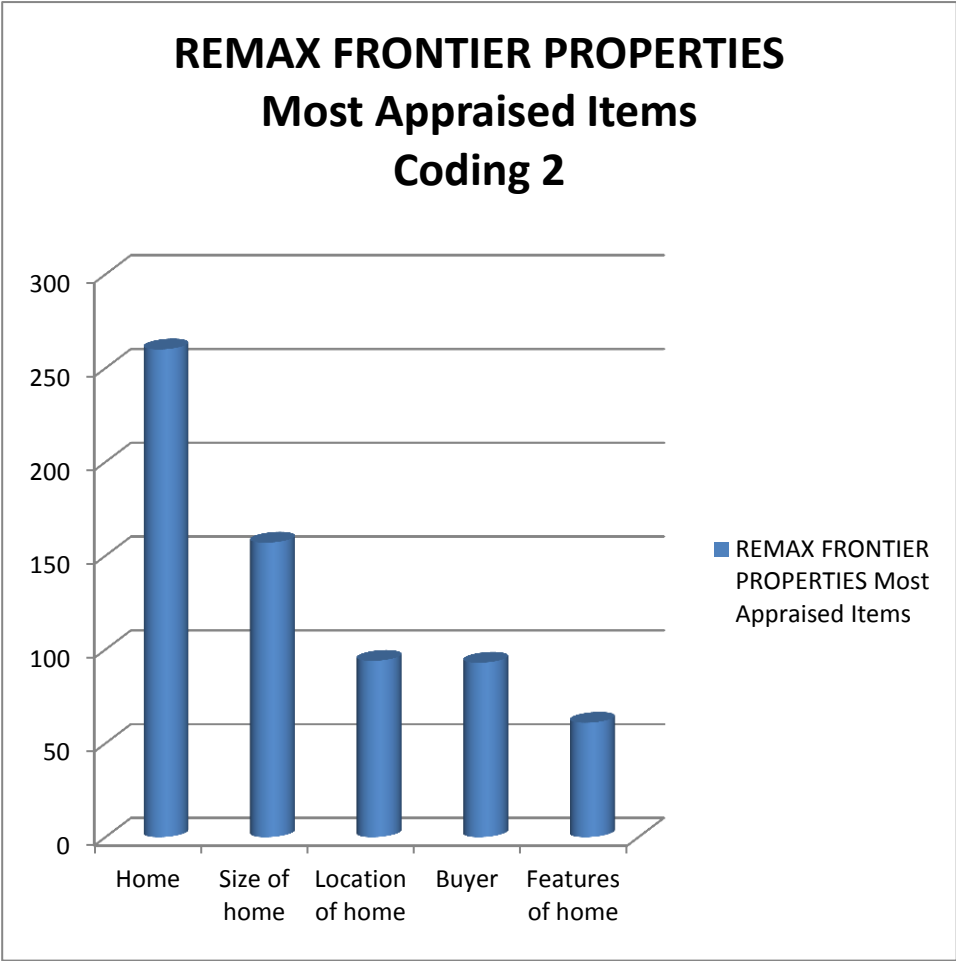


Figure 3C: Most Appraised Items in RFP

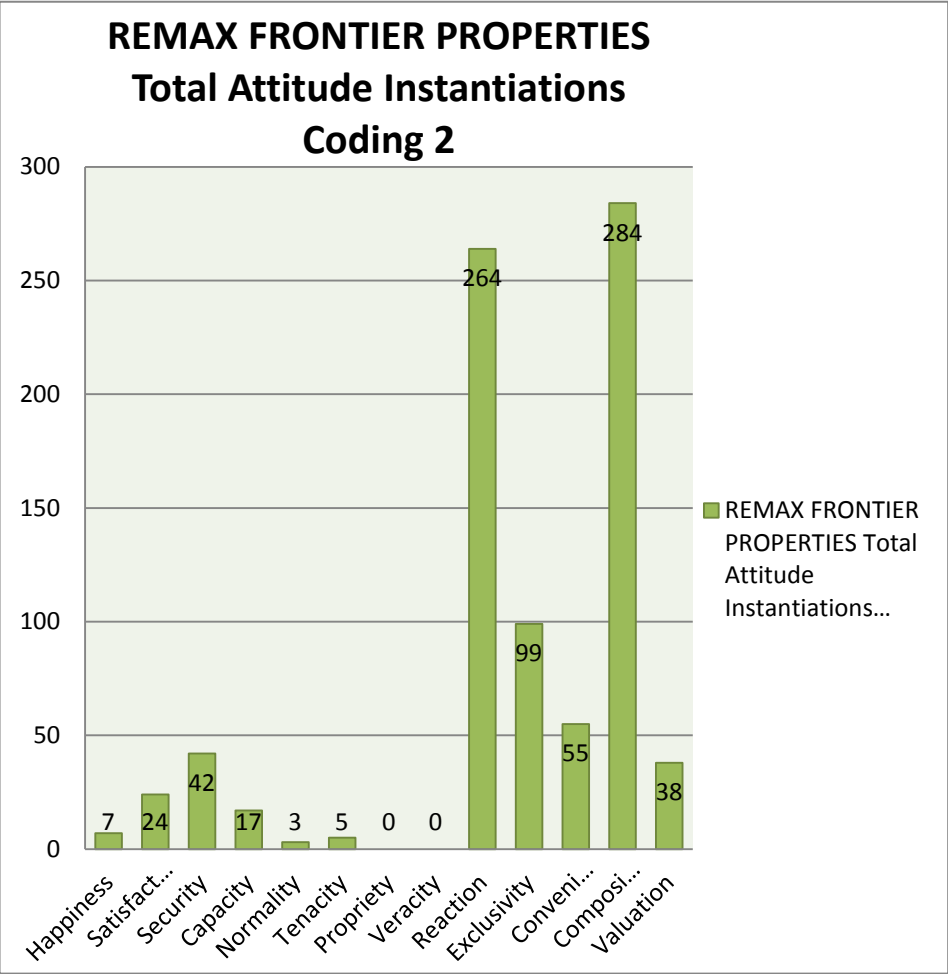


Figure 4C: Total Number of Attitude Instantiations in RFP

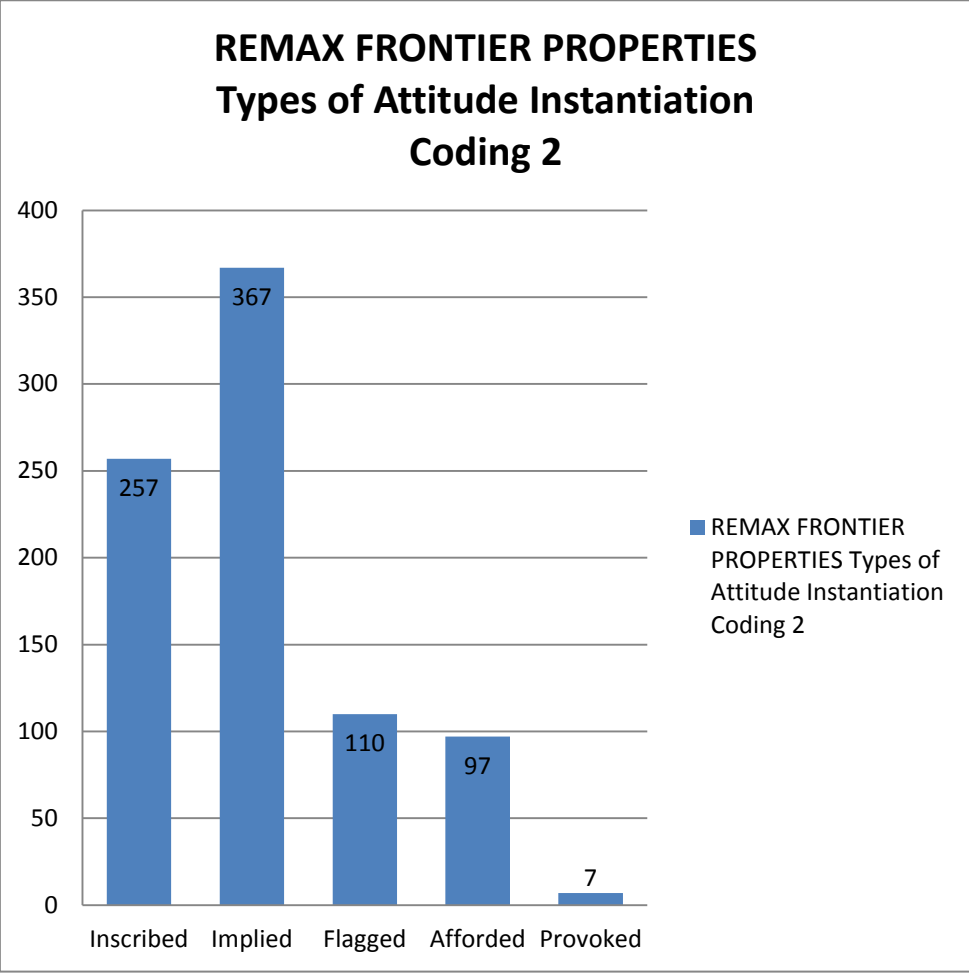


Figure 5C: Types of Attitude Instantiations in RFP

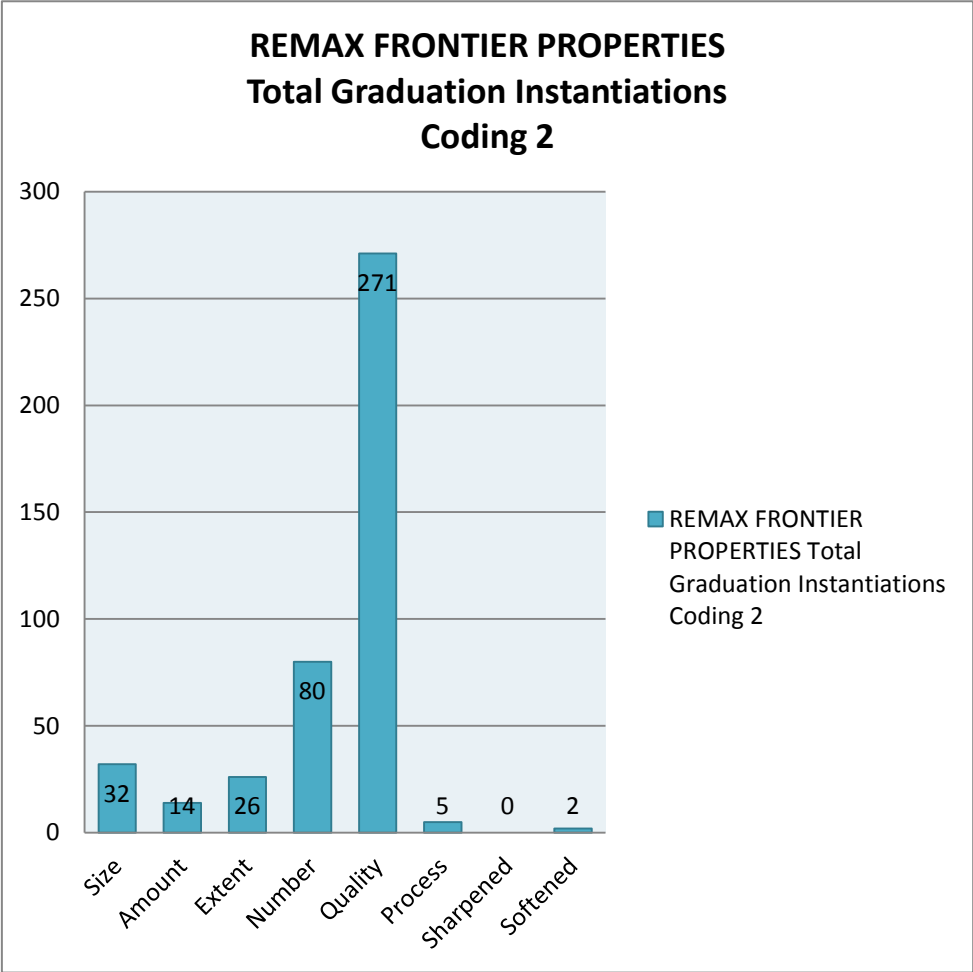


Figure 6C: Total Number of Graduation Instantiations in RFP

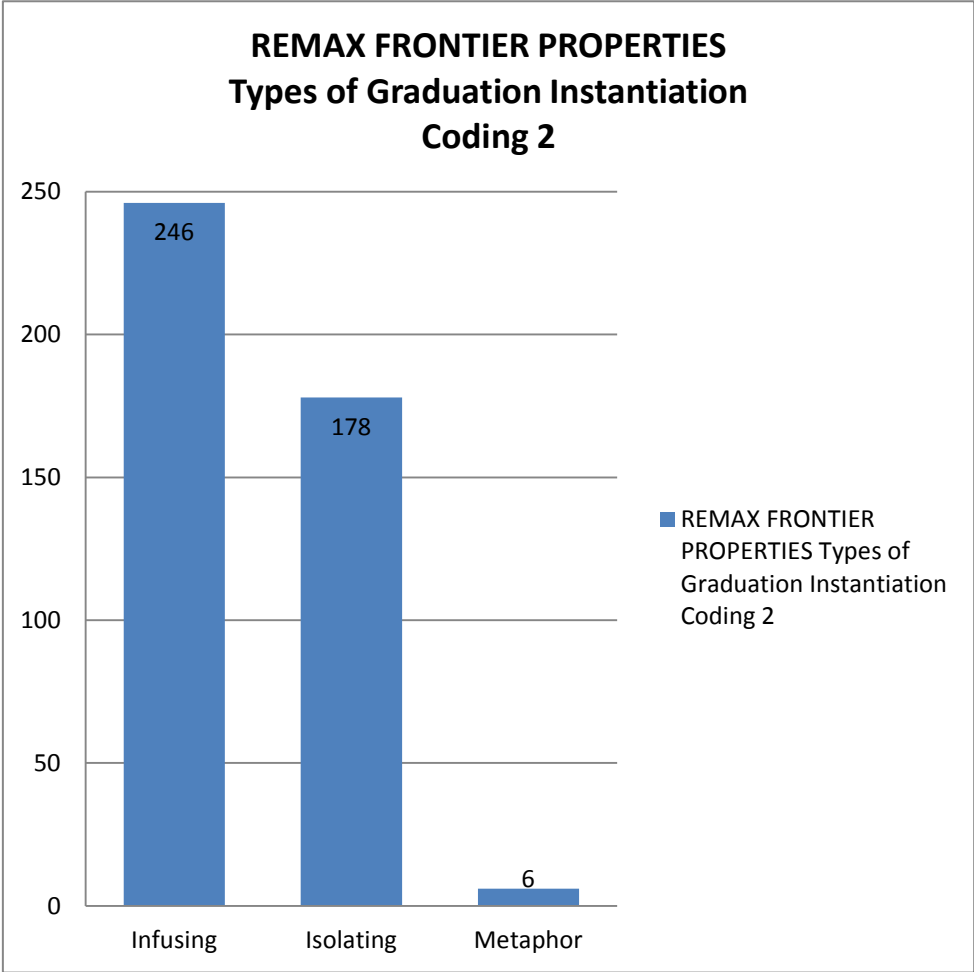


Figure 7C: Types of Graduation Instantiations in RFP

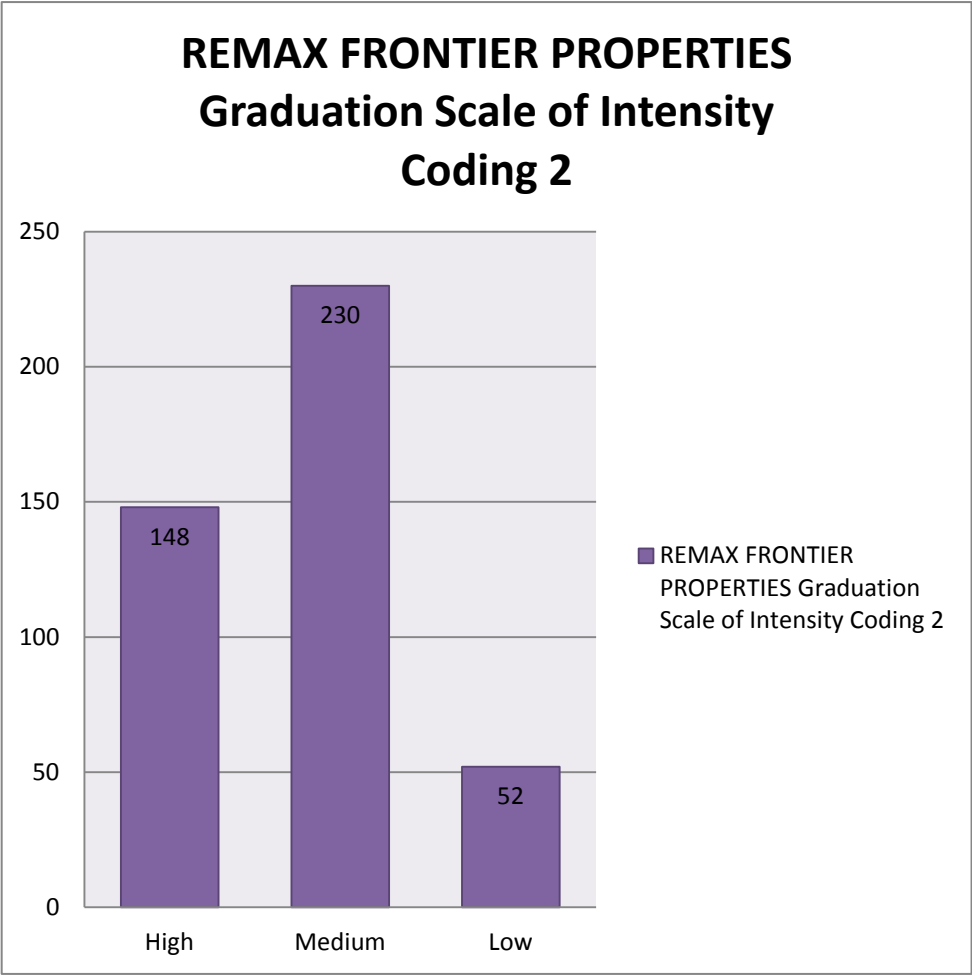


Figure 8C: Graduation scale of intensity in RFP

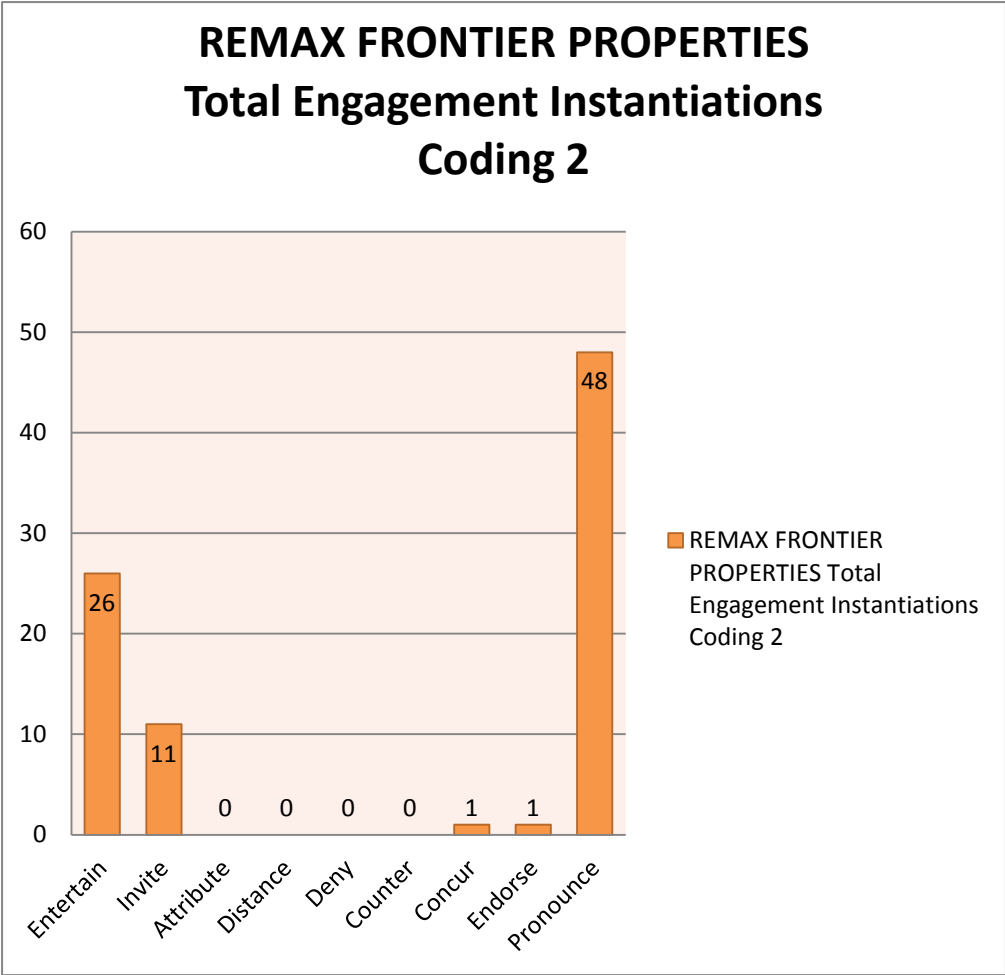


Figure 9C: Total number of Engagement instantiations in RFP

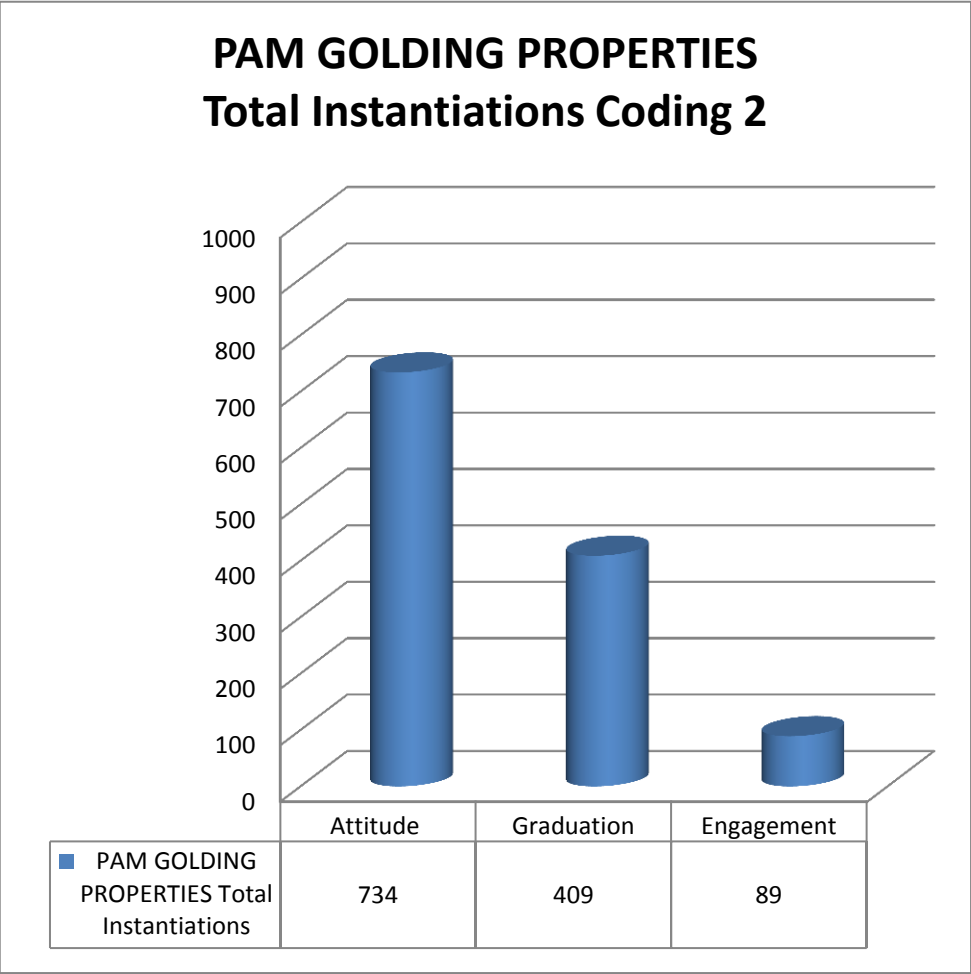


Figure 1D: Total Number of Instantiations per Appraisal Subtype in PGP

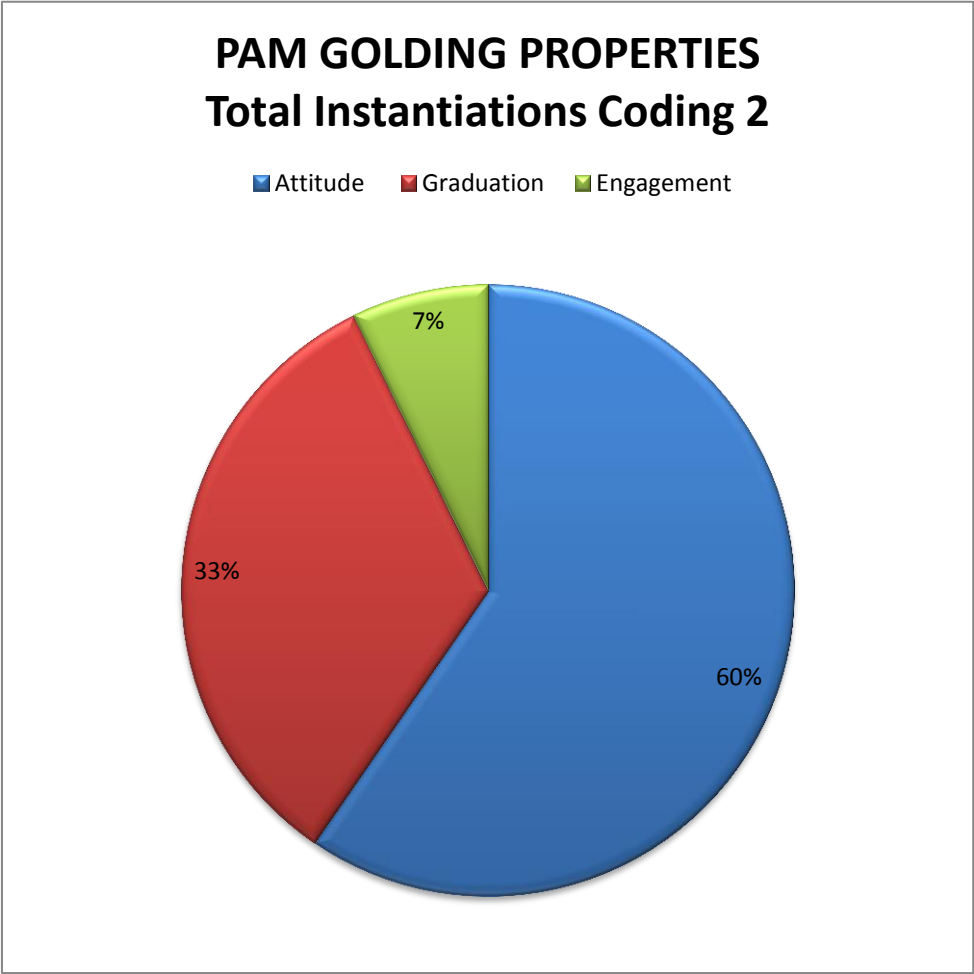


Figure 2D: Percentages of Total Instantiations in PGP

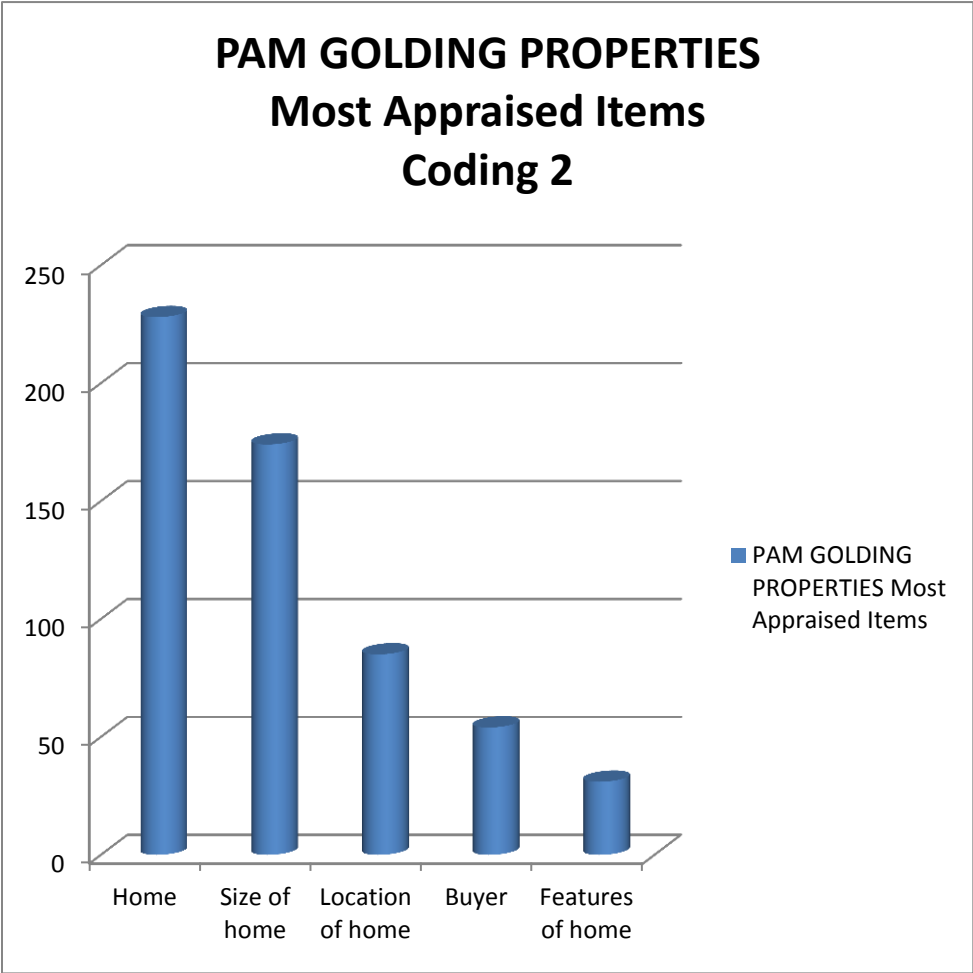


Figure 3D: Most Appraised Items in PGP

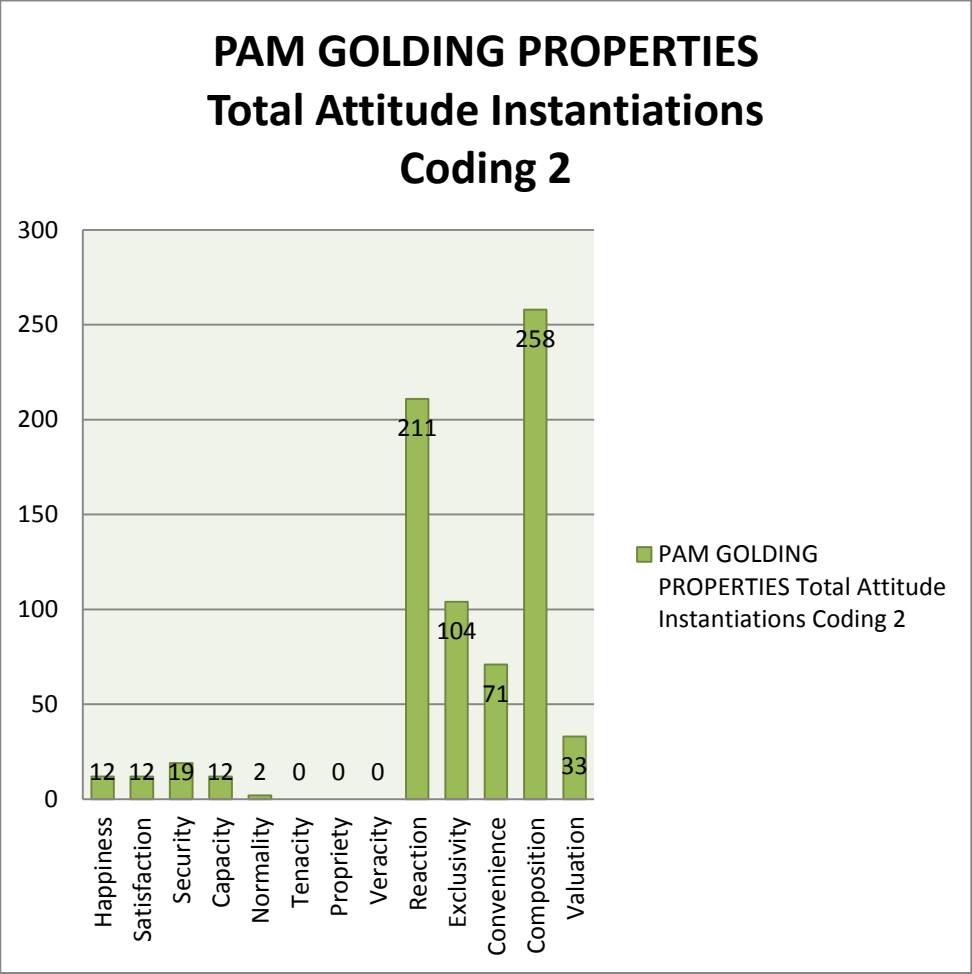


Figure 4D: Total Number of Attitude Instantiations in PGP

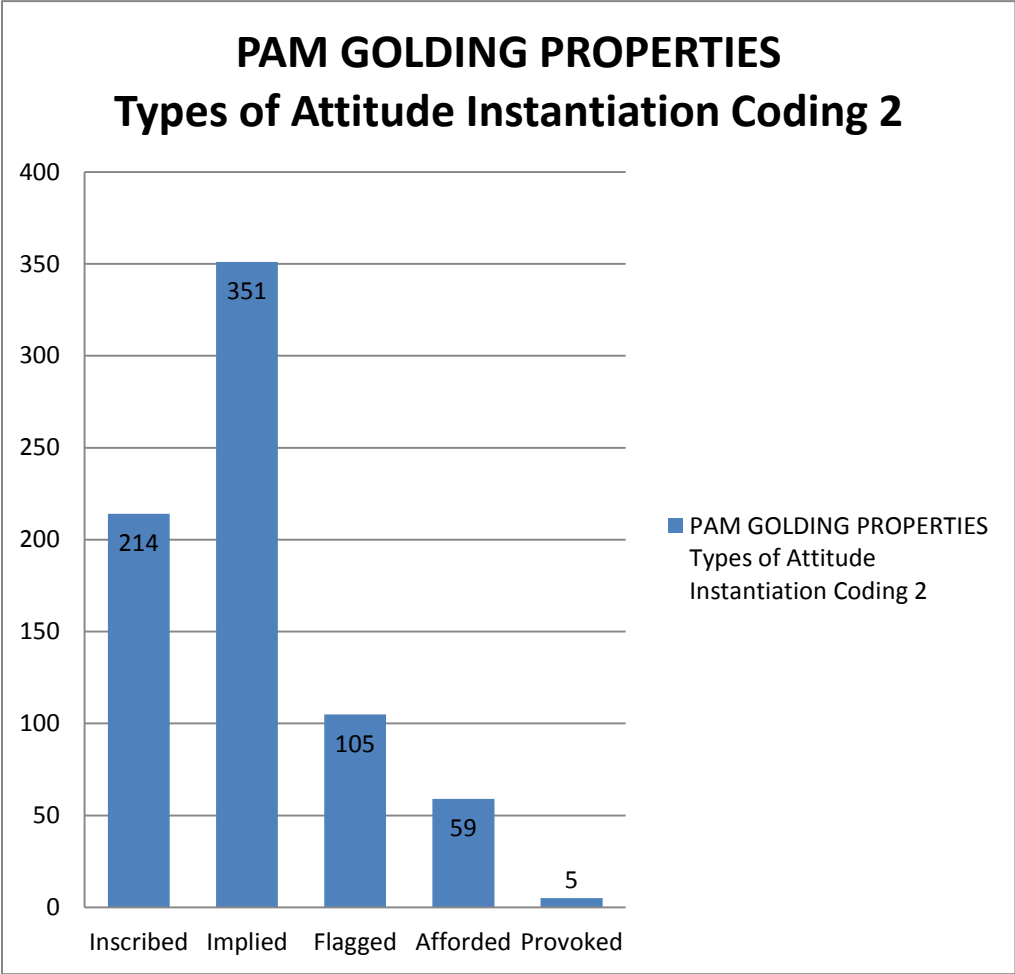


Figure 5D: Types of Attitude Instantiations in PGP

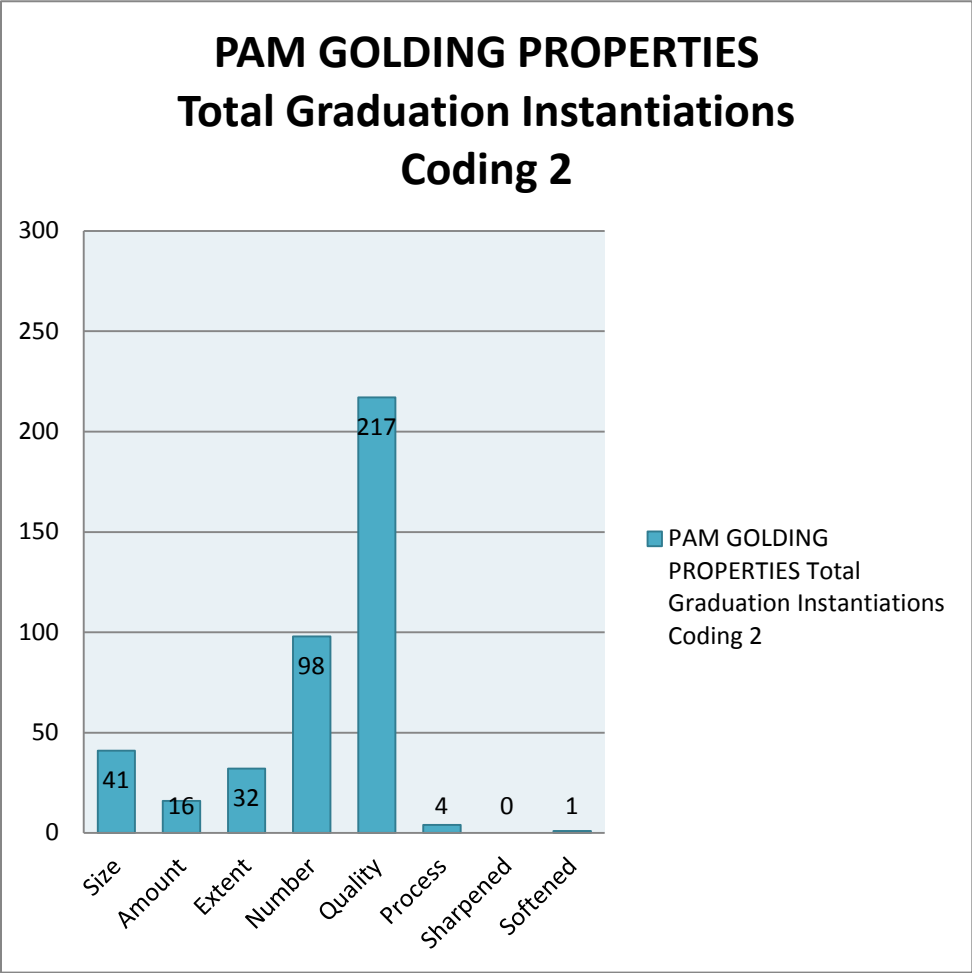


Figure 6D: Total Number of Graduation Instantiations in PGP

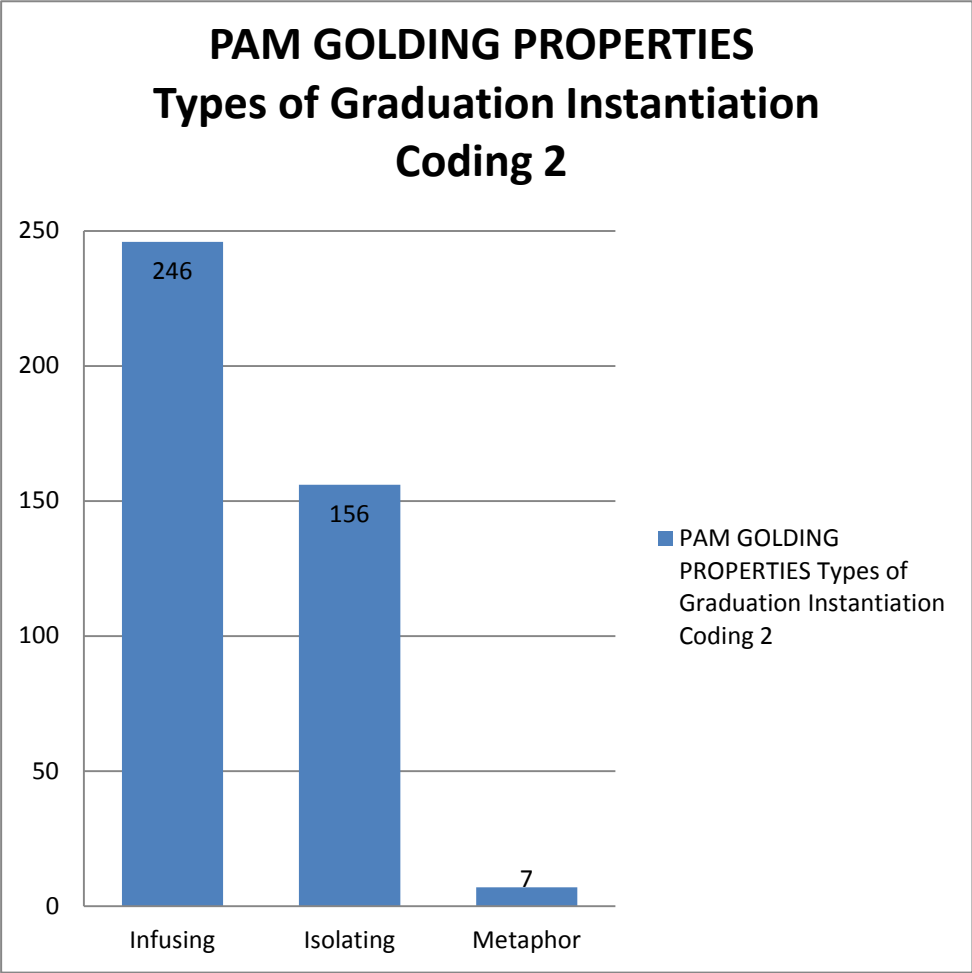


Figure 7D: Types of Graduation Instantiations in PGP

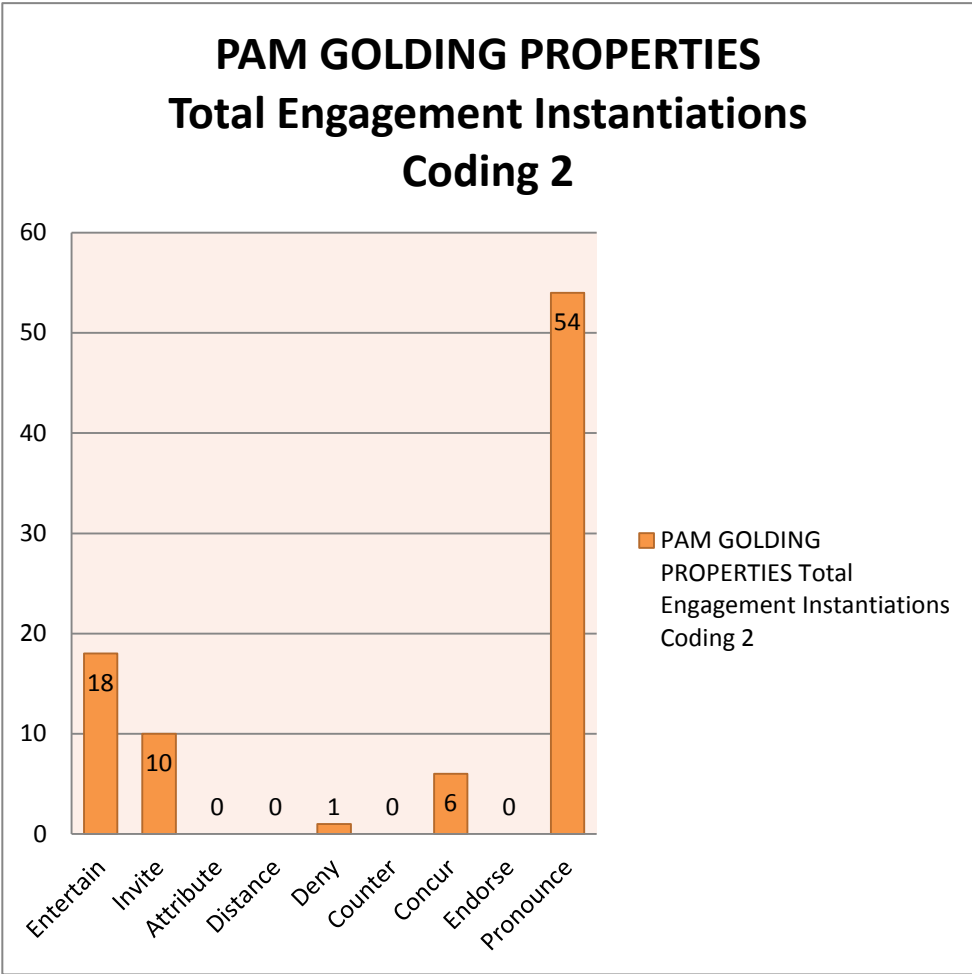
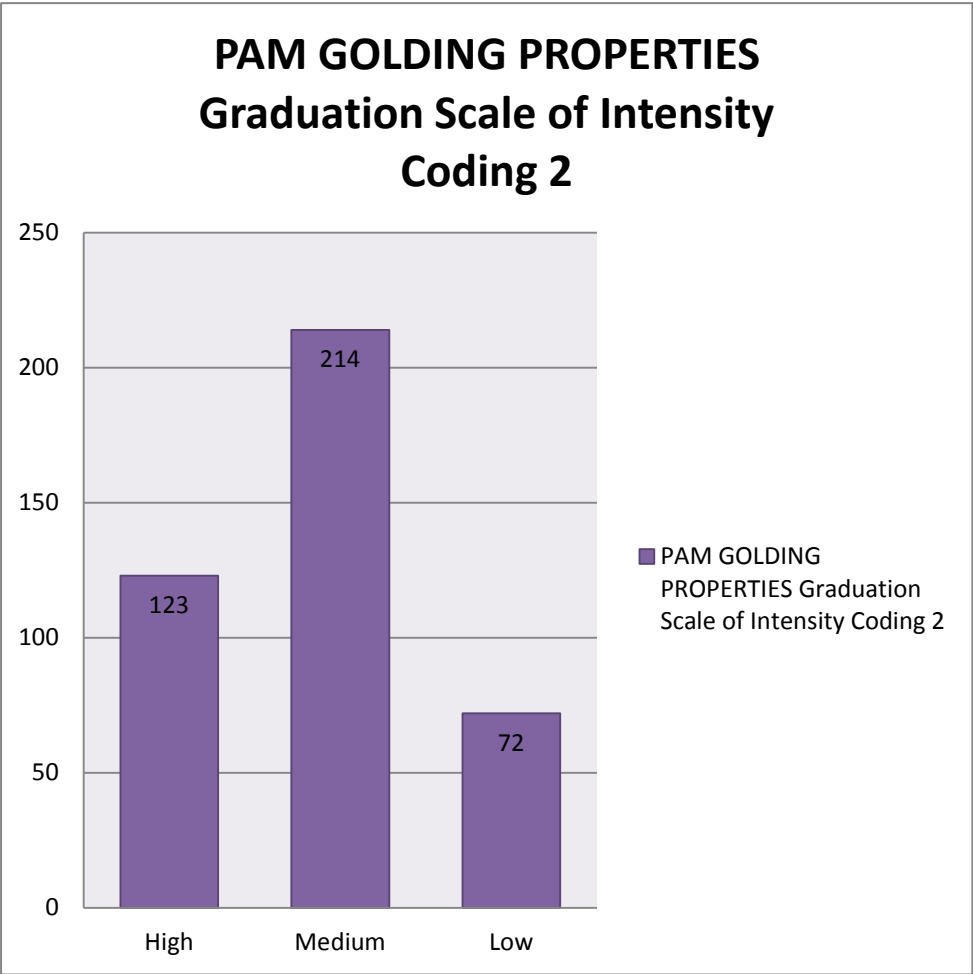


Figure 8D: Graduation Scale of Intensity in PGP

Figure 9D: Total Number of Engagement Instantiations in PGP

ELECTRONIC APPENDICES

Appendix G: Full Codings

G1: Remax Frontier Properties Full Coding 1

G2: Pam Golding Properties Full Coding 1

G3: Remax Frontier Properties Full Coding 2

G4: Pam Golding Properties Full Coding 2

*Please find the electronic disk in the envelope following this page.

Appendix G1:

Remax Frontier Properties Full Coding 1: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
A1: 2	Signature home	RF	+			Valuation	Inscribed	Home
2	Elegant touches	RF	+			Reaction	Inscribed	Touches
3	Make this your luxurious sanctity	RF	+		Capacity		Invoked	Buyer
3	Luxurious	RF	+			Reaction	Inscribed	Home
						Composition	Invoked	
3	Sanctuary	RF	+	Security			Invoked	Buyer
3	Effortless living, privacy and entertaining	RF	+	Satisfaction			Invoked	Buyer
	Part of the deal	RF	+			Valuation	Invoked	Home
4	Prestigiously positioned	RF	+			Reaction	Inscribed	Location
4	Tranquil settings	RF	+			Reaction	Inscribed	Settings
				Satisfaction			Invoked	Buyer
4	This home has classical tones, up-market features	RF	+			Composition	Inscribed	Home
						Reaction	Invoked	Home
5	"The cherry on top"	RF	+			Valuation	Invoked (metaphor)	Home
6	Magnificent garden	RF	+			Reaction	Inscribed	Garden
6	Amazing views	RF	+			Reaction	Inscribed	Views
6	All this in...	RF	+			Composition	Invoked	Size of home
7	Top security estate	RF	+			Reaction	Inscribed	Security estate
			+	Security			Invoked	Buyer

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A2:9	Comfortable	RF	+			Composition	Inscribed	Home
				Satisfaction			Invoked	Buyer
9	Quiet	RF	+			Reaction	Inscribed	Home
				Satisfaction			Invoked	Buyer
9	Secure	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
9	Large	RF	+			Composition	Inscribed	Home
10	Enclosed	RF	+			Composition	Inscribed	Garden
				Security			Invoked	Buyer
10	Easily manageable	RF	+			Reaction	Inscribed	Garden
11	Excellent price	RF	+			Reaction	Inscribed	Price of home
11	In very good condition	RF	+			Composition	Inscribed	Condition of home
11	Affordable	RF	+			Reaction	Inscribed	Levies
A3: 13	Secure complex with...electric fence	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
14	Private enclosed	RF	+			Composition	Inscribed	Home
				Security			Invoked	Buyer
A4:17	Olde Worlde Charm	RF	+			Valuation	Invoked	Home
18	Large home	RF	+			Composition	Inscribed	Home
18	Ample accommodation	RF	+			Composition	Invoked	Home
18	Ideal for a family or student digs	RF	+			Reaction	Invoked	Home
						Composition	Invoked	Home
18	Outside flat for extra income	RF	+			Composition	Invoked	Size of home
A5: 21	Magnificent views	RF	+			Reaction	Inscribed	Views

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Reaction	Invoked	Home
24	Walk through gate to St Andrew's College Lower Field	RF	+			Reaction	Invoked	Location of home
A6: 26	Facing St Andrew's field	RF	+			Reaction	Invoked	Location of home
27	Top quality finishes	RF	+			Composition	Invoked	Home
						Valuation	Invoked	Home
A7: 30	Price reduction	RF	+			Reaction	Invoked	Price of home
31	Perfect Family Home	RF	+			Reaction	Inscribed	Home
						Composition	Invoked	Size of home
31	Discerning Buyer	RF	+		Tenacity		Invoked	Buyer
32	Warm lounge	RF	+			Reaction	Inscribed	Lounge
32	Bright, sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
33	Nice sized garden	RF	+			Composition	Inscribed	Garden
A8: 35	Fantastically located	RF	+			Reaction	Inscribed	Location of home
35	Close to St Andrew's College, DSG and Rhodes	RF	+			Reaction	Invoked	Location of home
36	Ideal as a lock-up-and go or...couple	RF	+			Reaction	Invoked	Home
A9: 38	Victorian Home	RF	+			Valuation	Invoked	Home
38	In need of TLC	RF	-			Composition	Invoked	Home
			-			Reaction	Invoked	Condition of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A10: 41	Executive home	RF	+			Composition	Invoked	Size of home
41	With family in mind	RF	+			Reaction	Invoked	Home
			+	Satisfaction			Invoked	Buyer
42	Magnificent home	RF	+			Reaction	Inscribed	Home
42	Quality craftsmanship throughout	RF	+			Reaction	Inscribed	Craftsmanship
						Composition	Invoked	Home
42	Set in large gardens	RF	+			Reaction	Inscribed	Gardens
			+			Composition	Invoked	Size of property
42	With magnificent views	RF	+			Reaction	Inscribed	Views
						Reaction	Invoked	Location of home
A11: 45	Secluded luxury	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
46	Upmarket home	RF	+			Reaction	Inscribed	Home
47	Lush elevated garden	RF	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Garden
47	Understated luxury at its best	RF	+			Valuation	Invoked	Home
A12:49	Upmarket apartments	RF	+			Reaction	Inscribed	Apartments
50	Secure complex	RF	+	Security			Invoked	Buyer
			+			Composition	Inscribed	Complex
50	Beautifully finished	RF	+			Reaction	Inscribed	Home
50	Fully equipped	RF	+			Composition	Invoked	Home
51	Close to everything	RF	+			Reaction	Invoked	Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A13:53	Entry level ownership	RF	-		Capacity		Invoked	Buyer
			-			Reaction	Invoked	Home
54	Cosy	RF	+			Reaction	Inscribed	Home
54	Bachelor flat	RF	-			Composition	Invoked	Size of home
54	Neat and quiet complex	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Invoked	Buyer
54	Safe and secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
55	The perfect place for you	RF	+			Valuation	Invoked	Home
			+	Satisfaction			Invoked	Buyer
A14: 56	Character cottage	RF	+			Reaction	Inscribed	Home
57	Delightful	RF	+			Reaction	Inscribed	Home
57	Cottage	RF	-			Composition	Invoked	Size of home
57	Situated near Rhodes and the city	RF	+			Reaction	Invoked	Location of home
57	Lovely wooden floors	RF	+			Reaction	Inscribed	Floors
			+			Composition	Invoked	Home
58	Perfect 1st home	RF	+			Valuation	Inscribed	Home
A15: 60	Superb	RF	+			Valuation	Inscribed	Home
60	Family home	RF	+			Composition	Invoked	Size of home
			+	Satisfaction			Invoked	Buyer
61	Beautiful	RF	+			Reaction	Inscribed	Home
61	Tucked away in a peaceful street	RF	+			Reaction	Invoked	Location of home
61	Peaceful	RF	+			Reaction	Inscribed	Street
			+	Satisfaction			Invoked	Buyer

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

61	Modernised	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
61	Ideal for an executive family	RF	+			Composition	Invoked	Size of home
A16: 64	Peaceful	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Invoked	Buyer
64	Tranquil	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Invoked	Buyer
64	Spacious	RF	+			Composition	Inscribed	Size of home
64	Secure complex	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
65	Only 4 units in this complex	RF	+			Valuation	Invoked	Status of home
65	Call to view before you are too late	RF	+			Valuation	Invoked	Home
A17: 67	Who needs a car when you live here?	RF	+			Reaction	Invoked	Location of home
68	Spacious	RF	+			Composition	Inscribed	Apartment
68	Great for lock up and go parents or investment property	RF	+			Reaction	Invoked	Home
A18:71	Ultimate destination	RF	+			Valuation	Inscribed	Location of home
72	Beautifully proportioned	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
72	Victorian	RF	+			Reaction	Invoked	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

72	Renovated into a contemporary beauty	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
74	Situated on Kingswood College doorstep and approximately 1.2km away for St Andrew's/DSG	RF	+			Reaction	Invoked	Location of home
75	This is a one of a kind home for a discerning buyer	RF	+			Valuation	Invoked	Home
			+		Tenacity		Invoked	Buyer
A19: 77	Brilliant location	RF	+			Reaction	Inscribed	Location of home
78	400m from Rhodes, 50m from Peppergrove Mall, 20m from St Andrew's College	RF	+			Reaction	Invoked	Location of home
79	Grahamstown's largest developers	RF	+		Capacity		Invoked	Remax Frontier Properties
			+		Tenacity		Invoked	Remax Frontier Properties
			+			Reaction	Invoked	Remax Frontier Properties
79	Have once again found the gap	RF	+		Capacity		Invoked	Remax Frontier Properties

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

					Normality		Invoked	Remax Frontier Properties
80	Never ending demand	RF	+		Normality		Invoked	Grahamstown buyer's demands
					Tenacity		Invoked	Grahamstown buyers
A20: 85	Immaculate home	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
86	Entertainer's dream	RF	+			Reaction	Invoked	Home
			+	Happiness			Invoked	Buyer
87	Luxurious	RF	+			Reaction	Inscribed	Kitchen
88	Sparkling pool	RF	+			Reaction	Inscribed	Pool
88	Magnificent views of our city	RF	+			Reaction	Inscribed	Views
A21: 92	Fantastic buy!!!	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Invoked	Home
93	Priced to sell	RF	+			Reaction	Invoked	Price of home
93	To single professional	RF	-			Composition	Invoked	Size of home
93	Brand new	RF	+			Composition	Inscribed	Home
93	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Home
94	Be quick this is a brilliant return!	RF	+			Valuation	Invoked	Home
94	Brilliant	RF	+			Reaction	Inscribed	Return
A22: 96	Near Rhodes and DSG	RF	+			Reaction	Invoked	Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

97	So full of character	RF	+			Reaction	Inscribed	Home
97	Delightful	RF	+			Reaction	Inscribed	Garden
97	Secluded	RF	+			Reaction	Inscribed	Garden
			+	Security			Invoked	Garden
97	Enclosed with high original stone walls	RF	+	Security			Invoked	Home
98	Great	RF	+			Reaction	Inscribed	Value
98	Great value for money	RF	+			Reaction	Invoked	Home
A23: 100	Perfect for a couple	RF	+			Composition	Invoked	Home
101	Walking distance to Rhodes University and St Andrew's College and DSG	RF	+			Reaction	Invoked	Location of home
101	Large apartment	RF	+			Composition	Inscribed	Size of apartment
102	Great buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Invoked	Home
102	Good investment property	RF	+			Reaction	Inscribed	Investment property
			+			Reaction	Invoked	Home
A24: 104	Secure complex with 24 h security guard, surveillance camera and electrical fence	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
105	Private enclosed garden	RF	+	Security			Invoked	Buyer
A25: 107	Neat and Tidy	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A26: 110	Immaculate home	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
111	Fantastic	RF	+			Reaction	Inscribed	Home
111	First time owners	RF	-		Capacity		Invoked	Owners
111	Well loved home	RF	+			Reaction	Inscribed	Home
			+	Happiness			Invoked	Buyer and previous owner
112	Excellent value for money	RF	+			Reaction	Inscribed	Value
			+			Reaction	Invoked	Home
A27:114	Full of charm	RF	+			Reaction	Inscribed	Home
115	Gorgeous	RF	+			Reaction	Inscribed	Home
115	Walking distance to Rhodes, Victoria Girls and V.P	RF	+			Reaction	Invoked	Location of home
115	Add your own touches	RF	+		Capacity		Invoked	Buyer
116	You can move in immediately	RF	+			Composition	Invoked	Home
116	Don't miss this one!	RF	+			Valuation	Invoked	Home
A28: 118	Very neat	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
118	Close to all amenities	RF	+			Reaction	Invoked	Location of home
A29: 120	Gracious	RF	+			Reaction	Inscribed	Home
120	Old settler home	RF	-			Composition	Invoked	Age of home
120	Beautiful wooden floors	RF	+			Reaction	Inscribed	Floors
120	Large spacious rooms	RF	+			Reaction	Inscribed	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

			+			Composition	Invoked	Size of home
A30: 123	The best address	RF	+			Valuation	Inscribed	Location of home
124	Move right in	RF	+			Composition	Invoked	Home
124	Spacious home	RF	+			Composition	Inscribed	Size of home
124	Perfect to renovate	RF	-			Composition	Invoked	Home
124	Can live in as is	RF	+			Composition	Invoked	Home
124	Available to move in immediately	RF	+			Composition	Invoked	Home
125	Come see!	RF	+			Reaction	Invoked	Home
A31: 127	Tranquil living	RF	+			Reaction	Inscribed	Living
			+	Satisfaction			Invoked	Buyer
127	Top location	RF	+			Valuation	Inscribed	Location of home
127	Magnificent views	RF	+			Reaction	Inscribed	Views
128	Located in one of Grahamstown's top streets	RF	+			Reaction	Inscribed	Location of home
128	With some TLC this home could be one of the city's best	RF	-			Reaction	Invoked	Home
			-			Composition	Invoked	Home
			+			Reaction	Invoked	Potential of home
A32: 131	A good buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Invoked	Home
132	Beautiful wooden floors	RF	+			Reaction	Inscribed	Wooden floors

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A33: 135	Exclusive	RF	+			Reaction	Inscribed	Home
135	Stylish	RF	+			Reaction	Inscribed	Home
135	One of Grahamstown's top suburbs	RF	+			Reaction	Inscribed	Location of home
135	Splendid home	RF	+			Reaction	Inscribed	Home
136	Large lounge	RF	+			Composition	Inscribed	Lounge
136	Cosy patio and garden	RF	+			Reaction	Inscribed	Patio and garden
A34: 139	Bright	RF	+			Reaction	Inscribed	Home
139	Spacious	RF	+			Composition	Inscribed	Size of home
140	Well-finished	RF	+			Composition	Invoked	Home
140	Quiet	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Invoked	Buyer
140	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
141	Enclosed	RF	+	Security			Invoked	Buyer
141	Well manicured	RF	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Garden
141	Tranquil	RF	+			Reaction	Inscribed	Garden
			+	Satisfaction			Invoked	Buyer
A35: 143	The right address	RF	+			Valuation	Inscribed	Location of home
144	A stone's throw away from St Andrew's Prep fields	RF	+			Reaction	Invoked	Location of home
A36: 147	Brand new	RF	+			Reaction	Inscribed	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

			+			Composition	Invoked	Home
147	Spacious	RF	+			Composition	Inscribed	Size of home
147	Upmarket	RF	+			Reaction	Inscribed	Home
148	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
148	Amazing views	RF	+			Reaction	Inscribed	Views
148	An excellent investment	RF	+			Reaction	Inscribed	Investment
			+			Reaction	Invoked	Home
149	Discerning buyer	RF	+		Tenacity		Invoked	Buyer
A37: 151	Lovely	RF	+			Reaction	Inscribed	Townhouse
151	Popular complex	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Invoked	Buyer and current complex home owners
151	Modern	RF	+			Reaction	Inscribed	Living
			+			Composition	Invoked	Home
151	Enclosed garden	RF	+	Security			Invoked	Buyer
152	Easy living	RF	+			Reaction	Inscribed	Living
			+	Satisfaction			Invoked	Buyer
A38: 154	Super bright	RF	+			Reaction	Inscribed	Home
154	Spacious	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Size of home
155	Peaceful garden	RF	+			Reaction	Inscribed	Garden
155	Sparkling pool	RF	+			Reaction	Inscribed	Pool
156	Large lounge	RF	+			Composition	Inscribed	Size of lounge
156	PLUS	RF	+			Composition	Invoked	Size of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A39: 159	Priced to sell	RF	+			Reaction	Invoked	Price of home
		RF	+			Reaction	Invoked	Home
160	Perfect	RF	+			Reaction	Inscribed	Home for a first time buyer
160	First time home buyer	RF	-		Capacity		Invoked	Buyer inexperience
160	Make this home yours to love with a little TLC	RF	-			Composition	Invoked	Condition of home
			+		Capacity		Invoked	Buyer
A40: 163	The best investment	RF	+			Reaction	Inscribed	Investment
			+			Valuation	Invoked	Home
164	Most sought-after student village	RF	+			Reaction	Invoked	Location of home
164	Walk through to Pick 'n' Pay centre	RF	+			Reaction	Invoked	Location of home
165	Ideal	RF	+			Reaction	Inscribed	Home
A41: 167	Elegant	RF	+			Reaction	Inscribed	Home
167	Secure	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
168	Sought after area	RF	+			Reaction	Invoked	Location of home
168	Spacious	RF	+			Composition	Inscribed	Size of home
168	Light and bright	RF	+			Reaction	Inscribed	Home
168	Ideal for a family	RF	+			Composition	Invoked	Size of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A42: 172	Character	RF	+			Reaction	Inscribed	Cottage
172	Sunny	RF	+			Reaction	Inscribed	Garden
172	Secluded	RF	+	Security			Invoked	Buyer
172	Situated a stone's throw away from St Andrew's	RF	+			Reaction	Invoked	Location of home
A43: 175	Family home	RF	+			Composition	Invoked	Size of home
			+	Satisfaction			Invoked	Buyer
A44: 180	Location, location, location	RF	+			Reaction	Invoked	Location of home
181	Centrally situated	RF	+			Reaction	Invoked	Location of home
181	Perfect as student investment or lock up and go	RF	+			Reaction	Invoked	Home
182	Sunny garden	RF	+			Reaction	Inscribed	Garden
183	Close to Pick 'n' Pay, Rhodes and St Andrew's	RF	+			Reaction	Invoked	Location of home
A45: 185	Fantastic	RF	+			Reaction	Inscribed	Home
185	Family home	RF	+			Composition	Invoked	Size of home
			+	Satisfaction			Invoked	Buyer
185	With everything you need	RF	+			Composition	Invoked	Home
186	Immaculate	RF	+			Reaction	Inscribed	Home
186	Lovely views	RF	+			Reaction	Inscribed	Views
186	Close to Kingswood and Graeme College	RF	+			Reaction	Invoked	Location of home
187	Kids can walk to school	RF	+			Reaction	Invoked	Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A46: 189	Perfect for sundowners	RF	+			Reaction	Invoked	Home for entertaining
190	Stunning unit	RF	+			Reaction	Inscribed	Home
191	Awesome views	RF	+			Reaction	Inscribed	Views
A47: 194	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Home
194	Fully equipped	RF	+			Composition	Inscribed	Kitchen
195	Walk through gate to Lower field at St Andrew's College	RF	+			Reaction	Invoked	Location of home
A48: 198	Create your dream home	RF	-			Composition	Invoked	Home
			+		Capacity		Invoked	Buyer's abilities to create dream home
			+	Happiness			Invoked	Buyer
199	Architecturally designed home in need of a revamp	RF	-			Composition	Invoked	Home
199	Great spaces	RF	+			Reaction	Inscribed	Spaces
			+			Composition	Invoked	Home
199	Great area	RF	+			Reaction	Inscribed	Area
199	Add your touch	RF	+		Capacity		Invoked	Buyer
A49: 202	Executive	RF	+			Composition	Invoked	Size of home
203	Secluded setting	RF	+			Reaction	Inscribed	Setting
			+	Security			Invoked	Buyer
203	Lovely	RF	+			Reaction	Inscribed	Garden

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

203	Bird filled indigenous garden	RF	+			Valuation	Invoked	Garden
203	Immaculate	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
204	Fully secured property	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
204	A rare find	RF	+			Valuation	Invoked	Home
A50: 206	One of only four units	RF	+			Valuation	Invoked	Home
206	Complete privacy	RF	+	Satisfaction			Invoked	Home
206	Lovely views	RF	+			Reaction	Inscribed	Home
207	24 hour security	RF	+	Security			Invoked	Buyer
208	Bright	RF	+			Reaction	Inscribed	Living area
208	Stunning	RF	+			Reaction	Inscribed	Kitchen
209	Call before you are too late	RF	+			Reaction	Invoked	Home
A51: 211	Brand new development	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
212	Immediate occupation	RF	+	Satisfaction			Invoked	Buyer
			+			Composition	Invoked	Home
213	Animal friendly	RF	+			Reaction	Inscribed	Home
			+	Happiness			Invoked	Buyer with animals
213	Good secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
A52: 214	Close to St Andrews	RF	+			Reaction	Invoked	Location of home
215	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A53: 219	One of a kind	RF	+			Valuation	Invoked	Home
219	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
221	All this	RF	+			Composition	Invoked	Size of home
221	Nestled in a picture perfect garden	RF	+			Reaction	Invoked (metaphor)	Garden
A54: 223	Signature home	RF	+			Reaction	Inscribed	Home
223	Elegant touches	RF	+			Reaction	Inscribed	Touches
			+			Composition	Invoked	Home
224	Make this your luxurious sanctity	RF	+		Capacity		Invoked	Buyer
224	Your luxurious sanctity	RF	+			Reaction	Inscribed	Sanctity
			+	Satisfaction			Invoked	Buyer
224	Effortless living	RF	+			Reaction	Inscribed	Living
			+	Satisfaction			Invoked	Buyer
224	Privacy	RF	+	Security			Invoked	Buyer
224	Entertaining	RF	+	Happiness			Invoked	Buyer
224	Part of the deal	RF	+			Reaction	Invoked	Good deal
225	Sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
A55: 227	Exclusive	RF	+			Reaction	Inscribed	Home
227	Stylish	RF	+			Reaction	Inscribed	Home
227	In one of Grahamstown's top suburbs	RF	+			Reaction	Invoked	Location
227	Top suburbs	RF	+			Reaction	Inscribed	Location
227	Splendid	RF	+			Reaction	Inscribed	Home
228	Large lounge	RF	+			Composition	Inscribed	Size of lounge
228	Cosy	RF	+			Reaction	Inscribed	Patio

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

229	Large kitchen	RF	+			Composition	Inscribed	Size of kitchen
230	Perfect for a family	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Size of home
A56: 232	Simply irresistible	RF	+			Valuation	Invoked	Home
233	Excellent price	RF	+			Reaction	Inscribed	Price
233	Beautiful	RF	+			Reaction	Inscribed	Home
233	Best views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Invoked	Location of home
234	Elegant lounge	RF	+			Reaction	Inscribed	Lounge
			+			Composition	Invoked	Lounge
234	Sun-drenched pool	RF	+			Reaction	Invoked	Pool
235	Tranquil	RF	+			Reaction	Inscribed	Garden
			+	Satisfaction			Invoked	Buyer
235	Manicured	RF	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Garden
A57: 237	Needle in a haystack	RF	+			Valuation	Invoked (metaphor)	Rarity of home
238	Elegant	RF	+			Reaction	Inscribed	Home
238	Secure	RF	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
238	With a touch of class	RF	+			Reaction	Invoked	Home
238	1 of only 8	RF	+			Valuation	Invoked	Rarity of home
238	Sought-after	RF	+			Reaction	Inscribed	Estate
238	24h security estate	RF	+			Reaction	Inscribed	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

			+	Security			Invoked	Buyer
239	Fantastic views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Invoked	Location
240	Gourmet	RF	+			Reaction	Inscribed	Kitchen
241	Affordable	RF	+			Reaction	Inscribed	Levies
241	Don't delay	RF	+			Reaction	Invoked	Home
A58: 244	Entertainer's delight	RF	+			Reaction	Invoked	Home
			+	Happiness			Invoked	Buyer
245	Beautiful	RF	+			Reaction	Inscribed	Home
245	Most tucked away	RF	+			Reaction	Invoked	Location of home
245	Peaceful street	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Invoked	Buyer
245	Modernised	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
245	Ideal for an executive family	RF	+			Composition	Invoked	Size of home
A59: 248	A prestigious home for all seasons	RF	+			Reaction	Inscribed	Home
			+			Valuation	Invoked	Home
249	Excellent flow	RF	+			Reaction	Inscribed	Flow
			+			Composition	Invoked	Flow of home
249	Superb entertainment area	RF	+			Reaction	Inscribed	Entertainment area
249	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
250	Picture book views	RF	+			Reaction	Inscribed	Views

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

250	Brand new home	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
250	Offering stylish living	RF	+			Reaction	Invoked	Home
			+			Reaction	Inscribed	Living
251	Entertainer's dream patio	RF	+			Reaction	Inscribed	Patio
251	Sparkling Jacuzzi pool	RF	+			Reaction	Inscribed	Jacuzzi pool
252	Large garage	RF	+			Composition	Inscribed	Garage
A60: 254	Charm and character of thatch	RF	+			Reaction	Inscribed	Home
255	Exceptional	RF	+			Valuation	Inscribed	Property
255	Stunning	RF	+			Reaction	Inscribed	Home
255	Family home	RF	+			Composition	Invoked	Size of home
256	Sparkling swimming pool	RF	+			Reaction	Inscribed	Swimming pool
257	Huge games room	RF	+			Composition	Inscribed	Size of games room
257	A 5 minute walk to Kingswood	RF	+			Reaction	Invoked	Location
A61: 259	Upmarket	RF	+			Reaction	Inscribed	Suburb
259	Secure	RF	+			Reaction	Inscribed	Suburb
			+	Security			Invoked	Buyer
259	Vacant land	RF	-			Composition	Invoked	Land
259	Build your perfect home	RF	-			Composition	Invoked	Home
			+		Capacity		Invoked	Buyer
A62: 261	Exclusive	RF	+			Reaction	Inscribed	Home
261	Secure	RF	+			Reaction	Inscribed	Estate
			+	Security			Invoked	Buyer
262	Lovely views	RF	+			Reaction	Inscribed	Views

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

262	You can see the city lights twinkling	RF	+			Reaction	Invoked	Views
			+			Reaction	Invoked	Location of home
A63: 265	Spacious living area	RF	+			Composition	Inscribed	Size of living area
A64: 268	Large	RF	+			Composition	Inscribed	Size of home
268	Lovely views	RF	+			Reaction	Inscribed	Views
268	Quiet	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Invoked	Buyer
268	Perfect for first time owner or investor	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
269	Great value for money	RF	+			Reaction	Inscribed	Value
			+			Reaction	Invoked	Home
A65: 271	Come take a look at this 3 bedroom house near Mary Waters	RF	+			Reaction	Invoked	Home
A66: 273	Attractive	RF	+			Reaction	Inscribed	Estate
273	Secure	RF	+			Reaction	Inscribed	Estate
			+	Security			Invoked	Buyer
273	Ideal for kids going to Rhodes	RF	+			Reaction	Inscribed	Home
			+			Reaction	Invoked	Location
273	Affordable first time buyer	RF	-		Capacity		Invoked	Buyer
			+			Reaction	Invoked	Price of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A67: 276	Brand new development	RF	+			Reaction	Inscribed	Development
			+			Composition	Invoked	Development
276	Only four left	RF	+			Valuation	Invoked	Units
277	Fully equipped	RF	+			Composition	Invoked	Kitchen
277	Beautiful views	RF	+			Reaction	Inscribed	Views
277	Overlooking St Andrew's and Rhodes University	RF	+			Reaction	Invoked	Location
A68: 280	New development	RF	+			Composition	Invoked	Home
280	Picture book perfect	RF	+			Reaction	Inscribed	Home
			+			Valuation	Invoked	Home
281	Immaculate	RF	+			Reaction	Inscribed	Apartments
281	Architecturally designed	RF	+			Reaction	Invoked	Apartments
			+			Composition	Invoked	Apartments
281	Centrally located	RF	+			Reaction	Invoked	Location of home
281	Pristine finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Finishes
282	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
282	Close to shops and Rhodes	RF	+			Reaction	Invoked	Location of home
A69: 286	Studio style living	RF	-			Composition	Invoked	Size of home
287	People who like contemporary living	RF	-			Composition	Invoked	Size of home
			-		Normality		Invoked	Buyer
287	Beautiful	RF	+			Reaction	Inscribed	Home
287	Suit single or couple	RF	-			Composition	Invoked	Size of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

288	Huge erf - room to expand	RF	+			Composition	Inscribed	Size of home
A70: 289	Secure living	RF	+			Reaction	Inscribed	Living
			+	Security			Invoked	Buyer
290	Situated in a secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
291	With 24 hour security, surveillance camera and electric fence	RF	+	Security			Invoked	Buyer
291	Private enclosed	RF	+			Reaction	Inscribed	Garden
			+	Security			Invoked	Buyer
A71: 294	Buy this and turn it into one of Grahamstown's top settler cottage	RF	-			Composition	Invoked	Initial state of home
			-			Composition	Invoked	Size of home
			+		Capacity		Invoked	Buyer
295	Cute	RF	+			Reaction	Inscribed	Cottage
295	In need of TLC	RF	-			Composition	Invoked	Cottage
295	Stunning wooden floor	RF	+			Reaction	Inscribed	Floor
295	Small garden	RF	-			Composition	Inscribed	Size of garden
A72: 297	Bargain of the month	RF	+			Valuation	Invoked	Home
298	Charming home	RF	+			Reaction	Inscribed	Home
298	In complex with excellent security	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
298	Bright	RF	+			Reaction	Inscribed	Home
	Cosy	RF	+			Reaction	Inscribed	Home
	Affordable	RF	+			Reaction	Inscribed	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

299	Perfect for a starter home or investment property	RF				Reaction	Inscribed	Home
299	Two minute walk from Kingswood College	RF	+			Reaction	Invoked	Location of home
301	Security and electric fence... private front and backyard	RF	+			Reaction	Inscribed	Security of home
		RF	+	Security			Invoked	Buyer
A73: 304	Family home	RF	+			Composition	Invoked	Size of home
304	Spacious dining/living room	RF	+			Composition	Inscribed	Size of home
304	Large kitchen	RF	+			Composition	Inscribed	Size of home
A74: 306	The right address	RF	+			Valuation	Invoked	Location of home
307	Family home	RF	+			Composition	Invoked	Size of home
308	No frills - simply a good buy	RF	+			Reaction	Invoked	Home
A75: 312	Beautifully appointed	RF	+			Reaction	Inscribed	Home
312	Brand new	RF	+			Composition	Invoked	Home
313	Best buy in town	RF	+			Valuation	Inscribed	Home
A76: 314	Newly built	RF	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
315	Beautiful views	RF	+			Reaction	Inscribed	Views
315	Add your own finishing touches to the garden	RF	-			Composition	Invoked	Garden
			+		Capacity		Invoked	Buyer
316	Very good value	RF	+			Reaction	Inscribed	Value
			+			Reaction	Invoked	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Attitude

A77: 318	Sought after area	RF	+			Reaction	Inscribed	Location of home
319	Perfectly positioned	RF	+			Reaction	Inscribed	Location of home
319	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
321	PRICED TO SELL	RF	+			Reaction	Inscribed	Home
A78: 324	Sought after	RF	+			Reaction	Inscribed	Location of home
324	Loads of potential	RF	+			Reaction	Invoked	Home
A79: 327	Investor's choice	RF	+			Reaction	Invoked	Home
328	Large flats	RF	+			Composition	Inscribed	Size of flats
328	Excellent condition	RF	+			Reaction	Inscribed	Condition
328	New roof	RF	+			Composition	Inscribed	Roof
329	Great buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Invoked	Home
A80: 331	Perfect for student investment/family settler home	RF	+			Composition	Invoked	Size of home
332	Unique	RF	+			Reaction	Inscribed	Property
332	Immaculate	RF	+			Reaction	Invoked	Home
332	Beautiful character finishes	RF	+			Reaction	Inscribed	Finishes
332	Large	RF	+			Composition	Inscribed	Size of home
332	Full furnished	RF	+			Composition	Inscribed	Home

Appendix G1:

Remax Frontier Properties Full Coding 1: Graduation

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/Isolating		Positive/Negative	Instantiation
A1: 2	Signature		Quality		Infusing	Upscaled	+	Home
2	Elegant		Quality		Infusing	Upscaled	+	Touches
3	Luxurious		Quality		Infusing	Upscaled	+	Home
3	Sanctuary		Quality		Infusing	Upscaled	+	Home and buyer
3	Effortless		Quality		Infusing	Upscaled	+	Living
3	Part of the deal		Quality		Metaphor	Upscaled	+	Home
4	Prestigiously		Quality		Infusing	Upscaled	+	Position of home
4	Tranquil		Quality		Infusing	Upscaled	+	Settings
4	Classical tones, upmarket features		Quality		Isolating	Upscaled	+	Home
5	"The cherry on top"		Quality		Metaphor	Upscaled	+	Home
6	Magnificent		Quality		Infusing	Upscaled	+	Garden
6	Amazing		Quality		Infusing	Upscaled		Views
6	All this	Amount			Isolating	Upscaled	+	The advantages of the home
7	Top		Quality		Isolating	Upscaled	+	Security estate
A2: 9	Comfortable		Quality		Isolating	Upscaled	+	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

9	Quiet		Quality		Isolating	Upscaled	+	Complex
9	Secure		Quality		Isolating	Upscaled	+	Complex
9	Large	Size			Infusing	Upscaled	+	Home
10	Easily manageable		Quality		Isolating	Upscaled	+	Garden
11	Excellent		Quality		Infusing	Upscaled	+	Price of home
11	Very good		Quality		Isolating	Upscaled	+	Condition of home
11	Affordable		Quality		Infusing	Upscaled	+	Levies
A3:13	Secure		Quality		Isolating	Upscaled	+	Complex
14	Private		Quality		Isolating	Upscaled	+	Garden
A4: 17	Olde Worlde Charm		Quality		Infusing	Upscaled	+	Charm
A4: 18	Large	Size			Infusing	Upscaled	+	Home
18	Ample	Amount			Infusing	Upscaled	+	Accommodation
18	Ideal		Quality		Infusing	Upscaled	+	Home
19	Extra	Amount			Isolating	Upscaled	+	Income
A5: 21	Magnificent		Quality		Isolating	Upscaled	+	Views
	Top quality		Quality		Isolating	Upscaled	+	Finishes
A6: 27	Top quality		Quality		Isolating	Upscaled	+	Finishes
A7: 31	Perfect		Quality		Infusing	Upscaled	+	Family home
31	Family home		Quality		Infusing	Upscaled	+	Size of home
31	Discerning		Quality		Infusing	Upscaled	+	Buyer
32	Bright, sunny		Quality		Isolating	Upscaled	+	Kitchen
33	Nice sized	Size			Isolating	Upscaled	+	Size of garden

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A8: 35	Fantastically		Quality		Infusing	Upscaled	+	Location of home
36	Ideal as a lock-up-and-go		Quality		Infusing		+	Home
A9: 38	In need of TLC		Quality		Metaphor	Upscaled	-	Home
A10: 42	Executive		Quality		Infusing	Upscaled	+	Size of home
42	Magnificent		Quality		Infusing	Upscaled	+	Home
42	Quality craftsmanship		Quality		Isolating	Upscaled	+	Craftsmanship
42	Large garden	Size			Infusing	Upscaled	+	Garden
42	Magnificent		Quality		Infusing	Upscaled	+	Views
A11: 45	Luxury		Quality		Infusing	Upscaled	+	Home
46	Upmarket		Quality		Infusing	Upscaled	+	Home
27	Lush		Quality		Infusing	Upscaled	+	Garden
47	Understated luxury at its best		Quality		Infusing	Upscaled	+	Home
A12: 49	Upmarket		Quality		Infusing	Upscaled	+	Apartments
50	Beautifully finished		Quality		Isolating	Upscaled	+	Home
50	Fully	Amount			Isolating	Upscaled	+	Furnishings in home
51	Close to everything	Extent: proximity			Isolating	Upscaled	+	Location

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A13: 53	Entry level		Quality		Isolating	Downscaled	-	Buyer's level of ownership
54	Cosy		Quality		Infusing	Upscaled	+	Home
54	Bachelor		Quality		Infusing	Downscaled	-	Size of flat
54	Neat and quiet		Quality		Isolating	Upscaled	+	Complex
54	Safe and secure		Quality		Isolating	Upscaled	+	Complex
55	The perfect place		Quality		Isolating		+	Home
A14:57	Delightful		Quality		Infusing	Upscaled	+	Cottage
57	Lovely		Quality		Infusing	Upscaled	+	Wooden floors...garden
58	And lots more	Number			Isolating	Upscaled	+	Composition of home
58	Perfect		Quality		Isolating		+	1st home
A15: 60	Superb		Quality		Infusing	Upscaled	+	Home
60	Family		Quality		Isolating	Upscaled	+	Size of home
61	Beautiful		Quality		Infusing	Upscaled	+	Home
61	Tucked away		Process		Infusing	Upscaled	+	Location of home
61	Peaceful		Quality		Infusing	Upscaled	+	Street
61	Modernised		Quality		Infusing	Upscaled	+	Home
61	Ideal		Quality		Infusing	Upscaled	+	Home
61	Executive family		Quality		Infusing	Upscaled	+	Size of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A16: 64	Peaceful		Quality		Infusing	Upscale	+	Surrounds
64	Tranquil		Quality		Infusing	Upscaled	+	Surrounds
64	Spacious	Size			Infusing	Upscaled	+	Size of home
64	Secure		Quality		Isolating	Upscaled	+	Complex
65	Only 4 units	Number			Isolating		+	Status of home
A17: 68	Spacious	Size			Infusing	Upscaled	+	Size of apartment
68	Great		Quality		Infusing	Upscaled	+	Home
A18: 71	Ultimate		Quality		Infusing	Upscaled	+	Destination
72	Beautifully		Quality		Infusing	Upscaled	+	Proportioned home
72	Contemporary		Quality		Infusing	Upscaled	+	Home
72	Beauty		Quality		Infusing	Upscaled	+	Home
75	One of a kind home		Quality		Infusing	Upscaled	+	Home
74	On Kingswood College doorstep	Extent: proximity			Metaphor	Upscaled	+	Location of home
74	Approximately 1.2km			Softened	Infusing		+	Location of home
76	Discerning		Quality		Infusing	Upscaled	+	Buyer
A19: 77	Brilliant		Quality		Infusing	Upscaled	+	Location
78	400m from Rhodes, 50m from Peppergrove Mall, 20m from St	Extent: proximity			Isolating	Upscaled	+	Location

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

	Andrew's College							
79	Grahamstown's largest developers	Size			Infusing	Upscaled	+	Remax Frontier
79	Once again	Extent: distribution			Isolating	Upscaled	+	Remax Frontier
80	Never ending	Extent: distribution			Isolating	Upscaled	-	Demand
A20: 85	Immaculate		Quality		Infusing	Upscaled	+	Home
86	Entertainer's dream		Quality		Isolating	Upscaled	+	Home
87	Luxurious		Quality		Infusing	Upscaled	+	Kitchen
88	Sparkling		Quality		Infusing	Upscaled	+	Pool
88	Magnificent		Quality		Infusing	Upscaled	+	Views
A21: 92	Fantastic		Quality		Infusing	Upscaled	+	Buy
92	!!!		Quality		Isolating	Upscaled	+	Buy
93	Brand new		Quality		Isolating	Upscaled	+	Home
93	Top quality		Quality		Isolating	Upscaled	+	Finishes
94	Be quick		Process		Isolating	Upscaled	+	Buyer
94	Brilliant		Quality		Infusing	Upscaled	+	Return
94	!		Quality		Isolating	Upscaled	+	Return
A22: 96	Near Rhodes and DSG	Extent: proximity			Infusing	Upscaled	+	Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

97	So full	Amount			Isolating	Upscaled	+	Character
97	Delightful		Quality		Infusing	Upscaled	+	Garden
98	Great		Quality		Infusing	Upscaled	+	Value
A23: 100	Perfect		Quality		Infusing		+	Composition of home
101	Walking distance	Extent: proximity			Infusing	Upscaled	+	Location of home
101	Large	Size			Infusing	Upscaled	+	Size of home
102	Great		Quality		Infusing	Upscaled	+	Buy
102	Also	Amount			Isolating	Upscaled	+	Features of the home
102	Good		Quality		Isolating	Upscaled	+	Investment property
A24: 105	Private		Quality		Isolating	Upscaled	+	Security of garden
A25: 108	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
A26: 110	Immaculate		Quality		Infusing	Upscaled	+	Home
111	Fantastic		Quality		Infusing	Upscaled	+	Home
111	First time		Quality		Isolating	Upscaled	-	Capacity of owners
111	Well		Process		Isolating	Upscaled	+	Loved
111	Well-loved		Quality		Isolating	Upscaled	+	Home
112	Excellent		Quality		Infusing	Upscaled	+	Value for money

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A27: 114	Full of	Amount			Isolating	Upscaled	+	Charm
115	Gorgeous		Quality		Infusing	Upscaled	+	Cottage
115	Walking distance	Extent: proximity			Infusing	Upscaled	+	Location of home
116	Immediately	Extent: proximity			Infusing	Upscaled	+	Moving in
116	!		Quality		Isolating	Upscaled	+	Home
A28: 118	Very		Quality		Isolating	Upscaled	+	Neat
118	Close to	Extent: proximity			Infusing	Upscaled	+	Location of home
118	All	Number			Isolating	Upscaled	+	Amenities
A29: 120	Gracious		Quality		Infusing	Upscaled	+	Home
120	Old settler home		Quality		Isolating	Upscaled	-	Home
120	Beautiful		Quality		Infusing	Upscaled	+	Wooden floors
120	Large	Size			Infusing	Upscaled	+	Rooms
120	Spacious	Size			Infusing	Upscaled	+	Rooms/size of home
A30: 123	Best		Quality		Infusing	Upscaled	+	Address
124	Spacious	Size			Infusing	Upscaled	+	Home
124	Perfect to renovate		Quality		Isolating	Upscaled	+	Home
125	Immediately	Extent: proximity			Infusing	Upscaled	+	Moving in
125	!		Quality		Isolating	Upscaled	+	Come see
A31: 127	Tranquil		Quality		Infusing	Upscaled	+	Living

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

127	Top		Quality		Infusing	Upscaled	+	Location
127	Magnificent		Quality		Infusing	Upscaled	+	Views
128	In one of Grahamstown's top streets		Quality		Infusing	Upscaled	+	Location
129	Some TLC			Softened	Infusing		-	TLC
129	One of the city's best		Quality		Infusing	Upscaled	+	Potential of home
A32: 131	Good		Quality		Isolating	Upscaled	+	Buy
132	Beautiful		Quality		Infusing	Upscaled	+	Wooden floors
A33: 135	Exclusive		Quality		Infusing	Upscaled	+	Home
135	Stylish		Quality		Infusing	Upscaled	+	Home
135	One of Grahamstown's top suburbs		Quality		Infusing	Upscaled	+	Location
135	Splendid		Quality		Infusing	Upscaled	+	Home
136	Large	Size			Infusing	Upscaled	+	Size of home
A34: 139	Bright		Quality		Infusing	Upscaled	+	Home
139	Spacious	Size			Infusing	Upscaled	+	Home
140	Well-finished		Quality		Isolating	Upscaled	+	Home
141	Well manicured		Quality		Isolating	Upscaled	+	Garden
141	Tranquil		Quality		Infusing	Upscaled	+	Garden
A35: 143	Right address		Quality		Isolating	Upscaled	+	Location of home
143	A stone's throw away	Extent: proximity			Metaphor	Upscaled	+	Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A36: 147	Brand new		Quality		Isolating	Upscaled	+	Home
147	Upmarket		Quality		Infusing	Upscaled		
148	Amazing		Quality		Infusing	Upscaled	+	Views
148	Excellent		Quality		Infusing	Upscaled	+	Investment
149	Discerning		Quality		Infusing	Upscaled	+	Buyer
A37: 151	Lovely		Quality		Infusing	Upscaled	+	Townhouse
151	Popular		Quality		Isolating	Upscaled	+	Complex
151	Modern		Quality		Infusing	Upscaled	+	Living
152	Easy		Quality		Isolating	Upscaled	+	Living
A38: 154	Super		Quality		Isolating	Upscaled	+	Bright
154	Spacious	Size			Infusing	Upscaled	+	Home
155	Peaceful		Quality		Infusing	Upscaled	+	Garden
155	Sparkling		Quality		Infusing	Upscaled	+	Pool
156	Large	Size			Infusing	Upscaled	+	Lounge
156	PLUS	Size			Isolating	Upscaled	+	Size of home
A39 : 159	Priced to sell		Quality		Infusing	Upscaled	+	Value of home
160	Perfect		Quality		Isolating		+	Home for first time buyers
161	A little	Amount			Isolating	Downscaled	-	Amount of TLC needed
A40: 163	The best		Quality		Isolating	Upscaled	+	Investment
164	Most sought-after		Quality		Isolating	Upscaled	+	Student village/Location of home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

164	Walk through	Extent: proximity			Infusing	Upscaled	+	Location of home
164	Ideal		Quality		Infusing	Upscaled	+	Home
A41: 167	Elegant		Quality		Infusing	Upscaled	+	Home
168	Sought-after		Quality		Infusing	Upscaled	+	Location of home
168	Spacious	Size			Infusing	Upscaled	+	Home
168	Ideal		Quality		Infusing	Upscaled	+	Home
A42: 172	Character		Quality		Infusing	Upscaled	+	Home
172	Secluded		Quality		Infusing	Upscaled	+	Garden
172	A stone's throw away	Extent: proximity			Metaphor	Upscaled	+	Location of home
A43: 175	Family home		Quality		Infusing	Upscaled	+	Size of home
A44: 180	Location, location, location		Quality		Isolating	Upscaled	+	Location of home
181	Perfect		Quality		Isolating		+	Flat
183	Close to	Extent: proximity			Infusing	Upscaled	+	Location of home
A45: 185	Fantastic		Quality		Infusing	Upscaled	+	Home
185	Family home		Quality		Infusing	Upscaled	+	Size of home
185	Everything you need	Amount			Isolating	Upscaled	+	Composition of home
186	Immaculate		Quality		Infusing	Upscaled	+	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

186	Lovely		Quality		Infusing	Upscaled	+	Views
186	Close to	Extent: proximity			Infusing	Upscaled	+	Location of home
A46: 189	Perfect		Quality		Isolating		+	Home
190	Stunning		Quality		Infusing	Upscaled	+	Unit
191	Awesome		Quality		Infusing	Upscaled	+	Views
A47: 194	Top quality		Quality		Infusing	Upscaled	+	Finishes
194	Fully equipped		Quality		Isolating	Upscaled	+	Size of kitchen
195	Walk through	Extent: proximity			Infusing	Upscaled	+	Location of home
A48: 198	Dream		Quality		Isolating	Upscaled	+	Home
199	Architecturally designed		Quality		Infusing	Upscaled	+	Home
199	In need of a revamp		Quality		Infusing	Downscaled	-	Composition of home
199	Great spaces, great area		Quality		Infusing	Upscaled	+	Spaces and area
A49: 202	Executive		Quality		Infusing	Upscaled	+	Size of home
203	Secluded		Quality		Infusing	Upscaled	+	Location of home
203	Lovely		Quality		Infusing	Upscaled	+	Garden
203	Bird filled indigenous		Quality		Infusing	Upscaled	+	Garden
203	Immaculate		Quality		Infusing	Upscaled	+	Home
203	Fully		Quality		Isolating	Upscaled	+	Secured
204	A rare find		Quality		Isolating	Upscaled	+	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A50: 206	One of only four	Number			Infusing	Upscaled	+	Uniqueness of home
206	Complete		Quality		Isolating	Upscaled	+	Privacy
206	Lovely		Quality		Infusing	Upscaled	+	Views
207	24 hour		Quality		Isolating	Upscaled	+	Security
208	Stunning		Quality		Infusing	Upscaled	+	Kitchen
A51: 211	Brand new		Quality		Isolating	Upscaled	+	Development
212	Immediate	Extent: proximity			Infusing	Upscaled	+	Occupation
213	Good		Quality		Isolating	Upscaled	+	Secure complex
A52: 215	Top quality		Quality		Infusing	Upscaled	+	Finishes
A53: 219	One of a kind		Quality		Infusing	Upscaled	+	Home
221	All this	Amount			Isolating	Upscaled	+	Size of home
221	Nestled		Process		Infusing	Upscaled	+	Location of home and composition of garden
221	Picture perfect		Quality		Isolating	Upscaled	+	Garden
A54: 223	Signature		Quality		Infusing	Upscaled	+	Home
223	Elegant		Quality		Infusing	Upscaled	+	Touches
224	Luxurious		Quality		Infusing	Upscaled	+	Home
224	Sanctity		Quality		Infusing	Upscaled	+	Home
224	Effortless		Quality		Infusing	Upscaled	+	Living

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

A55: 227	Exclusive		Quality		Infusing	Upscaled	+	Home
227	Stylish		Quality		Infusing	Upscaled	+	Home
227	One of Grahamstown's top suburbs		Quality		Isolating	Upscaled	+	Location of home
227	Top suburbs		Quality		Isolating	Upscaled	+	Suburb
227	Splendid		Quality		Infusing	Upscaled	+	Home
228	Large	Size			Infusing	Upscaled	+	Lounge
229	Large	Size			Infusing	Upscaled	+	Kitchen
230	Perfect		Quality		Isolating	Upscaled	+	Composition
A56: 232	Simply irresistible		Quality		Isolating	Upscaled	+	Irresistible
232	Irresistible		Quality		Infusing	Upscaled	+	Home
233	Excellent		Quality		Infusing	Upscaled	+	Price
233	Beautiful		Quality		Infusing	Upscaled	+	Home
233	Best views		Quality		Infusing	Upscaled	+	Views
234	Elegant		Quality		Infusing	Upscaled	+	Lounge
234	Sun-drenched		Quality		Infusing	Upscaled	+	Pool
235	All this	Amount			Isolating	Upscaled	+	Size of home
235	Tranquil		Quality		Infusing	Upscaled	+	Garden
235	Manicured		Quality		Infusing	Upscaled	+	Garden
A57: 237	Needle in a haystack		Quality		Metaphor	Upscaled	+	Rarity of home
238	A touch of class		Quality		Infusing	Upscaled	+	Home
238	1 of only 8	Number			Infusing	Upscaled	+	Rarity of home
238	Sought-after		Quality		Infusing	Upscaled	+	Estate
238	24 hour	Extent: distribution			Isolating	Upscaled	+	Security

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

239	Fantastic		Quality		Infusing	Upscaled	+	Views
240	Gourmet		Quality		Infusing	Upscaled	+	Kitchen
A58: 244	Delight		Quality		Infusing	Upscaled	+	Home
245	Beautiful		Quality		Infusing	Upscaled	+	Home
245	Most		Quality		Isolating	Upscaled	+	Tucked away street
245	Modernised		Quality		Infusing	Upscaled	+	Home
245	Ideal		Quality		Infusing	Upscaled	+	Home
245	Executive family		Quality		Infusing	Upscaled	+	Size of home
A59: 248	Prestigious		Quality		Infusing	Upscaled	+	Home
248	All	Amount			Isolating	Upscaled	+	Seasons
249	Excellent		Quality		Infusing	Upscaled	+	Flow/Composition of home
249	Superb		Quality		Infusing	Upscaled	+	Entertainment area
250	Picture book views		Quality		Infusing	Upscaled	+	Views
250	Brand new		Quality		Infusing		+	Home
250	Stylish		Quality		Infusing	Upscaled	+	Living
251	Entertainer's dream		Quality		Isolating	Upscaled	+	Patio
251	Sparkling		Quality		Infusing	Upscaled	+	Jacuzzi pool
252	Large	Size			Infusing	Upscaled	+	Garage
A60: 255	Exceptional		Quality		Infusing	Upscaled	+	Property
255	Stunning		Quality		Infusing	Upscaled	+	Home
256	Sparkling		Quality		Infusing	Upscaled	+	Swimming pool

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

257	Huge	Size			Infusing	Upscaled	+	Games room
257	A 5 minute walk	Extent: proximity			Infusing	Upscaled	+	Location of home
A61: 259	Upmarket		Quality		Infusing	Upscaled	+	Suburb
259	Perfect		Quality		Isolating	Upscaled	+	Your own home
A62: 261	Exclusive		Quality		Infusing	Upscaled	+	Estate
262	Lovely		Quality		Infusing	Upscaled	+	Views
262	Twinkling		Process		Infusing	Upscaled	+	City lights
A63: 265	Spacious		Quality		Infusing	Upscaled	+	Living area
A64: 268	Large	Size			Infusing	Upscaled	+	Flats
268	Lovely		Quality		Infusing	Upscaled	+	Views
268	Perfect		Quality		Isolating		+	Home
269	Great		Quality		Infusing	Upscaled	+	Value for money
A65: 271	Near Mary Waters	Extent: proximity			Infusing	Upscaled	+	Location of home
A66: 273	Attractive		Quality		Infusing	Upscaled	+	Estate
273	Ideal		Quality		Infusing	Upscaled	+	Home
A67: 276	Brand new		Quality		Isolating	Upscaled	+	Development
276	Only four	Number			Isolating	Upscaled	+	Valuation of unit
277	Fully equipped	Amount			Isolating	Upscaled	+	Kitchen

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

277	Beautiful		Quality		Infusing	Upscaled	+	Views
A68: 280	New		Quality		Isolating	Upscaled	+	Development
280	Picture book perfect		Quality		Isolating	Upscaled	+	Development
281	Immaculate		Quality		Infusing	Upscaled	+	Apartments
281	Architecturally designed		Quality		Infusing	Upscaled	+	Apartments
281	Pristine		Quality		Infusing	Upscaled	+	Finishes
282	Close to shops and Rhodes	Extent: proximity			Infusing	Upscaled	+	Location of home
A69: 287	Beautiful		Quality		Infusing	Upscaled	+	Home
288	Huge	Size			Infusing	Upscaled	+	Erf
A70: 291	24 hour		Quality		Infusing	Upscaled	+	Security
A71: 294	One of Grahamstown's top settler cottages		Quality		Infusing	Upscaled	+	Capacity
295	In need of TLC		Quality		Infusing	Downscaled	-	Composition of home
295	Stunning		Quality		Infusing	Upscaled	+	Wooden floor
295	Small	Size			Isolating	Upscaled	-	Composition of garden
A72: 297	Bargain of the month		Quality		Infusing	Upscaled	+	Home
298	Charming		Quality		Infusing	Upscaled	+	Home
298	Excellent		Quality		Infusing	Upscaled	+	Security

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

298	Affordable		Quality		Infusing	Upscaled	+	Home
299	Perfect		Quality		Isolating	Upscaled	+	Home
299	Two minute walk	Extent: proximity			Infusing	Upscaled	+	Location of home
A73: 304	Family home		Quality		Infusing	Upscaled	+	Size of home
304	Spacious	Size			Infusing	Upscaled	+	Size of dining/living room
304	Large	Size			Infusing	Upscaled	+	Size of kitchen
A74: 306	Right address		Quality		Infusing	Upscaled	+	Location of home
307	Family home		Quality		Infusing	Upscaled	+	Size of home
308	Simply		Quality		Isolating	Upscaled	+	Good buy
308	Good		Quality		Isolating	Upscaled	+	Home
A75: 312	Beautifully appointed		Quality		Infusing	Upscaled	+	Home
312	Brand new		Quality		Isolating	Upscaled	+	Home
313	Best buy in town		Quality		Isolating	Upscaled	+	Home
A76: 315	Newly built		Quality		Isolating	Upscaled	+	Home
315	Beautiful		Quality		Infusing	Upscaled	+	Views
316	Very		Quality		Isolating	Upscaled	+	Good value
316	Good		Quality		Isolating	Upscaled	+	Value
A77: 318	Sought after		Quality		Infusing	Upscaled	+	Area
319	Perfectly		Quality		Isolating	Upscaled	+	Home

Appendix G1:
Remax Frontier Properties Full Coding 1: Graduation

	positioned							
321	PRICED TO SELL		Quality		Isolating	Upscaled	+	Home
A78: 324	Sought after		Quality		Infusing	Upscaled	+	Location of home
324	Loads	Amount			Infusing	Upscaled	+	Potential
A79: 328	Large	Size			Infusing	Upscaled	+	Size of flats
328	Excellent		Quality		Infusing	Upscaled	+	Quality
329	New		Quality		Isolating	Upscaled	+	Roof
329	Great		Quality		Infusing	Upscaled	+	Buy
A80: 331	Perfect		Quality		Isolating	Upscaled	+	Home
331	Family home		Quality		Infusing	Upscaled	+	Size of home
332	Unique		Quality		Infusing	Upscaled	+	Property
332	Immaculate		Quality		Infusing	Upscaled	+	Home
332	Beautiful		Quality		Infusing	Upscaled	+	Finishes
332	Large	Size			Infusing	Upscaled	+	Home
333	Fully furnished		Quality		Infusing	Upscaled	+	Home

Appendix G1:

Remax Frontier Properties Full Coding 1: Engagement

ENGAGEMENT							
Line	Instantiation	Voice (Appraiser)	Contraction		Expand		Positive/Negative
			Disclaim	Proclaim	Entertain	Attribute	
A1: 5	Is to be considered "the cherry on top"	RF		Pronounce			+
A4: 18	Ideal for a family or student digs	RF		Pronounce			+
A7: 31	Perfect home for the discerning buyer	RF		Pronounce			+
A8:36	Ideal as a lock-up-and-go	RF		Pronounce			+
A11: 47	Understated luxury at its best	RF		Pronounce			+
A13: 55	The perfect place for you	RF		Pronounce			+
A14: 58	Perfect 1st home	RF		Pronounce			+

Appendix G1:
Remax Frontier Properties Full Coding 1: Engagement

A15: 61	Ideal for an executive family	RF		Pronounce			+
A17: 67	Who needs a car when you live here?	RF		Concur (rhetorical question)			+
A18: 71	Ultimate destination	RF		Pronounce			+
75	This is a one of a kind	RF		Pronounce			+
A19: 79	Grahamstown's largest developers have once again	RF		Endorse			+
A21: 92	Fantastic buy!!!	RF		Pronounce			+
A26: 111	Fantastic for first time home owners	RF		Pronounce			+
A27: 115	Add your own touches, you can move in immediately				Entertain		+
116	Don't miss this one	RF	Deny				+
A30: 123	The best address	RF		Pronounce			+
124	Perfect to renovate but can live in as is	RF	Counter				+

Appendix G1:
Remax Frontier Properties Full Coding 1: Engagement

A31: 128	In one of Grahamstown's top streets	RF			Entertain		+
128	With some TLC this home could be one of the city's best	RF			Entertain		+
A33: 135	In one of Grahamstown's top suburbs	RF			Entertain		+
A35: 143	The right address	RF		Pronounce			+
A36: 148	An excellent investment	RF		Pronounce			+
A39: 160	Perfect for a first time home buyer	RF		Pronounce			
A40: 163	The best investment	RF		Pronounce			+
164	Most sought-after	RF		Pronounce			+
164	Ideal for investors and parents	RF		Pronounce			
A41: 168	Ideal for a family	RF		Pronounce			+

Appendix G1:
Remax Frontier Properties Full Coding 1: Engagement

A44: 181	Perfect as a student investment or lock up and go	RF		Pronounce			+
A45: 185	Fantastic family home with everything you need	RF		Pronounce			+
A46: 189	Perfect for sundowners	RF		Pronounce			+
A49: 204	A rare find	RF		Pronounce			+
A53: 219	One of a kind	RF		Pronounce			+
221	Picture perfect garden	RF		Pronounce			+
A55: 230	Perfect for a family	RF		Pronounce			+
A56: 232	Simply irresistible	RF		Pronounce			+
233	Excellent price	RF		Pronounce			+
233	Best views of our city	RF		Pronounce			+
A57: 241	Don't delay	RF	Deny				+
A58: 245	The most tucked away	RF		Pronounce			+
A59: 244	Entertainer's delight	RF		Pronounce			+
250	Picture book views	RF		Pronounce			+

Appendix G1:
Remax Frontier Properties Full Coding 1: Engagement

A61: 259	Build your perfect home	RF			Entertain		+
A62: 262	You can see the city lights	RF			Entertain		+
A64: 268	Perfect for first time owner	RF		Pronounce			+
A66: 273	Ideal for kids going to Rhodes	RF		Pronounce			+
A68: 280	Picture book perfect	RF		Pronounce			+
A71: 294	Buy this and turn it into one of Grahamstown's top settler cottages	RF			Entertain		+
295	In need of TLC	RF		Pronounce			+
A72: 299	Perfect for a starter home	RF		Pronounce			+
A74: 306	The right address	RF		Pronounce			+
308	Simply a good buy	RF		Pronounce			+
A75: 313	Best buy in town	RF		Pronounce			+
A76: 315	Add your own finishing touches	RF			Entertain		+
A77: 318	Sought after area	RF		Pronounce			+
319	Perfectly positioned	RF		Pronounce			+

A80: 331	Perfect for student investment	RF		Pronounce			+

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
B1: 3	Spacious building	PG	+			Composition	Inscribed	Size of building
3	Don't miss out	PG	+			Reaction	Invoked	Home
4	Huge development potential	PG	+			Reaction	Invoked	Potential of property
B2: 7	Lots to offer	PG	+			Reaction	Invoked	Home
8	Secluded	PG	+			Reaction	Inscribed	Location of home
			+	Security			Invoked	Buyer
8	Family home	PG	+			Composition	Invoked	Size of home
8	Large grounds	PG	+			Composition	Inscribed	Size of home
8	Set in large grounds high on the hill	PG	+			Reaction	Invoked	Location of home
8	Enjoy 180-degree views	PG	+			Reaction	Invoked	Location of home
			+	Happiness			Invoked	Buyer
			+			Reaction	Invoked	Views
B3: 12	Settler cottage	PG	-			Composition	Invoked	Size of home
13	Perfect starter home	PG	+			Composition	Invoked	Home
13	Cottage	PG	-			Composition	Invoked	Size of home
13	Enclosed garden	PG	+			Reaction	Inscribed	Garden
			+	Security			Invoked	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

13	Needs a coat of paint and some love	PG	-			Composition	Invoked	Home
B4: 17	Lovely Victorian	PG	+			Reaction	Inscribed	Victorian house
			+			Valuation	Invoked	Home
18	Beautifully renovated	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home (renovated)
18	With generous spaces	PG	+			Composition	Invoked	Size of home
18	Perfect for a family	PG	+			Composition	Invoked	Size of home
18	Conveniently situated close to the private schools	PG	+			Reaction	Invoked	Location of home
B5: 22	Awesome views	PG	+			Reaction	Inscribed	Views
23	Spacious	PG	+			Composition	Inscribed	Size of home
23	Farm-style	PG	+			Composition	Invoked	Size of home
23	Family home	PG	+			Composition	Invoked	Size of home
23	Just 6km from town	PG	+			Reaction	Invoked	Location of home
23	Can also be used as a B&B establishment	PG	+			Reaction	Invoked	Home
B6: 27	Victorian Gem	PG	+			Valuation	Invoked	Home
28	Sunny home	PG	+			Reaction	Inscribed	Home
28	Pretty garden	PG	+			Reaction	Inscribed	Garden

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

28	Manageable	PG	+			Reaction	Inscribed	Garden
B7: 31	Student pad	PG	-			Composition	Invoked	Size of home
32	Cute bachelor flat	PG	+			Reaction	Inscribed	Bachelor flat
32	Bachelor	PG	-			Composition	Invoked	Size of home
32	Ideal for a single person	PG	-			Composition	Invoked	Size of home
32	Within walking distance to Rhodes	PG	+			Reaction	Invoked	Location of home
B8: 35	Character home	PG	+			Reaction	Inscribed	Home
36	Magnificent character home	PG	+			Reaction	Inscribed	Home
36	Spacious	PG	+			Composition	Inscribed	Size of home
36	Family home	PG	+			Composition	Invoked	Size of home
B9: 41	Charming settler home	PG	+			Reaction	Inscribed	Home
41	Set out on double plot	PG	+			Composition	Invoked	Size of home
41	Has a warm welcoming feel	PG	+			Reaction	Invoked	Home
B10: 46	Lovely	PG	+			Reaction	Inscribed	Apartment
46	Upmarket apartment	PG	+			Reaction	Inscribed	Apartment
46	Luxury finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

46	Sweeping views	PG	+			Reaction	Inscribed	Views
47	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer
B11: 50	Great value	PG	+			Reaction	Inscribed	Value
			+			Reaction	Invoked	Home
51	Comfortable	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Size of home
51	Family home	PG	+			Composition	Invoked	Size of home
51	Lovely garden	PG	+			Reaction	Inscribed	Garden
B12: 54	Low maintenance	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
54	Situated on a large plot	PG	+			Composition	Inscribed	Size of plot
54	Put your personal touch on this home and it will shine	PG	-			Composition	Invoked	Home
			+		Capacity		Invoked	Buyer
B13: 58	Family home	PG	+			Composition	Invoked	Size of home
58	On the sunny side of town	PG	+			Reaction	Invoked	Location of home
58	It is set in a park-like garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Size of garden
58	With huge trees	PG	+			Composition	Inscribed	Size of trees

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

B14: 61	Family home	PG	+			Composition	Invoked	Size of home
62	With flat potential	PG	+			Reaction	Invoked	Potential of home
62	Set in a level garden with large trees	PG	+			Reaction	Inscribed	Garden
			+			Composition	Inscribed	Size of trees
62	Wonderful space for entertaining	PG	+			Reaction	Inscribed	Space
			+	Happiness			Invoked	Buyer
B15: 66	Spacious home	PG	+			Composition	Inscribed	Size of home
67	Magnificent home	PG	+			Valuation	Inscribed	Home
67	Showing craftsmanship in....finishes	PG	+			Composition	Invoked	Home
68	Boasts large living spaces	PG	+			Composition	Inscribed	Size of home
68	Private courtyards	PG	+			Reaction	Inscribed	Courtyards
			+	Security			Invoked	Buyer
B16: 71	Set for living	PG	+			Composition	Invoked	Home
72	Spacious	PG	+			Composition	Inscribed	Size of home
72	Family home	PG	+			Composition	Invoked	Size of home
72	Renovated kitchen	PG	+			Composition	Invoked	Kitchen

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

B17: 77	Home with sweeping views	PG	+			Reaction	Inscribed	Views
			+			Reaction	Invoked	Location of home
77	Enjoy exclusive use of the guest cottage	PG	+	Happiness			Inscribed	Buyer
			+			Reaction	Inscribed	Exclusive use
B18: 81	Spacious home	PG	+			Composition	Inscribed	Size of home
82	Lovely	PG	+			Reaction	Inscribed	Home
82	Double-storey	PG	+			Composition	Invoked	Size of home
82	Family home	PG	+			Composition	Invoked	Size of home
82	It is close to schools and town	PG	+			Reaction	Invoked	Location of home
B19: 86	Picture perfect	PG	+			Reaction	Metaphor	Home
87	Delightful	PG	+			Reaction	Inscribed	Townhouse
87	Sunny townhouse	PG	+			Reaction	Inscribed	Townhouse
87	Intimate complex	PG	-			Composition	Invoked	Size of complex
87	Close to Rhodes University	PG	+			Reaction	Invoked	Location of home
87	It has more to offer than meets the eye	PG	+			Reaction	Invoked	Home
			+			Composition	Invoked	Home
B20: 91	Small house	PG	-			Composition	Inscribed	Size of home
92	Neat cottage	PG	+			Reaction	Inscribed	Home
92	Cottage	PG	-			Composition	Invoked	Size of home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

92	Surrounded by a lovely garden	PG	+			Reaction	Inscribed	Garden
92	Quiet street	PG	+			Reaction	Inscribed	Street
			+	Satisfaction			Invoked	Buyer
92	It is close to the schools and Rhodes University	PG	+			Reaction	Invoked	Location of home
B21: 95	Your Victorian	PG	+	Happiness			Invoked	Buyer
			+			Valuation	Invoked	Home
96	Cottage	PG	-			Composition	Invoked	Size of home
96	Sweet garden	PG	+			Reaction	Inscribed	Garden
			-			Composition	Invoked	Size of garden
96	Space for the extended family	PG	+			Composition	Inscribed	Size of home
96	With TLC this could be your new home	PG	-			Composition	Invoked	Home
			+		Capacity		Invoked	Buyer
B22: 100	Renovated home	PG	+			Composition	Inscribed	Home
101	Victorian home	PG	+			Valuation	Invoked	Home
101	Ideal for the extended family	PG	+			Composition	Invoked	Size of home
101	It can be used as a B&B	PG	+			Reaction	Invoked	Home
B23: 105	Cottage chic	PG	+			Reaction	Invoked	Home

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Pam Golding Properties Full Coding 1: Attitude

			-			Composition	Invoked	Size of home
106	Enclosed	PG	+	Security			Invoked	Buyer
106	Vine-covered	PG	+			Reaction	Invoked	Porch
106	Perfect for a quiet evening	PG	+			Reaction	Inscribed	Porch
			+	Satisfaction			Invoked	Buyer
B24: 109	Winning location	PG	+			Valuation	Invoked	Location of home
110	Student accommodation	PG	-			Composition	Invoked	Size of home
110	Makes a good investment	PG	+			Reaction	Invoked	Home
B25: 113	Brilliant start	PG	+			Reaction	Inscribed	Start
			+			Reaction	Invoked	Home
114	Perfectly positioned	PG	+			Reaction	Inscribed	Location of home
114	Let the children walk to school	PG	+			Reaction	Invoked	Location of home
114	Well priced	PG	+			Reaction	Inscribed	Home
B26: 118	Perfectly positioned	PG	+			Reaction	Inscribed	Location of home
119	Bachelor flat	PG	-			Composition	Invoked	Size of home
119	Near Rhodes University	PG	+			Reaction	Invoked	Location of home
119	Pop to Peppergrove Mall and meander out at night	PG	+			Reaction	Invoked	Location of home
120	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

B27: 122	Modern living	PG	+			Reaction	Invoked	Home
123	Walk to the Highlander	PG	+			Reaction	Invoked	Location of home
123	Upmarket apartments	PG	+			Reaction	Inscribed	Apartments
123	Relax on the wooden decks or balconies	PG	+	Happiness			Invoked	Buyer
124	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer
B28: 126	Dream starter	PG	+			Reaction	Invoked	Home
127	Charm and sunshine await you	PG	+			Reaction	Invoked	Home
127	Centrally located	PG	+			Reaction	Invoked	Location of home
127	Double-storey	PG	+			Composition	Inscribed	Size of home
127	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
B29: 131	Security Complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
132	Ideal student accommodation	PG	-			Composition	Invoked	Size of home
132	In a secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
133	Situated on the doorstep of Peppergrove Mall and close to all amenities	PG	+			Reaction	Invoked	Location of home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

B30: 136	Double-storey loft	PG	+			Composition	Invoked	Size of home
136	On Peppergrove Mall's doorstep	PG	+			Reaction	Invoked	Location of home
136	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
B31: 140	Family home	PG	+			Composition	Invoked	Size of home
140	Situated on huge treed erf	PG	+			Reaction	Inscribed	Treed erf
			+			Composition	Invoked	Size of home
140	Close to Graeme College and Kingswood College	PG	+			Reaction	Invoked	Location of home
141	Has a flat for extra income	PG	+			Reaction	Invoked	Home
B32: 144	Park-like garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Size of garden
145	If it's land you're after then this property promises to impress	PG	+			Reaction	Invoked	Property
146	With lots of potential!	PG	+			Reaction	Invoked	Property
B33: 148	Exec apartment	PG	+			Composition	Invoked	Size of home
149	Taking in the views of Grahamstown	PG	+			Reaction	Invoked	Views
149	This apartment has it all	PG	+			Reaction	Invoked	Apartment
			+			Composition	Invoked	Apartment

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

B34: 152	Trendy townhouse	PG	+			Reaction	Inscribed	Townhouse
153	Modern	PG	+			Reaction	Inscribed	Home
153	Spacious	PG	+			Composition	Inscribed	Size of home
153	With an easy flow	PG	+			Composition	Invoked	Home
153	Simply move in and unpack	PG	+			Composition	Invoked	Home
B35: 156	Entertain at home	PG	+			Reaction	Invoked	Home
			+	Happiness			Invoked	Buyer
157	Family home	PG	+			Composition	Invoked	Size of home
157	With everything you could want	PG	+			Reaction	Invoked	Home
			+			Composition	Invoked	Home
			+	Satisfaction			Invoked	Buyer
157	Close to Graeme College	PG	+			Reaction	Invoked	Location of home
B36: 161	Very elegant	PG	+			Reaction	Inscribed	Home
162	Are you a single professional, constantly on the move?	PG	-		Normality		Invoked	Buyer
162	This charming townhouse is lock up and go	PG	+			Reaction	Inscribed	Townhouse
			-			Composition	Invoked	Size of home
B37: 116	Plot and plan	PG	+		Capacity		Invoked	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

117	Make your dreams of owning a property in Grahamstown come true with this starter home	PG	+		Capacity		Invoked	Buyer
			-			Composition	Invoked	Home
B38: 171	Old but bold	PG	-			Composition	Inscribed	Age of home
			+			Reaction	Inscribed	Home
172	Spacious	PG	+			Composition	Inscribed	Size of home
172	Light and airy rooms	PG	+			Reaction	Inscribed	Home
172	Excellent rental income	PG	+			Reaction	Inscribed	Rental income
B39: 177	Magnificent	PG	+			Reaction	Inscribed	Home
177	On school doorsteps	PG	+			Reaction	Invoked	Location of home
177	Large garden	PG	+			Composition	Inscribed	Size of garden
177	Studio apartment	PG	+			Composition	Invoked	Size of home
177	Modern finishes	PG	+			Reaction	Inscribed	Finishes
178	Superior attention to detail	PG	+			Reaction	Inscribed	Attention to detail
B40: 181	Restored Victorian	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
182	Lovingly restored	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
B41: 186	Pristine condition	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

187	Are you looking for a neat, easy to maintain home?	PG	+			Reaction	Invoked	Home
187	With a spacious garden	PG	+			Composition	Inscribed	Size of garden
187	This property has it all and more	PG	+			Composition	Inscribed	Home
B42: 190	Just move in	PG	+			Reaction	Invoked	Home
			+			Composition	Invoked	Home
191	Renovated cottage	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Cottage
			-			Composition	Invoked	Size of home
191	Perfect weekend lock up and go	PG	+			Reaction	Invoked	Home
192	Enjoy family time	PG	+	Happiness			Invoked	Buyer
B43: 194	Pretty as a picture	PG	+			Reaction	Metaphor	Home
195	Delightful	PG	+			Reaction	Inscribed	Cottage
195	Cottage	PG	-			Composition	Invoked	Size of home
195	Close to Rhodes University	PG	+			Reaction	Invoked	Location of home
196	Small irrigated garden	PG	-			Composition	Inscribed	Garden
B44: 199	Beautiful	PG	+			Reaction	Inscribed	Home
199	Victorian-style	PG	+			Reaction	Invoked	Home
199	Offers all the luxuries of a great getaway	PG	+			Valuation	Invoked	Home
199	Great getaway	PG	+			Reaction	Inscribed	Getaway
199	Getaway from the stress of city life	PG	-			Reaction	Inscribed	City life
			-	Satisfaction			Invoked	Buyer in city life
			+	Satisfaction			Invoked	Buyer on getaway

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Pam Golding Properties Full Coding 1: Attitude

200	Complete with furnishings	PG	+			Composition	Invoked	Home
200	It could also be the perfect retirement property	PG	+			Reaction	Invoked	Home
B45: 202	Quiet	PG	+			Reaction	Inscribed	Home
			+	Satisfaction			Invoked	Buyer
202	Family home	PG	+			Composition	Invoked	Size of home
203	Peaceful	PG	+			Reaction	Inscribed	Home
			+	Satisfaction			Invoked	Buyer
203	Family home	PG	+			Composition	Invoked	Size of home
203	Offers character and warmth	PG	+			Reaction	Invoked	Home
203	Spend winter days on the sunny patio and deck, while listening to the birds in the lush garden	PG	+	Happiness			Invoked	Buyer
203	Sunny patio and deck	PG	+			Reaction	Inscribed	Patio and deck
204	Lush Garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Invoked	Garden
B46: 205	Position is everything	PG	+			Reaction	Invoked	Position of home
206	Walk to Rhodes University campus and everywhere else in town	PG	+			Reaction	Invoked	Position of home
206	This house has so much potential	PG	+			Reaction	Invoked	Home
207	Come and see what it has to offer	PG	+			Reaction	Invoked	Home
B47: 209	Designed with distinction	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Design of home
210	Prestige development	PG	+			Reaction	Inscribed	Development
211	Feature imported kitchen finishes	PG	+			Reaction	Invoked	Kitchen finishes
			+			Composition	Invoked	Home

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Pam Golding Properties Full Coding 1: Attitude

B48: 213	Beautiful views	PG	+			Reaction	Inscribed	Views
214	Walk to work, school and the shops	PG	+			Reaction	Invoked	Location of home
214	Brand new	PG`	+			Reaction	Inscribed	Apartments
			+			Composition	Invoked	Apartments
214	Upmarket	PG	+			Reaction	Inscribed	Apartments
214	Modern finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Invoked	Home
215	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer
B49: 217	Modern apartment	PG	+			Reaction	Inscribed	Apartment
218	Lovely	PG	+			Reaction	Inscribed	Apartment
218	Sun-filled	PG	+			Reaction	Inscribed	Apartment
218	Modern appliances	PG	+			Reaction	Inscribed	Appliances
219	Sweeping views	PG	+			Reaction	Inscribed	Views
219	Provide a beautiful backdrop	PG	+			Reaction	Inscribed	Views/backdrop
B50: 221	Luxury apartment	PG	+			Reaction	Inscribed	Apartment
222	Brand new	PG	+			Reaction	Inscribed	Apartment
			+			Composition	Invoked	Apartment
222	Good security	PG	+			Reaction	Inscribed	Home
			+	Security			Invoked	Buyer
222	Luxury finishes	PG	+			Reaction	Inscribed	Finishes
223	Conveniently close to St Andrew's College	PG	+			Reaction	Invoked	Location of home
B51: 225	Work from home	PG	+	Satisfaction			Invoked	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

226	Perfectly situated in busy African Street	PG	+			Reaction	Inscribed	Location of home
226	Offer the ideal living/working arrangement or professional practice or rent one of them out	PG	+			Reaction	Invoked	Home
B52: 229	Live modern	PG	+			Reaction	Invoked	Home
230	Quiet	PG	+			Reaction	Inscribed	Area
			+	Satisfaction			Invoked	Buyer
230	Up-and-coming	PG	+			Reaction	Inscribed	Area
230	Modern	PG	+			Reaction	Inscribed	Home
231	Beautiful	PG	+			Reaction	Inscribed	Finishes
B53: 233	Tree-lined street	PG	+			Reaction	Inscribed	Street
234	In the heart of Oatlands	PG	+			Reaction	Invoked	Location of home
234	Gem	PG	+			Reaction	Inscribed	Home
			+			Valuation	Invoked	Home
234	Absolutely charming	PG	+			Reaction	Inscribed	Garden
235	Plus a sparkling pool	PG	+			Reaction	Inscribed	Pool
235	With garden cottage plus sparkling pool	PG	+			Composition	Invoked	Size of home
B54: 237	A cut above the rest	PG	+			Valuation	Invoked	Home
238	This newly built home	PG	+			Composition	Inscribed	Home
238	An entertainer's dream	PG	+			Reaction	Inscribed	Home
			+	Happiness			Invoked	Buyer
239	Small pool	PG	-			Composition	Inscribed	Pool
238	Enjoy	PG	+	Happiness			Inscribed	Buyer

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Pam Golding Properties Full Coding 1: Attitude

238	Lie in bed and enjoy uninterrupted views of the monument	PG	+	Happiness			Invoked	Buyer
			+			Reaction	Invoked	Views
B55: 241	Family home	PG	+			Composition	Invoked	Size of home
242	Lovely contemporary	PG	+			Reaction	Inscribed	Home
B56: 245	Charm and character	PG	+			Reaction	Inscribed	Home
246	A hidden gem	PG	+			Reaction	Inscribed	Home
			+			Valuation	Invoked	Home
246	Beautifully renovated	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
246	Victorian home	PG	+			Reaction	Inscribed	Home
247	The French country kitchen also has its own fireplace and stunning chandelier	PG	+			Reaction	Invoked	Kitchen
			+			Composition	Invoked	Kitchen
247	Stunning chandelier	PG	+			Reaction	Inscribed	Chandelier
B57: 250	There is nothing predictable or boring about this amazing home	PG	+			Reaction	Inscribed	Home
250	Packed with interesting features	PG	+			Reaction	Inscribed	Features
			+			Reaction	Invoked	Home
251	Breathtaking views	PG	+			Valuation	Inscribed	Views
251	Fully stocked, park-like garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Inscribed	Garden
			+			Composition	Invoked	Size of garden
B58: 253	English Manor	PG	+			Composition	Invoked	Size of home

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Pam Golding Properties Full Coding 1: Attitude

254	Step into a magical English country setting	PG	+			Reaction	Inscribed	English country setting
			+			Reaction	Invoked	Location of home
254	Large treed grounds	PG	+			Composition	Inscribed	Size of grounds
254	Truly unique home	PG	+			Reaction	Inscribed	Home
255	Steeped in tradition and history	PG	+			Reaction	Invoked	Home
255	It will transport you to a bygone era	PG	+			Reaction	Invoked	Home
255	Bygone era	PG	-			Reaction	Invoked	Age of home
B59: 258	Unconventional	PG	-			Reaction	Invoked	Home
258	Interesting home	PG	+			Reaction	Inscribed	Home
258	Circa 1830	PG	-			Composition	Invoked	Age of home
258	Appealing property	PG	+			Reaction	Inscribed	Property
259	Has an interesting twist	PG	+			Reaction	Inscribed	Property
			+			Composition	Invoked	Home
259	Set on an enormous garden	PG	+			Composition	Inscribed	Garden
B60: 261	Timeless elegance	PG	+			Reaction	Inscribed	Home
262	Magnificent home	PG	+			Reaction	Inscribed	Home
262	Double stand	PG	+			Composition	Invoked	Size of home
B61: 265	So convenient	PG	+			Reaction	Inscribed	Home
266	Need to save on petrol and vehicle wear and tear?	PG	+	Satisfaction			Invoked	Buyer
266	Neat bachelor flat	PG	+			Reaction	Inscribed	Flat
			-			Composition	Invoked	Size of flat
266	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer

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Pam Golding Properties Full Coding 1: Attitude

267	You can walk wherever you need to go	PG	+			Reaction	Invoked	Location of home
B62: 269	Investment opportunity	PG	+			Reaction	Invoked	Home
270	Bachelor unit	PG	-			Composition	Invoked	Size of home
270	Solidly built	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
270	Offers a good return	PG	+			Reaction	Inscribed	Return
			+			Reaction	Invoked	Home
270	Ideal for a student or professional	PG	+			Reaction	Inscribed	Home
			-			Composition	Invoked	Size of home
271	It is situated close to all amenities	PG	+			Reaction	Invoked	Location of home
271	Well worth a look	PG	+			Reaction	Inscribed	Home
B63: 273	Bachelor unit	PG	-			Composition	Invoked	Size of unit
274	When investing in property for the first time, the golden rule is to start small	PG	-		Capacity		Invoked	Buyer
			-			Composition	Invoked	Size of unit
274	Affordable	PG	+			Reaction	Inscribed	Price of home
275	Offers a solid 7% return on your investment	PG	+			Reaction	Invoked	Home
A64: 277	Cosy	PG	+			Reaction	Inscribed	Home
277	Affordable	PG	+			Reaction	Inscribed	Price of home
278	Near Mary Waters school	PG	+			Reaction	Invoked	Location of home
278	Perfect for the family starting out	PG	+			Reaction	Inscribed	Home
			-		Capacity		Invoked	Family starting out
279	Don't let this opportunity pass you by	PG	+			Reaction	Invoked	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

A65: 281	New release	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
282	Spacious apartment	PG	+			Composition	Inscribed	Size of home
282	Bustling centre of town	PG	+			Reaction	Inscribed	Centre of town
282	Close to campus and all amenities	PG	+			Reaction	Invoked	Convenience of location of home
283	Perfect for student accommodation	PG	+			Reaction	Inscribed	Apartment
B66: 286	Neat and tidy	PG	+			Reaction	Inscribed	Home
			-			Composition	Invoked	Size of home
286	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
286	Close to Rhodes University campus	PG	+			Reaction	Invoked	Location of home
287	It is suited to students or young professionals	PG	+			Reaction	Inscribed	Home
B67: 289	Safe and secure	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
			+	Security			Invoked	Buyer
290	Ideally suited to young professionals or students	PG	+			Reaction	Inscribed	Home
290	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
291	Close to all amenities	PG	+			Reaction	Invoked	Location of home
B68: 293	Ideal for students	PG	+			Reaction	Inscribed	Home
294	Lovely	PG	+			Reaction	Inscribed	Flat

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

294	A small balcony with a great view	PG	+			Reaction	Inscribed	Balcony with a view
			-			Composition	Inscribed	Balcony
			+			Reaction	Inscribed	View
294	Close to all amenities	PG	+			Reaction	Invoked	Location of home
295	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Invoked	Buyer
B69: 298	Fantastic	PG	+			Reaction	Inscribed	Investment opportunity
298	Investment opportunity	PG	+			Reaction	Invoked	Home
298	Within walking distance of Rhodes University campus	PG	+			Reaction	Invoked	Location of home
299	Must-see	PG	+			Reaction	Inscribed	Home
B70: 302	Neat and tidy apartment	PG	+			Reaction	Inscribed	Apartment
			-			Composition	Invoked	Size of apartment
302	Small complex	PG	-			Composition	Inscribed	Size of complex
302	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
302	Close to Kingswood College	PG	+			Reaction	Invoked	Location of home
303	Ideal parent accommodation or perfect for young couples starting out	PG	-			Composition	Invoked	Size of apartment
			+			Reaction	Inscribed	Home
B71: 305	Immaculate townhouse	PG	+			Reaction	Inscribed	Townhouse
			+			Composition	Invoked	Townhouse

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

306	Do you want to get into the property market?	PG	-		Capacity		Invoked	Buyer
306	This is the perfect starter home	PG	+			Reaction	Inscribed	Home
306	Enjoy lock up and go living	PG	+	Happiness			Invoked	Buyer
			+			Reaction	Invoked	Home
307	Close to Graeme College	PG	+			Reaction	Invoked	Location of home
B72: 310	Ever popular	PG	+			Reaction	Inscribed	Complex
310	Outstanding investment opportunity	PG	+			Reaction	Inscribed	Investment opportunity
			+			Reaction	Invoked	Home
311	Prime location	PG	+			Reaction	Inscribed	Location of home
311	A handsome addition	PG	+			Reaction	Inscribed	Home
B73: 314	Compact	PG	-			Composition	Invoked	Size of home
314	Affordable	PG	+			Reaction	Inscribed	Price of home
314	Small complex	PG	-			Composition	Inscribed	Size of complex
314	Excellent security	PG	+			Reaction	Inscribed	Complex
			+	Security			Invoked	Buyer
315	Perfect lock-up-and-go unit	PG	+			Reaction	Inscribed	Unit
315	Within walking distance of Kingswood College	PG	+			Reaction	Invoked	Location of home
B74: 317	Not to be missed	PG	+			Reaction	Inscribed	Home
318	Close to the CBD and Rhodes University	PG	+			Reaction	Invoked	Location of home
318	Already set up with major appliances	PG	+			Composition	Invoked	Home
319	Units like this don't come around every day	PG	+			Reaction	Invoked	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

			+			Valuation	Invoked	Home
B75: 321	Brilliant buy	PG	+			Reaction	Inscribed	Buy
			+			Reaction	Invoked	Home
322	Magnificent	PG	+			Reaction	Inscribed	Apartments
322	Close to all amenities	PG	+			Reaction	Invoked	Location of home
322	Cannot be overlooked	PG	+			Reaction	Invoked	Home
323	Equipped with appliances	PG	+			Composition	Invoked	Home
323	Offer a good return with a solid lease	PG	+			Reaction	Inscribed	Return
			+			Reaction	Inscribed	Lease
			+			Reaction	Invoked	Home
B76: 326	English cottage	PG	-			Composition	Invoked	Size of home
327	Spacious room	PG	+			Composition	Inscribed	Size of rooms
327	Cosy	PG	+			Reaction	Inscribed	Fireplace
327	Farm-style kitchen	PG	+			Reaction	Inscribed	Kitchen
327	Charming feel	PG	+			Reaction	Invoked	Home
328	Easy flow	PG	+			Composition	Invoked	Home onto garden
328	Mature English cottage garden	PG	+			Reaction	Inscribed	Garden
B77: 330	Near schools	PG	+			Reaction	Invoked	Location of home
331	Starter home	PG	-			Reaction	Invoked	Home
			-		Capacity		Invoked	Buyer
331	Large garden	PG	+			Composition	Inscribed	Garden
331	In a good location near Kingswood and Graeme College	PG	+			Reaction	Inscribed	Location
332	Get into the property market	PG	-		Capacity		Invoked	Buyer
B78: 334	Still renting?	PG	-		Normality		Invoked	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Attitude

			-		Capacity		Invoked	Buyer
335	You could be paying off your own bond	PG	+		Capacity		Invoked	Buyer
335	Offers good value	PG	+			Reaction	Inscribed	Value
			+			Reaction	Invoked	Home
336	Enjoy cosy winter evenings	PG	+			Reaction	Inscribed	Winter evenings
			+	Happiness			Inscribed	Buyer
B79: 339	Neat and tidy	PG	+			Reaction	Inscribed	Home
340	If you are looking for good value, generous space and modern finishes then look no further	PG	+			Reaction	Inscribed	Home
340	Good value	PG	+			Reaction	Inscribed	Value
340	Generous space	PG	+			Composition	Inscribed	Size of home
			+			Reaction	Inscribed	Space
340	Modern finishes	PG	+			Reaction	Inscribed	Finishes
341	This home has it all and more	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
341	Very little maintenance required	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
B80: 343	Bright and sunny	PG	+			Reaction	Inscribed	Home
344	Gorgeous afternoon sun	PG	+			Reaction	Inscribed	Afternoon sun
344	Nest	PG	+			Reaction	Invoked	Home
344	Easy to maintain	PG	+			Reaction	Inscribed	Home
			+			Composition	Invoked	Home
345	The garden and living area flow beautifully	PG	+			Composition	Invoked	Flow of home
345	One happy space	PG	+			Reaction	Inscribed	Space

			+	Happiness			Inscribed	Buyer

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

GRADUATION								
Line	Instantiation	Force		Focus	Type	Up/Downscaled	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/Softened	Infusing/Isolating		Positive/Negative	Instantiation
B1: 3	Spacious	Size			Infusing	Upscaled	+	Size of building
4	Huge		Quality		Infusing	Upscaled	+	Development potential
B2: 7	Lots	Amount			Isolating	Upscaled	+	Amount to offer
8	Family home		Quality		Infusing	Upscaled	+	Size of home
8	Large	Size			Infusing	Upscaled	+	Grounds
8	180-degree		Quality		Infusing	Upscaled	+	Views
B3: 13	Perfect		Quality		Infusing	Upscaled	+	Starter home
14	Some love			Softened	Isolating		-	Composition of home
B4: 17	Lovely		Quality		Infusing	Upscaled	+	Home
18	Beautifully		Quality		Infusing	Upscaled	+	Home
18	Generous		Quality		Infusing	Upscaled	+	Spaces
18	Perfect		Quality		Infusing	Upscaled	+	Home
18	For a famly		Quality		Infusing	Upscaled	+	Size of home
19	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

B5: 22	Awesome		Quality		Infusing	Upscaled	+	Views
23	Family home		Quality		Infusing	Upscaled	+	Size of home
23	Spacious	Size			Infusing	Upscaled	+	Size of home
23	Just 6km	Extent: proximity			Isolating	Upscaled	+	Location of home
23	Also	Amount			Isolating	Upscaled	+	Uses for home
B6: 27	Gem		Quality		Infusing	Upscaled	+	Valuation of home
28	Pretty	`	Quality		Infusing	Upscaled	+	Garden
B7: 32	Ideal		Quality		Infusing	Upscaled	+	Size of home
32	Single person	Number			Isolating	Upscaled	-	Size of home
B8: 36	Magnificent		Quality		Infusing	Upscaled	+	Home
36	Spacious	Size			Infusing	Upscaled	+	Size of home
36	Family residence		Quality		Infusing	Upscaled	+	Size of home
B9: 41	Double	Size			Infusing	Upscaled	+	Size of home
B10: 46	Lovely		Quality		Infusing	Upscaled	+	Apartment
46	Upmarket		Quality		Infusing	Upscaled	+	Apartment
46	Luxury		Quality		Infusing	Upscaled	+	Finishes
46	Sweeping		Quality		Infusing	Upscaled	+	Views
47	Good		Quality		Isolating	Upscaled	+	Security
B11: 50	Great		Quality		Infusing	Upscaled	+	Value
51	Family home		Quality		Infusing	Upscaled	+	Size of home
51	Lovely		Quality		Infusing	Upscaled	+	Garden

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

B12: 54	Low-maintenance		Quality		Isolating	Upscaled	+	Composition of home
54	Large	Size			Infusing	Upscaled	+	Size of home
B13: 58	Family home		Quality		Infusing	Upscaled	+	Size of home
58	Park-like	Size			Infusing	Upscaled	+	Garden
			Quality		Infusing	Upscaled	+	Garden
58	Huge	Size			Infusing	Upscaled	+	Trees
B14: 61	Family home		Quality		Infusing	Upscaled	+	Size of home
62	Large	Size			Infusing	Upscaled	+	Trees
63	Wonderful		Quality		Infusing	Upscaled	+	Space for entertaining
B15: 66	Spacious	Size			Infusing	Upscaled	+	Home
67	Magnificent		Quality		Infusing	Upscaled	+	Home
67	Craftsmanship		Quality		Infusing	Upscaled	+	Finishes
67	All	Number			Isolating	Upscaled	+	Finishes
68	Large	Size			Infusing	Upscaled	+	Living spaces
B16: 72	Spacious	Size			Infusing	Upscaled	+	Size of home
72	Family home		Quality		Infusing	Upscaled	+	Size of home
72	Renovated		Quality		Infusing	Upscaled	+	Composition of kitchen
B17: 77	Sweeping		Quality		Infusing	Upscaled	+	Views
77	Exclusive		Quality		Infusing	Upscaled	+	Use of guest cottage

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

B18: 81	Spacious	Size			Infusing	Upscaled	+	Size of home
82	Lovely		Quality		Infusing	Upscaled	+	Home
82	Double-storey	Size			Infusing	Upscaled	+	Size of home
82	Family home		Quality		Infusing	Upscaled	+	Size of home
82	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B19: 86	Picture perfect		Quality		Metaphor	Upscaled	+	Home
87	Delightful		Quality		Infusing	Upscaled	+	Townhouse
87	Intimate		Quality		Infusing	Upscaled	-	Size of complex
87	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
87	More to offer than meets the eye	Amount			Infusing	Upscaled	+	Home
B20: 91	Small	Size			Isolating	Downscaled	-	Size of home
92	Lovely		Quality		Infusing	Upscaled	+	Garden
92	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B21: 96	Space for the extended family	Size			Infusing	Upscaled	+	Size of home
B22: 101	Ideal		Quality		Infusing	Upscaled	+	Size of home
101	Additional	Number			Infusing	Upscaled	+	Size of home
B23: 106	Perfect		Quality		Infusing	Upscaled	+	Porch
B24: 109	Winning		Quality		Infusing	Upscaled	+	Location

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

110	Good		Quality		Isolating	Upscaled	+	Investment
B25: 113	Brilliant		Quality		Infusing	Upscaled	+	Start
114	Perfectly		Quality		Infusing	Upscaled	+	Positioned
114	Well		Quality		Isolating	Upscaled	+	Priced
B26: 118	Perfectly		Quality		Infusing	Upscaled	+	Positioning of home
119	Near	Extent: proximity			Infusing	Upscaled	+	Location of home
119	Pop to Peppergrove Mall	Extent: proximity			Infusing	Upscaled	+	Location of home
120	Good		Quality		Isolating	Upscaled	+	Security
B27: 123	Upmarket		Quality		Infusing	Upscaled	+	Apartment
124	Good		Quality		Isolating	Upscaled	+	Security
B28: 126	Dream starter		Quality		Infusing	Upscaled	+	Home
127	Double-storey	Size			Infusing	Upscaled	+	Size of home
B29: 132	Ideal		Quality		Infusing	Upscaled	+	Size of home
132	Situated on the doorstep of Peppergrove Mall	Extent: proximity			Metaphor	Upscaled	+	Location of home
133	Close to all amenities	Extent: proximity			Isolating	Upscaled	+	Location of home
133	All amenities	Number			Isolating	Upscaled	+	Location of home
B30: 136	Double-storey	Size			Infusing	Upscaled	+	Size of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

136	On Peppergrove Mall's doorstep	Extent: proximity			Metaphor	Upscaled	+	Location of home
B31: 140	Family home		Quality		Infusing	Upscaled	+	Size of home
140	Huge	Size			Infusing	Upscaled	+	Treed erf
140	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B32: 144	Park-like	Size			Infusing	Upscaled	+	Garden
145	Promises		Process		Infusing	Upscaled	+	Property
146	Lots of	Amount			Isolating	Upscaled	+	Potential
146	!		Quality		Isolating	Upscaled	+	Potential
B33: 149	Has it all	Amount			Isolating	Upscaled	+	Apartment
B34: 152	Trendy		Quality		Infusing	Upscaled	+	Home
153	Modern		Quality		Infusing	Upscaled	+	Home
153	Spacious	Size			Infusing	Upscaled	+	Size of home
153	Simply		Quality		Infusing	Upscaled	+	Composition of home
B35: 157	Family home		Quality		Infusing	Upscaled	+	Size of home
157	Everything	Amount			Infusing	Upscaled	+	Composition of home
157	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B36: 161	Very		Quality		Isolating	Upscaled	+	Elegant
162	Single	Number			Isolating	Upscaled	-	Size of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

162	Constantly		Process		Infusing	Upscaled	-	Normality
B37: 167	Dreams		Quality		Infusing	Upscaled	+	Buyer's dreams
B38: 171	Old		Quality		Isolating	Upscaled	-	Composition
171	Bold		Quality		Infusing	Upscaled	+	Reaction
172	Spacious		Quality		Infusing	Upscaled	+	Size of home
172	Excellent		Quality		Infusing	Upscaled	+	Rental income
B39: 177	Magnificent		Quality		Infusing	Upscaled	+	Home
177	On school doorsteps	Extent: proximity			Metaphor	Upscaled	+	Location of home
177	Large	Size			Infusing	Upscaled	+	Garden
177	Modern		Quality		Infusing	Upscaled	+	Finishes
178	Superior		Quality		Infusing	Upscaled	+	Attention to detail
B40: 181	Restored		Quality		Infusing	Upscaled	+	Victorian
182	Lovingly		Process		Infusing	Upscaled	+	Restored
182	Restored		Quality		Infusing	Upscaled	+	Home
182	New		Quality		Isolating	Upscaled	+	Bathrooms, kitchens
B41: 186	Pristine		Quality		Infusing	Upscaled	+	Condition of home
187	Easy to maintain		Quality		Infusing	Upscaled	+	Home
187	Spacious	Size			Infusing	Upscaled	+	Garden
188	Has it all and more	Amount			Isolating	Upscaled	+	Home
B42: 190	Just move in	Extent: distribution			Isolating	Upscaled	+	Composition of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

191	Renovated		Quality		Infusing	Upscaled	+	Cottage
191	Perfect		Quality		Infusing	Upscaled	+	Home
B43: 194	Pretty as a picture		Quality		Metaphor	Upscaled	+	Home
195	Delightful		Quality		Isolating	Upscaled	+	Cottage
195	Close to Rhodes University	Extent: proximity			Isolating	Upscaled	+	Location of home
196	Small	Size			Isolating	Downscaled	-	Size of garden
B44: 199	Beautiful		Quality		Isolating	Upscaled	+	Home
199	All the luxuries	Amount			Isolating	Upscaled	+	Home's offerings
199	Great		Quality		Infusing	Upscaled	+	Getaway
200	Stress		Quality		Infusing	Upscaled	-	Buyer's satisfaction
200	Complete		Quality		Infusing	Upscaled	+	Composition of home
200	Perfect		Quality		Infusing	Upscaled	+	Retirement home
B45: 202	Quiet		Quality		Infusing	Upscaled	+	Home
202	Family home		Quality		Infusing	Upscaled	+	Size of home
203	Peaceful		Quality		Infusing	Upscaled	+	Home
203	Family home		Quality		Infusing	Upscaled	+	Size of home
204	Lush		Quality		Infusing	Upscaled	+	Garden
B46: 205	Position is everything		Quality		Infusing	Upscaled	+	Importance of position
206	Everywhere else	Amount			Infusing	Upscaled	+	Location of home
206	So much	Amount			Isolating	Upscaled	+	Potential of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

B47: 209	With distinction		Quality		Infusing	Upscaled	+	Design of home
210	Prestige		Quality		Infusing	Upscaled	+	Development
211	Imported		Quality		Infusing	Upscaled	+	Kitchen finishes
B48: 213	Beautiful		Quality		Infusing	Upscaled	+	Views
214	Brand new		Quality		Isolating	Upscaled	+	Apartments
214	Upmarket		Quality		Infusing	Upscaled	+	Apartments
214	Modern		Quality		Infusing	Upscaled	+	Finishes
215	Good		Quality		Isolating	Upscaled	+	Security
B49: 217	Modern		Quality		Infusing	Upscaled	+	Apartment
218	Lovely		Quality		Infusing	Upscaled	+	Apartment
218	Sun-filled		Quality		Infusing	Upscaled	+	Apartment
218	Modern		Quality		Infusing	Upscaled	+	Finishes
219	Sweeping		Quality		Infusing	Upscaled	+	Views
219	Beautiful		Quality		Infusing	Upscaled	+	Backdrop
B50: 221	Luxury		Quality		Infusing	Upscaled	+	Apartment
222	Brand new		Quality		Isolating	Upscaled	+	Apartment
222	Good		Quality		Isolating	Upscaled	+	Security
222	Luxury		Quality		Infusing	Upscaled	+	Finishes
223	Conveniently close to		Quality		Isolating	Upscaled	+	Location of home
B51: 226	Perfectly situated		Quality		Infusing	Upscaled	+	Location of home
227	Ideal living/working arrangement		Quality		Infusing	Upscaled	+	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

B52: 229	Live modern		Quality		Infusing	Upscaled	+	Home
230	Quiet		Quality		Infusing	Upscaled	+	Area
230	Up-and-coming		Quality		Infusing	Upscaled	+	Area
230	Modern		Quality		Infusing	Upscaled	+	Home
231	Beautiful		Quality		Infusing	Upscaled	+	Finishes
B53: 234	In the heart of Oatlands		Quality		Metaphor	Upscaled	+	Location of home
234	Gem		Quality		Infusing	Upscaled	+	Home
234	Absolutely charming		Quality		Infusing	Upscaled	+	Garden
235	Sparkling		Quality		Infusing	Upscaled	+	Pool
B54: 237	A cut above the rest		Quality		Metaphor	Upscaled	+	Home
238	Newly built		Quality		Isolating	Upscaled	+	Home
238	Entertainer's dream		Quality		Infusing	Upscaled	+	Home
238	Large	Size			Infusing	Upscaled	+	Patio
239	Small	Size			Isolating	Upscaled	-	Pool
239	Uninterrupted		Quality		Infusing	Upscaled	+	Views
B55: 241	Family home		Quality		Infusing	Upscaled	+	Size of home
242	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
242	Lovely		Quality		Infusing	Upscaled	+	Home
242	Includes	Amount			Infusing	Upscaled	+	Size of home
B56: 246	Hidden gem		Quality		Infusing	Upscaled	+	Home
246	Beautifully		Quality		Infusing	Upscaled	+	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

	renovated							
247	Also	Amount			Infusing	Upscaled	+	Kitchen
247	Stunning		Quality		Infusing	Upscaled	+	Chandelier
B57: 250	Nothing predictable or boring		Quality		Infusing	Upscaled	+	Home
250	Amazing		Quality		Infusing	Upscaled	+	Home
250	Packed		Quality		Infusing	Upscaled	+	Home
250	Interesting		Quality		Infusing	Upscaled	+	Features
251	Breathtaking		Quality		Infusing	Upscaled	+	Views
251	Fully stocked		Quality		Infusing	Upscaled	+	Garden
251	Park-like	Size			Infusing	Upscaled	+	Garden
B58: 253	Manor	Size			Infusing	Upscaled	+	Home
254	Magical		Quality		Infusing	Upscaled	+	Setting
254	Large	Size			Infusing	Upscaled	+	Treed grounds
254	Truly		Quality		Infusing	Upscaled	+	Unique home
254	Unique		Quality		Infusing	Upscaled	+	Home
255	Steeped in		Quality		Infusing	Upscaled	+	Home
255	Bygone era		Quality		Infusing	Upscaled	-	Age of home
B59: 258	Unconventional		Quality		Infusing	Upscaled	-	Home
258	Interesting		Quality		Infusing	Upscaled	+	Home
258	Appealing		Quality		Infusing	Upscaled	+	Property
259	Interesting		Quality		Infusing	Upscaled	+	Twist
259	Enormous	Size			Infusing	Upscaled	+	Garden
B60: 261	Timeless elegance		Quality		Infusing	Upscaled	+	Home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

262	Magnificent		Quality		Infusing	Upscaled	+	Home
262	Double	Size			Infusing	Upscaled	+	Size of home
263	And more	Amount			Isolating	Upscaled	+	Size of home
B61: 265	So		Quality		Isolating	Upscaled	+	Convenient
267	Wherever	Extent: proximity			Infusing	Upscaled	+	Convenience
B62: 270	Solidly built		Quality		Infusing	Upscaled	+	Complex
270	Good		Quality		Isolating	Upscaled	+	Return
270	Ideal		Quality		Infusing	Upscaled	+	Home
271	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
271	All amenities	Number			Isolating	Upscaled	+	Amenities
271	Well worth		Quality		Infusing	Upscaled	+	Home
B63: 274	The golden rule is to start small	Size			Infusing	Upscaled	-	Size of home
274	Affordable		Quality		Infusing	Upscaled	+	Price of home
275	Solid		Quality		Infusing	Upscaled	+	Return
B64: 277	Affordable		Quality		Infusing	Upscaled	+	Price of home
278	Near	Extent: proximity			Infusing	Upscaled	+	Location of home
278	Perfect		Quality		Infusing	Upscaled	+	Home
278	Don't let this opportunity pass you by		Quality		Infusing	Upscaled	+	Home
B65: 281	New		Quality		Infusing	Upscaled	+	Home
282	Spacious	Size			Infusing	Upscaled	+	Size of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

282	Bustling		Quality		Infusing	Upscaled	+	Location of home
282	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
282	All	Number			Isolating	Upscaled	+	Location of home
283	Perfect		Quality		Infusing	Upscaled	+	Home
B66: 287	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
287	Suited		Quality		Infusing	Upscaled	+	Home
B67: 290	Ideally suited		Quality		Infusing	Upscaled	+	Home
291	All	Number			Isolating	Upscaled	+	Location of home
B68: 293	Ideal for students		Quality		Infusing	Upscaled	+	Home
294	Lovely		Quality		Infusing	Upscaled	+	Home
294	Small	Size			Isolating	Upscaled	-	Size of balcony
294	Great		Quality		Infusing	Upscaled	+	View
294	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
294	All	Number			Isolating	Upscaled	+	Location of home
295	Good		Quality		Isolating	Upscaled	+	Security
B69: 298	Fantastic		Quality		Infusing	Upscaled	+	Home
298	Within walking distance	Extent: proximity			Infusing	Upscaled	+	Location of home
299	Must-see		Quality		Infusing	Upscaled	+	Home
B70: 302	Small	Size			Isolating	Upscaled	-	Size of apartment
302	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

303	Ideal		Quality		Infusing	Upscaled	+	Home
303	Perfect		Quality		Infusing	Upscaled	+	Home
B71: 305	Immaculate		Quality		Infusing	Upscaled	+	Townhouse
306	Perfect		Quality		Infusing	Upscaled	+	Home
306	Starter		Quality		Infusing	Upscaled	-	Home
307	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
B72: 310	Ever popular		Quality		Infusing	Upscaled	+	Complex
310	Outstanding		Quality		Infusing	Upscaled	+	Investment opportunity
311	Prime		Quality		Infusing	Upscaled	+	Location
311	Handsome		Quality		Infusing	Upscaled	+	Addition to portfolio
B73: 314	Compact	Size			Infusing	Upscaled	-	Size of home
314	Affordable		Quality		Infusing	Upscaled	+	Price of home
314	Small	Size			Isolating	Downscaled	-	Size of home
314	Excellent		Quality		Infusing	Upscaled	+	Security
315	Perfect		Quality		Infusing	Upscaled	+	Unit
315	Within walking distance	Extent: proximity			Infusing	Upscaled	+	Location of home
B74: 317	Not to be missed		Quality		Infusing	Upscaled	+	Home
318	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
318	Already set up		Quality		Infusing	Upscaled	+	Composition of home

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

319	Units like this don't come around every day		Quality		Infusing	Upscaled	+	Home
B75: 321	Brilliant		Quality		Infusing	Upscaled	+	Buy
322	Magnificent		Quality		Infusing	Upscaled	+	Apartments
322	Close to	Extent: proximity			Isolating	Upscaled	+	Location of home
322	All	Number			Isolating	Upscaled	+	Amenities
322	Cannot be overlooked		Quality		Infusing	Upscaled	+	Home
323	Good		Quality		Isolating	Upscaled	+	Return
323	Solid		Quality		Infusing	Upscaled	+	Lease
B76: 327	Spacious	Size			Infusing	Upscaled	+	Rooms
327	Charming		Quality		Infusing	Upscaled	+	Home
328	Easy		Quality		Infusing	Upscaled	+	Flow
328	Mature		Quality		Infusing	Upscaled	+	Garden
B77: 330	Near schools	Extent: proximity			Infusing	Upscaled	+	Location of home
331	Starter home		Quality		Infusing	Upscaled	-	Home
331	Large	Size			Infusing	Upscaled	+	Size of garden
331	Good		Quality		Isolating	Upscaled	+	Location of home
331	Near	Extent: proximity			Infusing	Upscaled	+	Location of home
B78: 335	Good		Quality		Isolating	Upscaled	+	Value
B79: 340	Good		Quality		Isolating	Upscaled	+	Value
340	Generous	Size			Infusing	Upscaled	+	Size of

Appendix G2:

Pam Golding Properties Full Coding 1: Graduation

								home/space
340	Modern		Quality		Infusing	Upscaled	+	Finishes
341	Has it all and more	Amount			Isolating	Upscaled	+	Size of home/Composition
342	Very little	Amount			Isolating	Upscaled	+	Maintenance
B80: 344	Gorgeous		Quality		Infusing	Upscaled	+	Afternoon sun
344	Floods		Process		Infusing	Upscaled	+	Sun
344	Nest		Quality		Infusing	Upscaled	+	Home
344	Easy to maintain		Quality		Infusing	Upscaled	+	Home
345	Flow beautifully		Process		Infusing	Upscaled	+	Garden and living area
345	Happy		Quality		Infusing	Upscaled	+	Space

Appendix G2:

Pam Golding Properties Full Coding 1: Engagement

ENGAGEMENT							
Line	Instantiation	Voice (Appraiser)	Contraction		Expand		Positive/Negative
			Disclaim	Proclaim	Entertain	Attribute	
B1:3	Don't miss out on this property	PG	Deny				+
B3:13	Perfect starter home	PG		Pronounce			+
13	Needs a coat of paint and some love	PG		Pronounce			-
B4: 18	Perfect for a family	PG		Pronounce			+
B5: 23	This property can also be used as a B&B	PG			Entertain		+
B7: 32	Ideal for a single person	PG		Pronounce			+
B8: 36	Can function as a spacious family residence or one with an additional section	PG			Entertain		+
B12: 54	Put your personal touch on this home	PG			Entertain		+
B19: 86	Picture perfect	PG		Pronounce			+
87	It has more to offer than meets the eye	PG		Pronounce			+
B21: 96	With TLC this could be your new home	PG			Entertain		-

Appendix G2:

Pam Golding Properties Full Coding 1: Engagement

B22: 101	Ideal for the extended family	PG		Pronounce			+
101	Can be used as a B&B	PG			Entertain		+
B23: 106	Perfect for a quiet evening	PG		Pronounce			+
B24: 109	Winning location	PG		Pronounce			+
B25: 113	Brilliant start	PG		Pronounce			+
114	Perfectly positioned	PG		Pronounce			+
B26: 118	Perfectly positioned	PG		Pronounce			+
B29: 132	Ideal student accommodation	PG		Pronounce			+
B32: 145	If it's land you're after then this property promises to impress	PG			Entertain		+
146	With lots of potential!	PG		Pronounce			+
B33: 149	This apartment has it all	PG		Pronounce			+
B34: 154	Simply move in and unpack	PG		Pronounce			+
B35: 157	With everything you could want	PG		Pronounce			+
B36: 162	Are you a single professional, constantly on the move?	PG			Entertain		+

Appendix G2:

Pam Golding Properties Full Coding 1: Engagement

B41: 187	Are you looking for a neat, easy to maintain home with a spacious garden?	PG		Concur (rhetorical question)			+
187	This property has it all and more	PG		Pronounce			+
B42: 190	Just move in	PG		Pronounce			+
191	The perfect weekend lock-up-and-go	PG		Pronounce			+
B43: 194	Pretty as a picture	PG		Pronounce			+
B44: 199	Offers all the luxuries of a great getaway	PG		Pronounce			+
200	It could also be the perfect retirement home	PG			Entertain		+
B46: 205	Position is everything	PG		Pronounce			+
206	This house has so much potential	PG		Pronounce			+
B51: 226	Perfectly situated	PG		Pronounce			+
226	Offer the ideal living/working arrangement or professional practice or rent one of them out	PG			Entertain		+
B54: 237	A cut above the rest	PG		Pronounce			+
238	Is an entertainer's dream	PG		Pronounce			+
B57: 250	There is nothing predictable or boring about this amazing home	PG	Deny				+

Appendix G2:

Pam Golding Properties Full Coding 1: Engagement

B58: 255	It will transport you	PG		Pronounce			+
B61: 265	So convenient	PG		Pronounce			+
266	Need to save on petrol and vehicle wear and tear?	PG		Concur (rhetorical question)			+
267	You can walk wherever you need to go	PG			Entertain		+
B62: 270	Ideal for student or professional	PG		Pronounce			+
271	Well worth a look	PG		Pronounce			+
B63: 274	The golden rule is to start small	PG		Pronounce			-
B64: 278	Perfect for the family	PG		Pronounce			+
279	Don't let this opportunity pass you by	PG	Deny				+
B65: 282	It is perfect for student accommodation	PG		Pronounce			+
B68: 293	Ideal for students	PG		Pronounce			+
B69: 298	Why rent when you can buy?	PG		Concur (rhetorical question)			+
299	Is a must-see	PG		Pronounce			+
B70: 302	It is ideal parent accommodation	PG		Pronounce			+
302	Perfect for young couples	PG		Pronounce			+

Appendix G2:

Pam Golding Properties Full Coding 1: Engagement

B71: 306	Do you want to get into the property market?	PG		Concur (rhetorical question)			+
306	This is the perfect starter home	PG		Pronounce			+
B72: 311	A handsome addition to any property portfolio	PG		Pronounce			+
B73: 314	It is the perfect lock-up-and-go unit	PG		Pronounce			+
B74: 317	Not to be missed	PG		Pronounce			+
319	Units like this don't come around every day	PG	Deny				+
B75: 321	Brilliant buy	PG		Pronounce			+
322	Cannot be overlooked	PG	Deny				+
B78: 335	You could be paying off your own bond	PG			Entertain		+
B79: 340	If you are looking for good value, generous space and modern finishes then look no further	PG			Entertain		+
341	This home has it all and more	PG		Pronounce			+

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
A1: 2	Signature home	RF	+			Valuation	Inscribed	Home
			+			Exclusivity	Implied	Home
2	Elegant touches	RF	+			Reaction	Inscribed	Touches
3	Make this your luxurious sanctuary	RF	+		Capacity		Implied	Buyer
3	Luxurious	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
			+			Exclusivity	Implied	Home
3	Sanctuary	RF	+	Security			Implied	Buyer
3	Effortless living, privacy and entertaining	RF	+	Satisfaction			Implied	Buyer
	Part of the deal	RF	+			Valuation	Implied	Home
4	Prestigiously positioned	RF	+			Reaction	Inscribed	Location
4	Tranquil settings	RF	+			Reaction	Inscribed	Settings
				Satisfaction			Implied	Buyer
4	This home has classical tones, up-market features	RF	+			Composition	Inscribed	Home
			+			Reaction	Implied	Home
			+			Exclusivity	Implied	
5	"The cherry on top"	RF	+			Valuation	Provoked	Home
6	Offers airconditioning throughout	RF	+			Exclusivity	Afforded	Home
6	Magnificent garden	RF	+			Reaction	Inscribed	Garden
6	Amazing views	RF	+			Reaction	Inscribed	Views
6	Double automated garage	RF	+			Composition	Afforded	Size of home
6	All this in...	RF	+			Composition	Flagged	Size of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

7	Top security estate	RF	+			Reaction	Inscribed	Security estate
			+	Security			Implied	Buyer
7	24 hour guard, cameras and electric fencing	RF	+	Security			Afforded	Buyer
A2:9	Comfortable	RF	+			Composition	Inscribed	Home
			+	Satisfaction			Implied	Buyer
9	3 bedroomed home	RF	+			Composition	Flagged	Size of home
9	Quiet	RF	+			Reaction	Inscribed	Home
			+	Satisfaction			Implied	Buyer
9	Secure	RF	+			Composition	Inscribed	Home
			+	Security			Implied	Buyer
9	Large	RF	+			Composition	Inscribed	Home
9	Open plan living with double doors	RF	+			Composition	Afforded	Size of home
10	Enclosed	RF	+			Composition	Inscribed	Garden
			+	Security			Implied	Buyer
10	Easily manageable	RF	+			Reaction	Inscribed	Garden
			+			Convenience	Implied	Garden
10	2 bathrooms and a single garage	RF	+			Composition	Flagged	Size of home
11	Excellent price	RF	+			Reaction	Inscribed	Price of home
11	In very good condition	RF	+			Composition	Inscribed	Condition of home
11	Affordable	RF	+			Reaction	Inscribed	Levies
			-		Capacity		Implied	Buyer
A3: 13	2 bedrooms, en-suite	RF	+			Composition	Flagged	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

13	Guest toilet, open plan living	RF	+			Composition	Afforded	Features of home
13	Situated in secure complex with 24 hour security guard, surveillance camera and electric fence	RF	+	Security			Afforded	Buyer
14	Private enclosed	RF	+			Composition	Inscribed	Home
			+	Security			Implied	Buyer
14	Undercover parking	RF	+			Composition	Afforded	Home
15	Communal swimming pool	RF	+			Composition	Afforded	Complex
			-			Exclusivity	Afforded	Home
A4:17	Olde Worlde Charm	RF	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
18	Large home	RF	+			Composition	Inscribed	Home
18	Ample accommodation	RF	+			Composition	Implied	Home
18	Ideal for a family or student digs	RF	+			Reaction	Implied	Home
						Composition	Implied	Home
18	Outside flat for extra income	RF	+			Composition	Afforded	Size of home
			+		Capacity		Afforded	Buyer
A5: 21	Magnificent views	RF	+			Reaction	Inscribed	Views
22	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Reaction	Implied	Home
22	3 bedrooms, open-plan living area and kitchen	RF	+			Composition	Flagged	Size of home
22	Under floor heating	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Afforded	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

23	Double doors out to patio	RF	+			Composition	Afforded	Features of home
23	Also included, washing machine, tumble dryer, fridge, oven and hob	RF	+			Composition	Afforded	Features of home
24	Walk through gate to St Andrew's College Lower Field	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
A6: 26	Facing St Andrew's field	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
27	Top quality finishes	RF	+			Composition	Implied	Home
						Valuation	Implied	Home
27	3 bedrooms, 2 bathrooms, open plan living	RF	+			Composition	Flagged	Size of home
28	Granite top kitchen	RF	+			Composition	Afforded	Features of home
A7: 30	Price reduction	RF	+			Reaction	Implied	Price of home
31	Perfect Family Home	RF	+			Reaction	Inscribed	Home
						Composition	Implied	Size of home
31	Discerning Buyer	RF	+		Tenacity		Implied	Buyer
32	3 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
32	Warm lounge	RF	+			Reaction	Inscribed	Lounge
32	Bar room	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Afforded	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

32	Bright, sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
33	Swimming pool	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Afforded	Home
33	3 carports	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Afforded	Home
33	Nice sized garden	RF	+			Composition	Inscribed	Garden
A8: 35	Fantastically located	RF	+			Reaction	Inscribed	Location of home
35	Close to St Andrew's College, DSG and Rhodes	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
36	Ideal as a lock-up-and go or...couple	RF	+			Reaction	Implied	Home
			+			Convenience	Implied	Home
A9: 38	Victorian Home	RF	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
38	In need of TLC	RF	-			Composition	Provoked	Home
			-			Reaction	Implied	Condition of home
38	In Oatlands area	RF	+			Reaction	Implied	Location of home
38	5 bedrooms, 2 full bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
38	Study, lounge, TV lounge and kitchen	RF	+			Composition	Afforded	Features of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

39	Yellowwood floors throughout	RF	+			Composition	Afforded	Features of home
39	2 garages	RF	+			Composition	Flagged	Size of home
A10: 41	Executive home	RF	+			Composition	Implied	Size of home
41	With family in mind	RF	+			Composition	Implied	Size of home
			+	Satisfaction			Implied	Buyer
42	Magnificent home	RF	+			Reaction	Inscribed	Home
42	Quality craftsmanship throughout	RF	+			Reaction	Inscribed	Craftsmanship
			+			Composition	Implied	Home
42	Set in large gardens	RF	+			Composition	Inscribed	Size of gardens
			+			Composition	Flagged	Size of property
42	With magnificent views	RF	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home
42	Includes tennis court and outdoor pizza oven/braai area	RF	+			Composition	Afforded	Size of home
			+			Exclusivity	Implied	Home
A11: 45	Secluded luxury	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
46	Upmarket home	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
46	Boasting 4 bedrooms each with own bathroom and 3 separate living spaces	RF	+			Composition	Flagged	Size of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Home
47	Lush elevated garden	RF	+			Reaction	Inscribed	Garden
			+			Composition	Implied	Garden
47	With pool and views	RF	+			Composition	Afforded	Size of home
			+			Exclusivity	Implied	Home
47	Understated luxury at its best	RF	+			Valuation	Implied	Home
A12:49	Upmarket apartments	RF	+			Reaction	Inscribed	Apartments
			+			Exclusivity	Implied	Apartments
50	3 bed/2 baths	RF	+			Composition	Flagged	Size of home
50	Secure complex	RF	+	Security			Implied	Buyer
			+			Composition	Inscribed	Complex
50	Beautifully finished	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
50	Fully equipped with washing machine, tumble drier, freezer, microwave, blinds/curtains	RF	+			Composition	Afforded	Features of home
51	All in the CBD	RF	+			Reaction	Implied	Location of home
51	Close to everything	RF	+			Convenience	Implied	Location of home
A13:53	Entry level ownership	RF	-		Capacity		Implied	Buyer
			-			Reaction	Implied	Home
54	Cosy	RF	+			Reaction	Inscribed	Home
54	Bachelor flat	RF	-			Composition	Implied	Size of home
54	Neat and quiet complex	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Implied	Buyer
54	Safe and secure	RF	+			Reaction	Inscribed	Complex

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

			+	Security			Implied	Buyer
54	Undercover parking	RF	+			Composition	Afforded	Features of home
55	The perfect place for you	RF	+			Valuation	Implied	Home
			+	Satisfaction			Implied	Buyer
A14: 56	Character cottage	RF	+			Reaction	Inscribed	Home
57	Delightful	RF	+			Reaction	Inscribed	Home
57	Cottage	RF	-			Composition	Implied	Size of home
57	Situated near Rhodes and the city	RF	+			Convenience	Implied	Location of home
57	Lovely wooden floors, high ceilings, courtyard garden	RF	+			Reaction	Inscribed	Floors
			+			Composition	Implied	Home and features of home
58	And lots more	RF	+			Composition	Flagged	Features of home
58	Perfect 1st home	RF	+			Valuation	Inscribed	Home
A15: 60	Superb	RF	+			Valuation	Inscribed	Home
60	Family home	RF	+			Composition	Implied	Size of home
			+	Satisfaction			Implied	Buyer
61	Beautiful	RF	+			Reaction	Inscribed	Home
61	4/5 bedroom home	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
61	Tucked away in a peaceful street	RF	+			Reaction	Implied	Location of home
61	Peaceful	RF	+			Reaction	Inscribed	Street

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

			+	Satisfaction			Implied	Buyer
61	Modernised	RF	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
61	Ideal for an executive family	RF	+			Composition	Implied	Size of home
A16: 64	Peaceful	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Implied	Buyer
64	Tranquil	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Implied	Buyer
64	Spacious	RF	+			Composition	Inscribed	Size of home
64	One bedroom apartment	RF	-			Composition	Flagged	Size of home
64	Secure complex	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
65	Only 4 units in this complex	RF	+			Valuation	Flagged	Status of home
65	Call to view before you are too late	RF	+			Valuation	Flagged	Home
A17: 67	Who needs a car when you live here?	RF	+			Reaction	Provoked	Location of home
68	Spacious	RF	+			Composition	Inscribed	Size of home
68	Ground floor apartment opening onto a lawned garden	RF	+			Reaction	Implied	Features of home
68	Great for lock up and go parents or investment property	RF	+			Reaction	Implied	Home
			+			Convenience	Implied	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

A18:71	Ultimate destination	RF	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
72	Beautifully proportioned	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
72	Victorian	RF	+			Reaction	Implied	Home
			+			Exclusivity	Implied	Home
72	Renovated into a contemporary beauty	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
72	Consists of 4 bed/ 4 bath, 3 living spaces	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
73	Huge outdoor entertainment, guest garden cottage, office, swimming pool	RF	+			Composition	Implied	Features of home
			+			Exclusivity	Implied	Home
74	Double garage	RF	+			Composition	Flagged	Size of home and features
74	Situated on 3241 sqms	RF	+			Composition	Flagged	Size of home
74	Situated on Kingswood College doorstep and approximately 1.2km away for St Andrew's/DSG	RF	+			Convenience	Flagged	Location of home
			+			Exclusivity	Implied	Location of home
75	This is a one of a kind home for a discerning buyer	RF	+			Valuation	Implied	Home
			+		Tenacity		Implied	Buyer

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

A19: 77	Brilliant location	RF	+			Reaction	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
78	400m from Rhodes, 50m from Peppergrove Mall, 20m from St Andrew's College	RF	+			Convenience	Flagged	Location of home
			+			Exclusivity	Implied	Location of home
79	Grahamstown's largest developers	RF	+		Capacity		Implied	Remax Frontier Properties
			+		Tenacity		Implied	Remax Frontier Properties
			+			Reaction	Implied	Remax Frontier Properties
79	Have once again found the gap	RF	+		Capacity		Implied	Remax Frontier Properties
					Normality		Implied	Remax Frontier Properties
80	Never ending demand	RF	+		Normality		Flagged	Grahamstown buyer's demands

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

					Tenacity		Implied	Grahamstown buyers
80	For investors for rental income, lock-up-and-go parents, parents purchasing for their children, first time home buyers, couples, singles	RF	+			Exclusivity	Implied	Suitability of home
			+			Convenience	Implied	Suitability of home
81	39 sqm - one bedroom	RF	-			Composition	Flagged	Size of home
82	Open-plan lounge, kitchen, bathroom, patio with views, granite kitchen and dual fuel oven	RF	+			Composition	Afforded	Features of home
A20: 85	Immaculate home	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
86	Entertainer's dream	RF	+			Reaction	Implied	Home
			+	Happiness			Implied	Buyer
87	Open plan receptions	RF	+			Composition	Implied	Size of home
87	Luxurious	RF	+			Reaction	Inscribed	Kitchen
87	Bar room with built in braai leading out to lapa/entertainment area with 2nd built in braai	RF	+			Composition	Afforded	Size of home
			+			Exclusivity	Implied	Home
88	Sparkling pool	RF	+			Reaction	Inscribed	Pool
88	Magnificent views of our city	RF	+			Reaction	Inscribed	Views
89	Consists of 3 bedrooms, 2 full bathrooms, double garage and 1 bedroom flat	RF	+			Composition	Flagged	Size of home

Appendix G3:
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A21: 92	Fantastic buy!!!	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Implied	Home
93	Priced to sell	RF	+			Reaction	Implied	Price of home
93	3 bedroom unit	RF	+			Composition	Flagged	Size of home
93	With rental of R7800 to single profession	RF	+			Reaction	Implied	Home
93	Brand new	RF	+			Composition	Inscribed	Home
			+			Reaction	Inscribed	Home
93	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
94	Whiteware included	RF	+			Composition	Afforded	Features of home
			+			Convenience	Implied	Features of home
94	Be quick this is a brilliant return!	RF	+			Valuation	Flagged	Home
94	Brilliant	RF	+			Reaction	Inscribed	Return
A22: 96	Near Rhodes and DSG	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
97	2 bedroom	RF	+			Composition	Flagged	Size of home
97	Settler style	RF	+			Exclusivity	Implied	Home
97	So full of character	RF	+			Reaction	Inscribed	Home
97	Delightful	RF	+			Reaction	Inscribed	Garden
97	Secluded	RF	+			Reaction	Inscribed	Garden
			+	Security			Implied	Garden

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97	Enclosed with high original stone walls	RF	+	Security			Implied	Home
			+			Exclusivity	Implied	Home
98	Great	RF	+			Reaction	Inscribed	Value
98	Great value for money	RF	+			Reaction	Implied	Home
A23: 100	Perfect for a couple	RF	+			Reaction	Inscribed	Home
			-			Composition	Implied	Size of home
101	Walking distance to Rhodes University and St Andrew's College and DSG	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
101	Large apartment	RF	+			Composition	Inscribed	Size of apartment
101	2 bedroom apartment	RF	+			Composition	Flagged	Size of apartment
101	With French doors	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
102	Great buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Implied	Home
102	Good investment property	RF	+			Reaction	Inscribed	Investment property
			+			Reaction	Implied	Home
A24: 104	2 bedrooms, en-suite	RF	+			Composition	Flagged	Size of home
	Guest toilet, open plan living	RF	+			Composition	Afforded	Features of home

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104	Secure complex with 24 h security guard, surveillance camera and electrical fence	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
105	Private enclosed garden	RF	+	Security			Implied	Buyer
A25: 107	Neat and Tidy	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
108	3 bedroom home	RF	+			Composition	Flagged	Size of home
108	Close to Kingswood College	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
108	2 bathrooms and single garage	RF	+			Composition	Flagged	Size of home
A26: 110	Immaculate home	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
111	Fantastic	RF	+			Reaction	Inscribed	Home
111	First time owners	RF	-		Capacity		Implied	Owners
111	Well loved home	RF	+			Reaction	Inscribed	Home
			+	Happiness			Implied	Buyer and previous owner
112	Excellent value for money	RF	+			Reaction	Inscribed	Value
			+			Reaction	Flagged	Home
A27:114	Full of charm	RF	+			Reaction	Inscribed	Home
115	Gorgeous	RF	+			Reaction	Inscribed	Home
115	3 bed	RF	+			Composition	Flagged	Size of home

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115	Walking distance to Rhodes, Victoria Girls and V.P	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
115	Add your own touches	RF	+		Capacity		Implied	Buyer
116	You can move in immediately	RF	+			Composition	Flagged	Home
116	Don't miss this one!	RF	+			Valuation	Flagged	Home
A28: 118	Very neat	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
118	2 bedroom apartment	RF	+			Composition	Flagged	Size of home
118	Close to all amenities	RF	+			Convenience	Afforded	Location of home
A29: 120	Gracious	RF	+			Reaction	Inscribed	Home
120	Old settler home	RF	-			Composition	Implied	Age of home
			+			Valuation	Implied	Home
120	Beautiful wooden floors	RF	+			Reaction	Inscribed	Floors
120	Large spacious rooms	RF	+			Reaction	Inscribed	Home
			+			Composition	Flagged	Size of home
121	5 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
121	And outside flat, fully let for 2012, for extra income	RF	+			Composition	Afforded	Size of home
A30: 123	The best address	RF	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home

Appendix G3:
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124	Move right in	RF	+			Composition	Implied	Home
			+			Convenience	Implied	Availability of home
124	Spacious home	RF	+			Composition	Inscribed	Size of home
124	Perfect to renovate	RF	-			Composition	Implied	Home
124	Can live in as is	RF	+			Composition	Implied	Home
			+			Convenience	Implied	Availability of home
124	Available to move in immediately	RF	+			Composition	Flagged	Home
			+			Convenience	Implied	Availability of home
124	Come see	RF	+			Valuation	Flagged	Home
A31: 127	Tranquil living	RF	+			Reaction	Inscribed	Living
			+	Satisfaction			Implied	Buyer
127	Top location	RF	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
127	Magnificent views	RF	+			Reaction	Inscribed	Views
128	Located in one of Grahamstown's top streets	RF	+			Reaction	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
128	With some TLC this home could be one of the city's best	RF	-			Reaction	Implied	Home
			-			Composition	Implied	Home
			+			Reaction	Implied	Potential of home

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A32: 131	A good buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Implied	Home
132	3 bedroom house	RF	+			Composition	Flagged	Size of home
132	Beautiful wooden floors	RF	+			Reaction	Inscribed	Floors
132	Lounge, 1 full bathroom and kitchen	RF	+			Composition	Afforded	Features of home
132	Outside one bedroom flat with lounge, kitchenette and bathroom	RF	+			Composition	Afforded	Size of home
A33: 135	Exclusive	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Inscribed	Home
135	Stylish	RF	+			Reaction	Inscribed	Home
135	One of Grahamstown's top suburbs	RF	+			Reaction	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
135	Splendid home	RF	+			Reaction	Inscribed	Home
135	3 bedrooms, 2 bathrooms (one en-suite)	RF	+			Composition	Flagged	Size of home
136	Large lounge	RF	+			Composition	Inscribed	Lounge
136	Cosy patio and garden	RF	+			Reaction	Inscribed	Patio and garden
			+			Composition	Implied	Size of home
A34: 139	Bright	RF	+			Reaction	Inscribed	Home
139	Spacious	RF	+			Composition	Inscribed	Size of home
140	Well-finished	RF	+			Composition	Implied	Home
140	3 bedroom duplex	RF	+			Composition	Flagged	Size of home

Appendix G3:
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140	Quiet	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Implied	Buyer
140	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
141	Enclosed	RF	+	Security			Implied	Buyer
141	Well manicured	RF	+			Reaction	Inscribed	Garden
			+			Composition	Implied	Garden
141	Tranquil	RF	+			Reaction	Inscribed	Garden
			+	Satisfaction			Implied	Buyer
141	Single automated garage	RF	+			Composition	Afforded	Features of home
A35: 143	The right address	RF	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
144	A stone's throw away from St Andrew's Prep fields	RF	+			Convenience	Provoked	Location of home
			+			Exclusivity	Implied	Location of home
145	Comprising of 4 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
145	Open balcony with city views	RF	+			Composition	Afforded	Features of home
A36: 147	Brand new	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
147	Spacious	RF	+			Composition	Inscribed	Size of home

Appendix G3:
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147	Upmarket	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
148	3 bedroom unit, en-suite	RF	+			Composition	Flagged	Size of home
148	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
148	Amazing views	RF	+			Reaction	Inscribed	Views
148	An excellent investment	RF	+			Reaction	Inscribed	Investment
			+			Reaction	Implied	Home
149	Discerning buyer	RF	+		Tenacity		Implied	Buyer
A37: 151	Lovely	RF	+			Reaction	Inscribed	Townhouse
151	3 bedroom townhouse	RF	+			Composition	Flagged	Size of home
151	Popular complex	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Implied	Buyer and current complex home owners
151	Modern	RF	+			Reaction	Inscribed	Living
			+			Composition	Implied	Home
151	Enclosed garden	RF	+	Security			Implied	Buyer
152	Garage and braai area	RF	+			Composition	Afforded	Features of home
152	Easy living	RF	+			Convenience	Inscribed	Living
			+	Satisfaction			Implied	Buyer
152	Currently let	RF	+			Convenience	Implied	Home
A38: 154	Super bright	RF	+			Reaction	Inscribed	Home
154	Spacious	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Size of home

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155	Peaceful garden	RF	+			Reaction	Inscribed	Garden
155	Sparkling pool	RF	+			Reaction	Inscribed	Pool
			+			Exclusivity	Implied	Home
155	Offers 3 bedrooms , 1 full bathroom	RF	+			Composition	Flagged	Size of home
156	Large lounge	RF	+			Composition	Inscribed	Size of lounge
156	Kitchen with eye-level oven and hob	RF	+			Composition	Afforded	Features of home
156	PLUS	RF	+			Composition	Flagged	Size and features of home
156	One bedroom flat for extra income	RF	+			Composition	Afforded	Size and features of home
A39: 159	Priced to sell	RF	+			Reaction	Implied	Price of home
		RF	+			Reaction	Implied	Home
160	Perfect	RF	+			Reaction	Inscribed	Home for a first time buyer
160	First time home buyer	RF	-		Capacity		Implied	Buyer inexperience
160	Make this home yours to love with a little TLC	RF	-			Composition	Implied	Condition of home
			+		Capacity		Implied	Buyer
161	3 bedrooms, 1 bathroom and separate WC	RF	+			Composition	Flagged	Size of home
A40: 163	The best investment	RF	+			Reaction	Inscribed	Investment

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			+			Valuation	Implied	Home
164	2 bedroom unit	RF	+			Composition	Flagged	Size of home
164	Most sought-after student village	RF	+			Reaction	Flagged	Location of home
164	Walk through to Pick 'n' Pay centre	RF	+			Convenience	Implied	Location of home
165	Ideal for investors and parents	RF	+			Reaction	Inscribed	Home
			+			Convenience	Implied	Home
165	Fully let for 2012	RF	+			Convenience	Implied	Home
A41: 167	Elegant	RF	+			Reaction	Inscribed	Home
167	Secure	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
168	Sought after area	RF	+			Reaction	Implied	Location of home
			+			Exclusivity	Implied	Location of home
168	Spacious	RF	+			Composition	Inscribed	Size of home
168	Light and bright	RF	+			Reaction	Inscribed	Home
168	3 bedroom	RF	+			Composition	Flagged	Size of home
168	Lock up and go unit	RF	+			Convenience	Implied	Home
168	Ideal for a family	RF	+			Composition	Implied	Size of home
168	For a family of Kingswood/Graeme parent	RF	+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Home
168	Living and dining room with open plan kitchen	RF	+			Composition	Afforded	Features of home

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169	2 bathrooms - one en-suite	RF	+			Composition	Flagged	Size and features of home
170	Double garage	RF	+			Composition	Flagged	Size and features of home
			+			Exclusivity	Implied	Home
170	Communal swimming pool in the complex	RF	+			Composition	Afforded	Complex
A42: 172	Character	RF	+			Reaction	Inscribed	Cottage
172	3 bedroom	RF	+			Composition	Flagged	Size of home
172	Sunny	RF	+			Reaction	Inscribed	Garden
172	Secluded	RF	+	Security			Implied	Buyer
172	Situated a stone's throw away from St Andrew's	RF	+			Convenience	Provoked	Location of home
			+			Exclusivity	Implied	Location of home
A43: 175	Family home	RF	+			Composition	Implied	Size of home
			+	Satisfaction			Implied	Buyer
176	With 2 bachelor flats for extra income	RF	+			Composition	Flagged	Size of home
176	Offers 3 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
176	Study, lounge, open plan dining room/ TV lounge and kitchen	RF	+			Composition	Afforded	Size and features of home
176	Small swimming pool	RF	+			Composition	Afforded	Features of home

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			-			Composition	Inscribed	Swimming pool
177	2 bachelor flats (rented for 2011) which can help pay your bond	RF	+			Composition	Flagged	Size of home
			+			Convenience	Implied	Home
A44: 180	Location, location, location	RF	+			Reaction	Flagged	Location of home
181	Centrally situated	RF	+			Reaction	Implied	Location of home
			+			Convenience	Implied	Home
181	3 bedroomed	RF	+			Composition	Flagged	Size of home
181	Perfect as student investment or lock up and go for out of town parents	RF	+			Reaction	Implied	Home
			+			Convenience	Implied	Home
182	Sunny garden	RF	+			Reaction	Inscribed	Garden
182	Open plan lounge and kitchen with 1 bathroom	RF	+			Composition	Afforded	Features of home
183	Close to Pick 'n' Pay, Rhodes and St Andrew's	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
A45: 185	Fantastic	RF	+			Reaction	Inscribed	Home
185	Family home	RF	+			Composition	Implied	Size of home
			+	Satisfaction			Implied	Buyer
185	With everything you need	RF	+			Composition	Implied	Home
			+			Convenience	Implied	Home

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186	Immaculate	RF	+			Reaction	Inscribed	Home
186	Lovely views	RF	+			Reaction	Inscribed	Views
186	Close to Kingswood and Graeme College	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
187	Flat and swimming pool too	RF	+			Composition	Implied	Size of home
			+			Exclusivity	Implied	Home
187	Kids can walk to school	RF	+			Convenience	Implied	Location of home
A46: 189	Perfect for sundowners	RF	+			Reaction	Implied	Home for entertaining
190	Stunning unit	RF	+			Reaction	Inscribed	Home
190	2 bedroom , 3 bathrooms	RF	+			Composition	Flagged	Size of home
190	Bedroom/study, open-plan living	RF	+			Composition	Afforded	Size of home
191	Awesome views	RF	+			Reaction	Inscribed	Views
191	Automated double garage	RF	+			Composition	Flagged	Features of home
191	Under-floor heating	RF	+			Composition	Afforded	Feature of home
			+			Exclusivity	Implied	Home
A47: 194	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
194	Fully equipped	RF	+			Composition	Inscribed	Kitchen
194	3 bedrooms	RF	+			Composition	Flagged	Size of home
194	Open-plan living area and kitchen	RF	+			Composition	Afforded	Features of home

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194	Underfloor heating	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
195	Double doors out to patio	RF	+			Composition	Afforded	Features of home
195	Walk through gate to Lower field at St Andrew's College	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
196	Also included: washing machine, tumble drier, fridge, oven and hob	RF	+			Composition	Afforded	Features of home
A48: 198	Create your dream home	RF	-			Composition	Implied	Home
			+		Capacity		Implied	Buyer's abilities to create dream home
			+	Happiness			Implied	Buyer
199	Architecturally designed home	RF	+			Composition	Implied	Home
199	In need of a revamp	RF	-			Composition	Implied	Home
199	Great spaces	RF	+			Reaction	Inscribed	Spaces
			+			Composition	Implied	Home
199	Great area	RF	+			Reaction	Inscribed	Area
199	Add your touch	RF	+		Capacity		Implied	Buyer
A49: 202	Executive	RF	+			Composition	Implied	Size of home
203	Secluded setting	RF	+			Reaction	Inscribed	Setting
			+	Security			Implied	Buyer
203	Lovely	RF	+			Reaction	Inscribed	Garden

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203	Bird filled indigenous garden	RF	+			Valuation	Afforded	Garden
203	Immaculate	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
203	3/4 bedroom	RF	+			Composition	Flagged	Size of home
204	Fully secured property	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
204	A rare find	RF	+			Valuation	Implied	Home
A50: 206	One of only four units	RF	+			Valuation	Implied	Home
206	Complete privacy	RF	+	Satisfaction			Implied	Home
206	Lovely views	RF	+			Reaction	Inscribed	Home
207	24 hour security	RF	+	Security			Implied	Buyer
207	With communal swimming pool and tennis courts	RF	+			Composition	Afforded	Features of complex
208	Comprised of 2/3 bedrooms, 3 bathrooms	RF	+			Composition	Flagged	Size of home
208	Bright open plan living area	RF	+			Reaction	Inscribed	Living area
208	Stunning kitchen	RF	+			Reaction	Inscribed	Kitchen
209	Double automated garage	RF	+			Composition	Flagged	Features of home
209	Call before you are too late	RF	+			Valuation	Flagged	Home
A51: 211	Brand new development	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
212	Immediate occupation	RF	+			Convenience	Implied	Buyer
			+			Composition	Implied	Home
212	4 bedrooms en-suite	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
212	Open plan living downstairs	RF	+			Composition	Afforded	Size of home

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213	Solar heating	RF	+			Exclusivity	Implied	Home
213	Animal friendly	RF	+			Reaction	Inscribed	Home
			+	Happiness			Implied	Buyer with animals
213	Good secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
213	Rain water tank	RF	+			Convenience	Implied	Home
A52: 214	Close to St Andrews	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
215	Top quality finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
215	3 bedrooms	RF	+			Composition	Flagged	Size of home
215	Open plan living area and kitchen	RF	+			Composition	Afforded	Size of home
216	Underfloor heating	RF	+			Exclusivity	Implied	Home
216	Also included: washing machine, tumble dryer, fridge, oven and hob	RF	+			Composition	Afforded	Features of home
A53: 219	One of a kind	RF	+			Valuation	Implied	Home
219	Secure	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
219	2 bedrooms, 2 large bathrooms	RF	+			Composition	Flagged	Size of home
220	Open plan living lounge, dining room, kitchen	RF	+			Composition	Afforded	Size and features of home
220	Double automated garage	RF	+			Composition	Implied	Size of home

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221	All this	RF	+			Composition	Implied	Size of home
221	Nestled in a picture perfect garden	RF	+			Reaction	Provoked	Garden
A54: 223	Signature home	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
223	Elegant touches	RF	+			Reaction	Inscribed	Touches
			+			Composition	Implied	Home
224	Make this your luxurious sanctity	RF	+		Capacity		Implied	Buyer
224	Your luxurious sanctity	RF	+			Reaction	Inscribed	Sanctity
			+	Satisfaction			Implied	Buyer
			+			Exclusivity	Implied	Home
224	Effortless living	RF	+			Reaction	Inscribed	Living
			+			Convenience	Implied	Buyer
224	Privacy	RF	+	Security			Implied	Buyer
224	Entertaining	RF	+	Happiness			Implied	Buyer
224	Part of the deal	RF	+			Reaction	Implied	Good deal
225	4 bedrooms, 2 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
225	Lounge, open plan dining room	RF	+			Composition	Afforded	Size and features of home
225	Sunny kitchen	RF	+			Reaction	Inscribed	Kitchen
A55: 227	Exclusive	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Inscribed	Home
227	Stylish	RF	+			Reaction	Inscribed	Home
227	In one of Grahamstown's top suburbs	RF	+			Reaction	Implied	Location

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Location
227	Top suburbs	RF	+			Reaction	Inscribed	Location
227	Splendid	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Size of home
227	3 bedrooms, study, 2 bathrooms	RF	+			Composition	Flagged	Size of home
228	Large lounge	RF	+			Composition	Inscribed	Size of lounge
228	Cosy	RF	+			Reaction	Inscribed	Patio
228	Patio and garden	RF	+			Composition	Afforded	Size of home
			+			Exclusivity	Implied	Home
229	Large kitchen	RF	+			Composition	Inscribed	Size of kitchen
229	With breakfast room, dining room, separate laundry	RF	+			Composition	Afforded	Size of home
229	Double garage	RF	+			Composition	Flagged	Size of home
230	Perfect for a family	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Size of home
230	Or lock up and go parent	RF	+			Convenience	Implied	Home
A56: 232	Simply irresistible	RF	+			Valuation	Implied	Home
233	Excellent price	RF	+			Reaction	Inscribed	Price
233	Beautiful	RF	+			Reaction	Inscribed	Home
233	Best views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home
233	4 sunny bedrooms, study, 2.5 bathrooms	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
234	Elegant lounge	RF	+			Reaction	Inscribed	Lounge
			+			Composition	Implied	Lounge

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

234	Kitchen leading onto TV lounge	RF	+			Composition	Afforded	Features of home
234	Sun-drenched pool	RF	+			Reaction	Implied	Pool
			+			Exclusivity	Implied	Home
234	Double garage	RF	+			Composition	Flagged	Size of home
235	All this	RF	+			Composition	Implied	Size and features of home
235	Tranquil	RF	+			Reaction	Implied	Garden
			+	Satisfaction			Implied	Buyer
235	Manicured	RF	+			Reaction	Inscribed	Garden
			+			Composition	Implied	Garden
235	With a borehole	RF	+			Convenience	Implied	Home
A57: 237	Needle in a haystack	RF	+			Valuation	Provoked	Rarity of home
238	Elegant	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
238	Secure	RF	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
238	With a touch of class	RF	+			Reaction	Implied	Home
			+			Exclusivity	Implied	Home
238	1 of only 8	RF	+			Valuation	Implied	Rarity of home
238	Large units	RF	+			Composition	Inscribed	Size of units
238	Sought-after	RF	+			Reaction	Inscribed	Estate
			+			Exclusivity	Implied	Location of home
238	24h security estate	RF	+			Reaction	Inscribed	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

			+	Security			Implied	Buyer
239	Fantastic views of our city	RF	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location
239	3 bedrooms (2 en-suite), 3 bathrooms, study, 2 lounges	RF	+			Composition	Flagged	Size of home
240	Underfloor heating, gas fire place	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
240	Gourmet kitchen with granite finishes	RF	+			Reaction	Afforded	Kitchen
			+			Exclusivity	Implied	Home
241	Double automated garage	RF	+			Composition	Flagged	Size of home
241	Affordable	RF	+			Reaction	Inscribed	Levies
241	Communal swimming pool and tennis court	RF	+			Composition	Afforded	Features of complex
			+			Exclusivity	Implied	Complex
241	Don't delay	RF	+			Valuation	Flagged	Home
A58: 244	Entertainer's delight	RF	+			Reaction	Implied	Home
			+	Happiness			Implied	Buyer
245	Beautiful	RF	+			Reaction	Inscribed	Home
245	4/5 bedroom home	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
245	Most tucked away	RF	+			Reaction	Flagged	Location of home
			+	Satisfaction			Implied	Buyer
245	Peaceful street	RF	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Implied	Buyer

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

245	Modernised	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
245	Ideal for an executive family	RF	+			Composition	Implied	Size of home
A59: 248	A prestigious home for all seasons	RF	+			Reaction	Inscribed	Home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
249	Excellent flow	RF	+			Reaction	Inscribed	Flow
			+			Composition	Implied	Flow of home
249	Superb entertainment area	RF	+			Reaction	Inscribed	Entertainment area
249	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
250	Picture book views	RF	+			Reaction	Inscribed	Views
			+			Exclusivity	Implied	Location of home
250	Brand new home	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Age of home
250	Offering stylish living	RF	+			Reaction	Implied	Home
			+			Reaction	Inscribed	Living
			+			Exclusivity	Implied	Home
250	3 bedrooms, all en-suite	RF	+			Composition	Flagged	Size of home
250	Open plan granite kitchen with dining room/lounge leading out to entertainer's dream patio		+			Composition	Afforded	Size and features of home
251	Entertainer's dream patio	RF	+			Reaction	Inscribed	Patio
			+	Happiness			Implied	Buyer
251	Sparkling Jacuzzi pool	RF	+			Reaction	Inscribed	Jacuzzi pool

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Home
252	Large garage	RF	+			Composition	Inscribed	Garage
A60: 254	Charm and character of thatch	RF	+			Reaction	Inscribed	Home
255	Exceptional	RF	+			Valuation	Inscribed	Property
			+			Exclusivity	Implied	Home
255	Stunning	RF	+			Reaction	Inscribed	Home
255	Double storey	RF	+			Composition	Flagged	Size of home
255	Family home	RF	+			Composition	Implied	Size of home
255	Open plan living leading onto a wooden deck	RF	+			Composition	Afforded	Features of home
256	Sparkling swimming pool	RF	+			Reaction	Inscribed	Swimming pool
256	4 bedrooms, main en-suite	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
257	Huge games room	RF	+			Composition	Inscribed	Size of games room
			+			Exclusivity	Implied	Features of home
257	Double automated garage	RF	+			Composition	Flagged	Size of home
257	A 5 minute walk to Kingswood	RF	+			Convenience	Afforded	Location
			+			Exclusivity	Implied	Location
A61: 259	Upmarket	RF	+			Reaction	Inscribed	Suburb
			+			Exclusivity	Implied	Location of home
259	Secure	RF	+			Reaction	Inscribed	Suburb
			+	Security			Implied	Buyer
259	Vacant land	RF	-			Composition	Implied	Land

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

259	Build your perfect home	RF	-			Composition	Implied	Home
			+		Capacity		Implied	Buyer
A62: 261	Exclusive	RF	+			Reaction	Inscribed	Home
			+			Exclusivity	Inscribed	Home
261	Secure	RF	+			Reaction	Inscribed	Estate
			+	Security			Implied	Buyer
262	Lovely views	RF	+			Reaction	Inscribed	Views
262	You can see the city lights twinkling	RF	+			Reaction	Implied	Views
			+			Reaction	Implied	Location of home
262	Plots ± 1000m	RF	+			Composition	Flagged	Size of plot
A63: 265	Spacious living area	RF	+			Composition	Inscribed	Size of living area
265	Built in cupboards in the kitchen and stove	RF	+			Composition	Afforded	Features of home
266	2 bedrooms upstairs	RF	+			Composition	Flagged	Size of home
266	Bedrooms with built in cupboards	RF	+			Composition	Afforded	Features of home
A64: 268	Large	RF	+			Composition	Inscribed	Size of home
268	2 bedroom flats	RF	+			Composition	Flagged	Size of home
268	Lovely views	RF	+			Reaction	Inscribed	Views
268	Quiet	RF	+			Reaction	Inscribed	Complex
			+	Satisfaction			Implied	Buyer
268	Perfect for first time owner or investor	RF	+			Reaction	Inscribed	Home

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

			+			Composition	Implied	Home
269	Great value for money	RF	+			Reaction	Inscribed	Value
			+			Reaction	Implied	Home
A65: 271	3 bedroom house	RF	+			Composition	Flagged	Size of home
A66: 273	2 bedroom unit	RF	+			Composition	Flagged	Size of unit
273	Attractive	RF	+			Reaction	Inscribed	Estate
273	Secure	RF	+			Reaction	Inscribed	Estate
			+	Security			Implied	Buyer
273	Ideal for kids going to Rhodes	RF	+			Reaction	Inscribed	Home
			+			Convenience	Afforded	Location
			+			Exclusivity	Implied	Location of home
273	Affordable first time buyer	RF	-		Capacity		Implied	Buyer
			+			Reaction	Implied	Price of home
A67: 276	Brand new development	RF	+			Reaction	Inscribed	Development
			+			Composition	Implied	Development
276	Only four left	RF	+			Valuation	Implied	Units
276	2 bedrooms (en-suite)	RF	+			Composition	Flagged	Size of home
276	Open plan lounge with fully equipped kitchen	RF	+			Composition	Afforded	Features of home
277	Fully equipped	RF	+			Composition	Implied	Kitchen
			+			Convenience	Implied	Kitchen
277	Beautiful views	RF	+			Reaction	Inscribed	Views
277	Overlooking St Andrew's and Rhodes University	RF	+			Reaction	Afforded	Location

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Location
A68: 280	New development	RF	+			Composition	Implied	Home
280	Picture book perfect	RF	+			Reaction	Inscribed	Home
			+			Valuation	Implied	Home
281	Immaculate	RF	+			Reaction	Inscribed	Apartments
			+			Composition	Implied	Home
281	Architecturally designed	RF	+			Reaction	Afforded	Apartments
			+			Composition	Afforded	Apartments
281	2 bedroom apartments	RF	+			Composition	Flagged	Size of home
281	Centrally located	RF	+			Convenience	Afforded	Location of home
281	Pristine finishes	RF	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Finishes
282	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
282	Close to shops and Rhodes	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
283	Purchase as an investment home or home from home property for your child to live in	RF	+			Convenience	Afforded	Home
A69: 286	Studio style living	RF	-			Composition	Implied	Size of home
287	People who like contemporary living	RF	-			Composition	Implied	Size of home
			-		Normality		Implied	Buyer
287	Beautiful	RF	+			Reaction	Inscribed	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

287	Suit single or couple	RF	-			Composition	Implied	Size of home
288	Huge erf - room to expand	RF	+			Composition	Inscribed	Size of home
A70: 289	Secure living	RF	+			Reaction	Inscribed	Living
			+	Security			Implied	Buyer
290	Situated in a secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
291	With 24 hour security, surveillance camera and electric fence	RF	+	Security			Implied	Buyer
291	Private enclosed	RF	+			Reaction	Inscribed	Garden
			+	Security			Implied	Buyer
A71: 294	Buy this and turn it into one of Grahamstown's top settler cottage	RF	-			Composition	Implied	Initial state of home
			+		Capacity		Implied	Buyer
			+			Exclusivity	Implied	Settler cottage
295	Cute	RF	+			Reaction	Inscribed	Cottage
295	3 bedroom	RF	+			Composition	Flagged	Size of cottage
295	In need of TLC	RF	-			Composition	Implied	Cottage
295	Stunning wooden floor	RF	+			Reaction	Inscribed	Floor
295	Small garden	RF	-			Composition	Inscribed	Size of garden
A72: 297	Bargain of the month	RF	+			Valuation	Implied	Home
298	Charming home	RF	+			Reaction	Inscribed	Home
298	In complex with excellent security	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

298	Bright	RF	+			Reaction	Inscribed	Home
	Cosy	RF	+			Reaction	Inscribed	Home
	Affordable	RF	+			Reaction	Inscribed	Home
298	2 bedroom home	RF	+			Composition	Flagged	Size of home
299	Perfect for a starter home or investment property	RF	+			Reaction	Inscribed	Home
299	Two minute walk from Kingswood College	RF	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
300	One bathroom	RF	-			Composition	Flagged	Size of home
300	Open plan kitchen living room with built in gas stove, electric oven	RF	+			Composition	Afforded	Features of home
301	Security and electric fence... private front and backyard	RF	+			Reaction	Inscribed	Security of home
		RF	+	Security			Implied	Buyer
302	Swimming pool in complex	RF	+			Composition	Afforded	Features of complex
A73:304	3 bedroom	RF	+			Composition	Flagged	Size of home
304	Family home	RF	+			Composition	Implied	Size of home
304	2 bathrooms	RF	+			Composition	Flagged	Size of home
304	Spacious dining/living room	RF	+			Composition	Inscribed	Size of home
304	Large kitchen	RF	+			Composition	Inscribed	Size of home
304	Dishwasher and energy saving water heater	RF	+			Convenience	Afforded	Features of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

A74: 306	The right address	RF	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
307	Family home	RF	+			Composition	Implied	Size of home
308	And bachelor flat	RF	+			Composition	Implied	Size of home
308	No frills - simply a good buy	RF	+			Reaction	Inscribed	Home
308	3 bedrooms, 1 study	RF	+			Composition	Flagged	Size of home
308	Separate WC	RF	-			Composition	Implied	Features of home
309	Open plan kitchen and dining room and single garage	RF	+			Composition	Afforded	Features of home
A75: 312	Three bedroom	RF	+			Composition	Flagged	Size of home
312	Beautifully appointed	RF	+			Reaction	Inscribed	Home
312	Brand new	RF	+			Composition	Implied	Home
312	Fully let for 2011	RF	+			Convenience	Implied	Home
313	Best buy in town	RF	+			Valuation	Inscribed	Home
A76: 315	Newly built	RF	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
315	3 bedroom home	RF	+			Composition	Flagged	Size of home
315	Double internal access garage	RF	+			Composition	Flagged	Size of home
			+	Security			Implied	Buyer
315	Beautiful views	RF	+			Reaction	Inscribed	Views
315	Add your own finishing touches to the garden	RF	-			Composition	Implied	Garden
			+		Capacity		Implied	Buyer
316	Very good value	RF	+			Reaction	Inscribed	Value

Appendix G3:

Remax Frontier Properties Full Coding 2: Attitude

			+			Reaction	Flagged	Home
A77: 318	Sought after area	RF	+			Reaction	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
319	3 bedroom duplex	RF	+			Composition	Flagged	Size of home
319	Perfectly positioned	RF	+			Reaction	Inscribed	Location of home
319	Secure complex	RF	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
320	2 bathrooms	RF	+			Composition	Flagged	Size of home
320	Lounge, dining room, kitchen and single garage	RF	+			Composition	Afforded	Features of home
321	PRICED TO SELL	RF	+			Reaction	Flagged	Home
A78: 324	Currently let	RF	+			Convenience	Implied	Home
324	Sought after	RF	+			Reaction	Inscribed	Location of home
						Exclusivity	Implied	Location of home
324	African street	RF	+			Convenience	Implied	Location of home
324	Loads of potential	RF	+			Reaction	Flagged	Home
A79: 327	Investor's choice	RF	+			Reaction	Implied	Home
328	3 large flats	RF	+			Composition	Inscribed	Size of flats
			+			Composition	Flagged	Size of property

Appendix G3:
Remax Frontier Properties Full Coding 2: Attitude

328	Excellent condition	RF	+			Reaction	Inscribed	Condition
328	New roof	RF	+			Composition	Inscribed	Roof
329	Great buy	RF	+			Reaction	Inscribed	Buy
			+			Reaction	Implied	Home
A80: 331	Perfect for student investment/family settler home	RF	+			Composition	Implied	Size of home
			+			Exclusivity	Implied	Settler home
332	Unique	RF	+			Reaction	Inscribed	Property
			+			Exclusivity	Implied	Property
332	Double storey	RF	+			Composition	Flagged	Size of home
332	Immaculate	RF	+			Reaction	Inscribed	Home
332	Beautiful character finishes	RF	+			Reaction	Inscribed	Finishes
332	Large	RF	+			Composition	Inscribed	Size of home
332	Fully furnished	RF	+			Composition	Implied	Home
			+			Convenience	Implied	Home
333	4 bedroom home	RF	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
333	Boasts wooden floors with wooden spiral staircase	RF	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
333	Plus flatlet	RF	+			Composition	Afforded	Size of home

Appendix G3:

Remax Frontier Properties Full Coding 2: Graduation

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Scale of intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/ Isolating			Positive/ Negative	Instantiation
A1: 2	Signature		Quality		Infusing	Upscaled	High	+	Home
2	Elegant		Quality		Infusing	Upscaled	Medium	+	Touches
3	Luxurious		Quality		Infusing	Upscaled	High	+	Home
3	Sanctuary		Quality		Infusing	Upscaled	High	+	Home and buyer
3	Effortless		Quality		Infusing	Upscaled	Medium	+	Living
3	Part of the deal		Quality		Infusing	Upscaled	Medium	+	Home
4	Prestigiously		Quality		Infusing	Upscaled	High	+	Position of home
4	Tranquil		Quality		Infusing	Upscaled	Medium	+	Settings
4	Classical tones, upmarket features		Quality		Isolating	Upscaled	Medium	+	Home
5	"The cherry on top"		Quality		Metaphor	Upscaled	High	+	Home
6	Magnificent		Quality		Infusing	Upscaled	High	+	Garden
6	Amazing		Quality		Infusing	Upscaled	High		Views
6	All this	Amount			Isolating	Upscaled	Low	+	The advantages of the home
7	Top		Quality		Isolating	Upscaled	Medium	+	Security estate
A2: 9	Comfortable		Quality		Isolating	Upscaled	Medium	+	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

9	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
9	Quiet		Quality		Isolating	Upscaled	Low	+	Complex
9	Secure		Quality		Isolating	Upscaled	Low	+	Complex
9	Large	Size			Infusing	Upscaled	Medium	+	Home
10	Easily manageable		Quality		Isolating	Upscaled	Medium	+	Garden
10	2 bathrooms	Number			Isolating	Upscaled	Medium		Size of home
11	Excellent		Quality		Infusing	Upscaled	High	+	Price of home
11	Very good		Quality		Isolating	Upscaled	Medium	+	Condition of home
11	Affordable		Quality		Infusing	Upscaled	Medium	+	Levies
A3: 13	2 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
13	Secure		Quality		Isolating	Upscaled	Low	+	Complex
14	Private		Quality		Isolating	Upscaled	Low	+	Garden
A4: 17	Olde Worlde Charm		Quality		Infusing	Upscaled	High	+	Charm
18	Large	Size			Infusing	Upscaled	Medium	+	Home
18	Ample	Amount			Infusing	Upscaled	Medium	+	Accommodation
18	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
19	Extra	Amount			Isolating	Upscaled	Low	+	Income
A5: 21	Magnificent		Quality		Isolating	Upscaled	High	+	Views
22	Top quality		Quality		Isolating	Upscaled	Medium	+	Finishes
22	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
A6: 27	Top quality		Quality		Isolating	Upscaled	Medium	+	Finishes
27	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

A7: 31	Perfect		Quality		Infusing	Upscaled	High	+	Family home
31	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
31	Discerning		Quality		Infusing	Upscaled	Medium	+	Buyer
31	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
32	Bright, sunny		Quality		Isolating	Upscaled	Low	+	Kitchen
33	3 carports	Number			Isolating	Upscaled	High	+	Size of home
33	Nice sized	Size			Isolating	Upscaled	Low	+	Size of garden
A8: 35	Fantastically		Quality		Infusing	Upscaled	High	+	Location of home
36	Ideal as a lock-up-and-go		Quality		Infusing	Upscaled	Medium	+	Home
A9: 38	Victorian home		Quality		Infusing	Upscaled	High	+	Exclusivity of home
38	In need of TLC		Quality		Metaphor	Upscaled	Medium	-	Home
38	5 bedrooms, 2 full bathrooms	Number			Isolating	Upscaled	High	+	Size of home
39	2 garages	Number			Isolating	Upscaled	Medium	+	Size of home
A10: 42	Executive		Quality		Infusing	Upscaled	Medium	+	Size of home
42	Magnificent		Quality		Infusing	Upscaled	High	+	Home
42	Quality craftsmanship		Quality		Isolating	Upscaled	Medium	+	Craftsmanship
42	Large garden	Size			Infusing	Upscaled	Medium	+	Garden
42	Magnificent		Quality		Infusing	Upscaled	High	+	Views

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

A11: 45	Luxury		Quality		Infusing	Upscaled	Medium	+	Home
46	Upmarket		Quality		Infusing	Upscaled	Medium	+	Home
46	4 bedrooms and 3 living spaces	Number			Isolating	Upscaled	High	+	Size of home
27	Lush		Quality		Infusing	Upscaled	High	+	Garden
47	Understated luxury at its best		Quality		Infusing	Upscaled	High	+	Home
A12: 49	Upmarket		Quality		Infusing	Upscaled	Medium	+	Apartments
49	3 bed/ 2 bath	Number			Isolating	Upscaled	Medium	+	Size of home
50	Beautifully finished		Quality		Isolating	Upscaled	Medium	+	Home
50	Fully	Amount			Isolating	Upscaled	High	+	Furnishings in home
51	Close to everything	Extent: proximity			Isolating	Upscaled	Medium	+	Location
A13: 53	Entry level		Quality		Isolating	Downscaled	Low	-	Buyer's level of ownership
54	Cosy		Quality		Infusing	Upscaled	Low	+	Home
54	Bachelor		Quality		Infusing	Downscaled	Low	-	Size of flat
54	Neat and quiet		Quality		Isolating	Upscaled	Low	+	Complex
54	Safe and secure		Quality		Isolating	Upscaled	Low	+	Complex
55	The perfect place		Quality		Isolating		High	+	Home
A14:57	Delightful		Quality		Infusing	Upscaled	High	+	Cottage
57	Near Rhodes and the city	Extent: proximity			Infusing	Upscaled	Low	+	Location of home

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57	Lovely		Quality		Infusing	Upscaled	Medium	+	Wooden floors...garden
58	And lots more	Number			Isolating	Upscaled	Low	+	Composition of home
58	Perfect		Quality		Isolating	Upscaled	High	+	1st home
A15: 60	Superb		Quality		Infusing	Upscaled	High	+	Home
60	Family		Quality		Isolating	Upscaled	Medium	+	Size of home
61	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
61	4/5 bedroom	Number			Isolating	Upscaled	High	+	Size of home
61	Tucked away		Process		Infusing	Upscaled	Low	+	Location of home
61	Peaceful		Quality		Infusing	Upscaled	Low	+	Street
61	Modernised		Quality		Infusing	Upscaled	Medium	+	Home
61	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
61	Executive family		Quality		Infusing	Upscaled	Medium	+	Size of home
A16: 64	Peaceful		Quality		Infusing	Upscale	Low	+	Surrounds
64	Tranquil		Quality		Infusing	Upscaled	Medium	+	Surrounds
64	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
64	Secure		Quality		Isolating	Upscaled	Low	+	Complex
65	Only 4 units	Number			Isolating	Upscaled	Low	+	Exclusivity of home
A17: 68	Spacious	Size			Infusing	Upscaled	Medium	+	Size of apartment
68	Great		Quality		Infusing	Upscaled	Medium	+	Home

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A18: 71	Ultimate		Quality		Infusing	Upscaled	High	+	Destination
72	Beautifully		Quality		Infusing	Upscaled	Medium	+	Proportioned home
72	Victoria		Quality		Infusing	Upscaled	High	+	Exclusivity of home
72	Contemporary		Quality		Infusing	Upscaled	Medium	+	Home
72	Beauty		Quality		Infusing	Upscaled	Medium	+	Home
72	4 bed/4 bath, 3 living spaces	Number			Isolating	Upscaled	High	+	Size of home
72	Huge outdoor entertainment	Size			Infusing	Upscaled	High	+	Size of home
75	One of a kind home		Quality		Infusing	Upscaled	High	+	Home
74	On Kingswood College doorstep	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
74	Approximately 1.2km			Softened	Infusing		Medium	+	Location of home
76	Discerning		Quality		Infusing	Upscaled	Medium	+	Buyer
A19: 77	Brilliant		Quality		Infusing	Upscaled	High	+	Location
78	400m from Rhodes, 50m from Peppergrove Mall, 20m from St Andrew's College	Extent: proximity			Isolating	Upscaled	Medium	+	Location
79	Grahamstown's largest developers	Size			Infusing	Upscaled	Medium	+	Remax Frontier

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79	Once again	Extent: distribution			Isolating	Upscaled	Low	+	Remax Frontier
80	Never ending	Extent: distribution			Isolating	Upscaled	High	-	Demand
81	One bedroom	Number			Isolating	Upscaled	Low	-	Size of home
A20: 85	Immaculate		Quality		Infusing	Upscaled	High	+	Home
86	Entertainer's dream		Quality		Isolating	Upscaled	Medium	+	Home
87	Luxurious		Quality		Infusing	Upscaled	High	+	Kitchen
88	Sparkling		Quality		Infusing	Upscaled	Medium	+	Pool
88	Magnificent		Quality		Infusing	Upscaled	High	+	Views
89	3 bedrooms, 2 full bathrooms, 1 bedroom flat	Number			Isolating	Upscaled	Medium	+	Size of home
A21: 92	Fantastic		Quality		Infusing	Upscaled	High	+	Buy
92	!!!		Quality		Isolating	Upscaled	High	+	Buy
93	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
93	Brand new		Quality		Isolating	Upscaled	High	+	Home
93	Top quality		Quality		Isolating	Upscaled	Medium	+	Finishes
94	Be quick		Process		Isolating	Upscaled	Medium	+	Buyer
94	Brilliant		Quality		Infusing	Upscaled	High	+	Return
94	!		Quality		Isolating	Upscaled	High	+	Return
A22: 96	Near Rhodes and DSG	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
97	2 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home

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97	Settler style		Quality		Infusing	Upscaled	High	+	Exclusivity of home
97	So full	Amount			Isolating	Upscaled	Medium	+	Character
97	Delightful		Quality		Infusing	Upscaled	High	+	Garden
98	Great		Quality		Infusing	Upscaled	Medium	+	Value
A23: 100	Perfect		Quality		Infusing	Upscaled	High	+	Composition of home
101	Walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
101	Large	Size			Infusing	Upscaled	Medium	+	Size of home
101	2 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
102	Great		Quality		Infusing	Upscaled	Medium	+	Buy
102	Also	Amount			Isolating	Upscaled	Low	+	Features of the home
102	Good		Quality		Isolating	Upscaled	Low	+	Investment property
A24: 104	2 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
105	Private		Quality		Isolating	Upscaled	Low	+	Security of garden
A25: 108	3 bedroom home	Number			Isolating	Upscaled	Medium	+	Size of home
108	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
108	2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
A26: 110	Immaculate		Quality		Infusing	Upscaled	High	+	Home

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111	Fantastic		Quality		Infusing	Upscaled	High	+	Home
111	First time		Quality		Isolating	Upscaled	Low	-	Capacity of owners
111	Well		Process		Isolating	Upscaled	Medium	+	Loved
111	Well-loved		Quality		Isolating	Upscaled	Medium	+	Home
112	Excellent		Quality		Infusing	Upscaled	High	+	Value for money
A27: 114	Full of	Amount			Isolating	Upscaled	Medium	+	Charm
115	Gorgeous		Quality		Infusing	Upscaled	High	+	Cottage
115	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
115	Walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
116	Immediately	Extent: proximity			Infusing	Upscaled	High	+	Moving in
116	!		Quality		Isolating	Upscaled	High	+	Home
A28: 118	Very		Quality		Isolating	Upscaled	Medium	+	Neat
118	2 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
118	Close to	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
118	All	Number			Isolating	Upscaled	Low	+	Amenities
A29: 120	Gracious		Quality		Infusing	Upscaled	Medium	+	Home
120	Old settler home		Quality		Isolating	Upscaled	High	-	Home
120	Beautiful		Quality		Infusing	Upscaled	Medium	+	Wooden floors
120	Large	Size			Infusing	Upscaled	Medium	+	Rooms
120	Spacious	Size			Infusing	Upscaled	Medium	+	Rooms/size of home

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121	5 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
A30: 123	Best		Quality		Infusing	Upscaled	High	+	Address
124	Spacious	Size			Infusing	Upscaled	Medium	+	Home
124	Perfect to renovate		Quality		Isolating	Upscaled	High	+	Home
125	Immediately	Extent: proximity			Infusing	Upscaled	High	+	Moving in
125	!		Quality		Isolating	Upscaled	High	+	Come see
A31: 127	Tranquil		Quality		Infusing	Upscaled	Medium	+	Living
127	Top		Quality		Infusing	Upscaled	Medium	+	Location
127	Magnificent		Quality		Infusing	Upscaled	High	+	Views
128	In one of Grahamstown's top streets		Quality		Infusing	Upscaled	Medium	+	Location
129	Some TLC			Softened	Infusing		Medium	-	TLC
129	One of the city's best		Quality		Infusing	Upscaled	Medium	+	Potential of home
A32: 131	Good		Quality		Isolating	Upscaled	Low	+	Buy
132	3 bedroom, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
132	Beautiful		Quality		Infusing	Upscaled	Medium	+	Wooden floors
A33: 135	Exclusive		Quality		Infusing	Upscaled	High	+	Home
135	Stylish		Quality		Infusing	Upscaled	High	+	Home
135	One of Grahamstown's top suburbs		Quality		Infusing	Upscaled	Medium	+	Location
135	Splendid		Quality		Infusing	Upscaled	High	+	Home

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135	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
136	Large	Size			Infusing	Upscaled	Medium	+	Size of home
A34: 139	Bright		Quality		Infusing	Upscaled	Low	+	Home
139	Spacious	Size			Infusing	Upscaled	Medium	+	Home
140	Well-finished		Quality		Isolating	Upscaled	Medium	+	Home
140	3 bedroom duplex	Number			Isolating	Upscaled	Medium	+	Size of home
141	Well manicured		Quality		Isolating	Upscaled	Medium	+	Garden
141	Tranquil		Quality		Infusing	Upscaled	Medium	+	Garden
A35: 143	Right address		Quality		Isolating	Upscaled	High	+	Location of home
144	A stone's throw away	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
145	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
A36: 147	Brand new		Quality		Isolating	Upscaled	High	+	Home
147	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
147	Upmarket		Quality		Infusing	Upscaled	Medium	+	Home
148	3 bedroom unit	Number			Isolating	Upscaled	Medium	+	Size of home
148	Amazing		Quality		Infusing	Upscaled	High	+	Views
148	Excellent		Quality		Infusing	Upscaled	High	+	Investment
149	Discerning		Quality		Infusing	Upscaled	Medium	+	Buyer
A37: 151	Lovely		Quality		Infusing	Upscaled	Medium	+	Townhouse
151	3 bedroom townhouse	Number			Isolating	Upscaled	Medium	+	Size of home

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151	Popular		Quality		Isolating	Upscaled	Medium	+	Complex
151	Modern		Quality		Infusing	Upscaled	Medium	+	Living
152	Easy		Quality		Isolating	Upscaled	Low	+	Living
A38: 154	Super		Quality		Isolating	Upscaled	High	+	Bright
154	Spacious	Size			Infusing	Upscaled	Medium	+	Home
155	Peaceful		Quality		Infusing	Upscaled	Low	+	Garden
155	Sparkling		Quality		Infusing	Upscaled	Medium	+	Pool
156	3 bedrooms, 1 full bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
156	Large	Size			Infusing	Upscaled	Medium	+	Lounge
156	PLUS	Size			Isolating	Upscaled	High	+	Size of home
A39 : 159	Priced to sell		Quality		Infusing	Upscaled	Medium	+	Value of home
160	Perfect		Quality		Isolating		High	+	Home for first time buyers
161	A little	Amount			Isolating	Downscaled	Low	-	Amount of TLC needed
161	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
A40: 163	The best		Quality		Isolating	Upscaled	High	+	Investment
164	2 bedroom unit	Number			Isolating	Upscaled	Medium	+	Size of home
164	Most sought-after		Quality		Isolating	Upscaled	High	+	Student village/Location of home
164	Walk through	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
164	Ideal		Quality		Infusing	Upscaled	Medium	+	Home

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A41: 167	Elegant		Quality		Infusing	Upscaled	Medium	+	Home
168	Sought-after		Quality		Infusing	Upscaled	Medium	+	Location of home
168	Spacious	Size			Infusing	Upscaled	Medium	+	Home
168	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
168	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
169	2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
170	Double garage	Number			Isolating	Upscaled	Low	+	Size of home
A42: 172	Character		Quality		Infusing	Upscaled	Medium	+	Home
172	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
172	Secluded		Quality		Infusing	Upscaled	Medium	+	Garden
172	A stone's throw away	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
A43: 175	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
176	2 bachelor flats	Number			Isolating	Upscaled	Medium	+	Size of home
176	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
A44: 180	Location, location, location		Quality		Isolating	Upscaled	High	+	Location of home
181	3 bedroomed	Number			Isolating	Upscaled	Medium	+	Size of home
181	Perfect		Quality		Isolating		High	+	Flat
183	Close to	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home

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A45: 185	Fantastic		Quality		Infusing	Upscaled	High	+	Home
185	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
185	Everything you need	Amount			Isolating	Upscaled	High	+	Composition of home
186	Immaculate		Quality		Infusing	Upscaled	High	+	Home
186	Lovely		Quality		Infusing	Upscaled	Medium	+	Views
186	Close to	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
A46: 189	Perfect		Quality		Isolating		High	+	Home
190	Stunning		Quality		Infusing	Upscaled	High	+	Unit
190	2 bedroom, 3 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
191	Awesome		Quality		Infusing	Upscaled	High	+	Views
A47: 194	Top quality		Quality		Infusing	Upscaled	Medium	+	Finishes
194	Fully equipped		Quality		Isolating	Upscaled	High	+	Size of kitchen
194	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
195	Walk through	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
A48: 198	Dream		Quality		Isolating	Upscaled	High	+	Home
199	Architecturally designed		Quality		Infusing	Upscaled	High	+	Home
199	In need of a revamp		Quality		Infusing	Downscaled	Medium	-	Composition of home
199	Great spaces, great area		Quality		Infusing	Upscaled	Medium	+	Spaces and area
A49: 202	Executive		Quality		Infusing	Upscaled	Medium	+	Size of home

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203	Secluded		Quality		Infusing	Upscaled	Medium	+	Location of home
203	Lovely		Quality		Infusing	Upscaled	Medium	+	Garden
203	Bird filled indigenous		Quality		Infusing	Upscaled	Low	+	Garden
203	Immaculate		Quality		Infusing	Upscaled	High	+	Home
203	3/4 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
203	Fully		Quality		Isolating	Upscaled	High	+	Secured
204	A rare find		Quality		Isolating	Upscaled	High	+	Home
A50: 206	One of only four	Number			Infusing	Upscaled	Medium	+	Uniqueness of home
206	Complete		Quality		Isolating	Upscaled	High	+	Privacy
206	Lovely		Quality		Infusing	Upscaled	Medium	+	Views
207	24 hour		Quality		Isolating	Upscaled	Low	+	Security
208	2/3 bedrooms, 3 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
208	Stunning		Quality		Infusing	Upscaled	High	+	Kitchen
A51: 211	Brand new		Quality		Isolating	Upscaled	High	+	Development
212	Immediate	Extent: proximity			Infusing	Upscaled	High	+	Occupation
212	4 bedrooms	Number			Isolating	Upscaled	High	+	Size of home
213	Good		Quality		Isolating	Upscaled	Low	+	Secure complex
A52: 214	Close to St Andrews	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
215	Top quality		Quality		Infusing	Upscaled	Medium	+	Finishes
215	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home

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A53: 219	One of a kind		Quality		Infusing	Upscaled	High	+	Home
219	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
219	Large bathrooms	Size			Infusing	Upscaled	Medium	+	Size of home
221	All this	Amount			Isolating	Upscaled	Low	+	Size of home
221	Nestled		Process		Infusing	Upscaled	Medium	+	Location of home and composition of garden
221	Picture perfect		Quality		Isolating	Upscaled	High	+	Garden
A54: 223	Signature		Quality		Infusing	Upscaled	High	+	Home
223	Elegant		Quality		Infusing	Upscaled	Medium	+	Touches
224	Luxurious		Quality		Infusing	Upscaled	High	+	Home
224	Sanctity		Quality		Infusing	Upscaled	High	+	Home
224	Effortless		Quality		Infusing	Upscaled	Medium	+	Living
224	Part of the deal		Quality		Infusing	Upscaled	Medium	+	Home
225	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
A55: 227	Exclusive		Quality		Infusing	Upscaled	High	+	Home
227	Stylish		Quality		Infusing	Upscaled	High	+	Home
227	One of Grahamstown's top suburbs		Quality		Isolating	Upscaled	Medium	+	Location of home
227	Top suburbs		Quality		Isolating	Upscaled	Medium	+	Suburb
227	Splendid		Quality		Infusing	Upscaled	Medium	+	Home
227	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Low	+	Size of home

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228	Large	Size			Infusing	Upscaled	Medium	+	Lounge
229	Large	Size			Infusing	Upscaled	Medium	+	Kitchen
229	Double garage	Number			Infusing	Upscaled	Low	+	Size of home
230	Perfect		Quality		Isolating	Upscaled	High	+	Composition
A56: 232	Simply irresistible		Quality		Isolating	Upscaled	High	+	Irresistible
232	Irresistible		Quality		Infusing	Upscaled	High	+	Home
233	Excellent		Quality		Infusing	Upscaled	High	+	Price
233	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
233	Best views		Quality		Infusing	Upscaled	High	+	Views
233	4 bedrooms, 2.5 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
234	Elegant		Quality		Infusing	Upscaled	Medium	+	Lounge
234	Sun-drenched		Quality		Infusing	Upscaled	High	+	Pool
234	Double garage	Number			Infusing	Upscaled	Low	+	Size of home
235	All this	Amount			Isolating	Upscaled	Low	+	Size of home
235	Tranquil		Quality		Infusing	Upscaled	Medium	+	Garden
235	Manicured		Quality		Infusing	Upscaled	Medium	+	Garden
A57: 237	Needle in a haystack		Quality		Metaphor	Upscaled	High	+	Rarity of home
238	Elegant		Quality		Infusing	Upscaled	Medium	+	Home
238	A touch of class		Quality		Infusing	Upscaled	Medium	+	Home
238	1 of only 8	Number			Infusing	Upscaled	Medium	+	Rarity of home
238	Sought-after		Quality		Infusing	Upscaled	Medium	+	Estate
238	24 hour	Extent: distribution			Isolating	Upscaled	Low	+	Security
239	Fantastic		Quality		Infusing	Upscaled	High	+	Views

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240	Gourmet		Quality		Infusing	Upscaled	Medium	+	Kitchen
241	Double garage	Number			Infusing	Upscaled	Medium	+	Size of home
A58: 244	Delight		Quality		Infusing	Upscaled	Medium	+	Home
245	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
245	4/5 bedroom home	Number			Isolating	Upscaled	High	+	Size of home
245	Most		Quality		Isolating	Upscaled	High	+	Tucked away street
245	Peaceful		Quality		Infusing	Upscaled	Low	+	Home
245	Modernised		Quality		Infusing	Upscaled	Medium	+	Home
245	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
245	Executive family		Quality		Infusing	Upscaled	Medium	+	Size of home
A59: 248	Prestigious		Quality		Infusing	Upscaled	High	+	Home
248	All	Amount			Isolating	Upscaled	Low	+	Seasons
249	Excellent		Quality		Infusing	Upscaled	High	+	Flow/Composition of home
249	Superb		Quality		Infusing	Upscaled	High	+	Entertainment area
250	Picture book views		Quality		Infusing	Upscaled	High	+	Views
250	Brand new		Quality		Infusing	Upscaled	High	+	Home
250	Stylish		Quality		Infusing	Upscaled	High	+	Living
250	3 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
251	Entertainer's dream		Quality		Isolating	Upscaled	High	+	Patio
251	Sparkling		Quality		Infusing	Upscaled	Medium	+	Jacuzzi pool
252	Large	Size			Infusing	Upscaled	Medium	+	Garage

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A60: 255	Exceptional		Quality		Infusing	Upscaled	High	+	Property
255	Stunning		Quality		Infusing	Upscaled	High	+	Home
255	Double storey	Size			Infusing	Upscaled	Medium	+	Size of home
256	Sparkling		Quality		Infusing	Upscaled	Medium	+	Swimming pool
256	4 bedrooms	Number			Isolating	Upscaled	High	+	Size of home
257	Huge	Size			Infusing	Upscaled	High	+	Games room
257	Double automated garage	Number			Infusing	Upscaled	Low	+	Size of home
257	A 5 minute walk	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
A61: 259	Upmarket		Quality		Infusing	Upscaled	Medium	+	Suburb
259	Perfect		Quality		Isolating	Upscaled	High	+	Your own home
A62: 261	Exclusive		Quality		Infusing	Upscaled	High	+	Estate
262	Lovely		Quality		Infusing	Upscaled	Medium	+	Views
262	Twinkling		Process		Infusing	Upscaled	Medium	+	City lights
A63: 265	Spacious		Quality		Infusing	Upscaled	Medium	+	Living area
266	Two bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
A64: 268	Large	Size			Infusing	Upscaled	Medium	+	Flats
268	2 bedroom flats	Number			Isolating	Upscaled	Medium	+	Size of home
268	Lovely		Quality		Infusing	Upscaled	Medium	+	Views
268	Perfect		Quality		Isolating		High	+	Home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

269	Great		Quality		Infusing	Upscaled	Medium	+	Value for money
A65: 271	3 bedroom house	Number			Isolating	Upscaled	Medium	+	Size of home
271	Near Mary Waters	Extent: proximity			Infusing	Upscaled	Low	-	Location of home
A66: 273	2 bedroom unit	Number			Isolating	Upscaled	Medium	+	Size of home
273	Attractive		Quality		Infusing	Upscaled	Medium	+	Estate
273	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
A67: 276	Brand new		Quality		Isolating	Upscaled	High	+	Development
276	Only four	Number			Isolating	Upscaled	Medium	+	Valuation of unit
276	2 bedrooms	Number			Isolating	Upscaled	Medium	+	Size of home
277	Fully equipped	Amount			Isolating	Upscaled	High	+	Kitchen
277	Beautiful		Quality		Infusing	Upscaled	Medium	+	Views
A68: 280	New		Quality		Isolating	Upscaled	Medium	+	Development
280	Picture book perfect		Quality		Isolating	Upscaled	High	+	Development
281	Immaculate		Quality		Infusing	Upscaled	High	+	Apartments
281	Architecturally designed		Quality		Infusing	Upscaled	High	+	Apartments
281	2 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
281	Pristine		Quality		Infusing	Upscaled	High	+	Finishes
282	Close to shops and Rhodes	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

A69: 287	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
288	Huge	Size			Infusing	Upscaled	High	+	Erf
A70: 291	24 hour		Quality		Infusing	Upscaled	Low	+	Security
A71: 294	One of Grahamstown's top settler cottages		Quality		Infusing	Upscaled	Medium	+	Capacity
295	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
295	In need of TLC		Quality		Infusing	Downscaled	Medium	-	Composition of home
295	Stunning		Quality		Infusing	Upscaled	High	+	Wooden floor
295	Small	Size			Isolating	Upscaled	Low	-	Composition of garden
A72: 297	Bargain of the month		Quality		Infusing	Upscaled	High	+	Home
298	Charming		Quality		Infusing	Upscaled	Medium	+	Home
298	Excellent		Quality		Infusing	Upscaled	High	+	Security
298	Affordable		Quality		Infusing	Upscaled	Medium	+	Home
298	2 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
299	Perfect		Quality		Isolating	Upscaled	High	+	Home
299	Two minute walk	Extent: proximity			Infusing	Upscaled	High	+	Location of home
300	One bathroom	Number			Isolating	Upscaled	Low	+	Size of home
A73: 304	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
304	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

304	Spacious	Size			Infusing	Upscaled	Medium	+	Size of dining/living room
304	Large	Size			Infusing	Upscaled	Medium	+	Size of kitchen
A74: 306	Right address		Quality		Infusing	Upscaled	High	+	Location of home
307	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
308	Simply		Quality		Isolating	Upscaled	Low	+	Good buy
308	Good		Quality		Isolating	Upscaled	Low	+	Home
308	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
A75: 311	3 bedroom	Number			Isolating	Upscaled	Medium	+	Size of home
312	Beautifully appointed		Quality		Infusing	Upscaled	Medium	+	Home
312	Brand new		Quality		Isolating	Upscaled	High	+	Home
313	Best buy in town		Quality		Isolating	Upscaled	High	+	Home
A76: 315	Newly built		Quality		Isolating	Upscaled	Medium	+	Home
315	3 bedroom home	Number			Isolating	Upscaled	Medium	+	Size of home
315	Beautiful		Quality		Infusing	Upscaled	Medium	+	Views
316	Very good		Quality		Isolating	Upscaled	Medium	+	Good value
A77: 318	Sought after		Quality		Infusing	Upscaled	Medium	+	Area
319	3 bedroom duplex	Number			Isolating	Upscaled	Medium	+	Size of home
319	Perfectly positioned		Quality		Isolating	Upscaled	High	+	Home
320	2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G3:
Remax Frontier Properties Full Coding 2: Graduation

321	PRICED TO SELL		Quality		Isolating	Upscaled	High	+	Home
A78: 324	Sought after		Quality		Infusing	Upscaled	Medium	+	Location of home
324	Loads	Amount			Infusing	Upscaled	Medium	+	Potential
A79: 328	3 flats	Number			Isolating	Upscaled	Medium	+	Size of home
328	Large	Size			Infusing	Upscaled	Medium	+	Size of flats
328	Excellent		Quality		Infusing	Upscaled	High	+	Quality
329	New		Quality		Isolating	Upscaled	Medium	+	Roof
329	Great		Quality		Infusing	Upscaled	Medium	+	Buy
A80: 331	Perfect		Quality		Isolating	Upscaled	High	+	Home
331	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
332	Unique		Quality		Infusing	Upscaled	High	+	Property
332	Immaculate		Quality		Infusing	Upscaled	High	+	Home
332	Beautiful		Quality		Infusing	Upscaled	Medium	+	Finishes
332	Large	Size			Infusing	Upscaled	Medium	+	Home
333	Fully furnished		Quality		Infusing	Upscaled	High	+	Home
333	4 bedroom home	Number			Isolating	Upscaled	High	+	Size of home

Appendix G3:

Remax Frontier Properties Full Coding 2: Engagement

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
A1: 5	Make this your luxurious sanctity					Entertain		+
5	Is to be considered "the cherry on top"	RF			Pronounce			+
A4: 18	Ideal for a family or student digs	RF			Pronounce			+
						Entertain		+
A7: 31	Perfect family home for the discerning buyer	RF			Pronounce			+
A8: 36	Call to view	RF				Invite		+
36	Ideal as a lock-up-and-go or young/old couple	RF			Pronounce			+
						Entertain		+

Appendix G3:
Remax Frontier Properties Full Coding 2: Engagement

A11: 47	Understated luxury at its best	RF			Pronounce			+
A13: 55	The perfect place for you	RF			Pronounce			+
A14: 58	Perfect 1st home	RF			Pronounce			+
A15: 61	Ideal for an executive family	RF			Pronounce			+
A16: 65	Call to view before you are too late	RF				Invite		+
A17: 67	Who needs a car when you live here?	RF			Concur (rhetorical question)			+
68	Great for lock up and go parents or an investment property	RF			Pronounce			+
						Entertain		+
A18: 71	Ultimate destination	RF			Pronounce			+
75	This is a one of a kind	RF			Pronounce			+

Appendix G3:
Remax Frontier Properties Full Coding 2: Engagement

A19: 79	Grahamstown's largest developers have once again	RF			Endorse			+
80	Investors for rental income, lock up and go parents purchasing for their children, first time home buyers, couples, singles	RF				Entertain		+
A20: 86	Entertainer's dream	RF			Pronounce			+
A21: 92	Fantastic buy!!!	RF			Pronounce			+
94	Be quick this is a brilliant return	RF				Invite		+
					Pronounce			
A23: 100	Perfect for a couple	RF			Pronounce			+
102	Also good investment property	RF				Entertain		+
A26: 111	Fantastic for first time home owners	RF			Pronounce			+
A27: 115	Add your own touches, you can move in immediately					Entertain		+

Appendix G3:
Remax Frontier Properties Full Coding 2: Engagement

116	Don't miss this one	RF				Invite		+
A30: 123	The best address	RF			Pronounce			+
124	Perfect to renovate but can live in as is	RF				Entertain		+
125	Come see!	RF				Invite		+
A31: 128	In one of Grahamstown's top streets	RF				Entertain		+
128	With some TLC this home could be one of the city's best	RF				Entertain		+
A33: 135	In one of Grahamstown's top suburbs	RF				Entertain		+
A35: 143	The right address	RF			Pronounce			+
144	Call me to view this property	RF				Invite		+
A36: 148	An excellent investment	RF			Pronounce			+
A39: 160	Perfect for a first time home buyer	RF			Pronounce			+
160	Make this home yours to love	RF				Entertain		+

Appendix G3:
Remax Frontier Properties Full Coding 2: Engagement

A40: 163	The best investment	RF			Pronounce			+
164	Most sought-after	RF			Pronounce			+
164	Ideal for investors and parents	RF			Pronounce			
						Entertain		+
A41: 168	Ideal for a family	RF			Pronounce			+
A44: 181	Perfect as a student investment or lock up and go	RF				Entertain		+
A45: 185	Fantastic family home with everything you need	RF			Pronounce			+
A46: 189	Perfect for sundowners	RF			Pronounce			+
A48: 198	Create your dream home	RF				Entertain		+
199	In need of a revamp				Pronounce			-
199	Add your touch	RF				Entertain		+
A49: 204	A rare find	RF			Pronounce			+
204	Call today and view	RF				Invite		+
A50: 209	Call before you are too late	RF				Invite		+

Appendix G3:
Remax Frontier Properties Full Coding 2: Engagement

A53: 219	One of a kind	RF			Pronounce			+
221	Picture perfect garden	RF			Pronounce			+
A54: 224	Make this your sanctity	RF				Entertain		+
A55: 230	Perfect for a family or lock up and go parent	RF			Pronounce			+
						Entertain		+
A56: 232	Simply irresistible	RF			Pronounce			+
233	Excellent price	RF			Pronounce			+
233	Best views of our city	RF			Pronounce			+
A57: 241	Don't delay	RF				Invite		+
A58: 245	The most tucked away	RF			Pronounce			+
A59: 244	Entertainer's delight	RF			Pronounce			+
250	Picture book views	RF			Pronounce			+
A61: 259	Build your perfect home	RF				Entertain		+
A62: 262	You can see the city lights	RF				Entertain		+
A64: 268	Perfect for first time owner or investor	RF			Pronounce			+

Appendix G3:

Remax Frontier Properties Full Coding 2: Engagement

						Entertain		+
A65: 271	Come take a look	RF				Invite		+
A66: 273	Ideal for kids going to Rhodes or affordable first time buyer	RF			Pronounce			+
						Entertain		+
A68: 280	Picture book perfect	RF			Pronounce			+
282	Purchase as an investment or home from home property for your child to live	RF				Entertain		+
284	Call today	RF				Invite		+
A71: 294	Buy this and turn it into one of Grahamstown's top settler cottages	RF				Entertain		+
295	In need of TLC	RF			Pronounce			+
A72: 299	Perfect for a starter home or investment property	RF			Pronounce			+
						Entertain		+
A74: 306	The right address	RF			Pronounce			+
308	Simply a good buy	RF			Pronounce			+
A75: 313	Best buy in town	RF			Pronounce			+
A76: 315	Add your own finishing touches	RF				Entertain		+

Appendix G3:

Remax Frontier Properties Full Coding 2: Engagement

A77: 318	Sought after area	RF			Pronounce			+
319	Perfectly positioned	RF			Pronounce			+
A80: 331	Perfect for student investment	RF			Pronounce			+

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

ATTITUDE								
Line	Instantiation	Appraiser	Pos/Neg	Affect	Judgement	Appreciation	Inscribed/Invoked	Appraised
B1: 2	Double trouble	PG	+			Composition	Flagged	Size of property
3	Spacious building	PG	+			Composition	Inscribed	Size of building
3	Situated on two erven	PG	+			Composition	Flagged	Size of home
3	Don't miss out	PG	+			Valuation	Flagged	Home
4	Huge development potential	PG	+			Reaction	Implied	Potential of property
			-			Composition	Implied	Current state of property
			+			Composition	Inscribed	Development potential
5	3 bedrooms, 1 bathroom, 4 flats	PG	+			Composition	Flagged	Size of property
			+			Exclusivity	Implied	Number of extra flats
B2: 7	Lots to offer	PG	+			Reaction	Implied	Home
8	Secluded	PG	+			Reaction	Inscribed	Location of home
			+	Security			Implied	Buyer
8	Family home	PG	+			Composition	Implied	Size of home
8	Large grounds	PG	+			Composition	Inscribed	Size of home
8	Set in large grounds high on the hill	PG	+			Reaction	Afforded	Location of home
8	Enjoy 180-degree views	PG	+			Reaction	Implied	Location of home
			+	Happiness			Implied	Buyer
			+			Reaction	Implied	Views
10	3 bedrooms, 2 bathrooms, 2 garages, 2 flats	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B3: 12	Settler cottage	PG	-			Composition	Implied	Size of home
			+			Exclusivity	Implied	Home
13	Perfect starter home	PG	+			Reaction	Inscribed	Home
13	Cottage	PG	-			Composition	Implied	Size of home
13	Enclosed garden	PG	+			Reaction	Inscribed	Garden
			+	Security			Implied	Buyer
13	Needs a coat of paint and some love	PG	-			Composition	Implied	Home
15	3 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B4: 17	Lovely Victorian	PG	+			Reaction	Inscribed	Victorian house
			+			Exclusivity	Implied	Home
18	Beautifully renovated	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home (renovated)
18	With generous spaces	PG	+			Composition	Implied	Size of home
18	Perfect for a family	PG	+			Composition	Implied	Size of home
18	Conveniently situated close to the private schools	PG	+			Convenience	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
20	4 bedrooms, 2 bathrooms, 2 flats	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B5: 22	Awesome views	PG	+			Reaction	Inscribed	Views
23	Spacious	PG	+			Composition	Inscribed	Size of home
23	Farm-style	PG	+			Composition	Implied	Size of home
23	Family home	PG	+			Composition	Implied	Size of home
23	Just 6km from town	PG	+			Convenience	Afforded	Location of home
23	Can also be used as a B&B establishment	PG	+			Reaction	Implied	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

25	4 bedrooms, 2 bathrooms, 5 flats	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B6: 27	Victorian Gem	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
28	Sunny home	PG	+			Reaction	Inscribed	Home
28	Pretty garden	PG	+			Reaction	Inscribed	Garden
28	Manageable	PG	+			Reaction	Inscribed	Garden
29	4 bedrooms, 2 bathrooms, 2 flats	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B7: 31	Student pad	PG	-			Composition	Implied	Size of home
32	Cute bachelor flat	PG	+			Reaction	Inscribed	Bachelor flat
32	Bachelor	PG	-			Composition	Implied	Size of home
32	Ideal for a single person	PG	-			Composition	Implied	Size of home
32	Includes all kitchen equipment	PG	+			Convenience	Afforded	Features of home
32	Within walking distance to Rhodes	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
B8: 35	Character home	PG	+			Reaction	Inscribed	Home
36	Magnificent character home	PG	+			Reaction	Inscribed	Home
36	It can function as a spacious family residence	PG	+			Composition	Inscribed	Size of home
36	Or one with an additional section for letting out	PG	+			Composition	Afforded	Size of home
			+			Convenience	Implied	Flexibility of home
36	Family home	PG	+			Composition	Implied	Size of home
38	6 bedrooms, 6 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B9: 40	Merrimen's House	PG	+			Exclusivity	Implied	Home
41	Charming settler home	PG	+			Reaction	Inscribed	Home
41	Set out on double plot	PG	+			Composition	Flagged	Size of home
41	Has a warm welcoming feel	PG	+			Reaction	Implied	Home
41	Suited to working from home	PG	+			Convenience	Implied	Home
43	4 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B10: 45	Lock up and go	PG	+			Convenience	Implied	Home
46	Lovely	PG	+			Reaction	Inscribed	Apartment
46	Upmarket apartment	PG	+			Reaction	Inscribed	Apartment
			+			Exclusivity	Implied	Apartment
46	Luxury finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
			+			Exclusivity	Implied	Home
46	Sweeping views over town	PG	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home
47	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Implied	Buyer
48	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B11: 50	Great value	PG	+			Reaction	Inscribed	Value
			+			Reaction	Implied	Home
51	Comfortable	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Size of home
51	Family home	PG	+			Composition	Implied	Size of home
51	With a flat, pool, deck	PG	+			Composition	Afforded	Features of home
51	Lovely garden	PG	+			Reaction	Inscribed	Garden

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

52	3 bedrooms, 1 bathroom, 1 flat, 1 garage	PG	+			Composition	Flagged	Size of home
B12: 54	Low maintenance	PG	+			Reaction	Inscribed	Home
			+			Convenience	Implied	Home
54	Situated on a large plot	PG	+			Composition	Inscribed	Size of plot
54	Put your personal touch on this home and it will shine	PG	-			Composition	Implied	Current state of home
			+		Capacity		Implied	Buyer
56	4 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B13: 58	Family home	PG	+			Composition	Implied	Size of home
58	On the sunny side of town	PG	+			Reaction	Implied	Location of home
			+			Exclusivity	Implied	Location of home
58	It is set in a park-like garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Implied	Size of garden
58	With huge trees	PG	+			Composition	Inscribed	Size of trees
59	4 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B14: 61	Family home	PG	+			Composition	Implied	Size of home
62	Four bedroom home	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
62	With flat potential	PG	+			Reaction	Implied	Potential of home
62	Set in a level garden with large trees	PG	+			Reaction	Inscribed	Garden
			+			Composition	Inscribed	Size of trees
62	Wonderful space for entertaining	PG	+			Reaction	Inscribed	Space
			+	Happiness			Implied	Buyer

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

64	4 bedrooms, 2 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B15: 66	Spacious home	PG	+			Composition	Inscribed	Size of home
67	Magnificent home	PG	+			Valuation	Inscribed	Home
67	Showing craftsmanship in all cupboard, door and window finishes	PG	+			Composition	Implied	Home
68	Boasts large living spaces	PG	+			Composition	Inscribed	Size of home
68	Private courtyards	PG	+			Reaction	Inscribed	Courtyards
			+			Exclusivity	Implied	Home
69	4 bedrooms, 3 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B16: 71	Set for living	PG	+			Composition	Implied	Home
			+			Convenience	Implied	Home
72	Spacious	PG	+			Composition	Inscribed	Size of home
72	Family home	PG	+			Composition	Implied	Size of home
72	Renovated kitchen	PG	+			Composition	Implied	Kitchen
72	Includes an outside storeroom and a home office	PG	+			Composition	Afforded	Features of home
74	4 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B17: 77	Home with sweeping views of schools	PG	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home
			+			Exclusivity	Implied	Location of home
77	Enjoy exclusive use of the guest cottage	PG	+	Happiness			Inscribed	Buyer

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

			+			Exclusivity	Inscribed	Guest cottage
			+			Composition	Implied	Size of home
77	While earning income from the main house	PG	+			Convenience	Implied	Home
79	4 bedrooms, 2 bathrooms, 2 flats	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B18: 81	Spacious home	PG	+			Composition	Inscribed	Size of home
82	Lovely	PG	+			Reaction	Inscribed	Home
82	Double-storey	PG	+			Composition	Flagged	Size of home
82	Family home	PG	+			Composition	Implied	Size of home
82	It is close to schools and town	PG	+			Convenience	Afforded	Location of home
84	4 bedrooms, 2 bathrooms, 2 garages, 1 flat	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B19: 86	Picture perfect	PG	+			Reaction	Provoked	Home
87	Delightful	PG	+			Reaction	Inscribed	Townhouse
87	Sunny townhouse	PG	+			Reaction	Inscribed	Townhouse
87	Intimate complex	PG	-			Composition	Implied	Size of complex
87	Close to Rhodes University	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
87	It has more to offer than meets the eye	PG	-			Reaction	Implied	Current state of home
			+			Composition	Implied	Home
89	1 bedroom, 1 bathroom, 1 garage	PG	-			Composition	Flagged	Size of home
B20: 91	Small house	PG	-			Composition	Inscribed	Size of home
92	Neat cottage	PG	+			Reaction	Inscribed	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

92	Cottage	PG	-			Composition	Implied	Size of home
92	In a quiet street	PG	+			Reaction	Inscribed	Location of home
			+	Satisfaction			Implied	Location of home
92	Surrounded by a lovely garden	PG	+			Reaction	Inscribed	Garden
92	It is close to the schools and Rhodes University	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
B21: 95	Your Victorian	PG	+			Exclusivity	Implied	Home
			+			Valuation	Implied	Home
96	Cottage	PG	-			Composition	Implied	Size of home
96	Sweet garden	PG	+			Reaction	Inscribed	Garden
			-			Composition	Implied	Size of garden
96	Space for the extended family	PG	+			Composition	Implied	Size of home
96	With TLC this could be your new home	PG	-			Composition	Implied	Home
			+		Capacity		Implied	Buyer
98	3 bedrooms, 1 bathroom, 1 garage, 1 flat	PG	+			Composition	Flagged	Size of home
B22: 100	Renovated home	PG	+			Composition	Implied	Home
101	Victorian home	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
101	Ideal for the extended family	PG	+			Composition	Implied	Size of home
101	It can be used as a B&B	PG	+			Convenience	Afforded	Home
101	Has 4 additional guest cottages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Number of additional cottages
103	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B23: 105	Cottage chic	PG	+			Reaction	Inscribed	Home
			-			Composition	Implied	Size of home
106	Enclosed	PG	+	Security			Implied	Buyer
106	Vine-covered	PG	+			Reaction	Implied	Porch
106	Perfect for a quiet evening	PG	+			Reaction	Inscribed	Porch
			+	Satisfaction			Implied	Buyer
107	1 bedroom, 1 bathroom, 1 garage	PG	-			Composition	Flagged	Size of home
B24: 109	Winning location	PG	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
110	Fully let	PG	+			Convenience	Afforded	Home
110	Student accommodation	PG	-			Composition	Implied	Size of home
110	Makes a good investment	PG	+			Reaction	Inscribed	Home
111	2 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B25: 113	Brilliant start	PG	+			Reaction	Inscribed	Start
			+			Reaction	Implied	Home
114	Perfectly positioned above Graeme college	PG	+			Reaction	Inscribed	Location of home
			+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Location of home
114	Let the children walk to school	PG	+			Convenience	Afforded	Location of home
114	It is well priced for entering the property market	PG	+			Reaction	Inscribed	Home
			-			Composition	Implied	Beginner home
116	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B26: 118	Perfectly positioned	PG	+			Reaction	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
119	Bachelor flat	PG	-			Composition	Implied	Size of home
119	Near Rhodes University	PG	+			Exclusivity	Implied	Location of home
119	Pop to Peppergrove Mall and meander out at night	PG	+			Convenience	Implied	Location of home
120	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Implied	Buyer
121	1 bedroom, 1 bathroom	PG	-			Composition	Flagged	Size of home
B27: 122	Modern living	PG	+			Reaction	Implied	Home
123	Walk to the Highlander	PG	+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Location of home
123	Upmarket apartments	PG	+			Reaction	Inscribed	Apartments
			+			Exclusivity	Implied	Apartments
123	Relax on the wooden decks or balconies	PG	+	Happiness			Implied	Buyer
			+			Composition	Afforded	Features of home
124	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Implied	Buyer
125	2 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B28: 126	Dream starter	PG	+			Reaction	Implied	Home
			+			Valuation	Implied	Home
127	Charm and sunshine await you	PG	+			Reaction	Implied	Home
127	Centrally located	PG	+			Convenience	Afforded	Location of home
127	Double-storey	PG	+			Composition	Flagged	Size of home
127	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

128	With only five units	PG	+			Valuation	Flagged	Home
129	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B29: 131	Security Complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
132	Ideal student accommodation	PG	-			Composition	Implied	Size of home
132	In a secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
133	Situated on the doorstep of Peppergrove Mall and close to all amenities	PG	+			Convenience	Provoked	Location of home
134	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B30: 136	Double-storey loft	PG	+			Composition	Flagged	Size of home
136	On Peppergrove Mall's doorstep	PG	+			Convenience	Provoked	Location of home
136	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
137	With a student village feel	PG	+			Reaction	Implied	Complex
138	1 bedroom, 1 bathroom	PG	-			Composition	Flagged	Size of home
B31: 140	Family home	PG	+			Composition	Implied	Size of home
140	Situated on huge treed erf	PG	+			Reaction	Inscribed	Size of property
			+			Composition	Inscribed	Size of property
140	Close to Graeme College and Kingswood College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
141	Has a flat for extra income	PG	+			Composition	Implied	Size of home
142	4 bedrooms, 2 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B32: 144	Park-like garden	PG	+			Composition	Implied	Size of home
145	If it's land you're after then this property promises to impress	PG	+			Valuation	Flagged	Property
146	With lots of potential!	PG	+			Reaction	Flagged	Property
			-			Composition	Implied	Current state of home
147	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
B33: 148	Exec apartment	PG	+			Composition	Implied	Size of home
149	Breakfast on your patio	PG	+			Exclusivity	Implied	Home
			+	Satisfaction			Implied	Buyer
149	Taking in the views of Grahamstown	PG	+			Reaction	Implied	Views
			+			Reaction	Implied	Location of home
149	This apartment has it all	PG	+			Reaction	Implied	Apartment
			+			Composition	Implied	Apartment
150	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B34: 152	Trendy townhouse	PG	+			Reaction	Inscribed	Townhouse
153	Modern	PG	+			Reaction	Inscribed	Home
153	Spacious	PG	+			Composition	Inscribed	Size of home
153	With an easy flow	PG	+			Composition	Implied	Home
153	Simply move in and unpack	PG	+			Composition	Implied	Home
			+			Convenience	Implied	Home
154	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
B35: 156	Entertain at home	PG	+			Reaction	Implied	Home
			+	Happiness			Implied	Buyer
157	Family home	PG	+			Composition	Implied	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

157	With everything you could want	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
			+	Satisfaction			Implied	Buyer
157	Lapa with braai and swimming pool	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
157	Close to Graeme College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
159	3 bedrooms, 2 bathrooms, 2 garages, 1 flat	PG	+			Composition	Flagged	Size of home
B36: 161	Very elegant	PG	+			Reaction	Inscribed	Home
162	Are you a single professional, constantly on the move?	PG	-		Normality		Flagged	Buyer
162	This charming townhouse is lock up and go	PG	+			Reaction	Inscribed	Townhouse
			+			Convenience	Implied	Home
164	1 bedroom, 1 bathroom, 1 garage	PG	-			Composition	Flagged	Size of home
B37: 166	Plot and plan	PG	+		Capacity		Implied	Buyer
167	Make your dreams of owning a property in Grahamstown come true with this starter home	PG	+		Capacity		Implied	Buyer
			-			Composition	Implied	Starter home
169	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B38: 171	Old but bold	PG	-			Composition	Inscribed	Age of home
			+			Reaction	Inscribed	Home
172	Spacious	PG	+			Composition	Inscribed	Size of home
172	Light and airy rooms	PG	+			Reaction	Inscribed	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

172	This home has wooden floors	PG	+			Composition	Afforded	Features of home
172	Excellent rental income	PG	+			Reaction	Inscribed	Rental income
174	4 bedrooms, 1 bathroom, 2 garages, 4 flats	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B39: 176	Kingswood flair	PG	+			Valuation	Implied	Location of home
			+			Exclusivity	Implied	Location of home
177	Magnificent	PG	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
177	On school doorsteps	PG	+			Convenience	Provoked	Location of home
177	Large garden	PG	+			Composition	Inscribed	Size of garden
177	Studio apartment	PG	+			Composition	Implied	Size of home
177	Modern finishes	PG	+			Reaction	Inscribed	Finishes
178	Superior attention to detail	PG	+			Reaction	Inscribed	Attention to detail
			+			Composition	Implied	Home
179	4 bedrooms, 2 bathrooms, 1 flat	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B40: 181	Restored Victorian	PG	+			Valuation	Implied	Home
			+			Composition	Implied	Home
			+			Exclusivity	Implied	Home
182	Lovingly restored	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
182	Boasts new bathrooms, a new kitchen, original floors, fireplaces and staircase	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
184	4/5 bedrooms, 3 bathrooms, 1 flat	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Home
B41: 186	Pristine condition	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
187	Are you looking for a neat, easy to maintain home?	PG	+			Reaction	Flagged	Home
			+			Composition	Implied	Neat, easy to maintain home
187	With a spacious garden	PG	+			Composition	Inscribed	Size of garden
187	This property has it all and more	PG	+			Composition	Inscribed	Home
			+			Valuation	Implied	Home
189	3 bedrooms/ 2 bathrooms/ 1 garage	PG	+			Composition	Flagged	Size of home
B42: 191	Just move in	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
192	Renovated cottage	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Cottage
			-			Composition	Implied	Size of home
192	With wooden floors and high ceilings	PG	+			Composition	Afforded	Features of home
192	Perfect weekend lock up and go	PG	+			Reaction	Implied	Home
			+			Convenience	Implied	Home
193	Enjoy family time	PG	+	Happiness			Implied	Buyer
193	Around the braai, on the deck and in the open-plan kitchen	PG	+			Composition	Afforded	Features of home
194	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B43: 196	Pretty as a picture	PG	+			Reaction	Provoked	Home
197	Delightful	PG	+			Reaction	Inscribed	Cottage

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

197	Cottage	PG	-			Composition	Implied	Size of home
197	Close to Rhodes University	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
197	Has high ceilings, wooden floors, and an open-plan kitchen/dining areas, as well as off-street parking	PG	+			Composition	Afforded	Features of home
198	Small irrigated garden	PG	-			Composition	Inscribed	Garden
			+			Composition	Afforded	Features of home
199	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B44: 201	Bushman Sands Golf Estate	PG	+			Exclusivity	Implied	Location of home
202	Beautiful	PG	+			Reaction	Inscribed	Home
202	Victorian-style	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
202	Offers all the luxuries of a great getaway	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
202	Great getaway	PG	+			Reaction	Inscribed	Getaway
202	Getaway from the stress of city life	PG	-			Reaction	Inscribed	City life
			-	Satisfaction			Implied	Buyer in city life
			+	Satisfaction			Implied	Buyer on getaway
203	Complete with furnishings	PG	+			Composition	Afforded	Home
203	It could also be the perfect retirement property	PG	+			Convenience	Afforded	Home
204	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B45: 206	Quiet	PG	+			Reaction	Inscribed	Home
			+	Satisfaction			Implied	Buyer
206	Family home	PG	+			Composition	Implied	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

207	Peaceful	PG	+			Reaction	Inscribed	Home
			+	Satisfaction			Implied	Buyer
207	Family home	PG	+			Composition	Implied	Size of home
207	Offers character and warmth	PG	+			Reaction	Implied	Home
207	Spend winter days on the sunny patio and deck, while listening to the birds in the lush garden	PG	+	Happiness			Implied	Buyer
			+			Composition	Implied	Features of home
207	Sunny patio and deck	PG	+			Reaction	Inscribed	Patio and deck
208	Lush Garden	PG	+			Reaction	Inscribed	Garden
			+			Exclusivity	Implied	Garden
209	4 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B46: 210	Position is everything	PG	+			Exclusivity	Implied	Location of home
211	Walk to Rhodes University campus and everywhere else in town	PG	+			Convenience	Implied	Location of home
211	This house has so much potential	PG	+			Reaction	Implied	Potential of home
			-			Composition	Implied	Current state of home
212	Come and see what it has to offer	PG	+			Reaction	Flagged	Home
213	3 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B47: 215	Designed with distinction	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Design of home
			+			Exclusivity	Implied	Home
216	Prestige development	PG	+			Reaction	Inscribed	Development
			+			Exclusivity	Inscribed	Location of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

216	They are fully air-conditioned, feature imported kitchen finishes, porcelain tiles and underfloor heating	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
217	Feature imported kitchen finishes	PG	+			Reaction	Implied	Kitchen finishes
			+			Composition	Implied	Home
218	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B48: 220	Beautiful views	PG	+			Reaction	Inscribed	Views
221	Walk to work, school and the shops	PG	+			Convenience	Implied	Location of home
221	Brand new	PG`	+			Reaction	Inscribed	Apartments
			+			Composition	Implied	Apartments
221	Upmarket	PG	+			Reaction	Inscribed	Apartments
			+			Exclusivity	Implied	Apartments
221	Modern finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
222	Balconies, undercover parking	PG	+			Composition	Afforded	Features of home
222	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Implied	Buyer
223	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B49: 225	Modern apartment	PG	+			Reaction	Inscribed	Apartment
226	Lovely	PG	+			Reaction	Inscribed	Apartment
226	Sun-filled	PG	+			Reaction	Inscribed	Apartment
226	Granite fitted kitchen	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
226	Modern appliances	PG	+			Reaction	Inscribed	Appliances
227	Sweeping views	PG	+			Reaction	Inscribed	Views
			+			Reaction	Implied	Location of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

227	Provide a beautiful backdrop	PG	+			Reaction	Inscribed	Views/backdrop
228	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B50: 230	Luxury apartment	PG	+			Reaction	Inscribed	Apartment
			+			Exclusivity	Implied	Apartment
231	Brand new	PG	+			Reaction	Inscribed	Apartment
			+			Composition	Implied	Apartment
231	Good security	PG	+			Reaction	Inscribed	Home
			+	Security			Implied	Buyer
231	Luxury finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Implied	Home
			+			Exclusivity	Implied	Home
231	And a fitted kitchen with granite tops and Defy appliances	PG	+			Composition	Afforded	Features of home
232	Conveniently close to St Andrew's College	PG	+			Convenience	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home
233	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B51: 235	Work from home	PG	+			Convenience	Implied	Home
			+	Satisfaction			Implied	Buyer
236	Perfectly situated in busy African Street	PG	+			Reaction	Inscribed	Location of home
236	The main house and garden flat	PG	+			Composition	Afforded	Size of home
237	Offer the ideal living/working arrangement or professional practice or rent one of them out	PG	+			Convenience	Implied	Home
238	3 bedrooms, 2 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B52: 240	Live modern	PG	+			Reaction	Implied	Home
241	Quiet	PG	+			Reaction	Inscribed	Area
			+	Satisfaction			Implied	Buyer
241	Up-and-coming	PG	+			Reaction	Inscribed	Area
			+			Exclusivity	Implied	Area
241	Modern	PG	+			Reaction	Inscribed	Home
241	Open plan living	PG	+			Composition	Implied	Size of home
242	Beautiful	PG	+			Reaction	Inscribed	Finishes
243	3 bedrooms, 3 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
B53: 245	Tree-lined street	PG	+			Reaction	Inscribed	Street
246	In the heart of Oatlands	PG	+			Valuation	Implied	Location of home
246	Gem	PG	+			Exclusivity	Implied	Home
			+			Valuation	Implied	Home
246	With wooden floors	PG	+			Composition	Afforded	Features of home
246	Absolutely charming	PG	+			Reaction	Inscribed	Garden
247	With garden cottage	PG	+			Composition	Afforded	Features and size of home
247	Plus a sparkling pool for the heat of summer	PG	+			Reaction	Inscribed	Pool
248	5 bedrooms, 2 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B54: 250	A cut above the rest	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
251	This newly built home	PG	+			Composition	Inscribed	Home
251	An entertainer's dream	PG	+			Reaction	Inscribed	Home
			+	Happiness			Implied	Buyer

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

251	With a large undercover patio, built-in braai and small pool	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
252	Small pool	PG	-			Composition	Inscribed	Pool
252	Lie in bed and enjoy uninterrupted views of the monument	PG	+	Happiness			Implied	Buyer
			+			Reaction	Implied	Views
			+			Reaction	Implied	Location of home
253	3 bedrooms, 3 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
B55: 255	Family home	PG	+			Composition	Implied	Size of home
256	Close to the private schools	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
256	Lovely contemporary	PG				Reaction	Inscribed	Home
256	Includes a heated indoor swimming pool	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
257	Offers two income-generating flats	PG	+			Composition	Flagged	Features and size of home
			+			Convenience	Implied	Home
258	4 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B56: 260	Charm and character	PG	+			Reaction	Inscribed	Home
261	A hidden gem	PG	+			Reaction	Inscribed	Home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
261	Beautifully renovated	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

261	Victorian home	PG	+			Exclusivity	Implied	Home
261	Boasts wooden floors and cosy fireplaces	PG	+			Composition	Afforded	Features of home
262	The French country kitchen also has its own fireplace and stunning chandelier	PG	+			Valuation	Implied	Kitchen
			+			Composition	Implied	Kitchen
			+			Composition	Afforded	Features of kitchen
262	Stunning chandelier	PG	+			Reaction	Inscribed	Chandelier
			+			Exclusivity	Implied	Chandelier and home
263	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Afforded	Size of home
B57: 266	There is nothing predictable or boring about this amazing home	PG	+			Reaction	Inscribed	Home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Uniqueness of home
266	Packed with interesting features	PG	+			Reaction	Inscribed	Features
			+			Composition	Implied	Features of home
267	Breathtaking views	PG	+			Valuation	Inscribed	Views
267	Fully stocked, park-like garden	PG	+			Reaction	Inscribed	Garden
			+			Composition	Inscribed	Garden
			+			Composition	Implied	Size of garden
268	6 bedrooms, 3 bathrooms, 3 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B58: 270	English Manor	PG	+			Composition	Implied	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

			+			Exclusivity	Implied	Home
			+			Valuation	Implied	Home
271	Step into a magical English country setting	PG	+			Reaction	Inscribed	English country setting
			+			Valuation	Implied	Location of home
			+			Exclusivity	Implied	Location of home
271	Large treed grounds	PG	+			Composition	Inscribed	Size of grounds
271	Truly unique home	PG	+			Reaction	Inscribed	Home
			+			Exclusivity	Inscribed	Uniqueness of home
272	Steeped in tradition and history	PG	+			Valuation	Implied	Home
272	It will transport you to a bygone era	PG	+			Valuation	Implied	Home
272	Bygone era	PG	-			Composition	Implied	Age of home
			+			Exclusivity	Implied	Home
273	6/8 bedrooms, 3 bedrooms, 3 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B59: 276	Unconventional and interesting	PG	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
			+			Composition	Implied	Features of home
276	Circa 1830	PG	+			Valuation	Implied	Home
			-			Composition	Implied	Age of home
276	Appealing property	PG	+			Reaction	Inscribed	Property
277	Has an interesting twist	PG	+			Reaction	Inscribed	Property
			+			Composition	Implied	Home
277	Set on an enormous garden	PG	+			Composition	Inscribed	Size of garden
277	Measuring 4200sqm	PG	+			Composition	Flagged	Size of garden
278	3 bedrooms, 3 bathrooms	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

B60: 280	Timeless elegance	PG	+			Reaction	Inscribed	Home
			+			Exclusivity	Implied	Home
281	Magnificent home	PG	+			Reaction	Inscribed	Home
281	Set on grounds measuring 2991m	PG	+			Composition	Flagged	Size of property
281	Double stand	PG	+			Composition	Flagged	Size of home
281	Offers a heated swimming pool, pool house	PG	+			Composition	Afforded	Features of home
			+			Exclusivity	Implied	Home
282	Double garage, five double bedrooms	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
282	And more	PG	+			Composition	Implied	Size and features of home
283	5 bedrooms, 3 bathrooms, 2 garages	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B61: 285	So convenient	PG	+			Convenience	Inscribed	Home
286	Need to save on petrol and vehicle wear and tear?	PG	+	Satisfaction			Flagged	Buyer
			+			Convenience	Implied	Use of vehicle
286	Neat bachelor flat	PG	+			Reaction	Inscribed	Flat
			-			Composition	Implied	Size of flat
286	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
287	You can walk wherever you need to go	PG	+			Convenience	Implied	Location of home
288	1 bedroom, 1 bathroom	PG	-			Composition	Flagged	Size of home
B62: 290	Investment opportunity	PG	+			Reaction	Implied	Home
			+			Exclusivity	Implied	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

291	Bachelor unit	PG	-			Composition	Implied	Size of home
291	Solidly built	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
291	Offers a good return	PG	+			Reaction	Inscribed	Return
			+			Reaction	Implied	Home
291	Ideal for a student or professional	PG	+			Reaction	Inscribed	Home
			-			Composition	Implied	Size of home
292	It is situated close to all amenities	PG	+			Composition	Afforded	Location of home
292	Well worth a look	PG	+			Reaction	Implied	Home
293	1 bedroom, 1 bathroom	PG	-			Composition	Flagged	Size of home
B63: 295	Bachelor unit	PG	-			Composition	Implied	Size of unit
296	When investing in property for the first time, the golden rule is to start small	PG	-		Capacity		Implied	Buyer experience
			-			Composition	Implied	Size of unit
296	Affordable	PG	+			Reaction	Inscribed	Price of home
297	Offers a solid 7% return on your investment	PG	+			Reaction	Implied	Home
			+			Convenience	Implied	Investment return
298	1 bedroom, 1 bathroom	PG	-			Composition	Flagged	Size of home
B64: 300	Cosy	PG	+			Reaction	Inscribed	Home
300	Affordable	PG	+			Reaction	Inscribed	Price of home
301	Near Mary Waters school	PG	+			Convenience	Implied	Location of home
			-			Exclusivity	Implied	Location of home
301	Perfect for the family starting out	PG	+			Reaction	Inscribed	Home
			-		Capacity		Implied	Family starting out
302	Don't let this opportunity pass you	PG	+			Reaction	Flagged	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

	by							
303	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B65: 305	New release	PG	+			Reaction	Inscribed	Home
			+			Composition	Inscribed	Home
306	Spacious apartment	PG	+			Composition	Inscribed	Size of home
306	Bustling centre of town	PG	+			Reaction	Inscribed	Centre of town
			+			Convenience	Implied	Location of home
306	Close to campus and all amenities	PG	+			Convenience	Afforded	Location of home
307	Perfect for student accommodation	PG	+			Reaction	Inscribed	Apartment
308	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B66: 310	Lock up and go	PG	+			Convenience	Implied	Home
311	Neat and tidy	PG	+			Reaction	Inscribed	Home
311	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
311	Close to Rhodes University campus	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
312	It is suited to students or young professionals	PG	+			Reaction	Inscribed	Home
313	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B67: 315	Safe and secure	PG	+			Reaction	Inscribed	Home
			+			Composition	Implied	Home
			+	Security			Implied	Buyer
316	Ideally suited to young professionals or students	PG	+			Reaction	Inscribed	Home
316	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

317	Close to all amenities	PG	+			Convenience	Afforded	Location of home
318	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B68: 320	Ideal for students	PG	+			Reaction	Inscribed	Home
321	New	PG	+			Composition	Inscribed	Home
321	Lovely	PG	+			Reaction	Inscribed	Flat
321	A small balcony with a great view	PG	+			Reaction	Inscribed	Balcony with a view
			-			Composition	Inscribed	Balcony
			+			Reaction	Inscribed	View
321	Close to all amenities	PG	+			Convenience	Afforded	Location of home
322	Good security	PG	+			Reaction	Inscribed	Security
			+	Security			Implied	Buyer
323	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B69: 325	Calling all parents	PG	+			Convenience	Implied	Home for parents
326	Why rent when you can buy?	PG	+		Capacity		Flagged	Parents' financial ability to buy
326	Fantastic	PG	+			Reaction	Inscribed	Investment opportunity
326	Investment opportunity	PG	+			Reaction	Implied	Home
			+			Exclusivity	Implied	Home
326	Within walking distance of Rhodes University campus	PG	+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Home
327	Must-see	PG	+			Valuation	Implied	Home
328	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B70: 330	Lock up and go	PG	+			Convenience	Implied	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

331	Neat and tidy apartment	PG	+			Reaction	Inscribed	Apartment
331	Small complex	PG	-			Composition	Inscribed	Size of complex
331	Secure complex	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
331	Close to Kingswood College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Home
332	Ideal parent accommodation or perfect for young couples starting out	PG	+			Convenience	Implied	Parent accommodation
			+			Reaction	Inscribed	Home
333	2 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B71: 335	Immaculate townhouse	PG	+			Reaction	Inscribed	Townhouse
			+			Composition	Implied	Townhouse
336	Do you want to get into the property market?	PG	-		Capacity		Flagged	Buyer inexperience
336	This is the perfect starter home	PG	+			Reaction	Inscribed	Home
336	Enjoy lock up and go living	PG	+	Happiness			Inscribed	Buyer
			+			Convenience	Implied	Home
337	Close to Graeme College	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
338	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B72: 341	Ever popular	PG	+			Reaction	Inscribed	Complex
341	Outstanding investment opportunity	PG	+			Valuation	Inscribed	Investment opportunity
			+			Exclusivity	Implied	Home
342	Prime location	PG	+			Valuation	Inscribed	Location of home
			+			Exclusivity	Implied	Location of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

342	A handsome addition to any property portfolio	PG	+			Reaction	Inscribed	Home
343	2 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B73: 346	Compact	PG	-			Composition	Implied	Size of home
346	Affordable	PG	+			Reaction	Inscribed	Price of home
346	Small complex	PG	-			Composition	Inscribed	Size of complex
346	Excellent security	PG	+			Reaction	Inscribed	Complex
			+	Security			Implied	Buyer
347	Perfect lock-up-and-go unit	PG	+			Reaction	Inscribed	Unit
			+			Convenience	Implied	Home
347	Within walking distance of Kingswood College	PG	+			Convenience	Implied	Location of home
			+			Exclusivity	Implied	Location of home
348	2 bedrooms, 1 bathroom, 1 garage	PG	+			Composition	Flagged	Size of home
B74: 350	Not to be missed	PG	+			Valuation	Implied	Home
351	Close to the CBD and Rhodes University	PG	+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
351	Already set up with major appliances	PG	+			Composition	Implied	Home
			+			Convenience	Implied	Home
352	With a signed lease in place	PG	+			Convenience	Afforded	Home
352	Units like this don't come around every day	PG	+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
353	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B75: 355	Brilliant buy	PG	+			Reaction	Inscribed	Buy

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

			+			Reaction	Implied	Home
356	Magnificent	PG	+			Reaction	Inscribed	Apartments
356	Close to all amenities	PG	+			Convenience	Afforded	Location of home
356	Cannot be overlooked	PG	+			Valuation	Implied	Home
357	Equipped with appliances for easy tenanting	PG	+			Composition	Afforded	Home
			+			Convenience	Implied	Home
357	Offer a good return with a solid lease	PG	+			Reaction	Inscribed	Return
			+			Reaction	Inscribed	Lease
			+			Convenience	Implied	Home
359	3 bedrooms, 2 bathrooms	PG	+			Composition	Flagged	Size of home
B76: 361	English cottage	PG	-			Composition	Implied	Size of home
			+			Valuation	Implied	Home
			+			Exclusivity	Implied	Home
362	Spacious rooms	PG	+			Composition	Inscribed	Size of rooms
362	Wooden floors, cosy fireplace and a farm-style kitchen	PG	+			Composition	Afforded	Features of home
362	Cosy	PG	+			Reaction	Inscribed	Fireplace
362	Farm-style kitchen	PG	+			Reaction	Inscribed	Kitchen
			+			Composition	Implied	Size of kitchen
363	Charming feel	PG	+			Reaction	Implied	Home
363	Easy flow	PG	+			Composition	Implied	Home onto garden
363	Mature English cottage garden	PG	+			Reaction	Inscribed	Garden
			+			Exclusivity	Implied	Garden
364	3/4 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
			+			Exclusivity	Implied	Home
B77: 366	Near schools	PG	+			Convenience	Afforded	Location of home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

367	Starter home	PG	-			Reaction	Implied	Home
			-		Capacity		Implied	Buyer
367	Large garden	PG	+			Composition	Inscribed	Garden
367	In a good location near Kingswood and Graeme College	PG	+			Reaction	Inscribed	Location of home
			+			Convenience	Afforded	Location of home
			+			Exclusivity	Implied	Location of home
368	Get into the property market	PG	-		Capacity		Flagged	Buyer
368	It includes a flatlet to help pay the bond	PG	+			Composition	Afforded	Size and features of home
			+			Convenience	Implied	Home
369	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B78: 371	Still renting?	PG	-		Normality		Flagged	Buyer
			-		Capacity		Flagged	Buyer
372	You could be paying off your own bond	PG	+		Capacity		Flagged	Buyer
372	Offers good value	PG	+			Reaction	Inscribed	Value
			+			Reaction	Implied	Home
372	And a flatlet to help with the repayments	PG	+			Composition	Afforded	Size and features of home
			+			Convenience	Implied	Flatlet
373	Enjoy cosy winter evenings around the fireplace	PG	+			Reaction	Inscribed	Winter evenings
			+	Happiness			Inscribed	Buyer
			+			Exclusivity	Implied	Home
375	3 bedrooms, 1 bathroom	PG	+			Composition	Flagged	Size of home
B79: 377	Neat and tidy	PG	+			Reaction	Inscribed	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Attitude

378	If you are looking for good value, generous space and modern finishes then look no further	PG	+			Reaction	Implied	Home
378	Good value	PG	+			Reaction	Inscribed	Value
378	Generous space	PG	+			Composition	Inscribed	Size of home
			+			Reaction	Inscribed	Space
378	Modern finishes	PG	+			Reaction	Inscribed	Finishes
			+			Composition	Afforded	Finishes
379	This home has it all and more	PG	+			Reaction	Inscribed	Home
			+			Composition	Afforded	Home
379	Very little maintenance required	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
380	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home
B80: 382	Bright and sunny	PG	+			Reaction	Inscribed	Home
283	Gorgeous afternoon sun	PG	+			Reaction	Inscribed	Afternoon sun
383	Nest	PG	+			Reaction	Implied	Home
			+	Satisfaction			Implied	Buyer
383	Easy to maintain	PG	+			Convenience	Implied	Home
			+			Composition	Implied	Home
383	The garden and living area flow beautifully	PG	+			Composition	Implied	Flow of home
384	One happy space	PG	+			Reaction	Inscribed	Space
			+	Happiness			Inscribed	Buyer
			+			Composition	Implied	Home
385	3 bedrooms, 2 bathrooms, 1 garage	PG	+			Composition	Flagged	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

GRADUATION									
Line	Instantiation	Force		Focus	Type	Up/ Downscaled	Scale of Intensity	Attitudinal meaning amplified	
		Quantification	Intensification	Sharpened/ Softened	Infusing/I solating			Positive/ Negative	Instantiation
B1: 2	Double	Number			Infusing	Upscaled	Medium	+	Size of property
3	Spacious	Size			Infusing	Upscaled	Medium	+	Size of building
4	Huge		Quality		Infusing	Upscaled	High	+	Development potential
5	3 bedrooms, 1 bathroom, 4 flats	Number			Isolating	Upscaled	Medium	+	Size of home
B2: 7	Lots	Amount			Isolating	Upscaled	Low	+	Amount to offer
8	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
8	Large	Size			Infusing	Upscaled	Medium	+	Grounds
8	180-degree		Quality		Infusing	Upscaled	Medium	+	Views
10	3 bedrooms, 2 bathrooms, 2 garages, 2 flats	Number			Isolating	Upscaled	Medium	+	Size of home
B3: 13	Perfect		Quality		Infusing	Upscaled	High	+	Starter home
14	Some love			Softened	Isolating		Low	-	Composition of home
15	3 bedrooms, 1 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B4: 17	Lovely		Quality		Infusing	Upscaled	Medium	+	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

17	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
18	Beautifully		Quality		Infusing	Upscaled	Medium	+	Home
18	Generous		Quality		Infusing	Upscaled	Medium	+	Spaces
18	Perfect		Quality		Infusing	Upscaled	High	+	Home
18	For a family		Quality		Infusing	Upscaled	Medium	+	Size of home
19	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
20	4 bedrooms, 2 bathrooms, 2 flats	Number			Isolating	Upscaled	High	+	Size of home
B5: 22	Awesome		Quality		Infusing	Upscaled	High	+	Views
23	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
23	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
23	Just 6km	Extent: proximity			Isolating	Upscaled	Low	+	Location of home
23	Also	Amount			Isolating	Upscaled	Low	+	Uses for home
25	4 bedrooms, 2 bathrooms, 5 flats	Number			Isolating	Upscaled	High	+	Size of home
B6: 27	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
27	Gem		Quality		Infusing	Upscaled	High	+	Valuation of home
28	Pretty	`	Quality		Infusing	Upscaled	Low	+	Garden
29	4 bedrooms, 2 bathrooms, 2 flats	Number			Isolating	Upscaled	High	+	Size of home
B7: 32	Ideal		Quality		Infusing	Upscaled	Medium	+	Size of home
32	Single person	Number			Isolating	Upscaled	Low	-	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

32	All	Number			Isolating	Upscaled	Low	+	Features of home
32	Within walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
B8: 36	Magnificent		Quality		Infusing	Upscaled	High	+	Home
36	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
36	Family residence		Quality		Infusing	Upscaled	Medium	+	Size of home
37	Additional	Number			Infusing	Upscaled	Medium	+	Size of home
38	6 bedrooms, 6 bathrooms, 2 garages	Number			Isolating	Upscaled	High	+	Size of home
B9: 41	Settler home		Quality		Infusing	Upscaled	High	+	Exclusivity of home
41	Double	Size			Infusing	Upscaled	Low	+	Size of home
43	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
B10: 46	Lovely		Quality		Infusing	Upscaled	Medium	+	Apartment
46	Upmarket		Quality		Infusing	Upscaled	Medium	+	Apartment
46	Luxury		Quality		Infusing	Upscaled	High	+	Finishes
46	Sweeping		Quality		Infusing	Upscaled	Medium	+	Views
47	Good		Quality		Isolating	Upscaled	Low	+	Security
48	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B11: 50	Great		Quality		Infusing	Upscaled	Medium	+	Value
51	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
51	Lovely		Quality		Infusing	Upscaled	Medium	+	Garden

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

52	3 bedrooms, 1 bathroom, 1 garage, 1 flat	Number			Isolating	Upscaled	Medium	+	Size of home
B12: 54	Low-maintenance		Quality		Isolating	Upscaled	Low	+	Composition of home
54	Large	Size			Infusing	Upscaled	Medium	+	Size of home
55	Shine		Quality		Infusing	Upscaled	Medium	+	Home
56	4 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	High	+	Size of home
B13: 58	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
58	Park-like	Size			Infusing	Upscaled	High	+	Garden
			Quality		Infusing	Upscaled	High	+	Garden
58	Huge	Size			Infusing	Upscaled	High	+	Trees
59	4 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	High	+	Size of home
B14: 61	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
62	Four-bedroom	Number			Isolating	Upscaled	High	+	Size of home
62	Large	Size			Infusing	Upscaled	Medium	+	Trees
63	Wonderful		Quality		Infusing	Upscaled	High	+	Space for entertaining
64	4 bedrooms, 2 bathrooms, 2 garages	Number			Isolating	Upscaled	High	+	Size of home
B15: 66	Spacious	Size			Infusing	Upscaled	Medium	+	Home
67	Magnificent		Quality		Infusing	Upscaled	High	+	Home
67	Craftsmanship		Quality		Infusing	Upscaled	High	+	Finishes
67	All	Number			Isolating	Upscaled	Low	+	Finishes

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

68	Large	Size			Infusing	Upscaled	Medium	+	Living spaces
68	Private		Quality		Infusing	Upscaled	Medium	+	Exclusivity
69	4 bedrooms, 3 bathrooms, 2 garaged	Number			Isolating	Upscaled	High	+	Size of home
B16: 72	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
72	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
72	Renovated		Quality		Infusing	Upscaled	Medium	+	Composition of kitchen
74	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
B17: 77	Sweeping		Quality		Infusing	Upscaled	Medium	+	Views
77	Exclusive		Quality		Infusing	Upscaled	High	+	Use of guest cottage
79	4 bedrooms, 2 bathrooms, 2 flats	Number			Isolating	Upscaled	High	+	Size of home
B18: 81	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
82	Lovely		Quality		Infusing	Upscaled	Medium	+	Home
82	Double-storey	Size			Infusing	Upscaled	Medium	+	Size of home
82	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
82	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
84	4 bedrooms, 2 bathrooms, 2 garages, 1 flat	Number			Isolating	Upscaled	High	+	Size of home
B19: 86	Picture perfect		Quality		Metaphor	Upscaled	High	+	Home
87	Delightful		Quality		Infusing	Upscaled	High	+	Townhouse
87	Intimate		Quality		Infusing	Upscaled	Medium	-	Size of

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

									complex
87	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
87	More to offer than meets the eye	Amount			Infusing	Upscaled	High	+	Home
89	1 bedroom, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Low	-	Size of home
B20: 91	Small	Size			Isolating	Downscaled	Low	-	Size of home
92	Lovely		Quality		Infusing	Upscaled	Medium	+	Garden
92	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
94	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B21: 95	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
96	Sweet		Quality		Infusing	Upscaled	Low	+	Garden
96	Space for the extended family	Size			Infusing	Upscaled	Medium	+	Size of home
98	3 bedrooms, 1 bathroom, 1 garage, 1 flat	Number			Isolating	Upscaled	Medium	+	Size of home
B22: 101	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity
101	Ideal		Quality		Infusing	Upscaled	Medium	+	Size of home
101	Extended	Amount			Infusing	Upscaled	Medium	+	Size of home
101	4 additional guest cottages	Number			Infusing	Upscaled	High	+	Size of home
103	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

B23: 106	Perfect		Quality		Infusing	Upscaled	High	+	Porch
107	1 bedroom, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Low	-	Size of home
B24: 109	Winning		Quality		Infusing	Upscaled	High	+	Location
110	Fully let	Amount			Isolating	Upscaled	High	+	Convenience
110	Good		Quality		Isolating	Upscaled	Low	+	Investment
111	2 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B25: 113	Brilliant		Quality		Infusing	Upscaled	High	+	Start
114	Perfectly		Quality		Infusing	Upscaled	High	+	Positioned
114	Well		Quality		Isolating	Upscaled	Low	+	Priced
116	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B26: 118	Perfectly		Quality		Infusing	Upscaled	High	+	Positioning of home
119	Near	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
119	Pop to Peppergrove Mall	Extent: proximity			Infusing	Upscaled	High	+	Location of home
120	Good		Quality		Isolating	Upscaled	Low	+	Security
121	1 bedroom, 1 bathroom	Number			Isolating	Upscaled	Low	-	Size of home
B27: 122	Modern		Quality		Infusing	Upscaled	Medium	+	Living
123	Walk to the Highlander	Extent: proximity			Infusing	Upscaled	Medium	+	Location/Exclusivity of home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

B27: 123	Upmarket		Quality		Infusing	Upscaled	Medium	+	Apartment
124	Good		Quality		Isolating	Upscaled	Low	+	Security
125	2 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B28: 126	Dream starter		Quality		Infusing	Upscaled	Medium	+	Home
127	Double-storey	Size			Infusing	Upscaled	Medium	+	Size of home
128	Only 5 units	Number			Isolating	Upscaled	Low	+	Exclusivity of home
129	2 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B29: 132	Ideal		Quality		Infusing	Upscaled	Medium	+	Size of home
132	Situated on the doorstep of Peppergrove Mall	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
133	Close to all amenities	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
133	All amenities	Number			Isolating	Upscaled	Low	+	Location of home
134	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B30: 136	Double-storey	Size			Infusing	Upscaled	Medium	+	Size of home
136	On Peppergrove Mall's doorstep	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
138	1 bedroom, 1 bathroom	Number			Isolating	Upscaled	Low	-	Size of home
B31: 140	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
140	Huge	Size			Infusing	Upscaled	High	+	Treed erf
140	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

									home
142	4 bedrooms, 2 bathrooms, 2 garages	Number			Isolating	Upscaled	High	+	Size of home
B32: 144	Park-like	Size			Infusing	Upscaled	High	+	Garden
146	Lots of	Amount			Isolating	Upscaled	Low	+	Potential
146	!		Quality		Isolating	Upscaled	High	+	Potential
147	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B33: 148	Exec apartment		Quality		Infusing	Upscaled	Medium	+	Size of home
149	Has it all	Amount			Isolating	Upscaled	Low	+	Apartment
150	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B34: 152	Trendy		Quality		Infusing	Upscaled	Medium	+	Home
153	Modern		Quality		Infusing	Upscaled	Medium	+	Home
153	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
153	Simply		Quality		Infusing	Upscaled	Low	+	Composition of home
154	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B35: 157	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
157	Everything you could want	Amount			Infusing	Upscaled	High	+	Composition of home
157	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
159	3 bedrooms, 2 bathrooms, 2	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

	garages, 1 flat								
B36: 161	Very		Quality		Isolating	Upscaled	Medium	+	Elegant
162	Single	Number			Isolating	Upscaled	Low	-	Size of home
162	Constantly		Process		Infusing	Upscaled	Low	-	Normality
164	1 bedroom, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Low	-	Size of home
B37: 167	Dreams		Quality		Infusing	Upscaled	Medium	+	Buyer's dreams
169	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B38: 171	Old		Quality		Isolating	Upscaled	Low	-	Composition
171	Bold		Quality		Infusing	Upscaled	Low	+	Reaction
172	Spacious		Quality		Infusing	Upscaled	Medium	+	Size of home
172	Excellent		Quality		Infusing	Upscaled	High	+	Rental income
174	4 bedrooms, 1 bathroom, 2 garages, 4 flats	Number			Isolating	Upscaled	High	+	Size of home
B39: 176	Flair		Quality		Infusing	Upscaled	Medium	+	Home
177	Magnificent		Quality		Infusing	Upscaled	High	+	Home
177	On school doorsteps	Extent: proximity			Metaphor	Upscaled	High	+	Location of home
177	Large	Size			Infusing	Upscaled	Medium	+	Garden
177	Modern		Quality		Infusing	Upscaled	Medium	+	Finishes
178	Superior		Quality		Infusing	Upscaled	High	+	Attention to detail
179	4 bedrooms, 2 bathrooms, 1	Number			Isolating	Upscaled	High	+	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

	flat								
B40: 181	Restored		Quality		Infusing	Upscaled	Medium	+	Victorian
181	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
182	Lovingly		Process		Infusing	Upscaled	Medium	+	Restored
182	Restored		Quality		Infusing	Upscaled	Medium	+	Home
182	New		Quality		Isolating	Upscaled	Medium	+	Bathrooms, kitchens
184	4/5 bedrooms, 3 bathrooms, 1 flat	Number			Isolating	Upscaled	High	+	Size of home
B41: 186	Pristine		Quality		Infusing	Upscaled	High	+	Condition of home
187	Easy to maintain		Quality		Infusing	Upscaled	Medium	+	Home
187	Spacious	Size			Infusing	Upscaled	Medium	+	Garden
188	Has it all and more	Amount			Isolating	Upscaled	Medium	+	Home
189	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B42: 191	Just move in	Extent: distribution			Isolating	Upscaled	Medium	+	Composition of home
192	Renovated		Quality		Infusing	Upscaled	Medium	+	Cottage
192	Perfect		Quality		Infusing	Upscaled	High	+	Home
194	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B43: 196	Pretty as a picture		Quality		Metaphor	Upscaled	High	+	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

197	Delightful		Quality		Isolating	Upscaled	High	+	Cottage
197	Close to Rhodes University	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
198	Small	Size			Isolating	Downscaled	Low	-	Size of garden
199	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of garden
B44: 202	Beautiful		Quality		Infusing	Upscaled	Medium	+	Home
202	Victorian-style		Quality		Infusing	Upscaled	High	+	Exclusivity of home
202	All the luxuries	Amount			Isolating	Upscaled	Low	+	Home's offerings
202	Luxuries		Quality		Infusing	Upscaled	High	+	Home's offerings
202	Great		Quality		Infusing	Upscaled	Medium	+	Getaway
202	Getaway		Quality		Infusing	Upscaled	Medium	+	Getaway
202	Stress		Quality		Infusing	Upscaled	Medium	-	Buyer's satisfaction
203	Complete		Quality		Infusing	Upscaled	Medium	+	Composition of home
203	Perfect		Quality		Infusing	Upscaled	High	+	Retirement home
204	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B45: 206	Quiet		Quality		Infusing	Upscaled	Low	+	Home
206	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
207	Peaceful		Quality		Infusing	Upscaled	Low	+	Home
207	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
208	Lush		Quality		Infusing	Upscaled	High	+	Garden
209	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

B46: 210	Position is everything		Quality		Infusing	Upscaled	High	+	Importance of position
211	Everywhere else	Amount			Infusing	Upscaled	High	+	Location of home
211	So much	Amount			Isolating	Upscaled	Medium	+	Potential of home
213	3 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B47: 215	With distinction		Quality		Infusing	Upscaled	High	+	Design of home
216	Prestige		Quality		Infusing	Upscaled	High	+	Development
216	Fully		Quality		Infusing	Upscaled	High	+	Airconditioned
217	Imported		Quality		Infusing	Upscaled	Medium	+	Kitchen finishes
218	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B48: 220	Beautiful		Quality		Infusing	Upscaled	Medium	+	Views
221	Brand new		Quality		Isolating	Upscaled	High	+	Apartments
221	Upmarket		Quality		Infusing	Upscaled	Medium	+	Apartments
221	Modern		Quality		Infusing	Upscaled	Medium	+	Finishes
222	Good		Quality		Isolating	Upscaled	Low	+	Security
223	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B49: 225	Modern		Quality		Infusing	Upscaled	Medium	+	Apartment
226	Lovely		Quality		Infusing	Upscaled	Medium	+	Apartment
226	Sun-filled		Quality		Infusing	Upscaled	Medium	+	Apartment
226	Modern		Quality		Infusing	Upscaled	Medium	+	Finishes
227	Sweeping		Quality		Infusing	Upscaled	Medium	+	Views
227	Beautiful		Quality		Infusing	Upscaled	Medium	+	Backdrop

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

228	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B50: 230	Luxury		Quality		Infusing	Upscaled	High	+	Apartment
231	Brand new		Quality		Isolating	Upscaled	High	+	Apartment
231	Good		Quality		Isolating	Upscaled	Low	+	Security
231	Luxury		Quality		Infusing	Upscaled	High	+	Finishes
232	Conveniently close to		Quality		Isolating	Upscaled	Medium	+	Location of home
233	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B51: 236	Perfectly situated		Quality		Infusing	Upscaled	High	+	Location of home
237	Ideal living/working arrangement		Quality		Infusing	Upscaled	Medium	+	Home
238	3 bedrooms, 2 bathrooms, 2 garages	Number			Isolating	Upscaled	Medium	+	Size of home
B52: 240	Live modern		Quality		Infusing	Upscaled	Medium	+	Home
241	Quiet		Quality		Infusing	Upscaled	Low	+	Area
241	Up-and-coming		Quality		Infusing	Upscaled	Medium	+	Area
241	Modern		Quality		Infusing	Upscaled	Medium	+	Home
242	Beautiful		Quality		Infusing	Upscaled	Medium	+	Finishes
243	3 bedrooms, 3 bathrooms, 2 garages	Number			Isolating	Upscaled	Medium	+	Size of home
B53: 246	In the heart of Otlands		Quality		Metaphor	Upscaled	High	+	Location of home
246	Gem		Quality		Infusing	Upscaled	High	+	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

246	Absolutely charming		Quality		Infusing	Upscaled	High	+	Garden
247	Sparkling		Quality		Infusing	Upscaled	Medium	+	Pool
248	5 bedrooms, 2 bathrooms, 2 garages	Number			Isolating	Upscaled	High	+	Size of home
B54: 250	A cut above the rest		Quality		Metaphor	Upscaled	High	+	Home
251	Newly built		Quality		Isolating	Upscaled	Medium	+	Home
251	Entertainer's dream		Quality		Infusing	Upscaled	Medium	+	Home
251	Large	Size			Infusing	Upscaled	Medium	+	Patio
252	Small	Size			Isolating	Upscaled	Low	-	Pool
252	Uninterrupted		Quality		Infusing	Upscaled	Medium	+	Views
253	3 bedrooms, 3 bathrooms, 2 garages	Number			Isolating	Upscaled	Medium	+	Size of home
B55: 255	Family home		Quality		Infusing	Upscaled	Medium	+	Size of home
256	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
256	Lovely		Quality		Infusing	Upscaled	Medium	+	Home
258	4 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	High	+	Size of home
B56: 261	Hidden gem		Quality		Infusing	Upscaled	High	+	Home
261	Beautifully renovated		Quality		Infusing	Upscaled	Medium	+	Home
261	Victorian		Quality		Infusing	Upscaled	High	+	Exclusivity of home
262	Also	Amount			Infusing	Upscaled	Low	+	Kitchen
262	French country kitchen		Quality		Infusing	Upscaled	High	+	Exclusivity of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

262	Stunning		Quality		Infusing	Upscaled	High	+	Chandelier
263	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B57: 266	Nothing predictable or boring		Quality		Infusing	Upscaled	Medium	+	Home
266	Amazing		Quality		Infusing	Upscaled	High	+	Home
266	Interesting		Quality		Infusing	Upscaled	Medium	+	Features
267	Breathtaking		Quality		Infusing	Upscaled	High	+	Views
267	Fully stocked		Quality		Infusing	Upscaled	High	+	Garden
267	Park-like	Size			Infusing	Upscaled	High	+	Garden
268	6 bedrooms, 3 bathrooms, 3 garages	Number			Isolating	Upscaled	High	+	Size of home
B58: 270	Manor	Size			Infusing	Upscaled	High	+	Home
271	Magical		Quality		Infusing	Upscaled	High	+	Setting
271	English country setting		Quality		Infusing	Upscaled	High	+	Exclusivity of home
271	Large	Size			Infusing	Upscaled	Medium	+	Treed grounds
271	Truly		Quality		Infusing	Upscaled	High	+	Unique home
271	Unique		Quality		Infusing	Upscaled	High	+	Home
272	Steeped in		Quality		Infusing	Upscaled	High	+	Home
272	Bygone era		Quality		Infusing	Upscaled	High	+	Exclusivity of home
273	6/8 bedrooms, 3 bathrooms, 3 garages	Number			Isolating	Upscaled	High	+	Size of home
B59: 276	Unconventional		Quality		Infusing	Upscaled	Medium	+	Home
276	Interesting		Quality		Infusing	Upscaled	Medium	+	Home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

276	Circa 1830	Number			Isolating	Upscaled	Low	+	Valuation
276	Appealing		Quality		Infusing	Upscaled	Medium	+	Property
277	Interesting		Quality		Infusing	Upscaled	Medium	+	Twist
277	Enormous	Size			Infusing	Upscaled	High	+	Garden
277	4200sqm	Number			Isolating	Upscaled	High	+	Size of garden
278	3 bedrooms, 3 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B60: 280	Timeless elegance		Quality		Infusing	Upscaled	Medium	+	Home
282	Magnificent		Quality		Infusing	Upscaled	High	+	Home
281	2991m	Number			Isolating	Upscaled	High	+	Size of home
281	Double	Size			Infusing	Upscaled	Low	+	Size of home
282	Double garage	Size			Infusing	Upscaled	Low	+	Size of garage
282	5 double bedrooms	Number			Isolating	Upscaled	High	+	Size of home
282	And more	Amount			Isolating	Upscaled	Low	+	Size of home
283	5 bedrooms, 3 bathrooms 2 garages	Number			Isolating	Upscaled	High	+	Size of home
B61: 285	So		Quality		Isolating	Upscaled	Low	+	Convenient
287	Wherever	Extent: proximity			Infusing	Upscaled	Medium	+	Convenience
288	1 bedroom, 1 bathroom	Number			Isolating	Downscaled	Low	-	Size of home
B62: 291	Solidly built		Quality		Infusing	Upscaled	Medium	+	Complex
291	Good		Quality		Isolating	Upscaled	Low	+	Return
291	Ideal		Quality		Infusing	Upscaled	Medium	+	Home
292	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
292	All amenities	Number			Isolating	Upscaled	Low	+	Amenities

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

292	Well worth		Quality		Infusing	Upscaled	Medium	+	Home
293	1 bedroom, 1 bathroom	Number			Isolating	Downscaled	Low	-	Size of home
B63: 296	Small	Size			Infusing	Upscaled	Low	-	Size of home
296	Affordable		Quality		Infusing	Upscaled	Medium	+	Price of home
297	Solid		Quality		Infusing	Upscaled	Medium	+	Return
298	1 bedroom, 1 bathroom	Number			Isolating	Downscaled	Low	-	Size of home
B64: 301	Affordable		Quality		Infusing	Upscaled	Medium	+	Price of home
301	Near	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
301	Perfect		Quality		Infusing	Upscaled	High	+	Home
303	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B65: 305	New		Quality		Infusing	Upscaled	Medium	+	Home
306	Spacious	Size			Infusing	Upscaled	Medium	+	Size of home
306	Bustling		Quality		Infusing	Upscaled	Medium	+	Location of home
306	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
306	All	Number			Isolating	Upscaled	Low	+	Location of home
307	Perfect		Quality		Infusing	Upscaled	High	+	Home
308	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B66: 311	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
312	Suited		Quality		Infusing	Upscaled	Medium	+	Home
313	2 bedrooms, 1	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G4:

Pam Golding Properties Full Coding 2: Graduation

	bathroom								
B67: 316	Ideally suited		Quality		Infusing	Upscaled	Medium	+	Home
317	All	Number			Isolating	Upscaled	Low	+	Location of home
318	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B68: 320	Ideal for students		Quality		Infusing	Upscaled	Medium	+	Home
321	Lovely		Quality		Infusing	Upscaled	Medium	+	Home
321	Small	Size			Isolating	Upscaled	Low	-	Size of balcony
321	Great		Quality		Infusing	Upscaled	Medium	+	View
321	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
321	All	Number			Isolating	Upscaled	Low	+	Location of home
322	Good		Quality		Isolating	Upscaled	Low	+	Security
323	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B69: 326	Fantastic		Quality		Infusing	Upscaled	High	+	Home
326	Within walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
327	Must-see		Quality		Infusing	Upscaled	High	+	Home
328	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B70: 331	Small	Size			Isolating	Upscaled	Low	-	Size of apartment
331	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
332	Ideal		Quality		Infusing	Upscaled	Medium	+	Home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

332	Perfect		Quality		Infusing	Upscaled	High	+	Home
333	2 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B71: 335	Immaculate		Quality		Infusing	Upscaled	High	+	Townhouse
336	Perfect		Quality		Infusing	Upscaled	High	+	Home
336	Starter		Quality		Infusing	Upscaled	Low	-	Home
337	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
338	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B72: 341	Ever popular		Quality		Infusing	Upscaled	Medium	+	Complex
341	Outstanding		Quality		Infusing	Upscaled	High	+	Investment opportunity
342	Prime		Quality		Infusing	Upscaled	High	+	Location
342	Handsome		Quality		Infusing	Upscaled	Medium	+	Addition to portfolio
343	2 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B73: 346	Compact	Size			Infusing	Upscaled	Medium	-	Size of home
346	Affordable		Quality		Infusing	Upscaled	Medium	+	Price of home
346	Small	Size			Isolating	Downscaled	Low	-	Size of home
346	Excellent		Quality		Infusing	Upscaled	High	+	Security
347	Perfect		Quality		Infusing	Upscaled	High	+	Unit
347	Within walking distance	Extent: proximity			Infusing	Upscaled	Medium	+	Location of home
348	2 bedrooms, 1 bathroom, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

B74: 350	Not to be missed		Quality		Infusing	Upscaled	Medium	+	Home
351	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
351	Already set up		Quality		Infusing	Upscaled	Medium	+	Composition of home
352	Units like this don't come around every day		Quality		Infusing	Upscaled	Medium	+	Home
353	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B75: 355	Brilliant		Quality		Infusing	Upscaled	High	+	Buy
356	Magnificent		Quality		Infusing	Upscaled	High	+	Apartments
356	Close to	Extent: proximity			Isolating	Upscaled	Medium	+	Location of home
356	All	Number			Isolating	Upscaled	Low	+	Amenities
357	Good		Quality		Isolating	Upscaled	Low	+	Return
357	Solid		Quality		Infusing	Upscaled	Medium	+	Lease
359	3 bedrooms, 2 bathrooms	Number			Isolating	Upscaled	Medium	+	Size of home
B76: 361	English cottage		Quality		Infusing	Upscaled	High	+	Exclusivity of home
362	Spacious	Size			Infusing	Upscaled	Medium	+	Rooms
363	Charming		Quality		Infusing	Upscaled	Medium	+	Home
363	Easy		Quality		Infusing	Upscaled	Low	+	Flow
363	Farm-style		Quality		Infusing	Upscaled	Medium	+	Size of home
363	Mature		Quality		Infusing	Upscaled	Low	+	Garden
363	English cottage garden		Quality		Infusing	Upscaled	Medium	+	Exclusivity of home

Appendix G4:
Pam Golding Properties Full Coding 2: Graduation

364	3/4 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	High	+	Size of home
B77: 366	Near schools	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
367	Starter home		Quality		Infusing	Upscaled	Low	-	Home
367	Large	Size			Infusing	Upscaled	Medium	+	Size of garden
367	Good		Quality		Isolating	Upscaled	Low	+	Location of home
367	Near	Extent: proximity			Infusing	Upscaled	Low	+	Location of home
369	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B78: 372	Good		Quality		Isolating	Upscaled	Low	+	Value
375	3 bedrooms, 1 bathroom	Number			Isolating	Upscaled	Medium	+	Size of home
B79: 378	Good		Quality		Isolating	Upscaled	Low	+	Value
378	Generous	Size			Infusing	Upscaled	Medium	+	Size of home/space
378	Modern		Quality		Infusing	Upscaled	Medium	+	Finishes
379	Has it all and more	Amount			Isolating	Upscaled	Medium	+	Size of home/Composition
379	Very little	Amount			Isolating	Upscaled	Medium	+	Maintenance
380	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home
B80: 383	Gorgeous		Quality		Infusing	Upscaled	High	+	Afternoon sun
383	Floods		Process		Infusing	Upscaled	High	+	Sun
383	Nest		Quality		Infusing	Upscaled	Medium	+	Home

Appendix G4:**Pam Golding Properties Full Coding 2: Graduation**

383	Easy to maintain		Quality		Infusing	Upscaled	Medium	+	Home
384	Flow beautifully		Process		Infusing	Upscaled	Medium	+	Garden and living area
384	Happy		Quality		Infusing	Upscaled	Low	+	Space
385	3 bedrooms, 2 bathrooms, 1 garage	Number			Isolating	Upscaled	Medium	+	Size of home

ENGAGEMENT								
Line	Instantiation	Voice (Appraiser)	Monoglossic	Heteroglossic				Positive/Negative
				Contraction		Expand		
				Disclaim	Proclaim	Entertain	Attribute	
B1:3	Don't miss out on this property	PG				Invite		+
B3:13	Perfect starter home	PG			Pronounce			+
13	Needs a coat of paint and some love	PG			Pronounce			-
B4: 18	Perfect for a family	PG			Pronounce			+
B5: 23	This property can also be used as a B&B	PG				Entertain		+
B7: 32	Ideal for a single person	PG			Pronounce			+
B8: 36	Can function as a spacious family residence or one with an additional section for letting out	PG				Entertain		+
B12: 54	Put your personal touch on this home	PG				Entertain		+
B17: 77	Enjoy exclusive use of the guest cottage while earning income from the main house	PG				Entertain		+

Appendix G4:
Pam Golding Properties Full Coding 2: Engagement

B19: 86	Picture perfect	PG			Pronounce			+
87	It has more to offer than meets the eye	PG			Pronounce			+
B21: 95	Your Victorian	PG			Pronounce			+
96	With TLC this could be your new home	PG				Entertain		-
B22: 101	Ideal for the extended family	PG			Pronounce			+
101	Can be used as a B&B	PG				Entertain		+
B23: 106	Perfect for a quiet evening	PG			Pronounce			+
B24: 109	Winning location	PG			Pronounce			+
B25: 113	Brilliant start	PG			Pronounce			+
114	Perfectly positioned	PG			Pronounce			+
B26: 118	Perfectly positioned	PG			Pronounce			+
B28: 126	Dream starter	PG			Pronounce			+
B29: 132	Ideal student accommodation	PG			Pronounce			+
B32: 145	If it's land you're after then this property promises to impress	PG				Entertain		+

Appendix G4:

Pam Golding Properties Full Coding 2: Engagement

					Concur (rhetorical question)			
146	With lots of potential!	PG			Pronounce			+
B33: 149	This apartment has it all	PG			Pronounce			+
B34: 154	Simply move in and unpack	PG			Pronounce			+
B35: 157	With everything you could want	PG			Pronounce			+
B36: 162	Are you a single professional, constantly on the move?	PG				Entertain		+
B37: 167	Make your dreams of owning a property in Grahamstown come true	PG				Entertain		+
168	Contact me to view plans	PG				Invite		+
B41: 187	Are you looking for a neat, easy to maintain home with a spacious garden?	PG			Concur (rhetorical question)			+
187	This property has it all and more	PG			Pronounce			+
188	Book an appointment to view today	PG				Invite		+
B42: 191	Just move in	PG			Pronounce			+
192	The perfect weekend lock- up-and-go	PG			Pronounce			+

Appendix G4:

Pam Golding Properties Full Coding 2: Engagement

B43: 196	Pretty as a picture	PG			Pronounce			+
B44: 202	Offers all the luxuries of a great getaway	PG			Pronounce			+
203	It could also be the perfect retirement home	PG				Entertain		+
B46: 210	Position is everything	PG			Pronounce			+
211	This house has so much potential	PG			Pronounce			+
212	Come and see what it has to offer	PG				Invite		+
B47: 215	Designed with distinction	PG			Pronounce			+
216	In this prestige development	PG			Pronounce			+
B51: 236	Perfectly situated	PG			Pronounce			+
236	Offer the ideal living/working arrangement or professional practice or rent one of them out	PG				Entertain		+
B52: 241	Quiet but up-and-coming area	PG				Entertain		+
B53: 246	Gem	PG			Pronounce			+
246	An absolutely charming garden	PG			Pronounce			+

Appendix G4:

Pam Golding Properties Full Coding 2: Engagement

B54: 250	A cut above the rest	PG			Pronounce			+
251	Is an entertainer's dream	PG			Pronounce			+
B56: 261	A hidden gem	PG			Pronounce			+
B58: 272	It will transport you	PG			Pronounce			+
B61: 285	So convenient	PG			Pronounce			+
286	Need to save on petrol and vehicle wear and tear?	PG			Concur (rhetorical question)			+
B62: 291	Ideal for student or professional	PG			Pronounce			+
						Entertain		+
292	Well worth a look	PG			Pronounce			+
B63: 296	The golden rule is to start small	PG			Pronounce			-
B64: 301	Perfect for the family	PG			Pronounce			+
301	Call for a viewing today	PG				Invite		
302	Don't let this opportunity pass you by	PG				Invite		+
B65: 306	It is perfect for student accommodation	PG			Pronounce			+
B66: 311	Take a look at this neat and tidy apartment	PG				Invite		+

Appendix G4:

Pam Golding Properties Full Coding 2: Engagement

312	It is suited to students or young professionals	PG				Entertain		+
B67: 316	Ideally suited to young professionals or students	PG			Pronounce			+
						Entertain		+
B68: 320	Ideal for students	PG			Pronounce			+
B69: 326	Why rent when you can buy?	PG			Concur (rhetorical question)			+
327	Is a must-see	PG			Pronounce			+
						Invite		+
B70: 331	It is ideal parent accommodation or perfect for young couples starting out	PG			Pronounce			+
						Entertain		+
B71: 336	Do you want to get into the property market?	PG			Concur (rhetorical question)			+
336	This is the perfect starter home	PG			Pronounce			+
B72: 341	An outstanding investment opportunity	PG			Pronounce			+
342	Prime location	PG			Pronounce			+
342	A handsome addition to any property portfolio	PG			Pronounce			+

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B73: 346	It is the perfect lock-up-and-go unit	PG			Pronounce			+
B74: 350	Not to be missed	PG			Pronounce			+
						Invite		+
352	Units like this don't come around every day	PG		Deny				+
B75: 355	Brilliant buy	PG			Pronounce			+
356	Cannot be overlooked	PG			Pronounce			+
B77: 368	Get into the property market	PG				Invite		+
B78: 371	Still renting?	PG			Concur (rhetorical question)			
372	You could be paying off your own bond	PG				Entertain		+
B79: 378	If you are looking for good value, generous space and modern finishes then look no further	PG				Entertain		+
379	This home has it all and more	PG			Pronounce			+

