



HACETTEPE ÜNİVERSİTESİ
EĞİTİM BİLİMLERİ ENSTİTÜSÜ

Department of Foreign Languages Education

English Language Teaching Program

A CROSS-CULTURAL ANALYSIS OF TURKISH AND AMERICAN ENGLISH ELECTRONIC
COMPLAINTS: THE CASE STUDY OF AMAZON WEBSITE

Azime ÇERTEL

Master's Thesis

Ankara, 2023

With leadership, research, innovation, high quality education and change,

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Azime ÇERTEL

Master's Thesis

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Acceptance and Approval

To the Graduate School of Educational Sciences,

This thesis / dissertation, prepared by **AZİME ÇERTEL** and entitled “A Cross-Cultural Analysis of Turkish and American English Electronic Complaints: The Case Study of Amazon Website” has been approved as a thesis for the Degree of **Master** in the **Program of English Language Teaching** in the **Department of Foreign Languages Education** by the members of the Examining Committee.

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This is to certify that this thesis has been approved by the aforementioned examining committee members on 09/01/2023 in accordance with the relevant articles of the Rules and Regulations of Hacettepe University Graduate School of Educational Sciences, and was accepted as a **Master’s Thesis** in the **Program of English Language Teaching** by the Board of Directors of the Graduate School of Educational Sciences from .../...../.....

Prof. Dr. Selahattin GELBAL

Director of Graduate School of Educational Sciences

Abstract

A large sum of data regarding complaints thus far have been primarily gathered from two mainstream data collection methods: DCTs (discourse completion test) and natural interactive conversations. As a result, written data, more specifically complaints in online environments, have been generally of secondary importance. The thesis paper at hand has attempted to contribute to the investigation of complaints through CMC (computer-mediated communication) which seeks more attention due to the prevalent use of online environments over the two last decades. The major quest in this research is to figure out whether electronic complaints published both on amazon.tr and amazon.com (US) showcase similarities and differences. To obtain relevant findings, a data set of 100 complaints for each language under investigation, Turkish and American English, was qualitatively analyzed with regard to a complaint strategies taxonomy. Based on this classification, these complaints were dichotomized as in/direct. Subsequently, they were analyzed in terms of modification strategies, the use of pronouns and the use of CMC features. The data sets subjected to these five main criteria were later statistically compared. The research results indicate that speakers of Turkish and American English tend to formulate their e-complaints employing direct and indirect complaint strategies in a balance, whereas both parties include a dominance of the use of intensifying features over mitigating features.

Keywords: complaints, amazon, computer-mediated communication (CMC), online reviews, speech acts.

Öz

Şikâyetlerle ilgili günümüze kadar toplanmış olan verinin büyük bir kısmı söylem tamamlama testleri ve konuşma çözümlenmeleri olmak üzere iki ana veri toplama yöntemiyle elde edilmiştir. Bunun sonucu olarak yazılı veri, özellikle internet üzerinden gerçekleştirilen şikâyetler, akademik anlamda genelde ikinci plana atılmıştır. Bu çalışma, son yirmi yılda internet ortamlarının yaygın şekilde kullanılmasıyla daha da odaklanması gereken internet ortamı şikâyetlerin araştırılmasına katkıda bulunmaya çalışmıştır. Bu çalışmadaki öncelikli amaç, amazon.tr ve amazon.com sitelerinde yayınlanmış elektronik şikâyetlerin benzerlik ve farklılıklarını saptamaktır. Bu doğrultuda, araştırmanın odağı olan Türkçe ve İngilizce dillerinde olmak üzere, 100'er tane şikâyet verisi, öncelikle şikâyet stratejilerini ölçeklendiren bir taksonomi aracılığıyla nitel şekilde incelenmiştir. Bu sınıflandırmaya bağlı olarak, bu şikâyetlerin doğrudan veya dolaylı olup olmadığı saptanmıştır. Sonrasında bu şikâyetlerin hangi stratejilerle yumuşatıldığı, içerdikleri zamir kullanımları ve son olarak da bilgisayar-ortamı iletişime özgü özelliklerin bu şikâyetlerde nasıl kullanıldıklarına bakılmıştır. Son olarak, bu beş ana değerlendirme ölçütüne tabi tutulan veri setleri istatistiksel şekilde kıyaslanmıştır. Araştırma sonuçları, Türkçe ve Amerikan İngilizcesi konuşucularının doğrudan ve dolaylı şikâyet stratejilerini eşit şekilde kullandıklarını; fakat şikâyeti güçlendiren dil yapılarını, şikâyeti yumuşatan dil yapılarına göre daha sık kullandıklarını göstermektedir.

Anahtar sözcükler: şikâyet, amazon, bilgisayar ortamı iletişim, çevrimiçi yorumlar, söz edimi.

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Symbols and Abbreviations

#: Absolute frequencies

%: Relative frequencies

AMER: American

CMC: Computer-mediated communication

CMD: Computer-mediated discourse

CMDA: Computer-mediated discourse analysis

CP: Cooperative principle

D: Perceived social distance between interactants

Demonstrative Pronouns: Demonstrative pronouns followed by nouns denoting the complaine

E-complaint: Electronic complaint

eWOM: Electronic Word of Mouth

FTA: Face-threatening act

IPRA: International Pragmatics Association

L1: First/Native language

L2: Second/Foreign language

NR: Number of the e-complaint

P: Perceived power relation

PP: Politeness principle

Pronouns (complaine): Pronouns referring to the complaine

Pronouns (Amazon community): Pronouns addressing the Amazon community

R: Absolute rank of position

SAT: Speech Act Theory

TR: Turkish

WWW: World Wide Web

To my dearly loved family

Chapter 1

Introduction

“We are all now connected by the Internet, like neurons in a giant brain.”- Stephen Hawking

https://www.brainyquote.com/quotes/stephen_hawking_696272

The World Wide Web, with astonishing speed, offers more and more to internet users every passing day. One significant mission it has come to realize is to connect people not only in a restricted territory, but also across the globe. Thanks to the stunning rate digital revolutions dominate the everyday lives of individuals today, communication over the internet, known as computer-mediated communication (CMC), has ultimately achieved to draw scholarly attention as much as spoken communication (Herring, 1996). Not only researchers from fields of business, marketing, hotel management, and psychology but also discourse analysts enthusiastically aspire to investigate these digital genres to explore specific linguistic formulations.

As more and more people engage themselves in interactive online platforms, the Internet analogically operates as a multi-faceted organism that is composed of actively and exclusively functioning cells. For each cell to perform desirably, members there should undertake certain missions and complete them successfully. The case being so, it wouldn't be wrong to say, along with the possibilities digital technologies have brought up into humans' lives, also came the necessities for certain digital communicative skills to be acquired both technically and cross-culturally. As studies on cross-cultural, intercultural, and interlanguage communication have shown, different cultural norms can result in misunderstandings, communication breakdowns, and/or the formation of stereotypes (e.g., Clyne, et al. 1991; House & Kasper 1981; House 1993, 1996a, 1996b, 2000; Miller, 2000; Murphy & Neu 1996; Trosborg 1995; Tyler 1995; cited in Meinl, 2010). Therefore, from an academic perspective, probing into cross-cultural research can be regarded as a linguistic mission, especially in a fairly fresh research arena, CMC, also known as electronic discourse, to help online communities avoid such potential problems.

Complaints, in a broad sense, have attracted scholarly attention from various fields, such as Linguistics, Business Marketing, Communication, and Social Psychology (Hartley, 1998). Within the linguistics boundary, what we know about complaints is primarily based on pragmatics studies. More precisely, these studies focused on complaints in the discourse-pragmatic analysis of spoken or written data while ignoring complaints in different modes of CMC. Obviously, there needs to be more scholarly interest in cross-cultural pragmatics, notably in the analysis of complaints because the vast spread of the internet has been accompanied by an ever-growing interest in e-commerce (Albrecht et al. 2007, p. 708). During such online transactions, complaints are expectedly bound to occur, and so are cultural misunderstandings. Cross-cultural research, in this regard, might be very helpful in a bid to enlighten speakers from various cultural and linguistic backgrounds to be more conscious of cultural ethics while complaining, thus minimizing such undesired misconceptions.

Considering the relatively small body of literature that is concerned with cross-cultural sensitivity in CMC, the overall aim of this thesis paper is to collect data for a comparison of American English and Turkish speakers' production of computer-mediated complaints on amazon.tr and amazon.com; consequently, to identify similarities and differences. Therefore, the current work should be pronounced as a speech-act-based cross-cultural pragmatic study. It should also be noted that the collected data have been put to a computer-mediated discourse analysis as complaints are generally formulated in a semantic scheme or concurrently with other speech acts, eventually in a larger corpus.

Statement of the Problem

Despite the remarkable scholar attraction of speech acts from the perspective of researchers who conduct pragmatic studies, the speech act of complaints has not received the credit it deserves when compared to other speech acts, such as apologies, refusals, compliments, etc. However, one should not ignore the fact that the increasing number of

digital platforms aimed at cyber shopping, in particular, has been encouraging the emergence of somewhat online complaint behaviour named e-complaint. In this regard, investigating e-complaints will definitely add to the complaints literature since the data is completely natural, unelicited, and realistic. In light of these potential linguistic assets, the present thesis paper aims to address e-complaints sampled from two domains of Amazon's website, *Amazon, US, and Amazon, Turkey*, with an intent to provide comparative insights into how American English and Turkish speakers complain in the chosen digital platform with regard to preset criteria of comparison.

Aim and Significance of the Study

Hymes's (1967) introduction of communicative competence led to a drastic increase in scholarly interest in the examination of speech acts. To date, the speech act of complaint has been studied predominantly from a discourse-analytic perspective, mostly in conversation analysis; however, very few studies have looked into complaints in online environments, particularly from a cross-cultural perspective. To the best knowledge of the author of this thesis paper, there is a relatively small body of literature that is concerned with complaints, especially from a cross-linguistics CMC viewpoint (e.g., Albert, 2016; Cenni & Goethals, 2017; Dayter & Rüdiger, 2014; Decock & Depraetere, 2018; Decock & Spiessens, 2017; Fiorentino & Compagnone, 2019; Kılıç Gönen, 2019; Meinl, 2010; Vasquez, 2011; Vladimirou & Hatipoğlu, in press).

Apparently, with the escalating trend of using Web.2.0 technologies, especially in e-commerce (Albrecht et al. 2007, p. 708), further research into e-complaints is expected to contribute to cross-cultural understanding as complaining behaviour on such online platforms is much more common than estimated. This is especially because a lack of intercultural understanding may pave the way for inefficient communication and stereotypical judgments between those using digital platforms. Hence, considering that the global village expands its scope for computer-mediated communication on a constant basis,

it is vital that all its participants be armed with the pragmatic competence to maintain healthy relationships with other fellow Web users. Moving from this necessity, the present study is expected to provide further insights into cross-cultural pragmatics, expanding the complaints literature in the field of CMC.

Another important consideration is that cross-cultural studies, such as this one, can enhance pedagogical understanding in language teaching. For example, in their study with English learners at high and low proficiency levels in Taiwan, Hong & Shih (2013) observed that the low achievers' were more severe in their complaint realizations compared to their high-proficiency counterparts. They thought such linguistic behavior to be correlative to their limited English competence or the negative L1 transfer. It was also evidenced that even learners at a high proficiency level have such tendencies (e.g., Beebe et al. 1990; Blum-Kulka, 1982, 1983; Cohen & Olshtain, 1981; House, 1989; Olshtain, 1983; Olshtain & Cohen 1983; Takahashi & Beebe 1987). This clearly shows that language proficiency could be another major determinant in the proper use of speech acts as well as cultural and social variables. In order to eliminate potential problems, including communication breakdowns or misconceptions, notably due to lack of language mastery (Tatsuki, 2000), English practitioners can be equipped with better visions and perceptions of learners' difficulties in producing contextually appropriate complaints and where instruction can intervene (Hong & Shih, 2013). Consequently, in the context of ELT in Turkey, further research into cross-cultural variations between English and Turkish is expected to benefit both curriculum designers and ELT/EFL instructors in terms of material development as there supposed to be a corpus-building process emerging out of this empirical research. Moreover, as specified earlier, naturally occurring data will be exclusively helpful for teaching practices since the data in the corpus is not elicited but realistic; that is, learners will be exposed to pure language, which enables them to perform anticipated pragmatic skills more properly.

Overall, there is no doubt that the fascinating speed of advancements in technology will not only expand the use of existing CMC modes but will also light the fuse of novel ones

in the near future. Considering their potential status as Web users, it becomes more of an issue that language learners be garnished with the key capabilities to fulfill different purposes on online platforms, one of which is complaining. In line with this, language pedagogies are also to keep up with ever-changing linguistic and communicative behaviors to better customize their scope and methodologies. In sum, as also understood from the research questions framing the present study, the present study is to contribute to research on complaints in three significant ways: (1) furthering research into cross-cultural pragmatics of complaints, (2) exploring more about complaint behaviour on CMC, and finally (3) offering theoretical and pedagogical implications for teaching practices of the speech act of complaints.

Research Questions

Within the scope of this MA thesis, I pursue a corpus-driven pragmatics approach, which is primarily guided by the question: Do American English and Turkish speakers' e-complaints on the websites "Amazon, US" and "Amazon, Turkey" vary in certain aspects?

Sub Research Questions

Under the guidance of this research objective specified above, this thesis paper addresses specific criteria by the following sub-questions:

1. What complaint strategies are employed in the data sets of Turkish and American English Amazon e-complaints?
2. What proportion of e-complaints in each data set can be named in/direct?
3. To what extent are modification strategies put to use in each data set?
4. What is the use of pronouns in these data sets?
5. To what extent each data set manifests the features of CMC?

Assumptions

This study firstly assumes that the study population, namely American English speakers and Turkish speakers, is composed of participants who are exposed to these two cultures at varying degrees, even though it is not completely possible to strictly name them as the native speakers of these languages. Second of all, it is also presumed that the taxonomic scale used in the study fits the purpose of the researcher, such that it was also used in prominent complaint studies previously as well as the researcher's own pilot study on a small corpus from the same database earlier. Finally, the concept of in/directness is expressed in different ways within the scope of the Speech Act Theory (Boxer, 1996; Searle, 1979). This study equates the directness level of the data to Brown and Levinson's (1987) politeness theory.

Limitations

Unavoidably, researchers studying online data for sociolinguistic inquiries are faced with several methodological challenges, notably with ethics, multimodality, choice of the appropriate methodology, and web corpora and annotation (Bolander & Locher, 2014). Herring (1996) adds that, with the inclusion of CMC into research areas, researchers have faced new ethical dilemmas and ambiguous ethical expectations related to data collection via the Internet. In this regard, with reference to the present study, ethical dilemmas might be considered one major concern since collecting computer-mediated data without its original source is a violation of copyright laws (Cavazos, 1995). Sandler (2013, p.59) further adds that easy data access and data recording might trick the researcher into collecting ethically ambiguous data, thus requiring equal caution in online environments as in offline ones in terms of ethics.

To offset potential ethical challenges, I turned to the Association of Internet Researchers guideline (Ess & AoIR ethics working committee, 2002), which overtly urges researchers collecting electronic data to bear regard to two primary ethical considerations.

These are the perceived privacy of the community where data collection takes place and the distinction between “subject” and “author” (p.7; cited in Demir, 2021). To deal with the first component “the perceived privacy of the community”, it should be first stated that the feedback forum of Amazon is a public platform where members create reviews based on their transactional experiences with certain products to better guide potential buyers of the same products, and any internet user can browse the published reviews without having to create a member account. In addition, official members agree to the Conditions of Use, which clearly notifies them that Amazon has the right to publish the posted content or material throughout the world in any media (<https://www.amazon.com/gp/help/customer>). In these circumstances, these members are thought to generate texts/artifacts intended for public instead of acting as “subjects in the senses common in 63 human subjects research in medicine and the social sciences” (Ess & AoIR ethics working committee, 2002, p.7; Moreno, 2013; cited in Demir, 2021). Taking all these factors into account, the present study falls within the scope of observational research, where the intended data is public and identifiable, and the researcher is not liable for interacting with the author of the review to claim any consent (Moreno, 2013).

As mentioned above, on Amazon's feedback forum, customer reviews are displayed publicly, and users agree to the website's Conditions of Use, meaning that this data could be used for research purposes. However, what proportion of the data should be disclosed in the scientific publication is articulated as another challenge. In this sense, Herring (1996, p. 5) warns researchers to avoid the inclusion of any specifics concerning the messages or their sources altogether, including the name of the discussion group, so as not to violate the “perceived privacy” of the participants. For this reason, similar to approaches to privacy commitment of data carried out in previous CMC research, optimum caution was practiced so as not to harm the confidentiality of the reviewer. Namely, all the data sampled from the selected reviews were anonymized simply with standard labels such as “customer,” “trader,” “seller,” or “the name of the brand/company” to secure the users and retailers as much as

possible. For all these reasons, the traders whose e-complaints formed the corpus of this study are inherently regarded to give consent based on AoIR guidelines.

In addition to ethical inconveniences, CMC researchers, especially those bearing a contrastive manner in their study, might feel confused about how to set comparison criteria for the relevant data. This is mostly because of the technical affordances the chosen digital platform supplies for its users, which is also the case in this study. Even though Amazon allows customers to create a user profile involving personal data regarding the name, description, photos, total comments shared on the site, votes for comments, and the like, some comments are anonymous or involve pseudonyms. With this limited background information, contrastive analysis based on age, gender, or ethnicity, for example, is not very possible unless data is reinforced by complementary data collection techniques, such as interviews. Considering the large number of samples in the present study, conducting such procedures would not be convenient, or even if it were, the reviewer might not be in easy access or in access at all. However, previous research focused on the gender factor in CMC, for example, revealed that men and women highly differ in their online communication practices (e.g., Brail, 1996; Brown, 2000; Cherny, 1994; Cohen, 2001; Ess, 1996; Gilboa, 1996; Hall, 1996; Harcourt, 2000; Herring, 2003, 2004b; Kiesler et al. 1984; O'Brian, 1999; Sutton, 1994).

Last but not least, there exists the ambiguity that the reviewer might not be a native speaker of the specified language even if information about user location can be unveiled. To eliminate any kind of complication for the sake of research scope and ethics, the present study treated the reviewers either as "English speakers" or "Turkish speakers," not as native speakers. As a side note, not every user of the site is obliged to specify where they live; hence, only the reviews with indicated locations were chosen as a sample.

Definitions

Computer-mediated communication: Any human communication that occurs through the use of two or more electronic devices.

Computer-mediated discourse: A subfield within computer-mediated communication, focusing on online language and language use (Herring, 2001).

Complaint strategy: The way one expresses his/her complaints, such as by disappointment, anger or annoyance.

Cross-cultural pragmatics: A field of study that concerns itself with how language acquires meaning through context and through its sociocultural embedding.

Discourse analysis: An approach to the analysis of written, vocal, or sign language use, or any significant semiotic event.

Discourse-completion task: A tool used in linguistics and pragmatics to elicit particular speech acts.

Downgrader: Modifiers used to mitigate the rigor of the complaint.

Face-threatening act: The acts that threaten the face of the hearer's, speaker's or both.

Intensifying features: All the modifiers and uses that heighten the face-threat of a complaint.

Language Mitigation: Strategies that people adopt to avoid face-threatening situations in conversation and thereby to linguistically repair the damage done to someone's face by what one says or does.

Politeness theory: The theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees.

Realization pattern: A synonymous term used for strategy in speech act analysis (Laforest, 2002).

Speech act: An utterance defined in terms of a speaker's intention and the effect it has on a listener.

Upgrader: Modifiers used to aggravate the rigor of the complaint.

Chapter 2

Theoretical Basis of Research and Literature Review

Positioned on the grounds of pragmatics, the present study initially provides a well-rounded overview of the field covering the significant pragmatic theories laying the foundation of this study: Speech Act Theory (SAT), Politeness Theories and Cross-cultural Pragmatics. Subsequently, relevant literature regarding the speech act of complaints is presented. Finally, the selected data collection venue, computer-mediated communication (CMC), and a sub-field of CMC, computer-mediated discourse (CMD), are introduced.

Pragmatics

Developed as a subfield of linguistics in the 1970s, the term pragmatics was coined in the 1930s by psychologist and philosopher Charles Morris. Fundamentally, he defined pragmatics as “the study of the relation of signs to interpreters” (Morris, 1938, p. 6). Ever since its official recognition by the International Pragmatics Association (IPrA) in 1987 as an independent discipline, pragmatics has been characterized differently by many scholars. Including the three main veins of communication which are the speaker, the listener, and the context, the most comprehensive definition can be put as follows:

Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) [...] Pragmatics is the study of speaker meaning. [...] This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. [...] Pragmatics is the study of contextual meaning. [...] This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speakers' intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. [...] Pragmatics is the study of how more gets communicated than is said. (Yule, 1996, p.3)

Nearly all the definitions of the term in the literature emphasize the existence of two key dimensions in linguistic context: linguistic and extra-linguistic factors, which mark the fine line between pragmalinguistics and sociopragmatics. Leech (1983, pp. 10,11) contrasts the two as such, “Pragmalinguistics is the study of the more linguistic end of pragmatics”, which means that researchers “consider the particular resources which a given language provides for conveying particular illocutions, whereas “Sociopragmatics is the sociological interface of pragmatics.” This leads one up to the notion that the main concern of sociopragmatics is the impact of extra-linguistic dynamics, such as social distance, power relations or the cultural background of the interlocutors, on a certain illocution.

Formulation of speech acts and their perceived perlocutionary impact is culture-specific. Therefore, when analyzing speech acts, one must bear in mind that social dynamics in a particular culture or subculture will become visible in the linguistic performance of speakers. To this end, in the specific case of this study, both aspects of Leech’s pragmatics perception are adopted as cross-cultural varieties of online complaints are under examination from a linguistic point of view.

The Speech Act Theory

Part of the joy of doing speech act theory, from my strictly first person point of view, is becoming more and more mindful of how many surprisingly different things we do when we talk to each other.

(Kemmerling 2002)

Used in many different fields such as philosophy, psychology, legal and literary theories, and even the development of artificial intelligence, the contemporary speech act theory was pioneered by Oxford philosopher J.L. Austin (1962) in *How to Do Things with Words*, and further developed by American philosopher J.R. Searle (1969,1979). As a subfield of pragmatics, the Speech Act Theory mainly deals with two different linguistic dimensions: presenting information and carrying out actions. Thus, the theory is based on the notion that speech is action, and hence each sentence is a speech act which is created when “speaker/writer (S) makes an utterance (U) to hearer/reader (H) in context C” (Allan,

1998, p.927). Until the introduction of the theory, it had been assumed that communication was basically performed through words, sentences, or some kind of symbols. However, the theory brought a new dimension to the nature of communication, promoting the conception that what is uttered might gain a distinct or specific meaning depending on the speaker, listener, or context, and such issuance is absolutely beyond the linguistic representation of the very same utterance.

The authentic interpretation of a speech act depends on the type of the act determined by the degree to which an utterance is supposed to perform. Austin (1962, p.108) divides linguistic act into three main categories as stated below:

(1) Locutionary act: the uttering of a certain sentence with a certain sense and reference.

(2) Illocutionary act: the performing of utterances which have a certain (conventional) force, such as informing, ordering, warning, undertaking, etc.

(3) Perlocutionary act: the bringing about of effect upon the feelings, thoughts, or actions of the hearer, audience, or other people.

As is clear, an utterance is not simply perceived as what it literally seems, but also as what the listener makes sense out of it and how s/he acts on it. Austin (1962, p. 52) reminds us that contextual factors in the whole interaction play a great role in the relativity of these components: “We must consider the total situation in which the utterance is issued – the total speech act – if we are to see the parallel between statements and performative utterances, and how each can go wrong. Perhaps indeed there is no great distinction between statements and performative utterances”.

Great attention has been paid to illocutionary acts for the reason that the intended meaning might conceal itself far beyond the literal and observable utterance; thus, deciphering the actual intent of the utterance is of prime importance. The below utterances could set a good example to prove the power of illocutionary acts:

Alice, turn down the music. - *Command*

Alice, will you turn down the music? - *Polite question (Request)*

Alice will turn down the music. - *Prediction*

Among many other classification schemes proposed apart from Austin's taxonomy, Philosopher J. R. Searle's (1975, pp.344-369) became the most commonly accepted categorization of illocutionary acts as shown in the table below:

Table 1

The Categorization of Illocutionary Acts by J. R. Searle (1975)

<p>Assertives: They commit the speaker to something being the case. The different kinds are: suggesting, putting forward, swearing, boasting, concluding.</p>	<p><i>"No one makes a better cake than me."</i></p>
<p>Directives: They try to make the addressee perform an action. The different kinds are: asking, ordering, requesting, inviting, advising, begging.</p>	<p><i>"Could you close the window?"</i></p>
<p>Commissives: They commit the speaker to doing something in the future. The different kinds are: promising, planning, vowing, betting, opposing.</p>	<p><i>"I'm going to Paris tomorrow."</i></p>
<p>Expressives: They express how the speaker feels about the situation. The different kinds are: thanking, apologising, welcoming, deploring.</p>	<p><i>"I am sorry that I lied to you"</i></p>
<p>Declarations: They change the state of the world in an immediate way.</p>	<p><i>"You are fired, I swear, I beg you."</i></p>

Please be reminded that categories of speech acts are not limited to these, and none of the taxonomies can perfectly embody the whole concept. As Kirsten Malmkjaer (2010) specifies, "There are many marginal cases, and many instances of overlap, and a very large body of research exists as a result of people's efforts to arrive at more precise classifications."

Speech acts can also be studied in their degree of directness, which relies on the link between the locutionary and the illocutionary act when the speech act is realized. As Searle (1980, p.viii) suggests, a speech act is considered direct when the speaker's literal utterance is closest to what s/he intends to convey; and when the opposite occurs, the

speech act is assumed to be indirect. Take the following conversation (Searle, 1979, p.33) as an example:

A says to a friend: "Let's go to the movie tonight."

Friend B answers: "I have to study for an exam."

B's utterance above is an indirect act of refusal though it looks like a declaration that s/he needs to study for an exam. The conclusion that B's response to A's offer is an act of refusal requires the interlocutor's inference, which, as Searle states, can be arrived in ten steps (See Table 2). In sum, the main approach Searle adopts for in/direct dichotomy is a threefold analysis of the utterance/s: assuming dual illocutionary act (1), finding the relevant felicity conditions (2), and using Grice's maxim of cooperative principles (3) (Huang, 2007).

Table 2

Realization of a sample speech act (Mey, 2001)

Step 1	A has made a suggestion (to go to the movies) and B has uttered a statement (about having to study for exam). These are facts that happen between both speaker. (Factual background)
Step 2	A assumes that B to be cooperative in the conversation and expect an answer that is more relevant in fulfillment of the Cooperative principle's maxim of relevance. (Cooperative principle)
Step 3	Relevant answers in this case should be among the following: acceptance(yes, sure), rejection(no, thanks), counter-suggestion(Why don't we make it tomorrow?), suggestion for further discussion(That entirely depends on what's on), etc. (Theory of speech act)
Step 4	No relevant answer in step 3 matches the answer made by B. so it is possible to say that it is not one of these. (Taken from step 1 to 3). (Inference of step 3)
Step 5	Therefore, it is possible to assume that B means more (or something entirely different), assuming that his answer is relevant, his illocutionary must differ from the literal one. Step 2 and 4 is the most important step in this argument, as Searle says "unless we can distinguish the primary from the literal, there is no way of making sense of indirect speech act"(Inference from step 2 and 4)
Step 6	Studying for exam usually takes a lot of time which is precious while going to a movie will also take some precious times. This is something that a student cannot afford to lose, especially in pre-exam condition. (Factual background information)

- Step 7 Hence, it seems that B cannot do both studying for the exam and going to the movie.(inferring step 6)
- Step 8 Preparatory condition of a proposal are the ability and willingness to do the proposed act.(Theory of speech act)
- Step 9 Therefore, it is possible to assume that B having to do something else, cannot accept the proposal to go to the movie. (Inferring from step 1, 7, and 8)
- Step 10 Therefore, his utterance about having to study for exam is probably a form of rejection of A's proposal. (Inferring step 5 and 9)
-

The Speech Act of Complaining: Core of the Study

In this part of the study, special focus is devoted to the speech act "complaints" as the relevant theories essential to the analyses of the gathered data have been inclusively framed. The following two subsections are expected to provide perceptive insights into the general description of complaints followed by a review of the previous literature.

Complaints: Definition and Characteristics. In the course of daily life, people encounter several negative occurrences resulting in annoyance, frustration, and dissatisfaction, as a result of which a reflection of a complaint attitude might arise. To ensure whether an utterance or statement is an actual complaint or not, the concept should be overtly described. Based on Trosborg's definition (1995, pp. 311-312), a complaint is "an illocutionary act in which the speaker (the complainer) expresses his or her disapproval or other negative feelings towards the state of affairs described in the proposition (the complainable) and for which he or she holds the hearer (the complaine) responsible, either directly or indirectly."

In Searle's typology, complaints situate themselves under the category of expressives as they represent the speaker's approval as well as disapproval of a behaviour the complaine has done or failed to do, which is also reflected in the definition of a complaint by Olshtain and Weinbeich (1987, p.195): "the speaker expresses displeasure or annoyance as a reaction to past or ongoing action, the consequences of which affect the

speaker unfavorably". According to Trosborg (1995, p. 320), a complaint may also function as a directive in case the speaker urges the complainee to repair the damage s/he caused and/or to prevent a repetition of the deplorable act. She collects the directive acts appearing subsequent to a complaint under three headings (See Table 3). However, she adds that complaints portray an anomalous picture in this classification with her remark, "whereas the function of directives is to influence the behaviour of others, and as such is prospective, the act of complaining is, in essence, retrospective in that a speaker passes a moral judgment on something which (he/she believes) the complainee has already done or failed to do, or is in the process of doing" (Trosborg, 1995, p. 311).

Table 3

Trosborg's Classification of Directive Acts of Complaints

Request for repair	Situation: Passenger to fellow passenger smoking in a non-smoking compartment in a train.
	(232) This is a non-smoker. (Indirect)
	Situation: Neglected cleaning roster.
	(233) Would you mind doing your share of the duties as soon as possible? (Direct)
Threat	Situation: Neglected cleaning roster.
	(235) I shall be leaving soon (if you don't do your share of the cleaning) (Direct)
	Situation: Cassette stolen from shop.
	(236) Now, give me back what you have stolen, or I shall have to call the police. (Direct)
Request for forbearance	(237) Well, I'd really like to find out about this because <i>I'm hoping it won't happen again.</i>
	(238) <i>as long as it doesn't happen again.</i>
	(239) <i>and then in future ask me</i> before you want to wear something of my clothes because eh it's quite annoying not knowing whether my jacket's hanging in the wardrobe or my dress is in the cupboard or whatever.

Understanding certain circumstances or conditions in which complaints are realized might also facilitate one's identification of a complaint (Hartley, 1998):

Table 4*Realizations of Complaints in Different Conditions*

Circumstances brought about by oneself	"I can't believe how horribly I did on that test."
Situations with no apparent agentive cause	"I'm so tired of this rain."
Complaints about another individual to a third party	"I'm so mad that Sue did that."
An act committed against someone else	"I can't believe that she didn't help you."

Inspired by Searle's (1969, p. 55ff) generic rules underlying felicity conditions for the recognition of speech acts, Fritz and Hundsnurscher (1975, p. 84) reformulated these rules accordingly for a possible complaint situation, excluding the "essential rule" in their scheme. Searle (1969, p.47) defines the "Essential rule" as the utterance as an undertaking to show one's annoyance, disapproval, and anger. By undertaking, though, he does not refer to the perlocutionary act, but rather to the effect of the speech act on the hearer manifested as the successful interpretation of it. In this complaint scenario, A is the speaker, B is the hearer, p is the expression, and x is the committed offense (Fritz and Hundsnurscher 1975, p. 84).

Figure 1

Rules for the Occurrence of the Speech Acts of Complaining

1. Propositional content rule: by expressing p, A predicates a performed (or unperformed) action x of B.

2. Preparatory rules:

2.1. A assumes: B has (or has not) done x.

2.2. A assumes: B (like A) understands x to be of scheme X (and not XY).

2.3. A assumes: B can be held responsible for x (or not-x).

2.4. A assumes: B has (or has not) done x on purpose.

2.5. A assumes: B violated the norm N by doing (or not doing) x.

2.6. A assumes: B accepts the norm N.

3. *Sincerity rule*: A really wanted B to do (or not to do) x.

The speech act of complaints has been fashionably studied in view of the level of in/directness embedded in the complaint. Boxer categorizes the speech act of complaint into two main types, which are direct and indirect complaints (also called 'gripping' or 'grumbling'), differentiating from one another in certain aspects (2010, p.163). In her definition, a direct complaint is employed when someone is liable for causing a perceived offense in a situation for which s/he is requested to remedy, whereas an indirect complaint is associated with the function of establishing rapport and solidarity between interlocutors; therefore, the complaint is about a third party. Boxer's version of in/directness will not guide the framework of this study in the sense that a majority of e-complaints address fellow customers, not as a responsible party but as counterparts sharing common experiences. Vasquez (2011, p.10) also notes, "While the binary distinction (i.e., direct/indirect) may be appropriate for classifying complaints in face-to-face interactions, the distinction may be less clear-cut in CMC complaints. As public texts that can be accessed by anyone, online complaints may be designed for a particular addressee, for a general undefined audience, or for both. In terms of their participant structure, or "who complains to whom about what," online complaints are quite different from face-to-face complaints". Below is an instance of a direct complaint:

A is a female customer who ordered a pullover in size M from an online clothing store; B is a male public relations consultant. The following is the phone conversation they had:

A: Excuse me, I didn't order a pullover in size S from your website but I ended up with one

B: Sorry about this inconvenience, madam. We'll try to handle your problem."

The problem in the above context resulted from the negligence of the employee responsible for the product provision; nonetheless, the one who remedied the case (addressee) was the public relations consultant.

On the other hand, an indirect complaint is defined as “the expression of dissatisfaction to an interlocutor about oneself or someone/something that is not present” (Boxer, 1996, p. 219). It primarily serves the purpose of compromising in a social setting which requires the speaker and the hearer to agree with one another. That’s to say, the third party, not the hearer, is the one to hold the responsibility for the complaint conveyed in the conversation. The sample dialogue between two graduate students expressing their discontent with a course below demonstrates how an indirect complaint takes place (Boxer, 1996):

A: I sat through yesterday's class with total non-comprehension!

B: Oh, yesterday was the worst!

The above examples clearly point out Boxer’s distinction of in/directness in a complaint situation based on the participation framework. This framework basically considers which parties are present when a complaint is being uttered. As opposed to what Boxer claims, Heinemann (2009) found out that, in some third-party complaints, the individual responsible for the complained-about action may be physically co-present in the interaction, even though the direct addressee of the complaint is some other individual or a third party.

From an electronic-discursive perspective, the present study handles the dichotomy of in/directness in the chosen complaints in terms of their severity of face-threat from the hearer’s part. To be more clear, according to the eight strategies indicated in the taxonomy chosen for this study, the level of directness proves parallel to the rank of the strategy employed; that is, Strategy 1 is considered to be the least direct, while Strategy 8 being the

most direct one. Inspired by previous research (House & Kasper, 1981 and Trosborg, 1995), Meisl (2010) lists the leading factors to determine whether a complaint is in/direct as follows:

1. the intensity of negative feelings a speaker expresses towards the complainable,
2. whether the complainable and/or the addressee's involvement is/are mentioned,
3. whether a negative evaluation of the addressee's action is explicitly expressed,
4. whether sanctions are implicitly/explicitly manifested,
5. the severity of the negative consequences likely to follow the complaint,
6. and finally, whether the addressee is condemned as a person.

So it can be deduced that these taxonomies jointly take the following suppositions for granted (Decock & Depraetere, 2018):

1. the degree of face-threat is inherent in specific linguistic strategies,
2. face-threat is mainly a matter of speaker intention, and
3. indirectness and politeness are correlated.

In light of these principles, in order to identify the extent of in/directness in the given data sets, as one of the research foci of the present study, the complaints are first ranked according to the eight complaint strategies indicated below. It should be noted that some data in the sets might include complaints with only one of these strategies, while others may contain a combination of two or more, ultimately acting as a speech act set.

Table 5

Complaint Strategies Taxonomy Used in Previous Research

Strategy 1: Expression of disappointment

Strategy 2: Expression of anger or annoyance

Strategy 3: Explicit complaint

Strategy 4: Negative judgement

Strategy 5: Drawing one's own conclusion

Strategy 6: Warning others

Strategy 7: Threat

Strategy 8: Insult

* This taxonomy was also adopted by previous research on complaints (e.g., Geluykens & Kraft 2003; House & Kasper, 1981; Kraft & Geluykens 2002, 2004; Meini, 2010; Olshtain & Weinbach 1987, 1993; Trenchs, 1994; Trosborg, 1995).

Relevant Literature on the Speech Act of Complaining

Complaints, in a broad sense, have attracted scholarly attention from various fields, such as Linguistics, Business Marketing, Communication, and Social Psychology (Hartley, 1998). Within the linguistics boundary, what we know about complaints is largely based on pragmatics studies which focused on distinct factors influencing complaint behaviour. As Meini (2010) notes, “Despite the complex picture of influencing factors, it is nonetheless useful to compare studies on complaints since it is these differences that may hint at factor(s) which will most likely have impacted participants’ linguistic choices.” With this philosophy, firstly, some of the most renowned complaint studies are presented based on the language modality or genre they ground their investigation on. Consecutively, relevant literature for pragmalinguistic studies in CMC is portrayed. Among this CMC research, it is safe to say that my study has gained its inspiration from those studies anchored in cross-cultural and cross-linguistics studies. To the best of the writer of this thesis, this study will lay the groundwork for future CMC research as it attempts to compare complaint realizations of American English and Turkish speakers in online settings for the first time.

First of all, a remarkable proportion of research into the speech act of complaining examined a specific language to discover the complaint formulations through semantic formulas or discursive strategies. Most of these studies gathered elicited data from discourse completion tests (DCT) and analyzed them based on a taxonomy sorting complaint strategies. In addition to DCTs, Önalın and Çakır (2018) introduced a novel approach to data collection of complaints termed “Discourse Evaluation Task,” in which they

synthesized a structured discourse evaluation and a completion task with an intent to curtail potential challenges posed by a typical DCT.

Some of these studies anchored themselves in interlanguage pragmatics and aimed to understand how language learners can construct complaints in a particular language/s (e.g., Boxer, 1993a; Geluykens & Kraft, 2003; Murphy & Neu, 1996; Nakabachi, 1996; Tatsuki, 2000) or how native speakers' complaint behaviours can be compared to those of learners' (Arent, 1996; Beebe, et al 1990; Bikmen & Martı, 2013; Chen, 1996; Deveci, 2003; Ezzaoua, 2020; Geluykens & Kraft, 2007; Morningstar, 2012; Murphy & Neu, 1996; Olshtain & Weinbach, 1987; Tanck, 2004). Geluykens and Kraft (2007) addressed the linguistic realization of the face-threatening act of complaints with German learners of French and German native speakers. Deveci (2003) probed into complaint speech act sets used by Turkish EFL learners speaking to a commiserating and contradicting teacher and compared his data from these learners to that of English native speakers. Distinguishably, Tanck (2004) criticized previous literature in interlanguage pragmatics for being rather monolithic in their examination of native and non-native English speakers' production of complaints and recommended that pragmatic failure be defined in further context, including subjects from diverse first language backgrounds as multiculturalism extends its influence in language learning settings.

There were also interlanguage pragmatic studies that dealt with complaints through a cultural lens. Thongtong and Srioutai (2009) held a gender-based approach in their inquiry into how Thai EFL learners use questions to perform complaints. Tabatabaei and Balakumar (2014) investigated the type of complaint strategies employed by Iranian EFL learners and English native speakers of different social statuses. In relation to social distance and social status, Wijayanto and Hikmat (2017) focused on impoliteness in complaint behaviour with a research population of Indonesian English learners, whereas Usó-Juan and Martínez-Flor (2017) explored the effect of English language proficiency on complaint formulations of EFL learners.

Another body of research on complaints derives from contrastive studies of two different languages, either with regards to linguistic or cultural norms (e.g., Gallaher, 2014a, 2014b; Kraft & Geluykens, 2002, 2004; Mehrabani, 2012; Olshtain & Weinbach, 1993; Trosborg, 1995; Yang & Wannaruk, 2018). For example, Kraft and Geluykens (2002, 2004), Olshtain and Weinbach (1993), and Trosborg (1995) studied the comparative complaint behaviors of German and British English speakers to other languages in face-to-face interaction, and they collectively found that the participants avoided choosing direct complaint strategies in light of the taxonomy they used. Similarly, with regard to face-saving strategies, Gallaher (2014a) wanted to explore the semantic categories the speech act set of direct complaints performed by American native speakers and Russian native speakers while, in further research targeted the same nationalities, she (2014b) broadened her research to the field of interlanguage pragmatics in combination to the analysis of linguistic politeness and socio-cultural values.

In addition to the body of discourse-pragmatic-driven research, conversation-analytic (CA) approaches have also been exerted to examine the interactional forces in complaint realization (e.g., Drew, 1998; Drew & Holt, 1988; Drew & Walker, 2009; Dersley & Wootton, 2000; Edwards, 2005; Ekström & Lundström, 2014; Haakana, 2007; Heinemann, 2009; Kevoe-Feldman, 2018; Laforest, 2002; Orthaber & Marquez-Reiter, 2011; Roulston, 2000; Salmani-Nodoushan, 2006; Vásquez, 2009). As the data is embedded somewhere in the spontaneous speech during interaction and is not uttered as a response to a pre-designated prompt, it can be named unelicited. The main principle in conducting conversation analysis on complaints is to see how complaints are interactionally produced and negotiated over a number of turns, as well as how individuals manage their subjectivity during complaints (Edwards, 2005). In his study, for example, Edwards looked at indirect complaint sequences in a corpus of everyday domestic telephone conversations and concluded that while laughter and irony during interaction help complainers hints as to how to react, they can also weaken a complaint's severity and factuality. In the Iranian

context, Salmani-Nodoushan (2006) investigated how conversational strategies in Farsi in response to complaints are affected by specific cultural dynamics, such as sex, age, social class, and situational seriousness.

As for written genres, where another body of natural data can be collected, very few studies can be referenced. As an illustration of a World Englishes study, Hartford and Mahboob (2004) examined the model Letters to Editors in English taken from books “the Outer Circle” and “the Expanding Circle countries” presenting model complaints, especially students and business figures as they think these models are one of the richest natural data sources in complaints analysis. In terms of discourse structure, they compared these models to actual letters to editors in English-language newspapers published in Pakistan and Nepal, and observed meaningful resemblances in between. Ranosa-Madrunio (2004), on the other hand, analyzed letters of complaint written in Philippine and Singaporean English to detect the organizational moves in discourse structure but came to find no significant divergence between the two, except for the length of the letters.

Despite its increasing popularity, one cannot say that CMC, another important genre allowing researchers to access natural data, has hardly been granted the credit it deserves. It was only in the last two decades that scholars have shifted their attention to e-complaint analysis from a discourse-pragmatic perspective (e.g., Amornchainon & Jimarkon, 2014; Cenni & Goethals, 2017; Dayter & Rüdiger, 2014; Decock & Spiessens, 2017; Decock & Depraetere, 2018; Depraetere, Decock & Ruytenbeek, 2020; Hassouneh & Zibin, 2021; Meini, 2010; Tian, 2006; Vasquez, 2011). These studies differ both in their genre-analytic and discourse-analytic outlooks. Decock and Spiessens (2017) maintain that though most online platforms enable user anonymity, thereby paving the way for explicitness and aggression, they significantly differ in their technical affordances and interactional possibilities.

Decock and Spiessens (2020) conducted a cross-cultural and interactional empirical study on Twitter to analyze French and Belgian complaint behaviours as well as companies’

response strategies to those. Due to the interactional nature of their data, they preferred to use a novel taxonomy scaling in/directness, which was devised in previous research by Decock and Depraetere (2018). Meini (2010) also studied e-complaints with a cross-cultural approach and compared British English and German negative reviews on E-Bay in a variety of discursive aspects. Similar to Decock and Spiessens (2020), she emphasized the influence of technical features the online genre offers on customers' complaint formulations. She, for instance, came to see that the limited length of the messages led reviewers to form prototypical complaints, which are relevant, concise, and explicit by nature. She further added this restricted space for reviews also discouraged users from attending to proper punctuation and spelling, both of which can, indeed, affect the interpretation of the review considerably. Albert (2016) looked into the same research variables as Meini's on Twitter to compare French and Dutch speakers' complaint formulations. Some remarkable findings can be comfortably compared to those of Meini's. In both studies, *explicit complaint* was the most common complaint strategy, and *upgrading modifiers* were practiced more frequently than *mitigation devices*.

Choosing the same online platform, TripAdvisor, Vasquez (2011) and Cenni and Goethals (2017) examined negative online customer reviews; the former studied the formulation of complaint reviews in contrast to that of previously studied complaints while the latter compared English, Dutch and Italian reviews in a cross-linguistic manner. In their study, Cenni and Goethals based their analysis on the evaluation of speech acts, topics of complaint, and mitigation modes employed in these reviews and revealed slight divergences between these groups, whereas Vasquez (2011) looked at negative hotel reviews in terms of semantic formulation, speech act sets and in/directness dichotomy irrespective of the reviewer's nationality to find her data including complaints mostly accompanied by advice and recommendations and the majority of these complaints being indirect. Vasquez's identification of e-complaints co-occurring more often with advice and recommendations confronts with that of previous research, where complaints tended to

juxtapose with warnings and threats in most cases. This notion is worth considering as CMC research so far has underlined the idea that users are likely to be more direct and more impolite since they can easily mask their real identities in online environments.

Grounding their work on the same website as this study, Kılıç and Karatepe (2021) examined negative reviews posted to the website *Amazon* in terms of the use of eight complaint strategies from previous research and the reasons underlying these complaints. They also looked into the politeness strategies involved in their data. In their research conduction, however, they only focused on English e-complaints, thereby not bearing a cross-linguistic perspective. On the whole, they concluded that members commonly utilized face-threatening acts as well as negative politeness strategies by including threats and insults in their complaint realizations, which goes in line with the research results of Meini (2010) as the researchers point out.

Last but not least, Demir (2021), investigated the complaint strategies that English as Lingua Franca – ELF users employed on the travel website Tripadvisor, where she collected data from 90 countries. This data could help her characterize a particular taxonomy composed of 17 complaint strategies that could be prospectively used in similar research. The main findings of her research indicate that the members generally formulated their e-complaints as respectfully as possible and that they mostly avoided the more face-threatening strategies, thereby carrying out some sort of face management.

Having outlined the CMC research on complaints, it should be noted that this thesis paper takes its inspiration from the doctoral dissertation of Meini (2010). Holding very similar research quests to her, I examined my data according to the complaints and modification strategies in addition to the use of pronouns and CMC features (See Chapter 3). Meini's study was chosen as a guide for this inquiry, particularly because she adapted the complaint strategies used in former investigation of spoken communication in order to be suitably used in other CMC research.

Theories of Politeness

Humans tend to maintain politeness showing publicly acceptable behaviour in their daily interactions with others. They do so because they mostly wish to avoid any kind of conflict or misunderstanding at their best. Still, it would be very wrong to confine politeness merely to verbal communication because body language, as a whole, may also play a significant role in the transmission of the actual intent. Considering that the present paper deals with textual data, it is beyond the scope of this study to understand such non-verbal features of the language.

From the late 1970s on, several politeness theories have been put forward (e.g., Arndt & Janney 1979; Brown & Levinson, 1987 [1978]; Fraser & Nolen 1981; Gu, 1990; Ide, 1982; Lakoff, 1977; Leech, 1983; Watts, 1989). All of these theories deal with a distinct aspect of politeness, but none of them can comprehensively establish a clear-cut image of the term. The present paper will rely on the pragmatic attributions of the concept while examining the data to see how linguistic properties are tailored for desired interpersonal interactions in harmony with Kasper's (1994, p. 3206) perception of politeness as a pragmatic phenomenon in which language is viewed as a relational contributor. What follows is a chronicle of the three significant politeness theories with reference to the scope of this study, progressing from a structure-based fashion into a more function-oriented one.

Maxims of Conversation

According to Paul Grice, an English language philosopher, speakers try to arrange their one-to-one interaction based on jointly agreed considerations, which is called the cooperative principle (CP) in this context (Grice, 1975). What underlies this concept is that people anticipate each other to stick to certain conversational rules, which Grice characterizes as maxims, as tabled below, in order to retain orderly communication. In other words, interaction is best possible when speakers cooperate around these maxims without posing any threat to each other's personal rights, freedom, or, more linguistically, face.

Table 6*Gricean Maxims (Grice, 1975, p. 43)*

GRICEAN MAXIMS	
Maxim of Quantity	Be as informative as you should/ Don't be too informative
Maxim of Quality	Tell what you believe to be true/ Don't tell what you are unsure about
Maxim of Relation	Make relevant contributions to the conversation
Maxim of Manner	Be clear and avoid ambiguity

Grice's Maxim model received criticism in different aspects. To start with, it is widely believed that the CP imposes linguistic prescriptions and references on speakers displacing the relational function of a language. As a matter of fact, however, violation of one or two maxims in daily usage of the language is perfectly acceptable and will not impair the overall interactional communication. Such a prescriptive tendency is assumed to prevent language variety, to some extent, and politeness will be at risk. Consider the following utterance addressed by a customer to a server at a restaurant, "The soup is a bit cold." The illocutionary force in this sentence is a complaint; that is, the speaker probably wants the hearer to heat or change the soup for a more favorable dining experience. In light of the Maxim of Manner, the utterance includes ambiguity, thereby flouting the maxim for the hearer in the sense that the speaker implies the committed offense be remedied. Simply, the speaker might not have wanted to threaten the face of the server by being very direct. Hence, it might be fair to say that Grice's CP neglects the use of politeness, which is an essential component in actual language practices.

Relating the model to the scope of the present paper, this attitude of the theory also disregards the cultural diversities reflected in languages. After all, despite the existence of universal and widely accepted principles, different languages may have developed culture-specific understandings of cooperation. Namely, what is acceptable in one culture might be

unacceptable in another. So how realistic is it to draw certain boundaries for the commitment of cooperation?

Leech, considering the aforementioned limitations in Grice's model, upgraded the CP to Politeness Principle (PP). Sharing particular commonalities with Grice's CP, PP emphasizes the idea of minimizing the expression of impolite beliefs and maximizing the expression of polite beliefs (Leech, 1983, p. 81). PP, similar to CP, was initially based on a set of six maxims.

Figure 2

The Six Maxims of Leech's Politeness Principle (1983)

Maxims	Sub-maxims
1. Tact Maxim	a. Minimize cost to other b. Maximize benefit to other
2. Generosity Maxim	a. Minimize benefit to self b. Maximize cost to self
3. Approbation Maxim	a. Minimize dispraise of other b. Maximize praise of other
4. Modesty Maxim	a. Minimize praise of self b. Maximize dispraise of self
5. Agreement Maxim	a. Minimize disagreement between self and other b. Maximize agreement between self and other
6. Sympathy Maxim	a. Minimize antipathy between self and other b. Maximize sympathy between self and other

In Leech's version, the maxims are systematically correspondent to speech acts characterized in Searle's taxonomy. Adaptively, falling under the category of "expressives," complaints are associated with the Maxim of Approbation, whose main principles are to minimize dispraise of others (1) and to maximize praise of others (2) from the point of the hearer. The maxim of Approbation promotes the idea of not complaining at all ideally, as clearly seen, but the realistic frame rationalizes acceptable degrees of "dispraise of other" principle as complaints are inescapably employed in every culture. Therefore, since there

is no rule of thumb in the decision of any violation of this maxim, a directness scale* ascertains how polite a complaint can be ranked. The basic judgment is that once the indirectness in a complaint is increased, so is the degree of politeness (Leech, 1983). An extended version of this taxonomy is illustrated below.

Figure 3

Maxims of the General Strategy of Politeness (Leech, 2014, p. 91)

Maxim (expressed by imperative modus)	Relation of pairs between maxims	Maxim Name	Types of speech acts
(M1) give a high value to O's wants	Generosity, Tact	Generosity	Commissive
(M2) give a low value to S's wants		Tact	Directive
(M3) give a high value to O's qualities	Approbation, Modesty	Approbation	Complimenting
(M4) give a low value to S's qualities		Modesty	Self-devaluation
(M5) give a high value to S's obligation to O	Obligation	Obligation (of S to O)	Apologizing Thanking
(M6) give a low value to O's obligation to S		Obligation (of O to S)	Responses to thanks and apologies
(M7) give a high value to O's opinions		Agreement	Agreeing Disagreeing
(M8) give a low value to S's opinions	Opinion	Opinion reticence	Expressing opinion
(M9) give a high value to O's feelings	Feeling	Sympathy	Congratulating Commiserating
(M10) give a low value to S's feelings		Feeling reticence	Suppressing feelings

Thomas (1995, p. 168) regards Leech's PP model as suitable and useful in cross-cultural studies because the approach takes into account that speakers of different cultural backgrounds weigh the maxims differently. As a result, due to its sensitivity to the different perceptions of politeness across cultures and the contrastive linguistic mission of the paper, Leech's PP Model will guide the data analysis process for the second research question of this paper: What proportion of complaints in each data set can be named in/direct?¹

¹ Directness scale, in the name of this study, refers to the complaint strategies taxonomy, which is ranked from 1 to 8. The concept of in/directness is evaluated in accordance with the strategy/strategies employed in the taxonomy. The higher the rank of the strategy, the more direct the complaint is supposed to be.

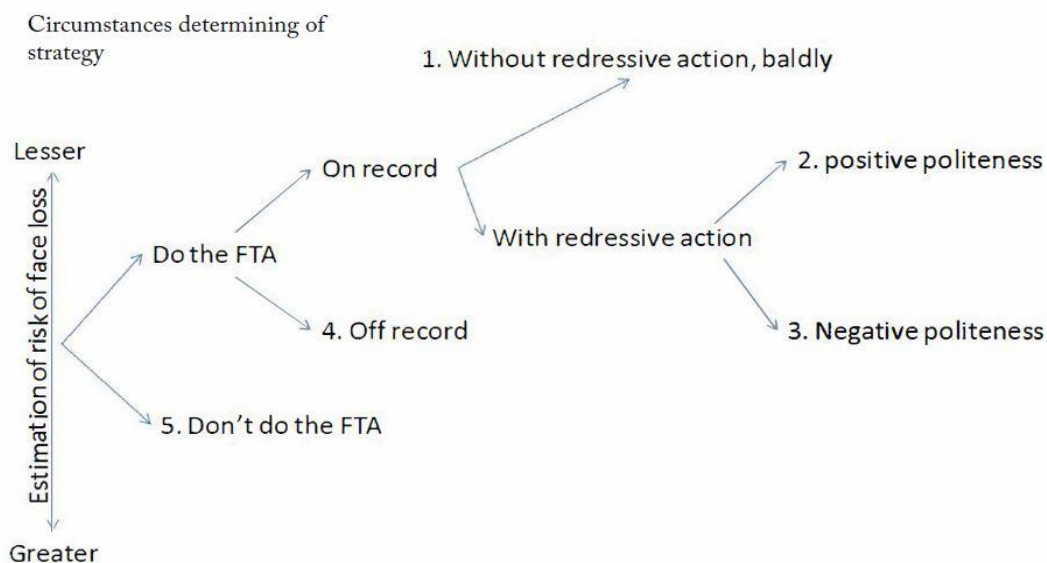
Brown and Levinson's Politeness Theory

Laying the basis of numerous pragmatics studies, Brown and Levinson's theory of politeness grounds itself chiefly on the idea of one's face, which they call "the public self-image" in their version. In Goffman's definition, face is a "positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact." (1967, p. 5). Brown and Levinson (1987, p. 61) propose that the face can be lost, maintained, or enhanced and must be constantly attended to. In their view, the face shows itself as positive or negative during the interaction, where all parties involved in face-work are deeply in control of both their own faces and the others' (defensive and protective orientation). The desired aim, within this period, is twofold: to best preserve the positive face, defined as a person's wish to be respected and appreciated, and to avoid the negative face, which is "the want of every 'competent adult member' that his actions be unimpeded by others," or "the basic claim to territories, personal preserves, rights to non-distraction—i.e., the freedom of action and freedom from imposition" (Brown and Levinson, 1987, p.61).

During interaction, interlocutors might be challenged by the discomfort of illocutionary forces, such as refusals and complaints, which are entitled Face Threatening Acts (FTA) by Brown and Levinson, thus constituting the second pillar of the theory. When such unfavorable conditions, which might menace the positive face, occur interactants resort to an appropriate politeness strategy so as to maintain their faces. This process is called face-threat mitigation. In the following diagram, these strategies are relationally shown.

Figure 4

The FTA Strategies in Brown & Levinson (1987, p. 69)



As indicated in the figure, from Strategy 1 to Strategy 5, indirectness, thereby the politeness degree of the employed strategy, is heightened. Strategy 2 and Strategy 3, respectively, depending on whether the speaker wishes to address the hearer's positive face-wants to negotiate (noticing, attending, exaggerating interest, approval, sympathy by Brown and Levinson, 1987, p. 102) or negative face-wants to digress (questioning, hedging, being pessimistic by *ibid*, p. 131). Strategy 4, on the other hand, refers to the speakers' performing ambiguity and obscurity in their speech in a bid to abstain from imposition.

Paul Grice argues that all conversationalists are rational beings who are primarily interested in the efficient conveying of messages (Grice, 1975). A speaker's choice of any one of the politeness strategies, as a result, is influenced by the weight or force of face-threat, which is the total of three major factors combined: the perceived social distance between the interactants (D), the perceived power relations (P), and the absolute rank of position (R) (Geoffrey, 1983). Since every culture tends to interpret these social variables in its own way, there is no one way of measuring face-threat or prescribing a certain strategy accordingly.

Though Brown and Levinson's theory of politeness was favored and appreciated by a large community of scholars owing to its attention to cross-cultural features of language

(Eelen, 2001, p. 5; Turner, 1996, p. 3) and convenience, it was also subjected to plenty of criticisms. The major ones are as noted below:

1. An indefinite description of universalism (Gu,1990; Ide,1989; Mao,1994; Wierzbicka, 1991)
2. Attachment of utmost importance to isolated utterances and neglecting context (Fraser & Nolan, 1981; Locher & Watts, 2005; Meier, 1995a)
3. The ambiguous correlation between politeness and indirectness (Thomas, 1995, p. 176; Turner, 1996, p. 6)
4. Ignoring the function of impoliteness or rudeness, which are also commonly exercised in interaction (Kasper, 1990, p. 211; Kienpointner, 1997, p. 256)

Spencer-Oatey's Rapport Management Concept

Spencer-Oatey's rapport management model has recently gained great scholarly attention in linguistics, intercultural communication, and interpersonal pragmatics. The model took its source from previous politeness theories (Fraser & Nolan, 1981; Leech, 1983; Brown & Levinson, 1987; Kasper, 1996; Watts, 2003; Culpeper, 2009). In Spencer-Oatey's view, politeness is "an evaluative label that people attach to behaviour, as a result of subjective judgment about social appropriateness" (Spencer-Oatey, 2005, p. 97). That is, utterances cannot be characteristically tagged as im/polite without any consideration of social circumstances.

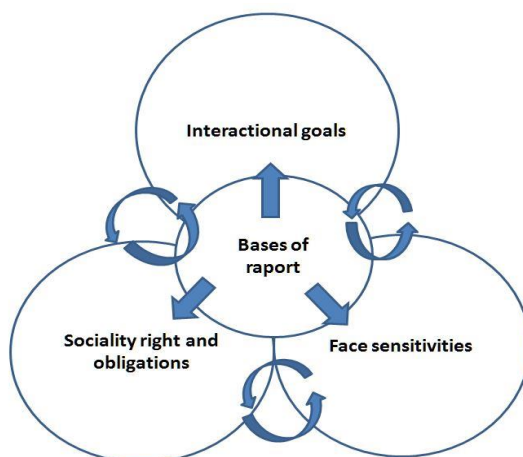
The term "rapport" refers to the subjective perception of harmony or disharmony, smoothness-turbulence, and warmth-antagonism in the course of interpersonal communication, and this perception is dynamic and easily affected by society (Spencer-Oatey & Franklin, 2009). Creating "an interpersonal rhetorical model with universal explanatory capacity" (Ran, 2012, p. 5), Spencer-Oatey's model promotes the idea of a holistic study of "the use of language to promote, maintain or threaten harmonious social relations" from a sociopragmatic perspective (Spencer-Oatey, 2000, p. 3). She further adds, "not only the behaviour that enhances or maintains smooth relations, but any kind of

behaviour that has an impact on rapport, whether positive, negative, or neutral” should be a linguistic focus (Spencer-Oatey, 2005, p. 96). Drawing on these, it is safe to say that she takes conversation as co-constructed rather than speaker-oriented, and that scholarly focus should necessarily be diverted to the concept of impoliteness as well.

Basically, rapport management theory is constructed on three main components: the management of face, the management of sociality rights and obligations and the management of interactional goals (Spencer-Oatey, 2008, p. 13).

Figure 5

The Bases of Rapport (Spencer-Oatey, 2008, p.13)



The components shown in Figure 5 clearly picture the interdependent bond between them. To clarify, sociality rights and obligations put the interactant in a position to set and apply particular interactional goals, or the opposite happens in a cyclical manner. While all these are going on, face sensitivities, in other words, face management, is continuously in interaction with both. What is meant by sociality rights and obligations is the individual's attachment to social entitlements meaning how well s/he can conform to the norms and expectations of a specific community. The interactional goals are “the specific task and/or relational goals that people may have when they interact with one another (Spencer-Oatey, 2008, p. 13).

Table 7

Components of Rapport Management (Spencer-Oatey, 2000, p. 15)

	Face Management (Personal/Social Value)	Sociality Rights Management (Personal/Social Entitlements)
Personal/Independent Perspective	Quality Face (cf. Brown & Levinson's positive face)	Equity Rights (cf. Brown & Levinson's negative face)
Social/Interdependent Perspective	Social Identity Face	Association Rights (corresponds to one aspect of B & L's positive face)

Apart from its contemporary and broad perspective on the concept of politeness, the exclusive significance and relevance of Spencer-Oatey's rapport management model to the present paper is that it holds the belief that the components charted above might have differing extents of value or adherence depending on culture-specific interpretations. Sociality rights and obligations, for instance, will vary from culture to culture, and therefore will the interactional goals correspondingly. With this, interactants' choice of mitigation strategies against rapport-threatening acts will be intensely shaped by the cultural norms (Gudykunst, 2000; Spencer-Oatey, 2002; Ting-Toomey & Kurogi, 1998). In addition to this, this model enables researchers to figure out in what ways participants' linguistic formulations are affected by both individual and communal factors. According to Drew (1998, p. 323f), complaining is not randomly performed; "we choose who to complain to and what kinds of complaints might appropriately be made to which kinds of recipients". From a CMD analytic perspective, this is especially noteworthy because Graham (2007) expresses that, in many CMC modes, group membership plays a significant role, leading to the fact that the virtual presence of other online group members clearly influences members' linguistic behaviour. In the context of the present study, these members could refer to those who have their memberships on the website of Amazon, thereby having the right to interact with other members, or to those who simply browse products and reviews, not necessarily as registered customers.

Cross-cultural Pragmatics

Culture, in a recent fashion, is no longer a representation of a homogeneous system of knowledge and beliefs shared as a functional whole by a particular nation as it was once thought to be; that is, it has become more complicated due to the dynamic, situational, and context-dependent nature of the term (Meinl, 2010). Though Terkourafi (2008, p. 64) states, "Speaking the same language but not adhering to the same recognizable conventions is enough to cause the impression that different cultures are at play." Kecskes (2004, p. 21) disputes that prior experience and communicative encounters of an individual result in memorized "relatively standard cultural behaviour models and expectations." In tune with the latter, the present study, as required, assumes the concept of culture as a referent for national or regional political identity, as in American English and Turkish speakers, meanwhile accepting the multi-cultural structures of these two cultures.

A vast majority of pragmatics research has employed contrastive analysis in their pragma-cultural studies. What gave rise to cross-cultural pragmatics is the purely universal linguistic attitude of contrastive pragmatics; that is, such a perspective puts aside the sociopragmatic factors contributing to the construction of interactions. Contrastive pragmatics, in this regard, has committed itself to exploring linguistic variations in distinct cultures while embracing the idea of universality in certain language areas, such as the use of pragmatic routines, a sensitivity to the importance of contextual variables and the basic speech act categories (e.g., Brown & Levinson, 1987; Coulmas, 1981; Kasper & Schmidt, 1996). However, more and more empirical studies have shown a stronger image of culture-specificity in language use, therefore creating a new dimension: a cross-cultural perspective. Wierzbicka (2003) suggests that people born into different cultural settings respond to everyday occurrences via the norms and principles they were taught within the boundaries of a specific culture. Concordantly, several cross-cultural studies analyzing the speech act performances of native speakers have confirmed that speech acts exist in all

languages though performed in various forms and manners across cultures (e.g., Beebe et al., 1990; Blum-Kulka, 1982; DeCapua, 1986; House & Kasper, 1989; Wolfson, 1981).

Unlike contrastive pragmatics, cross-cultural pragmatics covers both pragmalinguistics and sociopragmatics, but is often mistaken for the term intercultural pragmatics. To clarify, cross-cultural communication focuses on comparative studies of interpersonal communication in different cultures, i.e., data is obtained independently from different cultural groups and compared to one another regarding a particular aspect of interest (Spencer-Oatey, 2000a, p. 4). Intercultural pragmatics, however, is interested in international communication, meaning interaction between speakers of different cultures. Such research probes into “how people understand one another when they do not share common cultural experience and how culture is constructed by interactants with different national, ethnic, and racial backgrounds” (Kecskes, 2004, p. 2) Considering this sharp distinction, the current work is a representative of cross-cultural pragmatics research as the primary aim is to compare American English and Turkish e-complaints in certain aspects.

Emergent data from cross-cultural research of speech acts, and complaints in this setting can significantly contribute to language instruction as noted formerly. At this point, the term pragmatic competence should be put to the forefront. Barron (2003, p.10) defines pragmatic competence as, “... knowledge of the linguistic resources available in a given language for realizing particular illocutions, knowledge of the sequential aspects of speech acts and finally knowledge of the appropriate contextual use of the particular language’s linguistic resources.” These definitions cooperatively point out the clear understanding that pragmatic competence is nourished both from the knowledge of available linguistic properties (pragmalinguistics) and from the successful interpretation of those in accordance with the given situation (sociopragmatics) (Kasper & Rose, 1999). Particular capabilities, such as back channeling, understanding meta-language and meta-pragmatics, recognizing the intended and evaluating the unvoiced, and using speech acts or nonverbal linguistic properties properly, are all considered to be typical components of pragmatic competence.

Given these, it can be maintained that pragmatic competence is disturbed when certain linguistic or metalinguistic factors are at play, which can be overall termed as pragmatic failure. Pragmatic failure can reveal itself either as a pragma-linguistic failure or a sociopragmatic failure (Thomas, 1983), or negative pragmatic transfer (DeCapua, 1998). Within the interest of interlanguage pragmatics, research into speech acts is highly likely to enhance our insights into issues of potential pragmatic failures as well as linguistic and cultural divergences of language learners.

Figure 6

Language Ability (Bachman and Palmer, 1996, p. 67)



Computer-mediated Communication (CMC)

As Bell and Gray (1997, p. 5) of Microsoft Corporation stated, “by 2047.... All information about physical objects, including humans, buildings, processes, and organizations, will be online. This is both desirable and inevitable.” Based on what they say, the integration of computer technologies into educational and investigational settings is no surprise but a must. It is an undeniable fact that more and more people are getting engaged in online interaction via a wide range of provided internet services, such as email, chat rooms, forums, blogs, cyber-review venues, social media platforms, and so forth, thereby

creating a fascinating investigatory opportunity for researchers from different fields to define CMC more in-depth. The key point herein is “these socially meaningful activities online in a way typically leave a textual trace, making the interactions more accessible to scrutiny and reflection than is the case in ephemeral spoken communication, and enabling researchers to employ empirical, micro-level methods to shed light on macro-level phenomena” (Herring, 2004). Hence, given that CMC can be examined by and provides a new empirical arena for different research traditions within sociolinguistics (Androutsopoulos, 2006), the present study takes CMC as its data collection source.

As noted at the outset, the astounding developments in communications technologies, especially on the internet, have changed the profile of media users dramatically over time. Rather than simply consuming media content, people now have started to interact with others, at increasing rates, on different modes of the digital arena with different purposes. With these interactions in the online environment, a new concept has been brought to light: computer-mediated communication. In simple terms, CMC is the communication that takes place between human beings via the instrumentality of computers (Herring, 1996, p. 1). Though it is intrinsically characterized as CMC, communication through computers exceeds the sole use of computers as there are other types of technology that can also enable digital communication, including smartphones, e-mails, social network sites, interactive applications, video conferences, and so forth (Locher, 2010; Munneke et al. 2007; cited in Demir, 2021). A considerable proportion of such communication is achieved through discourse; as Kolko (1995) suggested, “language is doing, in the truest performative sense, on the Internet, where physical bodies (and their actions) are technically lacking.”

Paving the way for a digital-oriented linguistic research arena, the mid-1980s witnessed the lead of the earliest works in the field (Baron, 1984; Murray, 1985, 1988; Severinson Eklundh, 1986). However, the linguistic study of computer-mediated communication (CMC) began attracting serious attention only about 20 years ago, with a

taxonomic question that is now regarded as overly simplistic: Is CMC more like speech or writing? (Ferrara, Brunner & Whittemore 1991; Maynor, 1994). Since the early 1990s, the interest in CMC has kept growing in more complexity though the pioneering studies of the time centered upon rather micro-level linguistic properties, such as acronyms, word formation, lexical choice, abbreviations, and emoticons (Cherny, 1999; Ko, 1996; Murray 1990; Reid, 1991; Yates, 1996). Multimodality of CMC environments, though, enabled researchers to investigate macro-level aspects of language use, such as semiotics, texts, and verbal interactions though most research was text-based (Harrison, 2003; Herring, 1996; Thurlow et al., 2004). Apart from these, gender-based research also formed a huge part of CMC research (Brail, 1996; Brown, 2000; Cohen, 2001; Herring, 1993, 1996a, 1999b, 2003). After all, thanks to the escalating numbers of modes and populations embraced by CMC, it was not clearly possible to label these online interactions either as a spoken or a written language modality. That's because this would be simply neglecting the variety of CMC genres as well as the situational and technical factors influencing linguistic and communicative choices (Baym, 1995; Herring, 2001).

The abovementioned studies looked at discourse in a variety of CMC modes; therefore, they all embraced a computer-mediated discourse analysis approach (CMDA) to analyze data. Herring (2004, p. 4) defines this analytical approach as such, "...CMDA as an approach to researching online behaviour provides a methodological toolkit and a set of theoretical lenses through which to make observations and interpret the results of empirical analysis". As the research material for CMDA, the concept of computer-mediated discourse (CMD) will be presented in the next section.

Computer-mediated Discourse (CMD)

Fletcher (2004a, p. 91) highlights the scholar depth and wealth of CMD as he notes, "From a linguist's point of view, the World Wide Web is not only a tool for information retrieval and exchange, but also a huge repository of authentic data, 'a self-renewing linguistic resource' offering 'a freshness and topicality unmatched by fixed corpora'". Declared first by Susan Herring (2001, p. 623), the term "computer-mediated discourse" has attracted the close attention of a significant number of researchers. By Herring's definition (2001), CMD "is a specialization within the broader interdisciplinary study of CMC, distinguished by its focus on language and language use in computer networked environments, and its use of methods of discourse analysis to address that focus".

In their research on CMD, scholars have adopted different approaches while dealing with the concept, which came into existence out of hot debates on certain aspects of the Internet, such as whether CMC is a written or spoken modality. Pursuing a globalizing approach, these researchers primarily looked into common Web behavior, including the use of abbreviations, emoticons, and new spelling conventions (Meinl, 2010). Over time, this approach evolved into a more systematic style, which classifies CMD into different modes depending on socio-technical determinants (Herring, 2002). The problem was that these approaches commonly fell short of explaining the social variables at play and providing applicability in a broader context of CMD. That was exactly why Herring (2007) proposed a faceted classification scheme for CMD in order to synthesize and articulate the aspects of technical and social context that influence discourse usage in CMC environments.

Similar to the conventional approaches and models in discourse classifications (e.g., Biber, 1988; Chafe & Danielewicz, 1987; Dooley & Levinsohn, 2001; Hymes 1974; Longacre, 1996; Swales, 1990; Virtanen, 1992), CMC researchers are also to identify the properties of the medium, characterize the CMC modes and present the etic description of novel CMD situations (Herring, 2007, p. 7). Basically, the faceted classification scheme acts primarily as a faceted lens through which to view CMD data in order to facilitate linguistic

analysis, especially research conducted in discourse analysis, conversation analysis, pragmatics, and sociolinguistics traditions (Herring, 2007). The facets in the scheme are clustered as medium (technical) and situational (social) factors, and they, as Herring (2007) notes, emerged from empirical research on CMD literature, and are exhaustive given the different findings and contributions of further research in the area. In this scheme, medium factors are the technological affordances used in communication systems, and researchers can try to find out how these features condition language variation. Situational factors, on the other hand, are associated with the social dynamics, or the context more broadly, and these facets help understand how contextual variables might shape linguistic realizations.

In sum, researchers interested in investigating CMD are to consider that CMC should be analyzed idiosyncratically considering the multimodality of different CMD modes and genres because these discourse genres are bound to build specific social and linguistic norms accepted and appreciated by the majority of their members.

Table 8

Medium Factors (Herring, 2007, p. 13)

M1	Synchronicity
M2	Message transmission (1-way vs. 2-way)
M3	Persistence of transcript
M4	Size of message buffer
M5	Channels of communication
M6	Anonymous messaging
M7	Private messaging
M8	Filtering
M9	Quoting
M10	Message format

Table 9*Situation Factors (Herring, 2007, p. 18f)*

S1	Participation structure	<ul style="list-style-type: none"> • One-to-one, one-to-many, many-to-many • Public/ private • Degree of anonymity/ pseudonymity • Group size; number of active participants • Amount, rate, and balance of participation
S2	Participant characteristics	<ul style="list-style-type: none"> • Demographics: gender, age, occupation, etc. • Proficiency: with language/ computers/CMC • Experience: with addressee/ group/ topic • Role/status: in "real life": of online personae • Pre-existing sociocultural and interactional norms • Attitudes, beliefs, ideologies and motivations
S3	Purpose	<ul style="list-style-type: none"> • Of group, e.g., professional, social, fantasy/role-playing, aesthetic, experimental • Goal of interaction, e.g., get information, negotiate consensus, develop professional/social relationships, impress/entertain others, have fun
S4	Topic or Theme	<ul style="list-style-type: none"> • Of group, e.g., politics, linguistics, feminism, soap operas, sex, science fiction, South Asian culture, medieval times, pub • Of exchanges, e.g., the war in Iraq, pro-drop languages, the project budget, gay sex, vacation plans, personal information about participants, meta-discourse about CMC
S5	Tone	<ul style="list-style-type: none"> • Serious/ playful • Formal/ casual • Contentious/ friendly • Cooperative/ sarcastic, etc.
S6	Activity	<ul style="list-style-type: none"> • E.g., debate, job announcement, information exchange, problem solving, exchange of insults, joking exchange, game, theatrical performance, flirtation, virtual sex
S7	Norms	<ul style="list-style-type: none"> • Of organization • Of social appropriateness • Of language
S8	Code	<ul style="list-style-type: none"> • Language, language variety • Font/ writing system

Online Consumer Reviews

Retrospectively speaking, people exchanged opinions and feedback with others regarding the products they wanted to purchase or had already purchased through word of mouth. Today, this tradition has been replaced by the practice termed "electronic-word-of-

mouth”— eWOM. With the increasing technical affordances, there is no doubt eWOM will be much more commonly practiced among the users of the WWW in the following years to come. By Hennig-Thurau’s definition (2004), eWOM is “Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people or institutions via the Internet.” As anyone can guess, computer-mediated communication has provided means of self-expression for users allowing them to participate in the process of identity formation and to create online and offline identities (Davis, 2012; Walther et al., 2011). With these identities, users want to create publicly available linguistic footprints for those in need at no expense.

Referring to the term “Online consumer reviews” would be more appropriate for linguistic studies (Vasquez, 2014). What these reviews have in common is that they constitute a CMC genre of its own where consumers are entitled to formulate textual, asynchronous, and anonymous reviews (Mudambi & Shuff, 2010; cited in Demir, 2021). Diving into the main motivations for consumers to write reviews online, Yoo & Gretzel (2008) lists four factors:

1. Enjoyment/ positive self-enhancement
2. Venting negative feelings & collective power
3. Concerns for other consumers
4. Helping the company

Even though the first and the last factor seem to be out of the discussion for the present study, factors 2 and 3 are highly relevant reasons why consumers might necessarily want to complain.

Chapter 3

Methodology

Covering the theoretical underpinnings of the current study, the adopted methodology is now comprehensively presented as to how the present data were collected and what analytical procedures were implemented for examination thereafter.

Type of Research

The data of the present study was drawn from the American and Turkish feedback forums of the Amazon website to address the research questions indicated in Chapter 1. On this basis, this investigation takes the form of a case study. A combination of qualitative and quantitative approaches was adopted in the data analysis. To be precise, qualitative content analysis was used to examine the collected e-complaints as two distinct data sets and to cluster them under particular codes in light of the research questions, which makes this study exploratory and interpretative in nature. Subsequently, by employing quantitative modes of inquiry, I attempted to illuminate whether the data sets at hand bear resemblances or divergences based on the preset codes.

To better understand the nature of the data in this dissertation, a brief description of the website is provided below in order to figure out how the targeted data, e-complaints in this context, were selected from the feedback forums. Followingly, data collection and data analysis procedures are elaborately presented.

Research Population and Participants

Amazon as the Context of the Study

Established by Jeff Bezos in July 1994, Amazon.com, Inc. is an American technology company mostly known for its worldwide e-commerce services as well as cloud computing and digital streaming. On the websites of the company, one can find a

wide spectrum of products ranging from electronics to clothing, and transactions are concurrently carried out on different retail websites for some countries, including Turkey (amazon.com.tr since September 2018). As figures show, the US website had been visited by over 615 million users per annum by 2008, making the website the third most popular website in the U.S, and the 14th most popular website around the world based on Alexa Internet rankings ([https://en.wikipedia.org/wiki/Amazon_\(company\)](https://en.wikipedia.org/wiki/Amazon_(company))). With these figures in mind, the website is supposed to have a lot to offer to many different research disciplines, including pragmalinguistics.

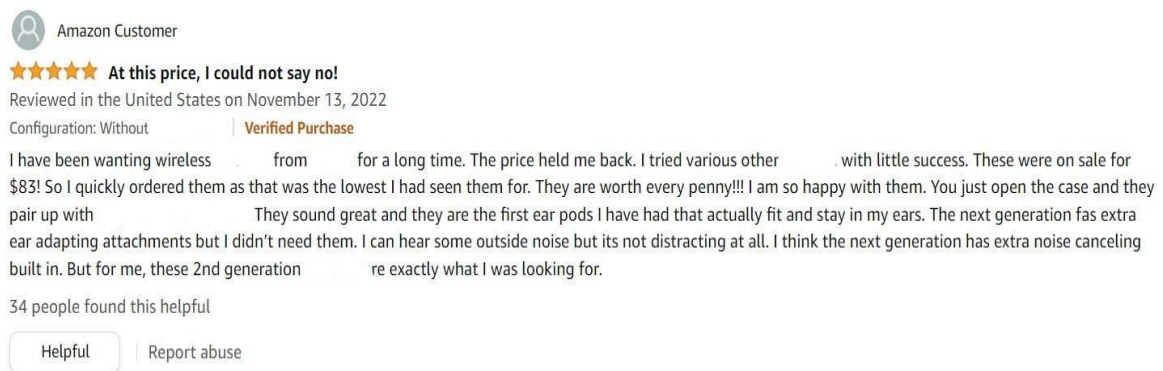
Amazon's Customer Review Policy

Jeff Bezos made the mission of the feedback forum of Amazon very clear when asked about the main motivation of the website to publish negative comments as he specified the rationale behind this practice as such, "Amazon.com was taking a different approach ... we want to make every book available—the good, the bad and the ugly ... to let truth loose". In the most general sense, the website enables customers to leave any type of comments – positive or negative for a product displayed on the website. The reviews are not restricted to textual comments; namely, customers can also upload accompanying photos or videos to their review on preference. For the most reliable reviews possible, Amazon has published a list of criteria for a customer review to be publicly posted, thereby notifying the members of the filters which will come into play before a review is published (https://www.amazon.com/gp/help/customer/display.html?ref=hp_left_v4_sib&nodeId=G3UA5WC5S5UUKB5G). Accordingly, the company holds customers responsible for meeting the eligibility requirements for posting reviews, which means not every user will be able to post a comment even if they are officially registered as an Amazon member. The first requirement is that the customer should have spent at least \$50 on Amazon.com using a valid credit or debit card in the past 12 months. The other one is that the reviewers are to rate the item they bought on a five-star scale in line with their purchase satisfaction. At this

point, particular focus should be placed on “Amazon Verified Purchases”. This procedure assures fellow customers that the traders sharing the review have already purchased or used the item through their Amazon accounts before forming a review. In relation to that, the corpus for both data sets involves e-complaints mainly from Amazon Verified Purchases since these customers are less likely to be pseudonym users who can potentially leave false and misleading comments.

Figure 7

A sample review with Amazon Verified Purchase



Amazon offers a star rating scale to its members before they post their reviews. Selecting a star rating, they see a green check mark verifying that the rating has been sent successfully. The above figure, for example, shows the customer has rated the product with five stars to show how satisfied s/he is with the product s/he has purchased. While writing a review, users have the option of publishing their actual names (transferred from their credit card account with their own consent). Alternatively, if there is no name available, they can be qualified as “Amazon Customer” or “top reviewers” depending on the popularity and helpfulness of their review. Referring to the above figure again, we can see that the customer wants to keep his/her identity confidential to other members as there is no user name specified.

By December 16, 2020, it had been possible for other customers and sellers to comment on the posted reviews, but as this feature was not commonly practiced, Amazon

took the initiative to remove this ability. So, from a discursive perspective, this acts as an inability for researchers to investigate complaint responses on Amazon if they intend to. It is also worth noting that customers are allowed to edit or delete their reviews if they wish to. Consequently, with a wide selection of review opportunities, Amazon was reported as being the largest single source of Internet consumer reviews in 2010. Considering all these laying a secure and flexible research setting, the data for the present thesis was collected from the feedback forums of Amazon.

Data Collection

The previous section granted a framework for the present data portraying an in-depth picture of the data collection platform and the main contextual factors that could potentially influence reviewers in the course of forming an online review. With these in mind, the focus now turns to the data collection procedures of the current study. Adopting a “Web for corpus building” approach for the study at hand, the data was manually compiled as a data set of 100 complaints for each language from the review forums of Amazon, more specifically from the U.S. and Turkish websites. In the first place, to acquire more refined and comparable data, the language and location criteria published in the user profile were carefully monitored, thereby confirming that the collected data consisted of merely the target languages: English and Turkish. It was also ensured that the data be posted during the considered period of time; that is, from August to December 2021. The rationale behind this time limitation is that language is subject to change, especially in rather new communicative mediums such as text-based CMC (Claridge, 2007, p. 89).

While compiling the reviews, there was no intervention in the original form of the comment, such as a spelling or grammatical correction, as any malfunction could contribute to the holistic analysis of the chosen review, thus bringing a fresh insight into electronic discourse. On a daily basis, Amazon publishes the top sellers on a distinct tab on the home page for the available product categories. Adhering to the category throughout the whole

study, the top critical reviews from random best sellers were downloaded and saved periodically until a total of 100 e-complaints was compiled in either language. To do this, the rating column was visited to obtain the negative reviews that fell under the rank of one to three stars, which position the top critical reviews on the top of the page. To better illustrate, the following shot has been taken randomly from the website.

Figure 8

The Interface of Amazon for Top Critical Reviews (<https://www.amazon.com>)

The screenshot displays the Amazon product page for '48 Pack AA High-Performance Alkaline Batteries, 10-Year Shelf Life, Easy to Open Value Pack'. The page features a star rating of 4.7 out of 5, based on 221,362 global ratings. A bar chart shows the distribution of ratings: 5 stars (82%), 4 stars (11%), 3 stars (4%), 2 stars (1%), and 1 star (2%). Two reviews are highlighted: a 'Top positive review' and a 'Top critical review'.

Star Rating	Percentage
5 star	82%
4 star	11%
3 star	4%
2 star	1%
1 star	2%

Top positive review
 All positive reviews ›
 ★★★★★ Results of capacity testing shows its slightly below the competition.
 Reviewed in the United States on October 22, 2018
 I tested the AA size Amazon brand battery to find out the actual usable capacity as compared to the [redacted] battery. The results showed that the Amazon battery is about 88 percent the capacity of the [redacted] battery. If you calculate the cost per unit capacity, the batteries are almost identical. The [redacted] battery was actually slightly more expensive when represented in cost per Watt-Hour. Because of this I would probably choose the [redacted] (if I can get a good price on it) just because it means less frequent battery changes. The [redacted] battery is a surprisingly good battery though. You will probably barely notice the difference in capacity, so if you don't want to waste time shopping around then its a good choice.
 Read more
 2,608 people found this helpful

Top critical review
 All critical reviews ›
 ★☆☆☆☆ Low Quality After Recent Change
 Reviewed in the United States on December 4, 2017
 I've been buying [redacted] batteries from [redacted] for a couple of years now. They recently changed the packaging (and presumably the manufacturer) and now they only last half as long. I tried a pair of [redacted] to test my hypothesis and they lasted almost three times as long. I wanted to stop buying these [redacted] batteries, but it turns out that, at around \$0.25 each and \$0.90 for [redacted], they're still cheaper overall than buying name brand. However, it is extremely disappointing to watch them deliberately drop the quality and force us to purchase batteries more frequently. They've basically pulled a bait-and-switch with us, sucking us in with high quality batteries and then trading them out for lemons without dropping the price commensurately. Their packaging may be frustration-free, but these batteries sure aren't.
 2,840 people found this helpful

Instruments

Broadly speaking, there are two main data collection approaches scholars investigating online data can commonly turn to: web as a corpus and web for corpus building. This thesis study adopts the latter as its fundamental guidance to construct meaningful offline monitor corpora from the feedback forums of Amazon (<https://www.amazon.com>, <https://www.amazon.com.tr>).

What makes computer-mediated data distinctive from other conventional data is that the researcher has no intervention to elicit the data; rather, the data itself emerges naturally for some reason by the online discourse participant, all of which ultimately ends up as an online archive. From this enormous data bank, the researcher has to pick out the appropriate samples in accordance with the research questions. Undeniably, it won't be very possible for the researcher to look into all the relevant data for the research question; hence, some sort of logical sampling out of the available data must be done. In this sense, purposive sampling was carried out in this thesis by keeping the original context of the complaint as well as possible because random sampling might have led to a loss of meaningful context, which might in turn, have affected the overall interpretation of the message. The following table outlines CMDA data sampling techniques elaborately with their pros and cons (Herring, 2004).

Table 10

CMDA Data Sampling Techniques

	Advantages	Disadvantages
Random (e.g., each message selected or not by a coin toss)	representativeness; generalizability	loss of context & coherence; requires complete data set to draw from
By theme (e.g., all messages in a particular thread)	topical coherence; a data set free of extraneous messages	excludes other activities that occur at the same time
By time (e.g., all messages in a particular day/week/month)	rich in context; necessary for longitudinal analysis	may truncate interactions, and/or result in very large samples
By phenomenon (e.g., only instances of joking; conflict negotiation)	enables in-depth analysis of the phenomenon (useful when phenomenon is rare)	loss of context; no conclusions possible re: distribution
By individual or group (all messages posted by an individual or members of a demographic group, e.g., women, students)	enables focus on individual or group (useful for comparing across individuals or groups)	loss of context (especially temporal Sequence relations); no conclusions possible re: interaction
Convenience (whatever data are available to hand)	convenience	unsystematic; sample may not be best suited to the purposes of the study

Instrument 1

Purposive sampling, also well-known as purposeful or selective sampling, was implemented during the data collection process. Basically, purposive sampling is to determine the research data based on researcher's own subjectivity or preset criteria, thereby creating a particular research profile and including the population in the study accordingly. For the sake of the richest context possible, researchers looking at computer-mediated data are highly suggested to restrict their data collection mostly by time and theme. Within the scope of this paper, since the speech act of complaint is the core of this study, each sample was meticulously examined to make sure it matches this key criterion, which means the data was identified by phenomenon initially. While doing this, the data sets were generated based on a theme, meaning products under a certain label available on the website. To attain longitudinal observations, the data collection process was organized by time intermittently in a way to resume the collection process at particular intervals over three months of time. The sampling procedure was also restricted to specific demographic groups as the collected data will be comparatively studied across two languages based on the preset criteria. To clarify, the data was collected from a chosen shopping website in designated locations, meaning eligible homogeneous participants for the study within a planned period of time. In this regard, the present study is a case study as well. This technique can be best to resort to when a researcher wants to access a definite target population time-and-cost-effectively and to obtain comprehensive data from the participants. One potential risk herein with online data collection is that the target population might not be well-defined in some cases due to the obscurity or lack of credibility in the information provided by users on digital platforms. Another major challenge is that researchers may be biased or too subjective in their selection of the participants or units of measurement, which might later decrease the credibility of their study from the perspective of their audience, especially in terms of generalizability.

Data Analysis

Once the data collection process was over, the analytical procedures were launched considering the predetermined categories: the employment of complaint strategies (1), direct/indirect dichotomy (2), means of modification (3), use of pronouns (4), and features of CMC (5). The underlying reason for utilizing the afore-mentioned variables is that cross-cultural differences have become apparent regarding the range of complaint strategies that are used, the frequencies with which the strategies are employed, the directness level that is chosen, the extent to which the complaints are modified and whether they are oriented towards self, the content, or the addressee (e.g., House and Kasper 1981; Möhl 1996; Trosborg 1995). These variables emerged from empirical data derived from complaint situations in spoken interaction, thereby bringing another question to the forefront: Do the same variables cause similar differences in other modalities such as CMC? When it comes to the last category, features of CMC, it can be comfortably stated that previous literature lacks empirical research into the features of CMC, such as emoticons, abbreviations, punctuation marks, and other syntactic patterns used on online feedback forums. Taken all together, the present study is expected to contribute to bridging the existing deficiencies in this specific research area.

As Herring (2004) states, scholars of computer-mediated behaviour need methods for analyzing discourse, alongside traditional science methods such as experiments, interviews, surveys, and ethnographic observation. The central approach this paper is to stick to is computer-mediated discourse analysis (CMDA) of electronic complaints through the micro-pragmatic interpretation of meaning. (See table 11).

Table 11

Discourse Behaviours Hypothesized to Indicate Virtual Community (Herring, 2004)

structure	jargon, references to group, in-group/outgroup language
meaning	exchange of knowledge, negotiation of meaning (speech acts)

interaction	reciprocity, extended (in-depth) threads, core participants
social behavior	solidarity, conflict management, norms of appropriateness
participation	frequent, regular, self-sustaining activity over time

As a first step in the analysis, the collected samples were subjected to content analysis (syntactically when necessary) for each research question, and the coded data was saved in a table addressing each complaint. Bearing a code and count method, this semantic content analysis was done by hand by means of a skillful interpretive, subjective manner; nonetheless, to maximize consistency and dependability, inter-rater reliability scales were utilized, and a high degree of agreement was reached between the interraters. Meanwhile, the codified data was reprocessed at intervals, following which necessary updates were carried out and saved.

Table 12

Four Domains of Language (Herring, 2004)

	Phenomena	Issues	Methods
Structure	typography, orthography, morphology, syntax, discourse schemata	genre characteristics, orality, efficiency, expressivity, complexity	Structural/Descriptive Linguistics, Text Analysis
Meaning	meaning of words, utterances (speech acts), macrosegments	what the speaker intends, what is accomplished through language	Semantics, Pragmatics
Interaction	turns, sequences, exchanges, threads	interactivity, timing, coherence, interaction as co-constructed, topic development	Conversation Analysis, Ethnomethodology
Social behavior	linguistic expressions of status, conflict, negotiation, face-management, play; discourse styles, etc.	social dynamics, power, influence, identity	Interactional Sociolinguistics, Critical Discourse Analysis

No automatic coding interfered with the codification process to maintain the originality of the samples, so manual codification was applied on the whole data. Ensuring the codes, frequency counts, and statistical analyses were carried out by means of SPSS 26.0, and the findings were presented in the form of relative frequencies and percentages. The results of each research question were introduced in a discrete section where the relevant data set was comparatively studied. To illustrate, with respect to research question 1, American English and Turkish data sets were compared to see whether e-complaints of American and Turkish Amazon traders vary regarding the use of complaint strategies in a different sub-section addressing each strategy. The same procedure applies to all other research questions of the study.

Table 13

The Data Sets Compared in Five Categories

Data sets of Amer. and TR complaints based on the five categories

Amer. Item C1 versus TR Item C1

Amer. Item C2 versus TR Item C2

Amer. Item C3 versus TR Item C3

Amer. Item C4 versus TR Item C4

Amer. Item C5 versus TR Item C5

For each research question, the analytical description with regard to the codification and statistical procedures were elaborately addressed with the illustration of some instances from the data sets. As expected, sampled Turkish e-complaints were followed by an English translation. An appendix for the whole data was attached to the relevant part, and the sample e-complaints were identically numbered as those in the appendix, such as Amer, NR 34 (See Appendix-A).

In the examination of possible statistical divergences, Independent-Samples T-Test and Mann-Whitney U Test- Independent 2 Samples Test were utilized for interval data depending on the normality distribution of the dependent variables for each research question. The results of these analytical comparisons were evaluated in terms of significance. The highly significant differences were bold-italicized in the analytic charts. The common critical values for linguistic projects are assumed, i.e., a $p = 0.05$ level for significant and a $p = 0.01$ level for highly significant differences (Wray & Bloomer, 2006, p. 213f).

A summative table is illustrated below to describe an exemplary CMDA research process.

Table 14

Summary of The CMDA Research Process Applied to a Hypothetical Question about Virtual Community (Herring, 2004)

CMDA research process	Application to virtual community
Articulate research question(s)	E.g., "To what extent do two online professional development environments, listserv X and website Y, constitute "community"?"
Select computer-mediated data sample	E.g., intermittent time-based sampling (several weeks at a time at intervals throughout a year) of public messages from each group
Operationalize key concept(s) in terms of discourse features	Community core participants + in-group language + support + conflict + group self-awareness + roles, etc.
Select and apply method(s) of analysis	Frequency counts of, e.g., messages and message length, rate of response ('core participants')

	Structural analysis of, e.g., abbreviations, word choice, language routines 'in group language')
	Pragmatic analysis of, e.g., speech acts of positive politeness ('support'), etc.
Interpret results	
1. summarize/synthesize results of data analysis	1. Listserv X has community features a, b, c, ...; website Y has community features c, f, ...
2. answer research question(s); explain unexpected results	2. Both have some community features; X is more community-like than Y. This is due to ...
3. consider broader implications	3. Results have implications for: CMC theory (e.g., Media Richness); system design (e.g., push vs. pull access); research methodology (e.g., coding categories for community features)

Analysis of Complaint Strategies

American and Turkish reviews collected from the Amazon forum were qualitatively examined to figure out which complaint strategy/ strategies were used. As the findings clearly indicate, both data sets are comprised of reviews, including single or combined complaint strategies. As mentioned previously, eight complaint strategies are set to be used for the data sets under investigation. Initially, these strategies are explained, followed by instances from each data set, where the relevant part to the employed strategy is bold-faced.

Strategy 1. Expression of disappointment

While using this strategy, complainers tend to utter their frustration which led to the complaint. As opposed to the findings from previous studies, those putting the e-complaint do mention the complainable or the complaine in their reviews as they convey their disappointment.

Instances:

(Amer, NR-4) This was a gift and was returned because it only worked the first time only after that it wouldn't even turn on. **Total disappointment**

(Amer, NR-18) My son is so **disappointed** and of course ripped the box opening his birthday present. It won't even turn on. Says it's charging but nothing. **What a waste.**

(TR, NR-17) Berbat bir ürün. Ses kalitesi idare etse bile bluetooth ile ilgili büyük sorunları var. Heyecanla aldığım bu kulaklıktan dolayı gerçekten **hayal kırıklığına** uğradım

(..... I'm really **disappointed** with this headphone that I bought with excitement.)

(TR, NR-21) Ürün çok kalitesiz ve elektririk gibi hayati bir durumda bu malesef çok büyük bir sorun. Aldığıma kesinlikle **pişmanım**.

(..... I absolutely **regret** buying it.)

Strategy 2. Expression of Anger or Annoyance

Compared to strategy 1, complainers using strategy 2 are more rigorous and offensive in their proposition of the complaint. To be more exact, their expression of the complaint evidently reflects their anger and irritation generally towards the complainable, but the addressee. However, there were also cases the annoyance was targeted at the addressee as well.

Instances:

(Amer, NR-35) Glad it failed before I was about to create my new drive at least. **Junk.Junk.Junk.**

(Amer, NR-52) **Worst** buy I've ever made, 6 items **not worth a dime.**

(Amer, NR-57) customer service is absolutely **worthless.** DO NOT BUY THIS PRODUCT OR ANYTHING FROM NAME OF THE BRAND

(TR, NR-36) Kısacası vaktimden çalıp bana bu satırları yazdıracak kadar **berbat** bir ürün.

(In short, it's such a **terrible** product to steal my time and make me write these lines.)

(TR, NR-48) Çok geç algılıyor. İki ince pil ile çalışıyor fakat 1 haftada piller bitiyor.

Bu kadar **rezil** bir fare görmedim.

(.....I have never seen such a **vile** mouse.)

(TR, NR-62) Bir sürü model aldım hepsi erkenden bozuldu. Ya kafası ya pinlerin bozuldu.

NAME OF THE BRAND bu kadar **dandik** değildi.!

(.....NAME OF THE BRAND was not that **lousy** before.!)

Strategy 3. Explicit Complaint

The explicit complaint points out the offensive act, or the complainable in other words, but it may also include the addressee.

Instances:

(Amer, NR-64) **Very complicated instruction for play**. We tried to play with grandkids & gave up. **Instructions lengthy & confusing**. Quality of game good, but Very disappointed in game itself.

(Amer, NR-80) This pump was great the three times I used it. Bought it in June of 2020 and **stopped working in December**. Super disappointed! **Hoping the manufacturer has something to say**

(TR, NR-66) Kartuş u taktım fakat **tam dolu göstermedi** yarısından biraz fazla gösterdi **ürün sıfır gelmedi**

(I inserted the cartridge, but **it did not show full**, it showed a little more than half, the **product was not brand new**)

(TR, NR-84) Ürün tamamen normal çalışırken hiçbir müdahalemiz olmadan bozuldu. **Hiç çalışmıyor. Şarja koyuyoruz kırmızı ışık hiç gitmiyor. NAME OF THE TECHNICAL SERVICE e ulaşmak mümkün değil. NAME OF THE BRAND geri alması lazım ama ulaşamadım**. Tam bir rezillik söz konusu.

(While the product was working completely normally, it broke down without any of our interventions. **It doesn't work at all. We charge it and the red light never goes out. It is not possible to reach the NAME OF THE TECHNICAL SERVICE. NAME OF THE BRAND should get it back but I couldn't reach it.** It's utter disgrace.)

Strategy 4. Negative Judgement

Complainers using Strategy 4 condemn the addressee for the offensive act. In doing so, they also mention the complainable at times.

Instances:

(Amer, NR-1) instead of placing a very heavy box in mail lockers on an apartment complex, this should have been delivered directly to my door. **Common sense.** Thank you

(Amer, NR-14) Well packaged and appeared to be brand new but 2 spikes are missing from the box. Kinda embarrassing as this was a gift. **What a rip off.**

(Amer, NR-28) I seriously hate this piece of crap. I have to charge it twice in every 24 hour period----- **You should be ashamed, NAME OF THE BRAND.**

(TR, NR-85) Ürün görseldekinden çok daha küçük. Fotoğrafta el bardak vs küçültülerek ürünü büyük göstermişler. **Düpedüz kandırmaca**

(The product is much smaller than in the picture. In the photo, they made the product look bigger by making the hand cup etc smaller. **Sheer deception**)

(TR, NR-5) NAME OF THE BRAND almama rağmen böyle sorunlarla karşılaştım. **NAME OF THE BRAND hiç yakışmadı.** İade sürecini başlattım.

(I faced such problems even though I got NAME OF THE BRAND. **Such an act didn't suit NAME OF THE BRAND.** I started the return process.)

(TR, NR-85) Risk alırım diyorsanız normalde güzel kulaklık ama **bu satıcı bana bozuk ürün yollayıp duruyor** şimdi tekrar değişim talep etmek zorundayım

(If you say you'll take a risk, normally it's a nice earphone, but **this seller keeps sending me a broken product,** now I have to request a replacement again.)

Strategy 5. Drawing One's Own Conclusion

Depending on the unpleasant business process, those who complain overtly state in their proposition that they would either terminate or revise their future transaction with the so-called business partner. Below are some instances:

(Amer, NR-8) The wire on the nose part kept going down wouldn't stay in place we had to be replacing masks every so often due to wire not working too well. **I wouldn't buy them again. :(**

(Amer, NR-10) Something that covers your nose shouldn't give off an odor. I gave them away to friends. **I won't buy this brand again!!!**

(Amer, NR-33) They made their money and accepted my dissatisfaction. **Never again.**

(TR, NR-17) Heyecanla aldığım bu kulaklıktan dolayı gerçekten hayal kırıklığına uğradım bir daha **NAME OF THE BRAND herhangi bir ürün alırken 2 defa düşünceğim.**

(I am really disappointed with this headphone that I bought with excitement. **I will think twice before buying any NAME OF THE BRAND product again.**)

(TR, NR-28) Umarım yeniden sıkıntı yaşamam. Öyle olursa **bir daha bu ürünü almayacağım.**

(I hope I won't have any troubles again. **If so, I will not buy this product again.**)

(TR, NR-33) Ses kalitesine lafım yok ama sağlamlık açısından sınıfta kaldı. asla tavsiye etmem ve de **bir daha almam.**

(I have no words for the sound quality, but it fell short in terms of durability. I would never recommend and **would never buy again.**)

Strategy 6. Warning Others

Using Strategy 6, complainers attempt to warn their fellows who consider getting into any transactions on Amazon that they would have similar unwanted experiences or troubles with so-called goods and services.

Instances:

(Amer, NR-35) **Stay away from this junk.** Spent hours backing up my data only to have it fail on the last few GB.

(Amer, NR-43) Didn't work out for me, **buyer beware.**

(Amer, NR-48) My foot keeps slipping off the sole of the slipper. **I would not recommend this company.**

(TR, NR-2) Aldık ama 3 ay sonra bozuldu şarj olmuyor kapanıyor. **Tavsiye etmiyorum.**

(We bought it but it broke after 3 months, it doesn't charge, it turns off. **I do not recommend.**)

(TR, NR-7) **Uzak durun...ucuz diye sakın almayın** iade için uğraşacaksınız şimdiden söyleyeyim..

(**Stay away... don't buy it because it's cheap**, you'll have to try for a refund, let me tell you in advance..)

(TR, NR-14) Memnun kalmadım. Hemen iade ettim. **Alırken iki kez düşünmenizi öneririm.**

(Dissatisfied. I immediately returned it. **I suggest you think twice before buying.**)

Strategy 7. Threat

Complainers employing Strategy 7 take their action of complaining one step further: taking legal action by reporting their case to higher authorities so complainers themselves will not get involved in the situation anymore but these authorities will. In both data sets, there is only one instance that this strategy is employed as shown below:

(TR, NR-67) Ürün hediye olan dualsense eksik geldi **thh ye basvurdum hakkımı arıyacağım.** herkesin aramasını tavsiye ederim

(The product lacked the dualsense promised as a gift, **I applied to thh and I will seek my right.** I recommend everyone to do the same.)

Strategy 8. Insult

When complainers use Strategy 8, namely insults, they directly blame the addressee/s for the offensive act by using despising words for them.

Instances:

(Amer, NR-59) Purchased a third one, and it came out of the box and wouldn't power up.

The NAME OF THE BRAND is a supreme piece of garbage.

(TR, NR-52) **ASIL REZİLLİK NAME OF THE BRAND DAN GELDİ İADE TALEBİ OLUŞTURDUM ERTESİ GÜN ARADILAR NAME OF THE BRAND DAN , 3İŞGÜNÜDE GELECEZ DEDİLER , 13 GÜN OLDU BEKLİYORUM !!!!!!!!**

(THE REAL DISGRACE CAME FROM THE NAME OF THE BRAND I MADE A RETURN REQUEST THE NEXT DAY THEY CALLED THEM THEY SAID THEY WILL COME FROM THE NAME OF THE BRAND IN 3 WORKING DAYS, I HAVE BEEN WAITING FOR 13 DAYS !!!!!!!!)

(TR, NR-62) Bir sürü model aldım hepsi erkenden bozuldu. Ya kafası ya pinlerin bozuldu.

NAME OF THE BRAND bu kadar dandik değildi.!

(I bought a lot of models, they all broke down early. Either the head or the pins got broken.

NAME OF THE BRAND wasn't that lousy!)

Data Analysis of Complaint Strategies. For the sake of data analysis, three main aspects were statistically investigated: (1) the frequencies of complaint strategies employed, (2) level of directness, and (3) the number of strategy combinations employed in the e-complaint. Below are two examples of the coding process, each from a different data set, regarding the employment of complaint strategies.

(Amer, NR-9) I had an allergic reaction from these mask. I had a rash, hives, burning, and itching of my face. PLEASE DO NOT PURCHASE

Table 15

Overview of The Coding of the American English Online Complaint (Amer, NR-9) regarding The Employment of Complaint Strategies

Variables	Coding
Strategy 1: Expression of disappointment	0
Strategy 2: Expression of anger or annoyance	0
Strategy 3: Explicit complaint	1
Strategy 4: Negative judgement	0
Strategy 5: Drawing one's own conclusion	0
Strategy 6: Warning others	1
Strategy 7: Threat	0
Strategy 8: Insult	0
Presence of a strategy combination	1
Amount of strategies per complaint	2

Based on Table 15, it is fair to say that the online complaint at hand is composed of two complaint strategies, thereby a combination of strategies being used. These strategies are Strategy 3 (explicit complaint) and Strategy 6 (warning others), which respectively appear in the specified complaint. What follows is another example from the Turkish e-complaints data set, which now contains three different complaint strategies:

(TR, NR-14) Ürün bozuk geldi yorumlarda da sıklıkla bahsedilen ses azalması aldığım üründede çıktı. Memnun kalmadım. Hemen iade ettim. Alırken iki kez düşünmenizi öneriim.

(The product arrived broken, and the sound reduction, which is often mentioned in the comments, was also found in the product I bought. Dissatisfied. I immediately returned it. I suggest you think twice before buying.)

Table 16

Overview of The Coding of the Turkish Online Complaint (TR, NR-14) regarding the Employment of Complaint Strategies

Variables	Coding
Strategy 1: Expression of disappointment	1
Strategy 2: Expression of anger or annoyance	0
Strategy 3: Explicit complaint	1
Strategy 4: Negative judgement	0
Strategy 5: Drawing one's own conclusion	0
Strategy 6: Warning others	1
Strategy 7: Threat	0
Strategy 8: Insult	0
Presence of a strategy combination	1
Amount of strategies per complaint	3

Analysis of Level of Directness

Another focus of the present study is to identify the level of directness in collected data sets, which essentially refers to the extent of rigorousness in the complaint. This means the more face-threatening the proposition is, the more direct it gets. While measuring this extent, certain criteria were considered fundamental, which can be listed as follows (Meinl, 2010, p. 83): the intensity of negative feelings a speaker expresses towards the complainable, whether the complainable and/or the addressee's involvement is/are mentioned, whether a negative evaluation of the addressee's action is explicitly expressed, whether sanctions are implicitly/ explicitly manifest, the severity of the negative consequences likely to follow the complaint, and whether the addressee is condemned as a person.

Considering the above dynamics, this paper regards the first four complaint strategies as less direct in the sense that complainers are more focused on their own insights on their transactional experience rather than intending to tarnish or aggravate the seller's position or prestige even if they involve the complainable or the complaine in their reviews. Nonetheless, starting from Strategy 5; that is, drawing one's own conclusions,

complainers are inclined to unsettle the addressee's transactional stand by taking action based on their complaint, such as ending their transactions with the so-called brand, warning others against similar issues, threatening the addressee on legal action or insulting him/her personally. Henceforth, these complaint strategies indicate a severe threat to the addressee's positive face, thereby leading to a heightened degree of directness.

Table 17

Level of Directness Based on the Employment of the Complaint Strategy

Complaint Strategy	Level of directness
Strategy 1: Expression of disappointment	Less direct
Strategy 2: Expression of anger or annoyance	Less direct
Strategy 3: Explicit complaint	Less direct
Strategy 4: Negative judgement	Less direct
Strategy 5: Drawing one's own conclusion	More direct
Strategy 6: Warning others	More direct
Strategy 7: Threat	More direct
Strategy 8: Insult	More direct

Data Analysis of Level of Directness

Identifying the complaint strategy/ strategies used in complaints, each data set was discretely coded and saved. While coding, the level of directness always corresponded to the most direct strategy used in the complaint. The following is the manifestation of the coding process regarding the level of directness.

(Amer, NR-3) Stopped working cannot get any help to either exchange the product or help me fix it. Only used it 2 times. What a shame and waste of money

Use of Strategy 2, 3, 4, meaning that the level of directness is 4.

(Amer, NR-10) Something that covers your nose shouldn't give off an odor. I gave them away to friends. I won't buy this brand again!!!

Use of Strategy 3, 5, meaning that the level of directness is 5.

(TR, NR-6) Urun calisma esnasinda titiyor ve garip sesler cikartiyor faninda parmak izlari var galiba servisten donen 2. El bi urun bu almayin pisman olursunuz

Use of Strategy 3, 6, meaning that the level of directness is 6.

Analysis of Modification Strategies

Modification, in the simplest terms, means in what ways complainers may strengthen or weaken the rigor of their complaints. Within the context of this study, such action can be interpreted as complainers' choice to aggravate or mitigate the face-threat they cause to the addressee. Hereby, the modification was classified as upgrading or downgrading modifying features. Each category is subcategorized along with explanations and illustrations below.

Upgrading modifiers

Upgrading modifiers, which contribute to the face-threat, are presented in the below table as to how they modify a complaint. Following that, instances from both data sets are shown to clarify these functions.

Table 18

Upgrading Modifiers Contributing to the Rigor of the Complaint

Upgrading modifiers	Function
Intensifiers	Adverbials, adjectives, or numerals which strengthen certain parts of the proposition
Aggressive interrogative	Use of questions involving the addressee
Time reference	Use of time periods, frequencies, or specific times to highlight the negative impact
Sarcasm	Use of irony or untrue statements to convey the opposite of what's really meant

Intensifiers. What is meant by intensifiers are primarily adverbials, adjectives, or numerals. These linguistic devices are thought to escalate the face-threat of the complaint by

reinforcing particular points in the formulation (House & Kasper, 1981; Trosborg, 1995). Some instances and the type of intensifier posited in the complaint (in brackets) are shown below:

(Amer, NR-18) My son is **so** disappointed and of course ripped the box opening his birthday present. It won't even turn on. Says it's charging but nothing. What a waste. (adverbial)

(Amer, NR-20) The cover has **multiple** spots where the color faded and the **entire** cover is wrinkled. (adjective)

(Amer, NR-25) The lids won't latch on to the containers. **Super** frustrating. (adverbial)

(TR, NR-89) 2. kez aldım ve 3 sarjdan sonra bozuldu. **İkidir** aynı şey oluyor! **İkidir** çöpe atıyorum böyle birşey olamaz! (adverbial)

(I bought it for the second time and it broke after 3 charges. It's the **second** time the same has happened! I've been throwing it away for **twice**, there can't be such a thing!)

(TR, NR-78) bu sabah 10 dakika giymeme rağmen ön kısmında kırılmalar oldu ve **cidden çok** kötü gözüküyor aldığıma **bin** pişmanım (adverbial)

(Even though I wore it for 10 minutes this morning, the front part was broken and it looks **really bad**, I **deeply** regret buying it)

(TR, NR-73) İlk aldığım ürün de orijinal çıkmadı ben şok oldum aynı şeyi yapmazlar dedim **kesinlikle** orijinal olmayan ürünü gönderdiler. **Çok ama çok** üzgünüm. (adverbial)

(The first product I bought was not original either, I was shocked, I said they wouldn't do the same thing, and they **definitely** sent the non-original product. I am **very, very** sorry.)

Aggressive interrogative. In this type of intensification, as House and Kasper (1981) suggest, the complainer holds a negative interrogative attitude to blame the complaineed directly, which ends up making the complaint much more severe.

Instances:

(Amer, NR-11) Sure, that may be more comfortable, but **what is the point in getting a mask that filters so well if it is going to have gaps on the sides to let in unfiltered air?**

(Amer, NR-13) Very frustrating and irritating. **What are the chances we got two lemons?**

(TR, NR-75) Her gün de kullanılmadı **1 yaş ne kadar giyebilir ki..**

(It has not been used every day, **how long can a one-year-old wear it..**)

(TR, NR-81) alt tarafı mouse pad, işlevi amacı belli **ne diye kaliteli göstericez diye koku triplerine girersiniz ki?**

(It is a mouse pad after all, its function is clear, **why do you push yourself just to fake the quality with added fragrance?**)

Time reference. Including time frames or other time-related expressions, the complainer attempts to emphasize how his/her act of complaining is considerably justifiable. With such an act, s/he anticipates the other reviewers and the complainees to come to terms with him/her as the complainer has had to suffer either in the early periods of using the product or in the long course of time of waiting for the delivery of it.

Instances:

(Amer, NR-17) My kids loved this robot but **after only a couple of weeks** the speaker went out and now it doesn't make noise anymore.

(Amer, NR-22) The main issue we had was the fact they completely fell apart **before the end of winter.**

(Amer, NR-37) I waited **over a week** to get it. And when it finally arrived.... It was DEFECTIVE.

(TR, NR-15) Ürünü almamın üzerinden **sadece 4 ay geçmesine rağmen** kulaklığın teki bozuldu.

(**Even though it has been only 4 months** since I bought the product, one of the earphones broke.)

(TR, NR-18) İlk aldığımda sağ kulak **2 gün sonra** kendiliğinden cızırdama yapmaya başladı----- şimdi tekrar değişim talep etmek zorundayım **1 hafta daha** bekleyeceğim bunun için.

(When I first got it, the right ear started buzzing on its own **after 2 days**----- now I have to request a replacement again. I'll wait **another 1 or 2 weeks** for it.)

(TR, NR-30) **1 hafta bile olmadan** sağ kulaklık gitti. Sol kulaklığı mono şeklinde kullanmaya devam ediyorum.

(**Not even a week ago** the right earbud is gone. I continue to use the left earphone in mono.)

Sarcasm. Literally, sarcasm is intended to mean the opposite of what someone wants to say, mostly to degrade or make fun of this person. Surprisingly, the number of sarcastic comments in the data sets is not as many as it is expected. To be more specific, no sarcasm was found in the American English data set, whereas there were only two instances in the Turkish data set, which are illustrated as follows:

(TR, NR-45) şaka gibi. Mousepad'de mouse çalışmıyor. Bende kaydırmaz olarak kullanıyorum **teşekkürler satıcı teşekkürler**

(like a bad joke. Mouse is not working on mousepad. So I use it as a non-slip **thank you seller thank you**)

(TR, NR-98) Fazlasıyla saçmalık cidden ne diye ürettiniz. **Sütü ayran yapalım diye mi...**

(Why did you produce such a nonsense? **So that we can make buttermilk?**)

Downgrading modifiers

In contrast with upgrading modifiers, downgrading modifiers cause the complaint to look softer and less face-threatening. This thesis paper looked into modification in the data sets in terms of five downgrading features, which are illustrated in the table below. This part will be followed by instances from the data sets.

Table 19*Downgrading Modifiers Softening the Rigor of the Complaint*

Downgrading modifiers	Function
Expression of regret	Expressions used by complainers which indicate their remorse for damaging the addressee's prestige
Play down	Use of syntactical devices, such as polite interrogative or negations to soften the complaint
Understater	Modifiers, mostly in form of quantifiers, used to diminish the negative effect in the complaint
Politeness marker	Optional elements which show deference and to bid for cooperative behaviour, such as use of the remark "please"
Disarmer	Apologies or face-saving arguments which generally appear as positive commentary preceding the complaint

Expression of regret. As the complainer formulates his/her complaint, s/he feels somewhat remorseful to have issued it against the complainee; thereby lowering the impact of the face-threat. See the following instances:

(Amer, NR-61) **Unfortunately**, it only lasted a year under normal home usage like my first NAME OF THE BRAND machine----

(Amer, NR-86) **It's 'sad'** that "NAME OF THE BRAND" puts their name on this product.

(TR, NR-33) İki buçuk ayın ardından yazıyorum. **Maalesef** kopar dediğim yerden koptu ve bugün kulaklığın biri çalışmıyor.

(I am writing after two and a half months. **Unfortunately**, it broke where I guessed it would be broken and today one of the headphones is not working.)

(TR, NR-44) NAME OF THE BRAND bluetooth mouse ile çalışmadı. Hiç bir tepki yok boşa almış oldum **ne yazık ki**.

(NAME OF THE BRAND bluetooth mouse did not work. There is no sign, **unfortunately** I bought it for nothing.)

Play down. To downgrade the undesirable impact of the complaint, the modifier “play down” is another option to resort to. It can be used in various forms, such as positive interrogatives or softening negatives. While there is no instance of “play down” in Turkish data set, only one instance was found in American English data set as shown below:

(Amer, NR-8) we had to be replacing masks every so often due to wire **not working too well.**

Understater. Contrary to intensifiers, understaters are modifiers that diminish the negative impact in certain parts of the complaint. No instance was found relating to this category in either data set.

Politeness marker. These are the polite expressions, such as “please” used optionally for the sake of negotiating and cooperative behaviour (Kasper & House, 1981, p. 166).

(Amer, NR-9) I had an allergic reaction from these mask. I had a rash, hives, burning, and itching of my face. **PLEASE DO NOT PURCHASE**

(Amer, NR-94) **Please** do not waste your money.

(Amer, NR-1) this should have been delivered directly to my door. Common sense. **Thank you**

(TR, NR-43) Direk bozuldu. İade işlemi başlattım. **Teşekkürler.**

(It broke on arrival. I started the return process. **Thank you.**)

(TR, NR-82) Daha alalı 2 ay bile olmadan pompa çalışmıyor,90 liram boşuna gitti, **lütfen** almayın,aldırmayın.

(The pump doesn't work and it's not even 2 months, my 90 lira was wasted, **please** don't buy it, or don't have others buy it.)

3.2.5. Disarmer. Disarmers can be regarded as positive commentaries generally preceding the complaint with the face-threat. The employment of disarmers, in the context of this study, comes in diverse grammatical and linker usages.

Instances:

(Amer, NR-14) **Well packaged and appeared to be brand new but** 2 spikes are missing from the box. Kinda embarrassing as this was a gift.

(Amer, NR-19) **This item is super soft and comfy. However,** it's not cut as described.

(Amer, NR-20) **While it is soft and light weight,** it is a poor quality material. The cover has multiple spots where the color faded and the entire cover is wrinkled.

(TR, NR-83) **ilk başlarda çok güzel gayet hızlı bir şekilde doldururken** bir iki şarjdan sonra aşırı yavaş çalışmaya başladı.

(**At first, it was charging very quickly,** but after a couple of charges, it started to work extremely slowly.)

(TR, NR-92) **Uygun fiyat dedik denedik ama** başlangıçtaki memnuniyet 1 ayda bitti.

(**We thought it was an affordable price,** but the initial satisfaction was over in 1 month.)

(TR, NR-96) **Ürün geldi güzel sıkıntı yok ancak** hayatimde gördüğüm en dandik paketlenme olmuş.

(**The product arrived, there is no problem,** but it was the most lousy packaging I've ever seen in my life.)

Data Analysis of upgrading and downgrading modifiers. Both types of modification were analyzed quantitatively to measure the absolute frequencies of upgrading and downgrading modifiers used in either data set. The following table demonstrates the coding process of a sample regarding the use of modification.

Instance:

(TR, NR-50) Ürünü yaklaşık 1 sene önce sipariş verdim. Sorunsuz şekilde kullanıyordum ve memnundum. Fakat 1 haftadır scroll tuşunda büyük bir sıkıntı var. Her 3-4 yukarı basışımdan birinde aşağı iniyor ve bu çok sinir bozucu bir durum. 1 yılda bozulacaksa ben bu mouse'a neden 600 lira verdim ??

Table 20

The Coding Process of a Sample Regarding the Use of Upgrading and Downgrading Modifiers

Categories	Variables	Coding
Category 1: Upgrading modifiers	Intensifier	1
	Aggressive Interrogative	1
	Time reference	1
	Sarcasm	0
Category 2: Downgrading modifiers	Expression of regret	0
	Play down	0
	Understater	0
	Politeness marker	0
	Disarmer	1

One can see that four modifiers were used in the chosen sample, three from upgrading modifiers and one from downgrading modifiers. Upgrading modifiers used in the sample are an intensifier, an aggressive interrogative, and a time reference, whereas a disarmer was also used as a downgrading modifier.

Analysis of the Use of pronouns

The reason why use of pronouns has become a focal part of this study is that the complainers' choice of pronouns may reflect their personal involvement and perception of their complaint (Claridge, 2007; Hatipoğlu, 2007, p. 769; cited in Meinl, 2010, p.91). Six different pronoun types were determined to analyze the data sets in the light of previous e-

complaint studies. They are shown with explanations as to how they function in a complaint in the table below:

Table 21

Pronouns and their Attributions Analyzed in the Data Sets

Use of pronouns	Function
First-person pronouns (singular and plural, all cases)	Any form of first-person pronoun representing the complainer
Second-person pronouns (singular and plural, all cases)	Any form of second-pronoun referring to the Addressee
Third-person pronouns (singular and plural, all cases)	Any form of third-person pronoun only to represent the addressee, which enhances the face-threat
Demonstrative pronouns followed by nouns representing the addressee	Demonstrative pronouns preceding nouns referring to the addressee used to heighten the accusation and face-threat
Pronouns representing the Amazon community Indefinite pronouns	Pronouns directly addressing the potential fellow customers on Amazon Pronouns used to diminish the face-threat against the complaine

First Person Pronouns (singular and plural, all cases)

Using different versions of the first pronoun, such as I, my, me, mine, we, our, ours, us, complainers make themselves a part of the complaint proposition, thereby holding the responsibility of enacting the complaint (Trosborg, 1995, p. 323). This also means that they declare themselves as the sufferer of the complainable. As an important remark, since pronouns are generally signified in verb endings in Turkish, not as a discrete component of the sentence, these verbs were bold-faced to indicate which pronoun they refer to. This approach was adopted in the whole section for other pronouns as well. Below are relevant instances from both data sets:

(Amer, NR-9) **I** had an allergic reaction from these mask. **I** had a rash, hives, burning, and itching of **my** face.

(Amer, NR-13) Either way we decided to give the model another chance. This time around it just stopped working. It's just **me** and **my** husband and **we** only make two cups each a day.

(Amer, NR-39) I did not like what I got. It's an ok chair but not what I was expecting.

(TR, NR-2) **Aldık** ama 3 ay sonra bozuldu şarj olmuyor kapanıyor. Tavsiye **etmiyorum**.

(**We** bought it but it broke after 3 months, it doesn't charge, it turns off. I do not recommend.)

(TR, NR-14) Ürün bozuk geldi yorumlarda da sıklıkla bahsedilen ses azalması **aldığım** ürüdede çıktı. Memnun **kalmadım**. Hemen iade **ettim**.

(The product arrived broken, and the sound reduction, which is often mentioned in the comments, was also found in the product I bought. I am dissatisfied. I immediately returned it.

(TR, NR-32) **Benim kulağımı** tırmaladı çünkü **ben** yüksek seste müzik dinlemeyi seven **birisiyim** ve önce ki **kullandığım** kulaklıkta böyle bir sorun **yaşamadım**.

(It scratched my ears because I am someone who likes to listen to loud music and I did not have such a problem with the earphones I used before.)

Second Person Pronouns (singular and plural, all cases)

Complainers who use second-person pronouns, such as you, your, yours address the complainee first hand for the complaint they are issuing. These pronouns may also represent fellow customers or others in particular complaints; therefore, extreme attention was practiced to distinguish these cases from the main focus.

Instances:

(Amer, NR-28) I seriously hate this piece of crap. -----**You** should be ashamed, NAME OF THE BRAND.

(TR, NR-72) Ürün kullanılmış.. altı kenarları pis geldi.. bari satmadan önce **temizleseydiniz.. ayıp**

(The product is used.. the bottom edges are dirty.. **you** should have cleaned it before selling.. shame)

(TR, NR-98) 5. Kullanışında motor yandı. Fazlasıyla saçmalık cidden ne diye **ürettiniz**.

(The engine burned out while I was using it for the fifth time. Why did **you** produce so much nonsense?)

Third Person Pronouns (singular and plural, all cases)

By third-person pronouns, what is meant is the use of any form of third-person pronouns in the name of the complaine. Hence, such usage increases the rigor of the face-threat. However, any use of these pronouns referring to other components included in the proposition was disregarded as they didn't include a face-threat somehow.

Instances:

(Amer, NR-33) Customer service did not care during multiple phone calls and levels of management. **They** made their money and accepted my dissatisfaction.

(Amer, NR-40) So, I ordered another one for my daughter and **they** sent me the wrong mattress. The one **they** sent me have springs..

(Amer, NR-46) I have contacted customer service directly on **their** website and provided all info for **them** to review. We never heard back.

(TR, NR-12) Avrupa'da bu kahve çok iyi ama Türkiye'ye sanırım en kötü ve kalitesiz olan çekirdeklerden üretilmişleri **gönderiyorlar**

(This coffee is very good in Europe, but I think **they** send the ones produced from the worst and poor quality beans to Turkey.)

(TR, NR-15) Garantisi 2 yıl olmasına rağmen aradığım NAME OF THE BRAND yetkili servisleri kulaklığa **bakmadıklarını** söyleyerek **ilgilenmiyorlar**.

(Although the warranty is 2 years, the NAME OF THE BRAND authorized services I call are not interested, saying that **they** do not look at the headphones.)

(TR, NR-81) leş gibi daraltıcı bir kokusu var, aklınca bir özellik ekleyelim boş kalmasın **demişler**. yapmadık demeyiz demek için koku **eklemişler**.

(It has a constricting smell like a stink, **they** said, let's add a feature when **they** think of it, so it doesn't stay empty. **They** added fragrance for the sake of doing it.)

Demonstrative Pronouns Followed by Nouns Representing the Addressee

By using demonstrative pronouns to denote the complaine, complainers also highlight the fact that they hold the complaine liable for the offensive act at hand, thereby intensifying the face-threat.

Instances:

(Amer, NR-10) I gave them away to friends. I won't buy **this** brand again!!!

(Amer, NR-37) Don't buy from **this** seller. Not only did the item NOT work, But they offer NO replacement.

(Amer, NR-42) It's like sleeping on a very expensive air mattress! Would never order from **this** company again.

(TR, NR-18) Risk alırım diyorsanız normalde güzel kulaklık ama **bu** satıcı bana bozuk ürün yollayıp duruyor şimdi tekrar değişim talep etmek zorundayım

(If you say you'll take a risk, normally it's a nice earphone, but **this** seller keeps sending me a broken product, and now I have to request a replacement again.)

Pronouns Representing the Amazon Community

By its public nature, Amazon allows its members to address not only the complaine but also the Amazon community as they issue a complaint. When this is the case, members might choose to use generic pronouns in their complaints. The current study reveals that pronouns addressing the whole Amazon community mostly exhibit themselves when members use the complaint strategy *warning others*.

Instances:

(Amer, NR-53) It was a total waste of my money! I would never recommend **anyone else** buy one of the boxes.

(Amer, NR-67) It is not a pack of boxes, it is a pack of opaque barely scored plastic that doesn't snap into shape. Don't waste **your** time or money, this is trash.

(Amer, NR-76) No where near it. This is a piece of garbage, save **your** money.

(TR, NR-23) Eğer ki sürekli takıp **çıkartacağınız** fişlerle **kullanacaksanız** kesinlikle **almayın**, soketler dar.

(If **you** are going to use it with plugs that **you** constantly plug and unplug, **don't** buy it, the sockets are narrow.)

(TR, NR-28) Üründen kaynaklı arıza çıktı. Yetkili servise götürmeseydim param çöpe gidecekti. **Sizde** eğer ürünün atışının bitmesine ihtimal **vermiyorsanız** iade için **başvurun**.

(If **you** do not think that the product is out of shot, **apply** for a refund.)

(TR, NR-34) Çok hızlı bir şekilde bozuldu. **Almanızı** asla tavsiye etmem. **Almayın** pişman **olursunuz**.

(It broke down very quickly. I would never recommend **you** to buy it. **Don't** buy it, or **you** will regret it.)

Indefinite Pronouns

Contrary to other pronouns mentioned in the earlier part of this section, indefinite pronouns lower the severity of the complaint, therefore qualifying as less face-threatening.

Instances:

(Amer, NR-85) The exposed metal is rusted. If **you** like poorly made products from China, **you'll** love this.

(Amer, NR-91) In the description it says **you** can get a 6 month free trial. But **you** have to put in **your** credit card data.

(Amer, NR-55) This is a total fraud and don't buy it. **You** can buy these items separately and still have enough money left to buy even more products other vendors.

(TR, NR-35) Sonra SD karta yapılan kayıt anlık olarak telefona kayıt edilemiyor. O anı **açacaksınız** tekrar kayıt tuşuna basıp telefona ksydetrmsini **bekleyeceksiniz**. Tavsiye etmiyorum.

(**You** will open that moment, press the record button again and wait for it to save on the phone. I do not suggest.)

(TR, NR-39) Ürün kesinlikle 9.5mm değil! Laptop kasasının içerisine sokmak için kasayı **kanırtmanız** gerekiyor. Uyumlu laptolarda muhtemelen hata payı bırakmışlardır.

(The product is definitely not 9.5mm! In order to insert it into the laptop case, **you** have to pry the case. They probably left a margin of error on compatible laptops.)

(TR, NR-53) Kurulumu çok kolay, çekimi güzel. Ancak devamlı kopuyor. **Verdiğiniz** paranın karşılığını **almıyorsunuz**.

(Very easy to set up, nice to shoot. But it keeps disconnecting. **You** don't get what **you** pay for.)

Data analysis of the Use of Pronouns

To analyze the data regarding the use of pronouns, data sets were coded in the light of the designated categories presented in this section. In the coding scheme, one more category named "pronouns referring to the complaine" was added so that the imposed face-threat against the complaine could be better pinpointed. To process on this category, second and third-person pronouns as well as demonstrative pronouns followed by nouns representing the addressee were checked, and in case the complaint had any of these pronouns, this category was coded as the number of the frequencies. The following table demonstrates the coding process of a sample regarding the use of pronouns.

(Amer, NR-28) **My** NAME OF THE BRAND. needed a charge every third or fourth day and **I** trusted its accuracy. **You** should be ashamed, NAME OF THE BRAND.

Table 22

Overview of the Coding of the E-complaint (Amer, NR-28) regarding the Use of Pronouns

Variables	Coding
First person pronouns	2
Second person pronouns	1
Third person pronouns	0
Demonstrative pronouns followed by nouns denoting the complaine	0
Pronouns referring to the complaine	1
Pronouns addressing the Amazon community	0
Indefinite pronouns	0

According to the above table, the instance (Amer, NR-28) included first and second person pronouns; therefore, was coded as 1 for each. The category “Pronouns referring to the complaine” was also coded as one as it acted as the sum feature.

Analysis of the Features of CMC

The last section of the research scope herein is to look into the features of CMC, which is an indispensable part of electronic communication. Those features can saliently consolidate the effect of the complaint negatively; that is, they heighten the face-threat in some way. There are basically two classes of CMC features handled in this section: Emoticons and intensifying features of CMC, the latter of which is also demonstrated in five subcategories. These are visual signs, capitalization, an exclamation mark(s), repetition of other punctuation marks, and, lastly, repetition of letters. Below are instances from the data sets with regard to each category and subcategory, where the relevant CMC feature is boldfaced.

Category 1: Emoticons

By the definition of Oxford languages, an emoticon is a representation of a facial expression, such as a smile or frown, formed by various combinations of keyboard characters and used to convey the writer's feelings or intended tone. Through the use of emoticons, the mood of the message sender can be comfortably characterized. Interestingly, in both data sets, reviewers hardly ever resorted to emoticons, and those used are frownies and thumb-downs.

Instances:

(Amer, NR-8) The wire on the nose part kept going down wouldn't stay in place we had to be replacing masks every so often due to wire not working too well. I wouldn't buy them again. :(

(Amer, NR-22) The boots look nice and are comfortable for the most part. The main issue we had was the fact they completely fell apart before the end of winter. The quality just isn't there. ☹️

(TR, NR-9) Çantanın ön dış yüzündeki anahtarlık olan bölmenin üstünde tele vardı. Bana ulaşır ulaşmaz hemen iade ettim maalesef :(

(There was a wire on the key ring compartment on the front of the bag. Unfortunately, I returned it as soon as it reached me :(

(TR, NR-75) İki kızlerimiz için 2 çift almistik diğesinde problem yok ama biri çaktı ve maalesef kullanamıyoruz 🙄

(We bought 2 pairs for our twins, the other is fine, but one of them pulled and unfortunately we can't use it 🙄)

Category 2: Intensifying Features of CMC

Apart from emoticons, complainers also referred to some other CMC features in order to increase the face-threat in their reviews. These aforementioned intensifying features will be presented and illustrated in the form of subcategories as follows:

Visual signs. Visual signs, distinguished from emoticons, can appear in different forms and shapes and serve to grab the attention of review-readers. As stated by Edelman (1996, p. 251) and Zimbardo and Gerrig (1999, p. 233), complaints including visual signs are more frequently browsed and are more memorable owing to their remarkable appearance (cited in Meinel, 2010). While there are a few instances of visual signs in American e-complaints, there exists none in the Turkish data set.

(Amer, NR-30) Does not work with existing NAME OF THE BRAND system ! Customer service does not exist at NAME OF THE BRAND !!!! Just more money\$\$\$\$\$\$\$ what a scam!!

(Amer, NR-64) Very complicated instruction for play. We tried to play with grandkids & gave up. Instructions lengthy & confusing.

Capitalization. In a broad sense, capitalization is considered a sign of shouting in most online communication modes, especially in chat rooms (Bader, 2002, p. 104f.; Raettig, 1999, p. 13f.). As a contributing factor to the vigor of the complaint; capitalization appears in two forms on the feedback forums of Amazon. The reviewers either tend to capitalize part of their complaint for emphasis, or they alternatively capitalize the whole complaint. Either way, they reflect their vibrant stance on this negative financial transact in order to grab the attention of other fellow customers. The instances from both data sets appear in highlights just as follows:

(Amer, NR-9) I had an allergic reaction from these mask. I had a rash, hives, burning, and itching of my face. **PLEASE DO NOT PURCHASE**

(Amer, NR-15) The build quality is **ATROCIOUS**, loose parts, shaky turntable and more. The needle is crap and bounces all over new records, old ones play fine but then the sound quality is god awful, even with speakers attached. **DO NOT BUY THIS GARBAGE**

(Amer, NR-92) **CANNOT CONNECT MESSAGES FRIM IPHONE TO FITBIT!!!!!!!**
HORRIBLE

(TR, NR-16) Amazon hızı **HARİKA** Fakat, Bu adaptör evdeki 4 NAME OF ANOTHER BRAND marka telefonu da Turbo şarj **ETMEDİ**. İade ile uğraşmak istemediğimizden kullanacağız mecbur.

(Amazon speed is **GREAT** but This adapter did **NOT** Turbo charge all the other 4 NAME OF ANOTHER BRAND phones in the house. Since we do not want to deal with returns, we will have to use it.)

(TR, NR-52) **ALMAYIN GEREKSİZ PARA KAYBI, ASIL REZİLLİK NAME OF THE BRAND DAN GELDİ İADE TALEBİ OLUŞTURDUM ERTESİ GÜN ARADILAR NAME OF THE BRAND DAN , 3İŞGÜNÜDE GELECEZ DEDİLER , 13 GÜN OLDU BEKLİYORUM !!!!!!!!**

(DON'T BUY TOTAL MONEY LOSS, THE REAL DISGRACE CAME FROM THE NAME OF THE BRAND I REQUESTED A REFUND THE NEXT DAY THEY CALLED THEM THEY SAID TECHNICIANS WILL COME FROM THE NAME OF THE BRAND IN 3 DAYS, I HAVE BEEN WAITING FOR 13 DAYS !!!!!!!!)

Exclamation mark(s). Similar to capitalization, the inclusion of a single exclamation mark or the repeated use of it as part of the e-complaint is supposed to add to the magnitude of the complaint, which is why it must be regarded as another intensifying feature of CMC. Instances also reveal that there are cases where the single-use is systematically repeated, or a combination of single-use or repeated use coexists in the same e-complaint. Some instances are demonstrated below:

(Amer, NR-10) Something that covers your nose shouldn't give off an odor. I gave them away to friends. I won't buy this brand again!!!

(Amer, NR-27) It's supposed to be brand new right out of the package and it WONT CHARGE! I've tried EVERYTHING! Nothing is working! This is pure garbage! A waste of money!

(Amer, NR-30) Does not work with existing NAME OF THE BRAND system ! Customer service does not exist at NAME OF THE BRAND !!!! Just more money\$\$\$\$\$\$\$ what a scam!!

(TR, NR-19) İnanılmaz kalitesiz bir ürün. Bandın yapışkanı berbat, kat kat bantlamama rağmen hazırladığım koli açıldı!

(Incredibly poor quality product. The adhesive of the tape is terrible, even though I tape it in layers, the parcel I prepared was opened!)

(TR, NR-52) ALMAYIN GEREKSİZ PARA KAYBI, ASIL REZİLLİK NAME OF THE BRAND DAN GELDİ İADE TALEBİ OLUŞTURDUM ERTESİ GÜN ARADILAR NAME OF THE BRAND DAN , 3İŞGÜNÜDE GELECEZ DEDİLER , 13 GÜN OLDU BEKLİYORUM !!!!!!!

(THEY SAID TECHNICIANS WILL COME FROM THE NAME OF THE BRAND IN 3 DAYS, I HAVE BEEN WAITING FOR 13 DAYS !!!!!!!!)

Repetition of Punctuation Marks Other than Exclamation Marks. Repetitive use of punctuation marks apart from exclamation marks is another factor deepening the emotional rigor of the complaint. See the following instances for example.

(Amer, NR-37) So I figured I'd return it and get a replacement.... NOPE. I can't get a replacement.

(Amer, NR-54) Looking for a 50pc hard candy lot and ended up w this instead. For the \$ NOT worth it. Not even full size lip balms....what trash

(TR, NR-50) 1 yılda bozulacaksa ben bu mouse'a neden 600 lira verdim ??

(If it will break in 1 year, why did I give 600 lira for this mouse??)

Repetition of Letters. When users repeat certain letters in their e-complaints, they are thought to create an effect similar to emphasizing particular sounds in spoken language

(Bader, 2002, p. 105f; Herring, 2001, p. 617). Such use is not involved in any of American English e-complaints; however, there is one e-complaint in Turkish data set as put below:

(TR, NR-31) **Eveet** ürünün ses kalitesi gerçekten çok iyi Fakat telefonun bağlantı kısmında temassızlık var

(**Yeess**, the sound quality of the product is really good, but there is no contact in the connection part of the phone.)

Data Analysis of Use of CMC Features. To compare the absolute frequencies of the abovementioned CMC features between the two data sets, Independent Samples T-Test has been used. A sample coding procedure on one of the e-complaint is presented in the below table.

(Amer, NR-54) Looking for a 50pc hard candy lot and ended up w this instead. For the \$ **NOT** worth it. Not even full size lip balms...what trash

Table 23

Overview of The Coding of the E-Complaint (Amer, NR-54) Regarding The Use of CMC Features

Categories	Variables	Coding
Category 1: Emoticons	Emoticons	0
Category 2: Intensifying features of CMC	Visual signs	1
	Capitalization of words	1
	Capitalization of the message	0
	Single exclamation marks	0
	Repetition of exclamation marks	0
	Repetition of other punctuation marks	1
	Repetition of letters	0

As the coding table shows, in the chosen sample, the CMC features are used in a combination which can be respectively listed as visual signs, capitalization of words and repetition of punctuation marks other than exclamation marks.

Chapter 4

Findings, Comments and Discussion

In chapter 4, I turn to the results of this thesis, which are presented in the light of tables and figures appearing successively. From these visuals, one can comfortably deduce the significant differences which are shown by a bold-face. However, in case of no standard deviation across the data sets, the relevant part of the cell is left as it is. As I go through the findings, I follow the specific order in the previous chapter. Namely, I initially handle the employment of complaint strategies and strategy combinations along with the level of directness. Subsequently, the statistical analyses are demonstrated with regard to the use of modification, pronouns, and features of CMC. Last but not least, there is a synopsis of the whole chapter, in which the research questions of the present study are elucidated.

Statistical Analysis of the American English versus Turkish complaints

Starting with research questions 1 and 2, which aspire to find out what complaint strategies are employed in both data sets and what proportion of these complaints can be labeled as in/direct, the given data sets were statistically compared in terms of the use of complaint strategies, level of directness, and lastly the number of strategy combinations. Table 24 and Figure 8 compare the statistical analysis of these three different facets of complaint strategies between the two data sets.

Table 24

Amer and TR E-Complaints regarding the Use of Complaint Strategies, Level of Directness, and Strategy Combinations

Data set	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)
Expression of disappointment	38	23	0,021*
Expression of anger or annoyance	30	16	0,019*

Explicit complaint	99	97	0,314
Negative judgement	14	19	0,342
Drawing one's own conclusion	16	5	0,011*
Warning others	34	48	0,045*
Threat	0	1	0,317
Insult	2	2	1,000
Level of directness			0,258
Strategy combination	91	86	0,269

Figure 9

Graphic representation of Amer and TR E-Complaints regarding the Use of Complaint Strategies and Strategy Combinations

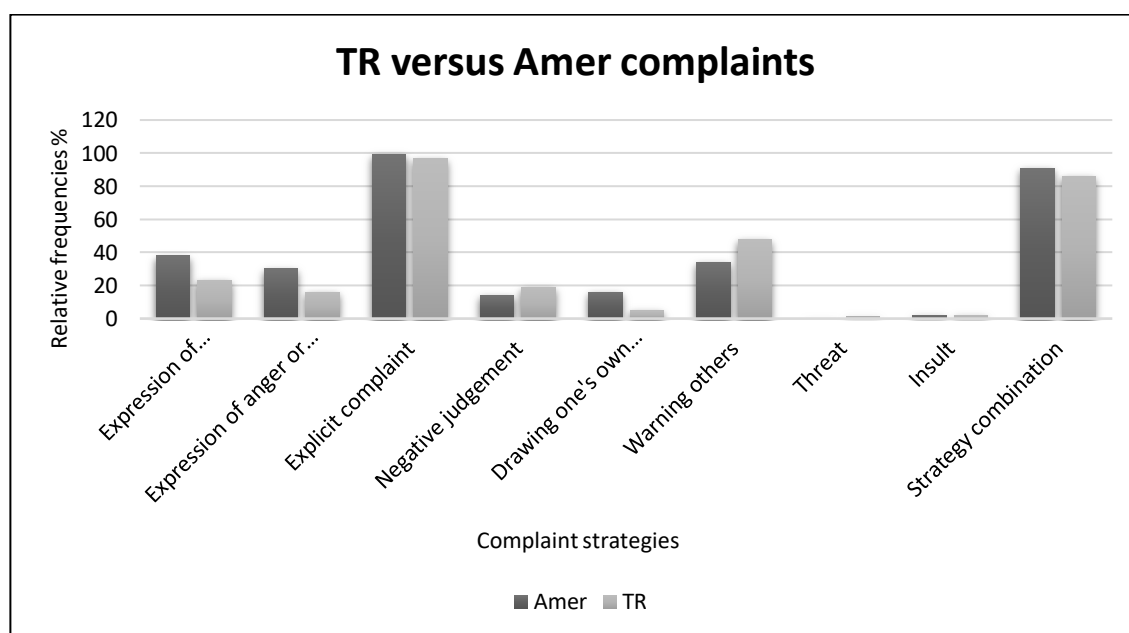


Table 24 and Figure 8 clearly indicate that, of all the complaint strategies, *explicit complaint* is the most frequently employed strategy in either data set. It can also be deduced from these analyses that strategy 4 *negative judgement*, strategy 7 *threat* and strategy 8 *insult* are practiced at similar frequencies. Traders in both data sets also tend to use the less direct complaint strategies more often than the more direct ones only with the exception of the strategy *warning others*.

The strategies which exhibit a significant difference are *expression of disappointment* ($p=0,021^*$), *expression of anger or annoyance* ($p=0,019^*$), *drawing one's own conclusion* ($p=0,011^*$) and *warning others* ($p=0,044^*$). In light of these, it is safe to say that speakers of American English display their emotions of disappointment and anger more explicitly and frequently, and they also state ceasing further transactions in a higher amount of e-complaints. On the other hand, Turkish speakers include warnings on a larger scale in their complaint realization. As for the degree of directness, no significant difference can be articulated ($p=0,258^*$, see table 24). Once and for all, in both data sets, strategy combinations appear in very similar quantities, with speakers of American English using these combinations slightly more often. For a more comprehensive analysis of the strategy combinations employed in these data sets, see table 25 and figure 10.

Table 25

The Number of Strategy Combinations in TR and Amer E-complaints

Data set: Number of combined strategies	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)
Single strategy	9	14	0,269
Two strategies combined	54	62	0,254
Three strategies combined	32	23	0,156
Four strategies combined	4	1	0,175
Five strategies combined	1	0	0,317

Figure 10

Graphic representation of Amer and TR E-Complaints regarding the Number of Strategy Combinations

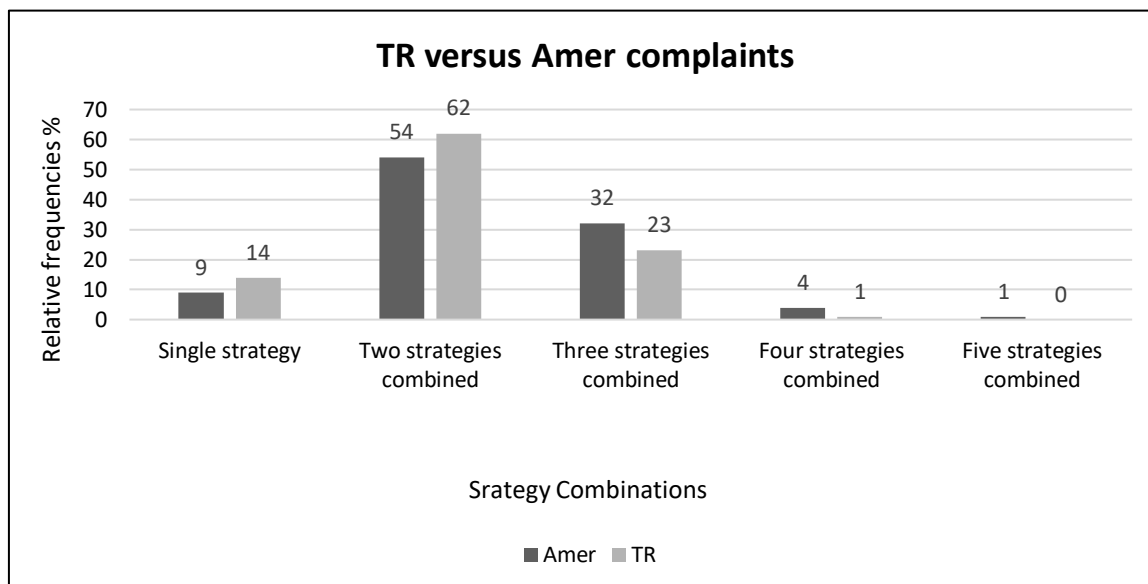


Table 25 and figure 10 explicitly illustrate that both Turkish and American English speakers combine complaint strategies in their complaint formulations in varying numbers and ways. The minimum number of strategies they use is one, meaning no combination is existent. On the other hand, the maximum number of combinations is five, which is employed only once by American English speakers. A closer inspection of the table also shows that e-complaints in both data sets feature the combination of two strategies as the most frequent strategy combination. Employment of three strategies and a single strategy follow as the two other most frequently used strategy combinations, whereas combinations of four and five strategies are hardly ever employed. All these similarities aside, no statistically significant difference was observed between these variables in the two data sets.

Apart from the number of strategy combinations, it is also essential to look at how these combinations are formulated. In other words, which strategy tends to co-exist with which other strategy or strategies is also worthy of attention to see how frequently these

combinations recur. This might, in turn, show whether there are tendencies of prototypical complaint formulizations in these data sets.

The relative frequencies of which strategies are combined in each e-complaint regarding both data sets evidently portrays that the most frequently used strategy *explicit complaint* is predominantly merged with Strategy 1 *expression of disappointment* and Strategy 6 *warning others*. Differently, though, while Turkish speakers adhered to Strategy 4 *negative judgement* in addition to *explicit complaint*, American English speakers preferred to use Strategy 2 *expression of anger or annoyance* as a third most common combination.

In the section below, the statistical results of the use of modification are presented. More specifically, the following table and figure illustrate the frequencies and percentages for upgrading modifiers.

Table 26

Amer and TR E-Complaints regarding the Use of Upgrading Modifiers

Data set: Number of combined strategies	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)
Intensifier	84	74	1,000
Aggressive interrogative	4	9	1,000
Time reference	37	40	1,000
Sarcasm	0	2	1,000

Figure 11

Graphic representation of Amer and TR E-Complaints regarding the Use of Upgrading Modifiers

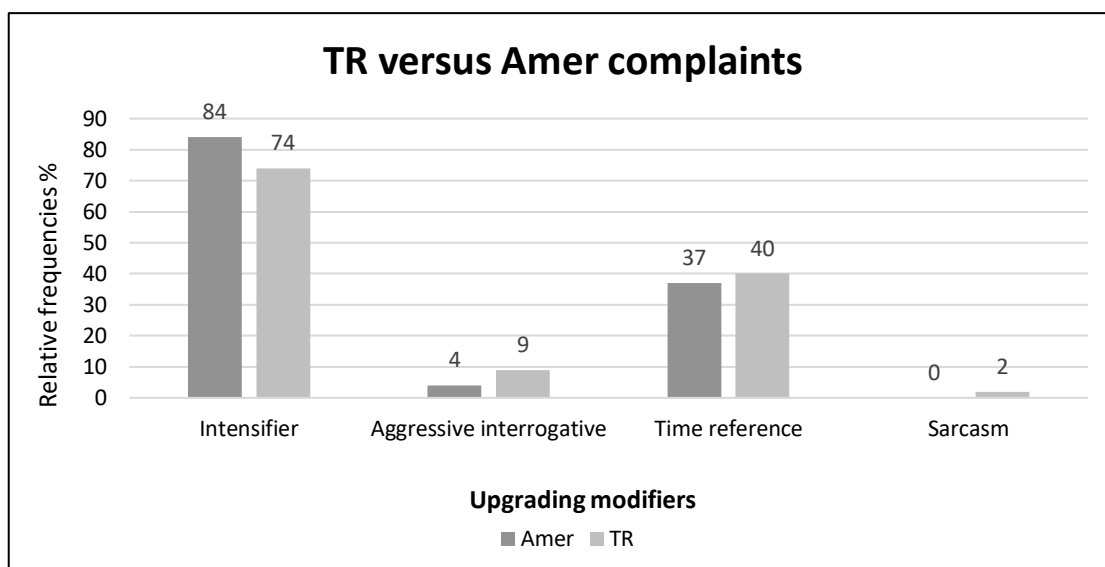


Table 26 and Figure 10 compare the summary statistics for the use of upgrading modifiers in Turkish and American English data sets. As these figures show, there is no one single case where significant differences can be obtained. On the other hand, there is a trend of using *Intensifiers* far more commonly in both groups. This trend is further maintained by the use of *time reference* as the second most commonly used upgrading modifier. As the use of *intensifiers* was more favored by the American English speakers, *time references* were used slightly more by the Turkish counterparts. Compared to these two modifiers, *aggressive interrogative* and *sarcasm* are practiced less commonly in either data set.

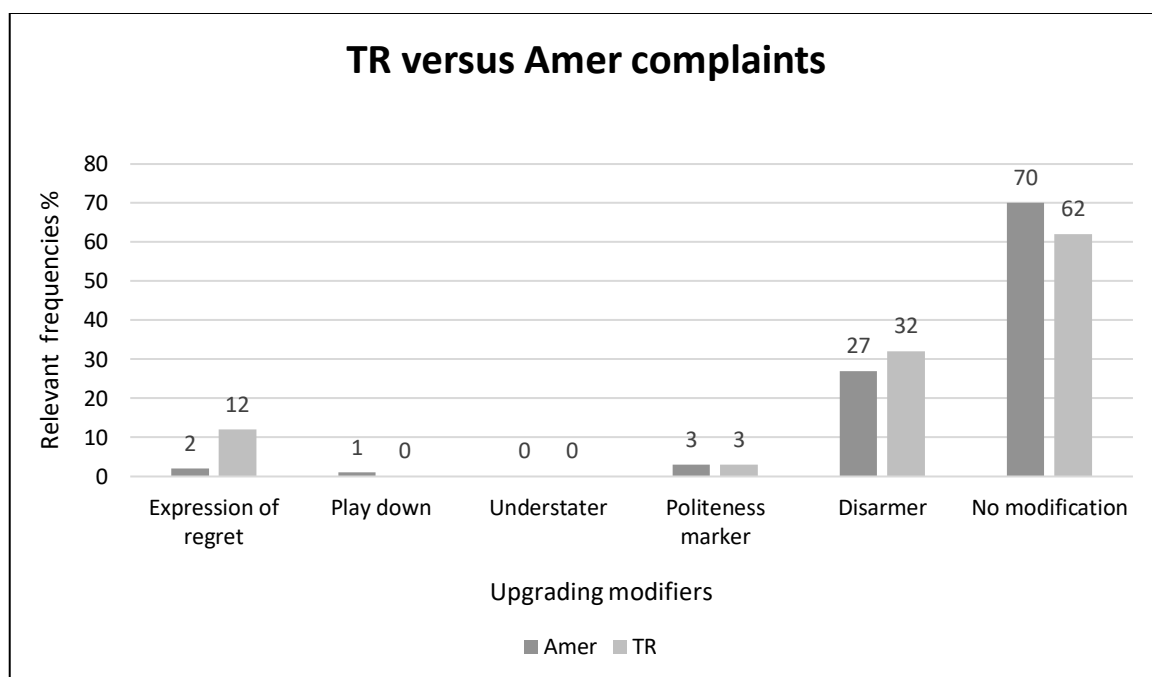
Table 27

Amer and TR E-Complaints regarding the Use of Downgrading Modifiers

Data set: Number of combined strategies	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)
Expression of regret	2	12	0,006*
Play down	1	0	0,317
Understater	0	0	
Politeness marker	3	3	1,000
Disarmer	27	32	0,441
No modification	70	62	0,235

Figure 12

Graphic representation of Amer and TR E-Complaints regarding the Use of Downgrading Modifiers



Turning the focus to downgrading modifiers, what stands out in Table 27 and Figure 11 is the dominance of absence of these mitigating devices in both data sets. Looking at the whole picture, though, it can be said that *disarmers* and *expression of regret* are the two most dominant modifiers utilized by both Turkish and American English speakers, while *understaters* and *play down* are almost never used. As for the use of *expression of regret*, there is a significant difference between the data sets ($p= 0,006^*$). To specify, Turkish speakers used this modifier relatively more, contrary to their American English counterparts.

Table 28 and Figure 12 provide an overview of the comparison of the use of pronouns in American English and Turkish data sets.

Table 28

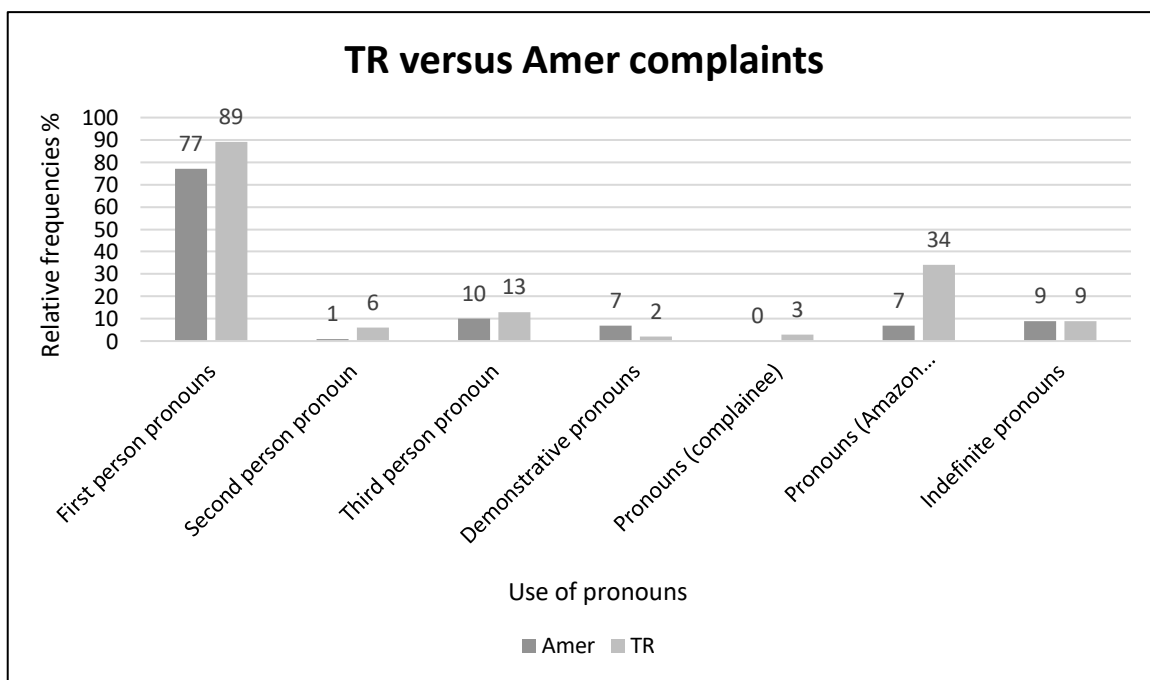
Amer and TR E-Complaints regarding the Use of Pronouns

Data set: Number of combined strategies	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)

First person pronouns	77	89	0,024*
Second person pronouns	1	6	0,055
Third person pronouns	10	13	0,507
Demonstrative pronouns	7	2	0,089
Pronouns (complainee)	0	3	0,317
Pronouns (Amazon community)	7	34	0,000*
Indefinite pronouns	9	9	1,000

Figure 13

Graphic representation of Amer and TR E-Complaints regarding the Use of Pronouns



From Table 27 and Figure 11, it is apparent that Turkish speakers make use of pronouns to a greater degree than their counterparts. What is striking about the figures shown in the above visuals is that the use of *first-person pronouns* in both data sets is most commonly observed. While this is the case, it can also be seen that the frequency of the use of these pronouns by Turkish speakers is meaningfully higher than that of American English speakers' ($p=0,024^*$, see Table 27). It is also interesting to see *that pronouns*

addressing the Amazon community is the second most frequently used pronoun category in the Turkish data set, which further indicates another significant difference ($p= 0,000^*$). By and large, the use of other pronouns seems to be pushed into the background as no statistical significance was found between data sets relevant to these pronoun categories.

Looking at the big picture, it can be safely said that, on a greater scale, Turkish speakers both attach their personal involvement to their e-complaints as well as their common sense for other fellow traders by the use of the *pronouns addressing the Amazon community*. The following table and figure now demonstrate the statistical analysis of the use of CMC features in the TR and Amer data sets.

Table 29

Amer and TR E-Complaints regarding the Use of CMC Features

Data set: Number of combined strategies	Amer complaints relative frequencies (%)	TR complaints relative frequencies (%)	Significance (p)
Emoticons	2	4	0,408
Visual signs	6	0	0,013*
Capitalization	26	6	0,000*
Single exclamation mark	21	6	0,003*
Multiple exclamation marks	15	2	0,001*
Repetitive use of other punctuation marks	7	7	0,775
Repetition of letters	0	1	0,317
No feature	46	70	0,000*

Figure 14

Graphic representation of Amer and TR E-Complaints regarding the Use of CMC Features

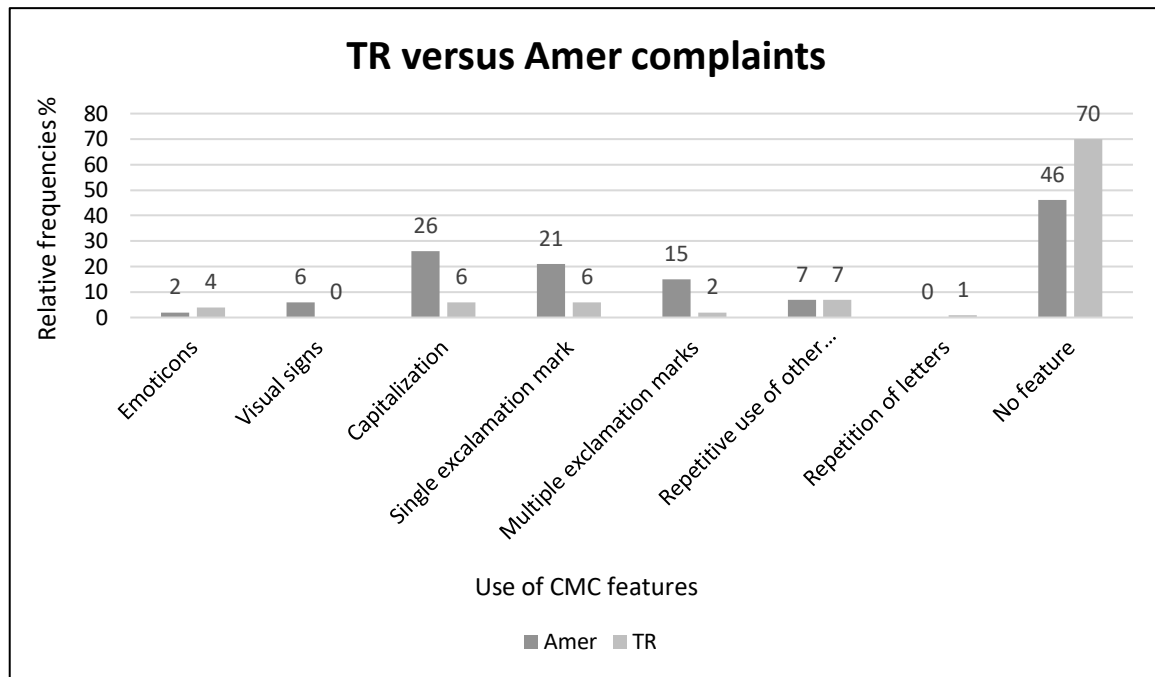


Table 26 and figure 10 display the comparative frequencies and percentages from the data sets related to the use of CMC features. The most interesting aspect of this graph is that none of the CMC features were employed in the majority of e-complaints in both data sets, which can be more remarkably observed in the Turkish data set. This finding may lead us to the conclusion that CMC features are exceptionally underfavored by the traders on this chosen platform, which is somewhat counterintuitive. This is astounding, particularly because these CMC features bear their exclusive and expressive nature as they can be conventionally employed in electronic language modalities.

On the whole, all ranges of CMC features were used in varying numbers indicated in the bar graph. While American English speakers seem to be dominating their Turkish counterparts in the use of most of these features, the use of *capitalization*, and *single and multiple exclamation marks* are strikingly more frequent compared to other features, and these features also show the most significant differences with an addition of *visual signs* (capitalization $p=0,000^*$, single exclamation mark $p=0,003^*$, multiple exclamation marks $p=0,001^*$, visual signs $p=0,014^*$). When it comes to the remaining CMC features at hand, they were not only used rather rarely but also indicated no significant difference between the data sets.

Discussion of the Findings in relation to Relevant Literature

In this part of the present thesis, the results demonstrated above are discussed and interpreted in a comparative manner in relation to the relevant literature. As a first remark, even though they all have the speech act of complaints as their research focus, previous studies are distinguished within themselves in many aspects. That's to say they have different methodological approaches, varying technics or instruments for data collection or elicitation, as well as specific situational and contextual factors influencing both the research process and the research results (Meinl, 2010). Even in these circumstances, some useful conclusions can still be reached related to speakers' linguistic variances in complaint realizations.

Returning to the first and second research questions, it is now possible to state that, in both data sets, the American and Turkish speakers are collectively in the habit of complaining neither directly nor indirectly in their electronic complaints, as there is no significant difference between the use of less direct and more direct complaint strategies. This outcome is rather surprising, for previous research on spoken communication based on complaint situations paints a varying portrait. To illustrate, in their study on the pragmatic language behavior of Turkish EFL learners and native speakers of English, Önalın and Çakır (2018) compared the speech act productions of these two groups in formal complaint situations. While doing so, they also sought after the perceived appropriateness of the participants' complaints based on a direct/indirect dichotomy. Differently from the present study, they found a significant difference between the groups. According to their findings, native speakers were more assertive and direct, whereas Turkish EFL learners were more reserved and indirect.

On the other hand, upon comparing the present thesis to previous CMC research on complaints, we can see some other remarkable findings. For instance, in her study on Tripadvisor complaints, Vasquez (2011) categorized most of the complaints in her data as indirect, which at first seems to correspond to the findings in this study. However, her

criterion for directness was similar to Boxer's (1993) in that a complaint is characterized as indirect, providing it addresses the fellow travelers, not the complaine. Considering directness correlative to the degree of the complaint strategy employed in the complaint, this study clearly does not suit this assumption. However, it is meaningful to compare my findings to those of Kılıç and Karatepe's (2021), who also investigated negative reviews on Amazon by using the same taxonomy suggested by Meinl (2010). In contrast to the findings of the present study, theirs was able to set a clear distinction, on the basis of frequency, between the use of less direct and more direct complaint strategies, the former of which outnumbered the latter.

It is also encouraging to compare this surprising outcome with that found by Meinl (2010), who reported that British English and German speakers are more direct in CMC compared to the participants in previous studies on complaints in spoken communication (Geluyken & Kraft, 2003; House & Kasper, 1981). A possible explanation for the greater degree of directness in CMC as she proposed may be that, unlike in spoken situations, the traders do not have to afford any risks of confronting who or what they are complaining about. Like in most feedback forums, users are entitled to receive anonymous names or nicknames as they browse or leave comments on products on websites of Amazon. This conclusion accords with previous research findings which revealed that anonymity on the internet paves the way for abusive behaviour (Danet, 1998; Gilboa, 1996; Herring, 1994; Hiltrop, 2003). Although Amazon offers the very same possibilities to its users as eBay when it comes to concealing identities, neither Turkish nor American English speakers opted for using the most direct strategies as often. One can link this significant divergence to the technical situations. To clarify, unlike eBay users, those on Amazon had a longer message capacity to type their feedback so they might not have had to compact their complaints into a vigorous, direct formulation.

Another important finding is that, in either data set, a similar variety of strategies are employed. Comparing the strategies on their level of directness, it is safe to say that both

American English and Turkish speakers feature *the less direct* and *most direct strategies* almost equally in their complaint realizations. This means that no significant deviation exists in terms of directness as neither side is superior to the other in their use of less or more direct complaint strategies. In addition to that, *strategy 5, drawing one's own conclusion* and *strategy 6, warning others* are by far the most frequently used more direct strategies in both data sets. Despite these similarities, American English speakers draw their own conclusion of not maintaining further transactional activity with the seller more often, whereas Turkish speakers issue considerably more warnings to their fellow customers. This discrepancy could be attributed to some cultural factors inasmuch as American English speakers might prioritize their personal involvement while complaining. In contrast, Turkish speakers may opt for acting empathetically, so no other counterparts suffer from a similar unpleasant state of business.

These findings are somewhat surprising given the fact that Meinl's (2010) research on British English and German speakers reveals *threats, drawing conclusions and insults* are the most preferred more direct strategies. In the present study, however, threats and insults are astonishingly the least employed more direct strategies. This inconsistency may be in part because the users could only send messages including up to 80 characters to the feedback forum of eBay. As a consequence, they might have had to formulate the most concise but functional complaint possible, which might have, in turn, caused the users to be much more direct in their formulations. Overall, this leads one to the conclusion that even though users might formulate more direct complaints in CMC than in spoken situations, they greatly differ in their choice of more direct strategies they choose possibly due to the technical affordances catered by the specific website. However, more research on this topic is to be undertaken before the association between the technical context of a specific website and the traders' strategy choice is more clearly understood.

As indicated in the results section, Strategy 3 *explicit complaint* is by far the most employed strategy of all in either data set. This finding is perfectly parallel to that of Meinl's

(2010). According to her, one possible explanation for this prototypical use is that the majority of members of eBay may have wanted to stick to Grice's Maxim of Quality, Relation, and Manner because this strategy is best to use when one wants to achieve accuracy, clarity, and brevity without causing severe face-threat to the addressee/s all at once. A similar approach could have been adopted by the members of Amazon as well. Furthermore, communities in online networks, including Amazon and eBay, could build up some norms and codes in compliance with the corporate rules informed to them while formulating complaints since they are not only entitled to write feedback but also to view other reviews posted to these forums. As a result of this, certain common practices in the formulation of complaints are completely normal and acceptable.

Despite this similarity, the present study also found that strategy combinations occur at a higher rate in American English and Turkish data sets compared to Meinel's findings in her study. This is probably because Amazon does not enact any message limitation on its members so they are able to write feedback as long as they wish. Another consideration is that, by publishing a community guideline, Amazon encourages its members to be helpful, relevant, meaningful, and appropriate as fully as possible. Undertaking this as an authority and a communal mission, the members may attempt to reveal as much relevant and supportive information as possible for other fellow members, thereby ending up formulating strategy combinations. The emergent data from this research also support this hypothesis in that most strategy combinations in both data sets are in the combination of *explicit complaint* and *warning others*. Similar findings could be observed in previous research on other electronic settings (Meinel, 2010; Vasquez, 2011). To develop a full picture of the notion of collectivity in digital discourse, additional studies are needed to see whether traders on other e-commerce websites stick to similar norms in their e-complaints.

Having discussed the results of the first three research questions of the present thesis, I will now move on to discuss the employment of the modification strategies in both data sets. The big picture that emerged from the statistical analysis of upgrading and

downgrading modifiers is that American English and Turkish speakers bear striking similarities as to how they employ modification strategies. To put it more explicitly, both groups employ upgrading modifiers overwhelmingly more often than downgrading modifiers. Even more surprisingly, a vast majority of the e-complaints in both data sets exclude any employment of downgrading modifiers (See Table 27). Another similarity between American English and Turkish speakers is in the use of upgrading modifiers, namely *intensifiers* and *time references* are the most frequently used ones by both groups. These results conform to those of Meinl's (2010), who also obtained correlative results from her data, including German and British English traders. Shifting the focus to upgrading modifiers in specific first, the use of *intensifiers* is totally predictable as this is the simplest way to increase the directness and face-threat of their complaints. The use of *time reference*, on the other hand, represents the subjective side of complaints (Edwards, 2005). What's meant by this term is that, as they issue a complaint, speakers automatically reflect some personal sides of themselves, which can create either a positive or a negative image on the part of other fellow traders. Therefore, by using *time reference*, they aspire to formulate complaints justifiable through solid evidence, which can provide viewers with reasons to empathize with the complainer. As Meinl states, "the precision of the date and/or period of time gives the complaint the appearance of being more serious and objective, thereby increasing the possibility that the complainer is perceived as a serious and correct trader." As is clear, the inclusion of *time reference* as part of complaints allows the speakers to have legitimate and acceptable reasons for complaining while reinforcing the sense of solidarity among members through the most accurate, enlightening information possible. After all, this is the main rationale behind the feedback forum of Amazon. In general, it seems that previous research and the present study are in full agreement that research participants have a lack of interest in using downgrading modifiers in their e-complaint, and some even do not include any of these modifiers. In addition, *intensifiers* and *time references* are the most common upgrading modifiers in these research studies. Seeing

this, it is an important issue for future research to understand whether such tendencies are beyond cultural preferences, but global norms in online environments.

Before moving on to discuss the use of pronouns, it must also be noted that both groups in the Amazon community could have established some norms with respect to the mechanical aspects of their complaint formulations. That's to say; like Meinel (2010), I also observed that, in most e-complaints, members tend to employ ellipses and typos. In some complaints, there are also instances of absence or misuse of punctuation marks. All these occurrences can be easily noticed in sample e-complaints illustrated in the data analysis section previously. Meinel attributed this affinity to eBay members' having limited message buffers to type their complaints to a great extent though the fact that members on Amazon, who do not have to worry about such typing limitation, have similar inclinations reflects that this behavior could be a potential internet user attitude.

With respect to the fourth research question in this thesis, the use of pronouns was investigated and the relevant statistical results were presented formerly. Prior studies evaluating the use of pronouns in complaint situations (Meinel, 2010; Trosborg, 1995) observed consistent results in that one group in their research population, namely British English speakers, include *first-person pronouns* and *pronouns addressing the complaine*e more dominantly in their complaints. Consistent with the literature, this research found that *first person pronouns* are abundantly used in both data sets. Referring to Haverkate's notion of complaint perspective (1984, p. 56, cited in Wahyuni, 2010), by using first-person singular pronouns, the complainers attempt to express emphatic reference to show they are personally in charge of the accusation for the offensive act. By doing so, they focalize reference to the complainer from the speaker's perspective.

Surprisingly, though, in contrast to earlier findings, neither data sets promote the use of *pronouns addressing the complaine*e, but *pronouns addressing the Amazon community*. These conflicting statistical results could be attributed to the nature of the research conduct, the cultural background of the participants or the research setting-

spoken, written, online, etc- where the data is collected. Comparing these findings to that of Meinl's (2010) in her research on eBay, one possible explanation for this discrepancy may be that British and German traders on Ebay prioritize their first-hand involvement in addition to the complainees in their pronoun choices because of the lack of message capacity. Furthermore, the emergent data in the present study reveals that *pronouns referring to the Amazon community* are inherently used when the complainers want to warn their fellows to be cautious against similar negative consequences of the business transaction with the specific seller. However, British and German traders have very little use of the complaint strategy *warning others* in their e-complaints in contrast with the traders in the present study. Hence, another possible alternative explanation for such diversion could be the extent to which the strategy *warning others* is included in the e-complaint. To be clear, the complaint strategy employed in the formulation might be influencing the traders' choice of pronouns.

Let us finally turn to the use of CMC features, which were handled under seven categories. To start with, as indicated before, in a large portion of e-complaints in either data sets, none of the CMC features are involved. As the employment of most CMC features signifies intensification in the complaint, traders who do not include these features in their complaint formulations might want to sound less direct or offensive. Additionally, both American English and Turkish speakers are inclined to use capitalization as well as single and multiple exclamation marks as the most common CMC features. Nonetheless, American English complaints include these three features to a much greater degree.

Meinl (2010) found very similar results in her study with German and British English traders as well. These traders also tend to make use of capitalization and exclamation mark/s considerably more frequently than the other features. This result might be explained by the prospect that traders, in general, may expect their complaints to be more impactful and distinguished for other traders by means of capitalization and the use of exclamation mark/s. This could be particularly true considering the specific norms developed by the

members of these online communities. There are, however, other possible explanations. For one thing, these two features are classified as intensifying features of CMC. Bearing this in mind, traders might simply want to cherish the comfort and convenience provided by these electronic environments since using these features will not only free them from typing labor but will also enable them to formulate vibrant and striking complaints to better attract the attention of potential browsers. As for the ultimate deduction regarding American English and Turkish speakers in both data sets on the feedback forums of Amazon, the majority of e-complaints in both data sets do not opt for any CMC features at all, whereas the remaining sector favors the use of capitalization and exclamation mark/s for various reasons. Overall, the matching findings of this thesis to previous research indeed help us better understand that even communities on distinct CMC modes can embrace common norms and tendencies in certain terms, such as the use of CMC features. Yet, further investigations, particularly on other digital environments, are required to confirm and validate these findings.

Overall, from all these findings, two major inferences can be drawn. Firstly, some communicative norms addressing the whole Amazon community may urge traders to make similar linguistic choices irrespective of cultural divergences (e.g., Graham, 2007; Knobel & Lankshear, 2002; Meini, 2010). Some of these include the employment of complaint strategies and the use of modifiers. Moving from similar previous research findings, we can even say that these uniform communicative norms are likely to emerge on other CMC platforms, although such a generalization requires further investigation. Secondly, as expected, there are also culture-specific norms involved in the chosen data sets. These features are more remarkably observed in traders' use of pronouns and CMC features.

Discussion of the Findings in relation to Politeness Theories

Thus far, all the research findings concerning the preset research questions in this thesis have been discussed based on relevant literature. The following section will now discuss these findings with reference to the politeness theories presented in Chapter 2.

Meinl (2010, p. 226) reports that, in conflicting situations, such as complaint realizations where FTAs are commonly practiced, the way interactants navigate relational work should be investigated from various perspectives. To put it more clearly, the formulated complaint is to be assessed on the part of the hearer(s) in terms of politeness and appropriacy considering the specific occasion, as multiple factors may interfere with this interpretation. With this in mind, this thesis bases its scope upon three prominent politeness theories, the first of which is the *conversational maxim view*. This theory is basically nourished by Grice's Cooperative Principle (CP) (1975), which operates on four maxims (See Chapter 2). In this regard, the ideal interactional mechanism is to optimize these four maxims, yet complaints are potential incidents where some of these maxims are highly at the stake of violation. Considering the complaint strategies utilized in the present data, it was found that a great majority of the traders issued *explicit complaints*, whose key function is to offer other members the most truthful and relevant information in a perspicuous way (Meinl, 2010). Therefore, in most cases, Grice's Maxims of Quality, Relation, and Manner are conformed in the best manner possible. Notwithstanding, the great number of strategy combinations breach the Maxim of Quantity, which indeed seems to cause no severe harm given the mentality of the feedback forum of Amazon. To put it bluntly, the traders are expected to provide the best, comprehensive feedback to other members and are granted an unlimited message buffer, which unsurprisingly make way for strategy combinations.

According to Leech's view (1983), who invented the Politeness Principle (PP) in reaction to CP, the relational function of language works best when utterances comply with the Maxim of Approbation. This Maxim stipulates the idea of minimizing dispraise and

maximizing praise of the hearer, both of which could only be accomplished when the speaker issues a complaint as indirectly as possible. In brief, being indirect is the best equivalent of being polite. In light of this, resorting to the least direct strategies, which are *expression of disappointment* and *expression of anger or annoyance* in this context, traders then abide by the Maxim of Approbation. Taking the total number of the use of less indirect and more indirect complaint strategies in both data sets, no general statement can be made in terms of the traders' adherence to this maxim, namely their politeness, as there is no superior figure. But looking at the strategies individually, one can say that American English speakers outperform Turkish speakers in their use of Strategies 1 and 2, so they could be named politer accordingly. Likewise, turning to the use of more direct strategies, it is the Turkish speakers who use them more frequently as well, which could characterize them as more impolite.

Turning to the face-saving view, more specifically Brown and Levinson's Politeness theory (1987), one should fundamentally understand the concept of face, sustenance of which is the ultimate aim of the interactants in a speech situation. According to the working mechanism in this theory, the act of complaining is perceived to be threatening both for the speaker or the hearer, sometimes both. In order to regain the social balance between the interactants, some sort of face management should be put into practice by means of politeness strategies. The politeness strategy one would choose for redressive action goes hand in hand with the weight of the FTA. As with any online setting, traders on Amazon are not expected to have any past experiences or acquaintanceships mostly because of their distant residence, which heightens the weight of the FTA. Ironically, for the very same reason, mitigating their complaint may not be essential for them, unlike in spoken communication where the perceived social distance plays a great role in the flow of the conversation given the physical involvement of the interactants. Consequently, all these factors combined might explain why American English and Turkish speakers do not choose to use any downgrading modifiers in most e-complaints. Examining the downgrading

modifiers involved in the two data sets more closely; *disarmers* are by far the most used ones by both trader groups. Starting with positive commentary, especially as a preparation for the complaint, traders employ the super strategy, *do the act with redressive action positive politeness*, through which they express solidarity by addressing the hearer's positive face. On the other hand, most traders use the upgrading modifiers, *intensifiers*, and *time reference* in specific, predominantly more often than downgrading modifiers, thereby following the most direct and impolite strategy *on-record without redressive action*. Similar to the weak appearance of downgrading modifiers in both data sets, the use of indefinite pronouns is not prevalent either, which is considered another mitigating device in the context of this study. However, though not frequently, these traders include the least direct strategies, *expression of disappointment*, and *expression of anger or annoyance*, to some extent. This indicates a relatively small part of the traders adheres to Brown and Levinson's *off-record super strategy*.

On the whole, the findings of this thesis seem to be at great variance from what is expected. To be clear, based on the mainstream of the Politeness Theory, as the weight of the FTA ascends, so should the degree of politeness, which is the opposite case here. On the contrary, despite the heightened weight of the FTA, the traders do not reconcile but aggravate the threat by means of intensifying features. These findings are correlative to those of Meini's, which confirms the supposition that the notion of the FTA weight should be revisited and reformulated considering this new language modality, CMC. Another argument to refer to in this specific CMC mode is that indirectness and politeness might not be equivalents in all cases (e.g., Culpeper, 2008, cited in Meini, 2010).

As the final politeness theory, we now turn to Spencer-Oatey's rapport management concept. According to Spencer-Oatey (2000b), in addition to individual norms and expectations, speakers should also try to conform to the generically constructed norms of the group they belong to in interactional situations. This special concept is called rapport management, which basically grounds on values and entitlements. In the most general

sense, the perception of politeness is not language-reliant, but rather appropriateness-reliant, and the decision of appropriateness is a product of social norms which are later exhibited as sanctioned behaviour. In light of this view, the present data can be interpreted in multiple ways. Initially, speaking of the complaint strategies employed in the data sets, it is possible to say that both American English and Turkish speakers show the deepest interest in the strategy *explicit complaint* in their complaint formulations, as mentioned earlier. The prototypical employment of this strategy goes in line with the members' desire to achieve their best in their given social roles. In this case, by employing an *explicit complaint*, traders in the feedback forum of Amazon enable other members to be truthfully informed about the possible complications or unfavorable experiences in similar business transactions with the complaine, thereby manifesting their social identity.

Besides *explicit complaint*, both groups of traders also favored the use of the strategies *drawing a conclusion* and *warning others*. As there is a significant difference regarding the use of these two complaint strategies between the data sets, two discrete conclusions can be reached. To begin with, the strategy *drawing a conclusion* is more commonly used by American English speakers. This essentially indicates that, due to their unsatisfactory business experience with the complaine, American English speakers stated they would cut off further transactions with the seller. With reference to the concept of rapport management, practicing such an act evidently refers to the manifestation of individual identity (Spencer-Oatey, 2000b, 2002, 2005). As for the strategy *warning others*, the opposite is the case; that is, Turkish speakers more dominantly use this strategy than their American counterparts. Turning to the concept again, members using this strategy are thought to manifest their social identity as well as exercising power. As Spencer-Oatey describes in her model of rapport management, individuals can draw on the principle of *empathy* in order to form positive relationships with others by sharing their concerns, feelings, and interests. Obviously, members achieve these important missions through this strategy in that they first conduce to other members' not getting into a possibly unfair,

frustrating business situation which they may regret later, thereby fulfilling the common practice as expected. Looking at the frequent instances of these two strategies, we can say that one's statement of suspending their future trade activity or warning other members may be justifiably acceptable, appropriate, and polite from the viewpoint of other members as doing these are completely in agreement with the social norms. Even so, the complaine may regard it as inappropriate and impolite for the reason that the complaint explicitly addresses the other members instead of focusing on the previously conducted business transaction (Meinl, 2010). Overall, the perception of appropriacy and politeness might be rather subjective as well as normative, depending on one's role in the online community.

Chapter 5

Conclusion and Suggestions

This section intends to put particular remarks as to how the present study can contribute to eliminating potential misconceptions during cross-cultural interactions, notably in online environments. In the educational framework, these insights can also encourage language instructors to design and carry out more culture-sensitive practices in their language classrooms. In addition to communicative and pedagogical insights, further research suggestions will be presented at certain points referring to the relevant parts of this dissertation.

In the scope of this study, the scholar's focus has been placed on how American English and Turkish speakers complain on Amazon's websites of the US and Turkey. Exploring the similarities and differences between these nationalities through two distinct data sets, a clear distinction has been identified in how members of these cultures tend to reflect their communicative and linguistic choices in their e-complaints. Considering a growing sector of society prefers to handle business transactions electronically more than ever, such research can reveal data that can ensure better communication experiences by minimizing the risk of misunderstandings across cultures. This is particularly significant in favor of interlanguage research in that, data-driven from cross-cultural studies, such as this one, can contribute to the field of interlanguage pragmatics, which seeks to understand non-native speakers' tendencies to formulate speech acts, and how these tendencies evolve into more informed pragmatic choices in due course (Kasper & Blum-Kulka, 1993). To clarify, acquiring pragmatic competence in the target language is far beyond mastering its linguistic features. In addition to linguistic competence, learners should be able to convey their messages appropriately in line with the socio-cultural expectations in spoken interaction at their best (Novick, 2000). Correspondingly, previous research suggests that even though speakers develop a skill of accuracy and fluency in the target language, they may still lack pragmatic competence (Tanck, 2002). As a result, it would be essentially

stated that similar research on different languages could reveal more about culture-specific communicative norms, which, in turn, could expand the horizons of cross-cultural linguistics.

Another consideration is that the collected data in the present study were randomly chosen from the feedback forums on the Amazon's website. In a more restrictive manner, the data to be examined could also be selected on a reason-oriented basis. For instance, in her study, Meinel (2010) investigated e-complaints on British and German feedback forums of eBay, and arrived at significant differences between these. She collected her data based on two specific reasons: (1) the item was not received, and (2) the item was different than expected. Based on the overall results, she was able to discover while the number of reasons shaped British English speakers' e-complaints more profoundly, the type of reason for the complaint was more effective for those of Germans'. This suitably led her to the deduction that complaint strategies or linguistic devices serving for the complaint might be closely intertwined with the reason one is complaining for. Similar to Meinel, Kılıç and Karatepe also observed that their research population, namely Amazon users mostly complained about delivery time and customer service, and that the users tend to switch their linguistic choices in accordance with the reasons behind their complaints. With this in mind, future studies can look into certain reasons for complaint situations to see whether these reasons are likely to influence the linguistic and communicative choices of the complainers in other CMC modes.

Now that there are plenty of other cyber shopping venues than Amazon, similar research focusing on these specific platforms will probably add up to the existing studies such as this one. The main motive behind this is that these shopping websites or applications offer distinctive technical affordances to their users, especially on their feedback forums. Hence, this might have a huge effect on the complaint behavior of the traders, thereby influencing their linguistic and communicative choices. To be more specific, some of these websites restrict their users to a specific number of words as they complain. Given that, users of such websites might prefer to be more direct and offensive in the way

they complain. Furthermore, these studies might even concentrate on the comparisons of these websites to see how e-complaints are formulated separately with the given technical features.

From a pedagogical perspective, the pragmatic failure that results from different belief systems underlying language use is particularly challenging because it requires the learners, both as speakers and hearers, to adapt to a system of values that might be foreign to them (Benson, 2002; cited in Önalın & Çakır, 2018). Considering this, language instructors are expected to provide learners with the capability to figure out the norms of appropriateness and politeness and guide them correctly to choose the most suitable pragmatic strategies for a given situation. To internalize these norms, learners should be necessarily exposed to realistic, pure language use, which can be highly attainable thanks to the naturally occurring data extracted from CMC. The main rationale behind this is that coursebooks introduce speech acts in line with writers' own intuitions and impressions (Ishihara, 2010, cited in Demir, 2021), thereby lacking the hints of language use which dynamically and constantly evolve, especially in electronic discourse. For this reason, in the Information Era, to equip learners with the best functional and applicable pragmatic knowledge of the target language, more scholarly attention should be shifted to online communication settings. The findings of such a discursive-pragmatic study could shed light on what expressions, grammar structures, or lexicons are best to use as mitigating devices in case of a complaint situation, which might be later compiled as a corpus to be integrated into teaching programs or materials. As interactants in any social context want to cause minimum harm to each other's faces, a closer investigation of down-grading modifiers could equip language learners with an ability to soften their complaints situationally (See Appendix- B for recommended teaching ideas).

As a last remark, CMC has already secured its position in peoples' everyday lives, not only in the form of online reviews on feedback forums, but also as emails, chats, and message boards. Obviously, these online environments are acting as an international

juncture where participants should treat each other responsibly and appropriately. This being the case, language learners must qualify to be able to interact on these online venues as they are expected to become active and decent users of Web 2.0 technologies, which renew and improve themselves every passing day.

Taking all these into account, the present thesis study attempts to look into American English and Turkish e-complaints on the American and Turkish feedback forums of the Amazon website in a linguistically contrastive manner. As the writer of this paper, I strongly wish to inspire more scholarly attention to the investigation of e-complaints, which awaits to be explored more deeply.

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APENDIX- A: TURKISH AND AMERICAN ENGLISH DATA SETS

TURKISH E-COMPLAINTS COLLECTED FROM AMAZON	
1	Evet orjinal NAME OF THE BRAND ürünü olabilir ama daha ilk yıkamada pamukaniyor. Fiyatı ucuz görünce sevinmeyin, kumaş kalitesi de bir o kadar düşük maalesef.
2	Aldık ama 3 ay sonra bozuldu şarj olmuyor kapanıyor.Tavsiye etmiyorum.
3	Ürün gayet iyiydi ilk geldiğinde fakat şarjı bittikten sonra şarja taktık ve yaklaşık olarak 7 saattir şarjdaydı, şarjdan çıkardığımızda motor ilkteki performansı vermedi çok yavaş doldurdu, belki şarj olmamıştır dedim ve tekrardan şarja takıp 5-6 saat sonra şarjdan çıkardım ve yine aynı oldu motor ilkteki gibi hızlı değil çok yavaş iade edeceğim.
4	Tek motorlu gibi çok yavaş çalışmaya başladı bir haftadır neden bozuldu ?neden hemen arıza yaptı bi cevap yokmu sizden ?
5	Prime ile hızlı bir şekilde teslim edildi fakat ürün hatalı. Pis bir koku eşliğinde 30 saniye çalışıyor sonra kapanıyor ve uzun bir süre çalışmıyor. Ayrıca dış plastiğinde lekeler vardı. Sanki sıfır ürün değil gibi, yada değişim ürünü de olabilir. NAME OF THE BRAND almama rağmen böyle sorunlarla karşılaştım. NAME OF THE BRAND hiç yakışmadı. İade sürecini başlattım.
6	Urun calisma esnasinda titriyor ve garip sesler cikartiyor faninda parmak izlari var galiba servisten donen 2. El bi urun bu almayin pisman olursunuz
7	Uzak durun...ucuz diye sakın almayın iade için uğraşacaksınız şimdiden söyleyeyim.. 2. kademe çalışmıyordu ve üst kattaki komşunuz duyacak kadar sesli çalışıyor 3. Günde
8	Ürünle ilgili hiç bir sorunum yok çok güzel fakat ambalaj inanılmaz pisti ve çanta inanılmaz toz içinde geldi. Silerek temizlemek zorunda kaldım etiketlerini kestiğim için de iade ile uğraşamadım.
9	Eşimde bu modelin grisinden var. Kendime de maviyi almak istedim. Orijinal ürün. Görseller sizi yanıltmasın. Aşırı kötü fotoğrafları nereden bulup koymuşlar bilmiyorum ama ürün kaliteli ürün. FAKAT, bana gelen ürün kusurlu geldi. Çantanın ön dış yüzündeki anahtarlık olan bölmenin üstünde tele vardı. Bana ulaşır ulaşmaz hemen iade ettim maalesef :(
10	Hiç memnun kalmadım. Telefonu tam şarj etmeden kendi kendine şarjı kesiyor. Sürekli düğmeye basıp tekrar şarj etmesini sağlamak gerekiyor. Ürünü iade edeceğim.

11	<p>Verify kodu o kadar küçük ki okunmuyor Cep tel ile büyüttüm ama rakamların ne olduğu belirsiz..Dorğulama sitesi kabul etmedi..Nasıl bir Davıbcı şifresi mantığı çöz çözebilirsin tarzı minicik rakamlar? Online pdf kullanma klavuzu yok kendi sitesinde bile? Led ışıklar minicik uzaktan görülmesine imkan yok</p>
12	<p>Fiyatı ucuz diye aldanıp aldık, Amazon'un paketlemesi gayet iyi fakat ürünün kendi paketi ambalajı kuruyemişçideki kese kağıtlarından beter, Avrupa'da bu kahve çok iyi ama Türkiye'ye sanırım en kötü ve kalitesiz olan çekirdeklerden üretilmişleri gönderiyorlar, malesef pişmanlık farklı kahvelere katıp katıp bitireceğiz artık.</p>
13	<p>elimde olsa sıfır yıldız veririm böyle kötü bir kahveye para vermiş olmaktan çok üzgünüm. yıllardır bir sürü marka kahve aldım. bu ürünün çekirdek versiyonundan da aldım ve fena değildi. sipariş elime ulaşınca öğütülmüş olduğunu farkettim. arada fark yoktur diye iade etmek yerine açtım ancak yaptığım kahveyi doğrudan çöpe döktüm. böyle bir şey olamaz. sakın.</p>
14	<p>Ürün bozuk geldi yorumlarda da sıklıkla bahsedilen ses azalması aldığım ürüdede çıktı. Memnun kalmadım. Hemen iade ettim. Alırken iki kez düşünmenizi öneririm.</p>
15	<p>Merhaba, Ürünü almamın üzerinden sadece 4 ay geçmesine rağmen kulaklığın teki bozuldu. Arkadaşın biri yoruma yazmıştı ama yinede ürüne güvenip almıştım. Garantisi 2 yıl olmasına rağmen aradığım NAME OF THE BRAND yetkili servisleri kulaklığa bakmadıklarını söyleyerek ilgilenmiyorlar. Arkadaşlar temiz kullanmama rağmen çabuk bozuldu ve garantisi olduğuna bakmayın garabtiye gönderecek bir muhatap bulamıyorsunuz. Bu yüzden ürünü almanızı tavsiye etmem, paranıza yazık.</p>
16	<p>Amazon hızı HARİKA Fakat, Bu adaptör evdeki 4 NAME OF THE BRAND marka telefonu da Turbo şarj ETMEDİ. İade ile uğraşmak istemediğimizden kullanacağız mecbur.</p>
17	<p>Berbat bir ürün.Ses kalitesi idare etse bile bluetooth ile ilgili büyük sorunları var. Heyecanla aldığım bu kulaklıktan dolayı gerçekten hayal kırıklığına uğradım bir daha NAME OF THE BRAND herhangi bir ürün alırken 2 defa düşüneneceğim.</p>
18	<p>İlk aldığımda sağ kulak 2 gün sonra kendiliğinden cızırdama yapmaya başladı. Değişim talebi oluşturduğum ve yenisini istedim ama yeni gelende de direkt aynı sorun vardı. Risk alırım diyorsanız normalde güzel kulaklık ama bu satıcı bana bozuk ürün yollayıp duruyor şimdi tekrar değişim talep etmek zorundayım 1 Hafta daha bekleyeceğim bunun için.</p>
19	<p>İnanılmaz kalitesiz bir ürün. Bandın yapışkanı berbat, kat kat bantlamama rağmen hazırladığım koli açıldı!</p>
20	<p>Uzak durun. Bant çok kalitesiz</p>

21	<p>Ürünü ilk kullanmamda fişi taktığım gibi ufak bir patlama sesi ve ışık ile beraber evimin şalteri attı. Ürün çok kalitesiz ve elektrik gibi hayati bir durumda bu malesef çok büyük bir sorun. Aldığıma kesinlikle pişmanım. Her şeyi geçtim hayati tehlike yaratması kabul edilemez</p>
22	<p>Merhaba,kesinlikle tavsiye etmiyorum,ne denediysem takamadım içi resmen boş gibi,iade işlemi başlatmıştım sonra vazgeçtim 5.49 liraya almıştım sırf kargo çalışanı arkadaşşa zahmet olmasın diye iade işlemi iptal ettim ürünü çöpe atıyorum.</p>
23	<p>Fişi takmak imkansıza yakın, Nisan 2021 fiyatı 5.45 lira diye iki tane aldım, yazık hiç kullanamıyorum. Eğer ki sürekli takıp çıkartacağınız fişlerle kullanacaksanız kesinlikle almayın, soketler dar.</p>
24	<p>Rezalet bir ürün.Bir çok kişinin yorumlarında bildirdiği gibi soket kısmı çok dikkatli kullanmama rağmen kırıldı. Hem diğer muadillerinden pahalı, hem de işe yaramaz. Asla önermiyorum.</p>
25	<p>Kabloyu Alalı 1 ay 4 gün oldu adaptöre giren type-c yamuldu ve kullanılamaz halde şuan kesinlikle ÖNERMİYORUM zaten telefona giren tarafıda dar olduğu için temazsızlık yapıyor idare ediyordum ama keşke etmeseydim iade hakkım geçince arzalandı ömrü 1aymış</p>
26	<p>Ürün tam bir hayal kırıklığı.Hızlı şarj adaptörü ile beraber aldım ancak adaptöre bağlanan kısım önce temassızlık yapmaya başladı sonra da koptu.Şu an tatildeyim ve mağdurum.Alacak arkadaşlara tavsiye etmiyorum kesinlikle.</p>
27	<p>Ürünü eşim için aldım. 4. seans kullanımında lazer atım cihazı arıza verdi. Servis kaydı açtık mecbur. Daha önce epilasyon cihazında da tüy yakalamama sorunu vardı en az 5-6 kez servise götürmüştük bir türlü çözülememişti. Umarım bunda bu sorunu yaşamayız. NAME OF THE BRAND in kalitede kontrole gitmesinde fayda var...</p>
28	<p>Ürünüm için yorum yapmıştım. Atışı 5 ayda bitti diye. Üründen kaynaklı arıza çıktı. Yetkili servise götürmeseydim param çöpe gidecekti. Sizde eğer ürünün atışının bitmesine ihtimal vermiyorsanız iade için başvurun. Amazon müşteri hizmetleri gerçekten mükemmel. Çok hızlı dönüşte bulunuyorlar ve sizi mağdur etmemek için uğraşıyorlar. Yeniden sipariş verdim aradaki fiyat farkını da onlar ödeyecek. Umarım yeniden sıkıntı yaşamam. Öyle olursa bir daha bu ürünü almayacağım.</p>
29	<p>Kesinlikle uzak durun... Kesici kafanın gövdeye geçen iki küçük kulağı hemen kırılıyor. Garantiden değiştirmiyorlar. Neredeyse komple ürün fiyatına yeni aldığım başlık aynı şekilde ilk kullanımda kırıldı. Dünyanın neresinde satılıyorsa her yerde aynı şikayeti arayıp bulabilirsiniz. Bariz bir tasarım hatası var ama üretici umursamıyor.</p>

30	1 hafta bile olmadan sağ kulaklık gitti. Sol kulaklığı mono şeklinde kullanmaya devam ediyorum. Önermiyorum
31	Eveet ürünün ses kalitesi gerçekten çok iyi Fakat telefonun bağlantı kısmında temassızlık var 2 kez sipariş ettim iki kulaklık da aynı şekilde geldi o yüzden bence almayın satıcı da mı yoksa NAME OF THE BRAND gibi bir markada mi sıkıntı var anlayamadım.
32	Öncelikle sağlam paketleme için Amazona teşekkür ederim.Ürün çok iyi bir paketleme ile elime ulaştı fakat ben ürünü iade etmeye karar verdim.Kulaklıktan aşırı derecede tiz sesler geliyor,bass sesler yok denecek şekilde az.Benim kulağımı tırmaladı çünkü ben yüksek seste müzik dinlemeyi seven birisiyim ve önce ki kullandığım kulaklıkta böyle bir sorun yaşamadım. NAME OF THE BRAND denemek istedim ama bu kadar kötü olacağını bilmiyordum. NAME OF THE BRAND in belki daha üst ve daha pahalı olan modelleri böyle değildir.Bu kulaklığı almadan önce eğer sizde tiz sesleri yoğun olan kulaklık kullanamıyorsanız almamanızı öneriyorum.
33	ses kalitesi fena değil ben o açıdan beğendim ama yakın ucu beni korkutuyor bir süre sonra sanki kopacak gibi. İki buçuk ayın ardından yazıyorum. Maalesef kopar dediğim yerden koptu ve bugün kulaklığın biri çalışmıyor. Ses kalitesine lafım yok ama sağlamlık açısından sınıfta kaldı. asla tavsiye etmem ve de bir daha almam.
34	Çok hızlı bir şekilde bozuldu .Almanızı asla tavsiye etmem .Almayın pişman olursunuz.
35	Ürün anlık hareket bildirimleri bazen geliyor bazen gelmiyor kafasına göre. (İnternet baglansitisi ile ilgili değil) kesinlikle güvenerek iş yapmayın. Ayrıca bildirim gelince de telefonunuzun ekran kilidini açınca görüyorsunuz. Yani örneğin bildirim geldi fakat siz elinize telefonu açıp tuş kilidini açana kadar tık yok bu çok saçma... Sonra SD karta yapılan kayıt anlık olarak telefona kayıt edilemiyor. O anı açacaksınız tekrar kayıt tuşuna basıp telefona ksydetrmsini bekleyeceksiniz. Tavsiye etmiyorum. Muadillerine göz atın derim. İkinci bir kamera alacaktım. NAME OF THE BRAND deneyeceğim. Ha bu arada söylediklerimin aksini kanıtlamak isterse eğer firma ben buradan kanıtlasınlar...
36	Bu cihaz net bir şekilde problemlidir. Yazma hızı sürekli dalgalanıyor ve düzenli olarak 0'a iniyor. NAME OF THE BRAND 'a kayıt için taktığımda cihaz hata verdi; depolama biriminin USB 3.0 veya daha hızlı olması gerekir şeklinde hata alıyorum(fotoğraf yükleyebilsem yoruma ispatlayacağım). Ben iade ve kargo işlerinden hiç hazzetmem fakat kutusunu vs. atmasaydım indirimde almama rağmen iade etmeyi düşünürdüm. Döküman taşımak dışında hiçbir işe yarayacağını düşünmüyorum ki bu işlem için USB 2.0 32GB'lık bir flash işinizi görür. Kısacası vaktimden çalıp bana bu satırları yazdıracak kadar berbat bir ürün.
37	Alalı henüz 5 ay olmasına rağmen benim yaptığım hareketlere alakasız hareketler yapmaya başladı.

38	Acer laptop için aldım disk ne biosta ne de windowsda gözüküyor. Çöpe attım. Tavsiye edilen başka marka ürün siparişi vereceğim.
39	Ürün kesinlikle 9.5mm değil! Laptop kasasının içerisine sokmak için kasayı kanırtmanız gerekiyor. Uyumlu laptoplarda muhtemelen hata payı bırakmışlardır. Malzeme kalitesi de kötü. Kasanın içerisine oturmayan bir ürünü iade etmek durumundayım.
40	Fare ile başta kolay bağlandı fakat fareyi bir süre kullanmayınca bağlantısı kopuyor. 4-5 saniye beklemem gerekiyor tekrar bağlanması için. Kulaklığım ile de kolay bağlandı ama ses rezalet. Cızırtı geliyor. Ses kesik kesik geliyor. Memnun kalmadım. Servise göndereceğim ama zamanım yok. İşlerim çok yoğun olduğu için iade edemedim zaten. Şimdilik malesef bu şekilde kullanıyorum. Edit: Servis tarafından yeni cihaz gönderildi. Ancak sorun hala devam ediyor. Bu sefer önce kulaklığa bağlandım, sadece o bağlıyken ses düzgün geliyor ama mouseu da bağlayınca ses yine berbat gelmeye devam ediyor. Çok cızırtılı ve kesik kesik. Ürünü aldığıma pişmanım.
41	Beklediğim performansı veremedi, ucuz macunla ayn sıcaklıkları alıyorum neredeyse. Niye aynı değerler için fazladan para vereyim ki!
42	Kartımı 3 ay boyunca sorunsuz kullandım, ancak bir anda bozuldu ve işlevini yerine getirmemeye başladı. Bilgisayara bağladığımda, sanki temassızlık varmış gibi davranıyor ve kartı bilgisayarda göremiyorum bile. Tavsiye etmiyorum ve hiç memnun kalmadım, eğer mümkünse diğer markalara yönelmek daha mantıklı.
43	Ürünü 8 Eylülde aldım. 22 Eylülde herhangi bir sebep yokken birden okuma hatası vermeye başladı. Biçimlendirmemi istedi. İçindeki verilerimi bilgisayar üzerinden kurtarırım diyerek SD CARD READER aldım. Onda da okumadı. Dosyalarımın feragat edip telefonda biçimlendirmeyi denedim. Orada da %20'de bir hata verip biçimlendirmiyor. Direk bozuldu. İade işlemi başlattım. Teşekkürler.
44	Microsoft bluetooth mouse ile çalışmadı. Hiç bir tepki yok boşa almış oldum ne yazık ki.
45	Ürün dün elime ulaştı güldüm ve şaşırdım. NAME OF THE BRAND mouse'u üzerinde gezdiriyorum tepki yok taşa koyuyorum mouse çalışıyor. şaka gibi. Mousepad'de mouse çalışmıyor. Bende kaydırmaz olarak kullanıyorum teşekkürler satıcı teşekkürler

46	Kesinlikle bu ürünü almayın, hiç memnun değilim. Öncelikle ölçüler yanlış ve mouse'um üzerinde ne adam akıllı kayıyor ne de zemini mouse algılıyor...
47	Ürünü yaklaşık 1 hafta kullandım mouse anlamında size istediğinizi sunuyor. Hafif ve güzel fakat full şarjda 200+ saat çalışma süresi var deniyor. Ben işimden dolayı yaklaşık 10 saat bilgisayar başındayım fakat 10 saatin 10 saatinde de mouseyi kullanmıyorum. 10 saatlik sürede toplasanız 4 saati mouse elimdedir geri kalan sürede film-dizi vs izliyorum. Fakat full şarj olmasına rağmen 2 gün sonra uygulamada 1 tüp batarya kalmış olarak gösteriyor ve bir iki kere de uzun kullanmama rağmen bataryası bittiğinden dolayı bağlantısı kesildi. Reddite biraz araştırdım ilk serilerde böyle bir sıkıntı olduğunu ve iade ettiklerini yazmış birkaç kişi. Size gelecek ürünün hangi seriden olduğunu bilemeyeceğiniz için almanızı tavsiye etmem.
48	NAME OF THE BRAND kulaklık ve klavyesini kullanıyorum çok memnundum. Fakat faresini kesinlikle tavsiye etmiyorum. Steel enginde oyun geçişleri-profil geçişleri çalışmıyor. Çok geç algılıyor. İki ince pil ile çalışıyor fakat 1 haftada piller bitiyor. Bu kadar rezil bir fare görmedim.
49	Ürünü 2 ay kullandım. Pilleri çok çabuk bitiriyor 400 saat falan hikaye. 2 ay sonunda oyunun ortasında bağlantısı koptu ve bir daha bağlanmadı. İnternette sorunun çözümü yok. Almayın!
50	Ürünü yaklaşık 1 sene önce sipariş verdim. Sorunsuz şekilde kullanıyordum ve memnundum. Fakat 1 haftadır scroll tuşunda büyük bir sıkıntı var. Her 3-4 yukarı basışımdan birinde aşağı iniyor ve bu çok sinir bozucu bir durum. 1 yılda bozulacaksa ben bu mouse'a neden 600 lira verdim ??
51	Benim için tam bir hayal kırıklığı oldu NAME OF THE BRAND beklemezdim böyle bir kalitesizliği üzüldüm şahsen...
52	ALMAYIN GEREKSİZ PARA KAYBI, ASIL REZİLLİK NAME OF THE BRAND DAN GELDİ İADE TALEBİ OLUŞTURDUM ERTESİ GÜN ARADILAR NAME OF THE BRAND DAN , 3İŞGÜNÜDE GELECEZ DEDİLER , 13 GÜN OLDU BEKLİYORUM !!!!!!!
53	Kurulumu çok kolay, çekimi güzel. Ancak devamlı kopuyor. Verdiğiniz paranın karşılığını almıyorsunuz.
54	Taktığım yerde kırmızı yanıyor yeşil yanabilen yerlere taktığım yerler zaten modemin iyi çektiği yerler rezalet bir ürün almayın aldirmayın

55	Geldi taktım ve taktığım gibi bilgisayar donuyor ne kapatma tuşu çalışıyor ne başka bir şey. Bilgisayar tekrar çalışır duruma getirmek için cihazı çıkartıp öyle bilgisayarı kapatıp açmak gerekli .. Önermem almayın .
56	ilk taktığımda çalıştı birkaç saat kullanabildim ardından çalışmadı bozuldu ucuz etin yahnisi...
57	1.5 ay geçti ve hemen bozuldu, aynı ürünü ikinci kez kullanışım kesinlikle tavsiye etmiyorum.
58	Görüntüsü güzel evet ama 12 ağustosta aldığım kablo 1 ayda çöp oldu maalesef . Tavsiye etmiyorum
59	NAME OF THE BRAND bir kaç şarj ürünü kullandım ve kullanmaya devam ediyorum ancak bu modelden aldığım tüm kablolar bir kaç hafta içerisinde tamamen kullanılamaz hale geldi. Fiziki bir hasar olmamasına rağmen telefonları veya araç bağlantısını tanımıyor. Başka ürünlerde bu sorunları yaşamadım ancak bu ürünü kesinlikle tavsiye etmiyorum.
60	Ürün malzeme kalitesi güzel fakat o kulaklığa takılan plastik kablo sarımı karmaşık laşıyor taşırken ve açılan kapak noktası çok bol olduğundan çıkıp duruyor
61	Ürünü 2 ay kullandım NAME OF THE BRAND takılan uçtaki yerler kalktı şarj etmemeye başladı kaliteli gibi gözüküp kalitesiz malzeme ile yapılmış nasıl böyle bir şey olabilir anlamış değilim
62	Pini kopmuş ! Bir sürü model aldım hepsi erkenden bozuldu. Ya kafası ya pinlerin bozuldu. NAME OF THE BRAND bu kadar dandik değildi.!
63	Tasarımı oldukça şık ve kablo yapısından dolayı oldukça kaliteli gibi gözüküyordu ilk ay, herhangi bir sorun da çıkarmamıştı. Ancak birinci aydan sonra artık telefonu şarj etmek işkence haline gelmeye başladı. Fişe takılan kısmında sürekli temassızlık oluyor, gün geçtikçe bu temassızlık daha da artıyor. Zamanla hiç çalışmayacağını düşünüyorum. Almayı düşünüyorsanız vazgeçin.
64	1.Gün ürünü aldım şarja taktım ışıklar falan yandı çok beğendim. 2.Gün Telefonun şarjı bitti yine şarj olması için telefona taktım şarj oldu telefonu tuttum ve şarj kablomu çıkardım ve gözlerime inanmadım. Şarj ucu telefonda kaldı. inanamıyorum Telefon içinde kaldı. cımbız ile ucu çıkardım sonuç iki günde kablo pert nasıl bir işçilik anlamadım kesinlikle göz boyamaymış. Tavsiye etmiyorum kesinlikle...
65	Ürün kesinlikle orijinal değil uzak durun paramız zaten pul olmuş onu da çöpe atmayın,aldığımdan beri 20 sayfa yazdırmamışım ve bitti.tabiki bunu iletebileceğimiz yer yok çok acil bi işimin olduğu anda pat gitti mağdur olan her zaman olduğu gibi yine vatandaş

66	Kartuş u taktım fakat tam dolu göstermedi yarısından biraz fazla gösterdi ürün sıfır gelmedi
67	Ürün hediye olan dualsense eksik geldi thh ye basvurdum hakkımı arıyacağım.herkesin aramasını tavsiye ederim
68	İlk aylarda güzeldi ama su ara kısa devre yaptırıyor. USB killer gibi 5 tane usb girişini yaptı bir araba bir laptop iki pc toplam 5 girişini yaptı. Arabadaki yangın çıkaracaktı farketmeseydim. O güne kadar şüphe etmemiştim. Tavsiye etmem. Evet güzel ama mühendislik sıfır.
69	daha öncede kullandığım bir urundu. yedeklemek istedim. uygun bir kampanya diye aldım. aralık sonu. subat sonu kullanmaya başladım. 30-40 günlük kullanımda pedal bozuldu.bu kadar kullanımda olmamalıydı. kusurlu ürün diye düşünüyorum
70	Ürün hiç kullanışlı değil. Çok sulu çıkartıyor. Boşuna almayın.
71	Ürün bi kaç kez kullanımdan sonra pedalı bozuldu kesinlikle tavsiye etmiyorum
72	Ürün kullanılmış.. altı kenarları pis geldi.. bari satmadan önce temizleyiniz.. ayıp
73	Ürün orijinal değildi. NAME OF THE BRAND bunu ikinci kez yaptı. İlk aldığım ürün de orijinal çıkmadı ben çok oldum aynı şeyi yapmazlar dedim kesinlikle orijinal olmayan ürünü gönderdiler. Çok ama çok üzgünüm.
74	Çok kalitesiz, NAME OF THE BRAND olduğundan şüphe ediyorum. İki hafta kullandı çocuğum, kayışının bağlantı yeri parçalandı. İade ettim, satıcı firma inceliyoruz diye oyalıyor. Rezillik.
75	Ürün belli bir süre sonra (yaklaşık 35 gün yani iade süresi geçtikten sonra) maalesef sağ teki yaklaşık yarım beden küçüldü (çekti) 30tl lik NAME OF THE BRAND terliği almıyoruz ki küçülüp çeksin. Her gün de kullanılmadı 1 yaş ne kadar giyebilir ki.. İki kızlerimiz için 2 çift almistik diğerinde problem yok ama biri çekti ve maalesef kullanamıyoruz 🐻
76	44 numara giyen biri olarak 44 2/3 numara aldım dar geldi. Tabanı sert eski NAME OF THE BRAND taban yumuşaklığı ve rahatlığı yok, iç tarafta astar yok gibi ve çok ince. Satın alacaklar bunları da göz önünde bulundursun.
77	ürün sahte almayın

78	Orijinal olmadığını düşünüyorum dün geldi bu sabah 10 dakika giymeme rağmen ön kısmında kırılmalar oldu ve cidden çok kötü gözüküyor aldığıma bin pişmanım
79	Ürün bir süre kullanımdan sonra bozuldu. Su çekmiyor. Ek olarak çift motorlu olmasına inanmayın, inanılmaz yavaş, bardak dolana kadar asılar geçiyor. Çok sesli. Damacanaya girecek taraf görseldeki gibi tam oturmuyor, bastırmanız gerekiyor. Bastırırken kırılma ihtimali çok fazla. Kısaca yetersiz kalite ve sorunlu ürün. Amazonda satılması bile garip. Amazona şikayetimi belirttim, servise girip rapor almam gerektiğini söylediler. 50 TL'lik üründe bu kadar vakit kaybetmek yerine bozulana çöpe atıyorum ve bir daha bulaşmıyorum. Size de tavsiyem başka bir çözüm bulmanız.
80	içinde sallanan vida gibi bir şey vardı ama indirimli aldığım için iade etmek istemedim. ilk başta çok hızlı dolduruyordu. bir hafta sonra tek motorlu hızına düştü. sallanan vidadan kaynaklı olabilir diye düşündüm. iade edip yenisini söyledim indirimsiz fiyattan. yenisinde de 1 ay sürmeden hız kesilme sorunu oldu. ikinci defa iade ettim. almayın, aldirmayın.
81	alt tarafı mouse pad, işlevi amacı belli ne diye kaliteli göstericez diye koku triplerine girersiniz ki? leş gibi daraltıcı bir kokusu var, aklınca bir özellik ekleyelim boş kalmasın demişler. yapmadık demeyiz demek için koku eklemiştir. o derece iğrenç bir kokusu var. İade ettim. Mouse pad bu fazla tribe girmeyin.
82	Narpump çift motorlu damacana pompasını 19.Ekim 2021 tarihinde Amazon'dan aldım.Daha alalı 2 ay bile olmadan pompa çalışmıyor,90 liram boşuna gitti,lütfen almayın,aldirmayın.
83	Ürünü üç saat ilk tam şarjdan sonra kullanmaya başladık, ilk başlarda çok güzel gayet hızlı bir şekilde doldururken bir iki şarjdan sonra aşırı yavaş çalışmaya başladı. Maalesef hiç memnun kalmadım.
84	Ürün tamamen normal çalışırken hiçbir müdahalemiz olmadan bozuldu. Hiç çalışmıyor. Şarja koyuyoruz kırmızı ışık hiç gitmiyor. Nartek e ulaşmak mümkün değil. NAME OF THE BRAND geri alması lazım ama ulaşamadım. Tam bir rezillik söz konusu.
85	Ürün görseldekenden çok daha küçük. Fotoğrafta el bardak vs küçültülerek ürünü büyük göstermişler. Düpedüz kandırmaca
86	Kesinlikle yetersiz basınç. Bahçe hortumundan biraz daha kuvvetli bir basınç veriyor. Araba ve verandadaki yapışmış kirleri yıkamak için yetersiz. Elektrik su girişleri basınçlı su çıkış hortumu kullanırken karmakarışık oluyor. Pratik değil. Tavsiye etmiyorum.

87	ürünü alalı 6 ay oldu ve artık ürün şarj edilmesine rağmen kağıdı gibi su veriyor. teknik servise ulaşmak yada öyle bir servis var mı belli değil, ne telefonları çalışıyor nede maile cevap veren var. hiç bir şekilde almayın paranıza yazık.
88	Aldıktan bir ay sonra çalışmaz oldu. Şarjı kesiyor ve çalışmıyor. Firmaya mail attım. Cevap bile vermiyorlar.
89	2. kez aldım ve 3 sarjdan sonra bozuldu. ikidir aynı şey oluyor! ikidir çöpe atıyorum böyle birşey olamaz!
90	Ürünü alır almaz 5-6 saat şarj ettim ve çalıştırdım. Dedimki biz bu zamana kadar hamallık yapıyormuşuz teknolojinin gözünü seveyim. Aradan 1 hafta geçti gelen suda bi yavaşlama olunca heralde şarjı bitti dedim şarj ettim. Değişen bişey yok. 1 haftada cortladı. Ey satıcı gör bu yorumu ulaş bana.
91	Damacana ışık almayan bir noktada olmasına rağmen ürünü kullanmaya başladıktan yaklaşık 2 hafta sonra yosuna benzer bir tat ve koku oluştu. Hortumu defalarca kaynatmaya ve yıkamaya rağmen düzelmedi. Memnun kalmadık.
92	Uygun fiyat dedik denedik ama başlangıçtaki memnuniyet 1 ayda bitti. 1 2 hafta sonrası çok aşırı yüksek ses yapmaya başladı. Bu sinir bozucu ses:) yüzünden pompayı kullanmak işkence haline geliyor. Güzel fikir, kalitesiz ürün. Maalesef çöp.
93	KUTUNUN İÇERİĞİNDE FİLTRE GÖRÜNMESİNE RAĞMEN KUTUNUN İÇİNDEN FİLTRE ÇIKMADI
94	Ürünüm bugün teslim aldım fakat yan tarafında bir çizik olduğunu fark ettim koca makineyi kargoya götürme şamsım yok lütfen bir çözüm önerin o kadar ödeme yaptığım bir eşyanın böyle bir kusuru olmamalı!
95	NAME OF THE BRAND tavalarını aldım hiç sorun çıkmadı. Ama tencerelerinde hep sorun var. Özellikle içlerinde ya ters sarkıtlar var, ya da çatlaklar var. Bazı ürünlerin dış kaplamasında da soyulmalar var. Keşke tavalardaki kaliteyi tencerelerde de görsek.. bu iade ettiğim kaçınıcı tencere oldu gerçekten sayısını unuttum.
96	Ürün geldi güzel sıkıntı yok ancak hayatımda gördüğüm en dandik paketleme olmuş. Ürün neredeyse kutudan düşecek şekilde geldi. Kesin kırılmıştır dedim ama sağlam çıktı bir yıldız vermenin nedeni inanılmaz dandik paketleme.

97	Dikkat etmemize rağmen ,1 adet muz tarafından doğrama bıçağı yerinden fırladı Sakın almayın
98	Motoru aşırı güçsüz hiç yanaşmayın. Sporcu işi alayım dedim. Süt yulaf muz koyuyorum bağırarak çalışıyor motor öyle zorlanıyorki ufacık şeye koku yapıyor yanık gibi motor gücü berbat ötesi. 5. Kullanışında motor yandı. Fazlasıyla saçmalık cidden ne diye ürettiniz. Sütü ayran yapalım diye mi...
99	Aldıktan 3 hafta sonra arızalandı basıp çekmeme , sürekli basılı tutmamama rağmen bozuldu durdu NAME OF THE BRAND ürünlerini asla tavsiye etmiyorum almayın!!!
100	ürünü yeni aldım. kahve öğütmek için aldım. Bıçağın dibinde boşluk var ve oradan motor kısmına doldu kahvenin neredeyse yarısı :(((ve makinayı hareket ettirdikçe de kırıntılar altından dökülüyor sürekli. bu şekilde kısa sürede bozulacak gibi. hiç memnun kalmadım. tavsiye etmiyorum.

AMERICAN ENGLISH E-COMPLAINTS COLLECTED FROM AMAZON

1	Paper is fine however instead of placing a very heavy box in mail lockers on an apartment complex, this should have been delivered directly to my door. Common sense. Thank you
2	This is my second shark vacuum and I had no issue with the first one I had for 3 years. This newer upgraded laser vision one i expected to be just as good if not better. In week 6 it started to disconnect from the app and just stopping. In week 8 it wouldn't respond to the app anymore and I opened a case with Shark. The person couldn't get it reconnected and escalated to the dev team. I did a hard reset from the app and was able to get it working again. That was 3 days ago. I woke up this morning to find it completely dead. Won't charge, won't turn on. Its a little over 60 days old! I would defibately not recommend this product!
3	Stopped working cannot get any help to either exchange the product or help me fix it. Only used it 2 times. What a shame and waste of money
4	This was a gift and was returned because it only worked the first time only after that it wouldn't even turn on. Total disappointment
5	Adapter cup does not fit correctly. Customer service takes you to Asia where English is not a strength. Total fail. Total. I honestly will never be buying a NAME OF THE BRAND product again. \$ thrown away.

6	Not worth the money you pay. I was really disappointed. The photo and description is misleading. You don't get everything pictured. My stuff didn't even fill the box completely or basically at all. The colors are not my cup of tea so beware.. Lesson learned, never again.!
7	I've cleaned it Thoroughly after each time, used less than 15 times, and it's always getting clogged now the last few times I've tried to use. Takes 10-15 minutes to figure out how make the water come thru- something that's meant to be quick and easy for clean ups is not. Wish I didn't waste my money!
8	The wire on the nose part kept going down wouldn't stay in place we had to be replacing masks every so often due to wire not working too well. I wouldn't buy them again. :(
9	I had an allergic reaction from these mask. I had a rash, hives, burning, and itching of my face. PLEASE DO NOT PURCHASE
10	Something that covers your nose shouldn't give off an odor. I gave them away to friends. I won't buy this brand again!!!
11	I have used lots of kn95s and this one seems dinky compared to most others. It isn't nearly as thick. It also doesn't fit snugly on my face. Even with the ear bands twisted, it is too loose. Sure, that may be more comfortable, but what is the point in getting a mask that filters so well if it is going to have gaps on the sides to let in unfiltered air. I work in education and definitely don't feel like this mask with protect me at all. What a waste of money.
12	Product quit working a little over 2 months and it's been over 3 weeks and still getting run around on replacing it - don't buy!!!! NAME OF THE BRAND has TERRIBLE customer service.
13	This is the second time we have bought this model and the first time it broke it was our fault we didn't make sure the water container was in all the way and it burned the heating element. That one lasted 2 months. Although we looked it up and apparently it's a common problem you would think there would be a sensor to let you know. Either way we decided to give the model another chance. This time around it just stopped working. It's just me and my husband and we only make two cups each a day. So I would say does not get heavy use!! Very frustrating and irritating. What are the chances we got two lemons.
14	Well packaged and appeared to be brand new but 2 spikes are missing from the box. Kinda embarrassing as this was a gift. What a rip off.

15	<p>The build quality is ATROCIOUS, loose parts, shaky turntable and more. The needle is crap and bounces all over new records, old ones play fine but then the sound quality is god awful, even with speakers attached. DO NOT BUY THIS GARBAGE</p>
16	<p>This product makes the record wobble from day one and sometimes the buttons don't work from day one. If I had known the record would wobble when it played I would have never bought this item.</p>
17	<p>My kids loved this robot but after only a couple of weeks the speaker went out and now it doesn't make noise anymore. So disappointed.</p>
18	<p>My son is so disappointed and of course ripped the box opening his birthday present. It won't even turn on. Says it's charging but nothing. What a waste.</p>
19	<p>This item is super soft and comfy. However, it's not cut as described. It was shorter than expected and the sleeves were too short.</p>
20	<p>While it is soft and light weight, it is a poor quality material. The cover has multiple spots where the color faded and the entire cover is wrinkled. Save your time and money and just get one from target instead.</p>
21	<p>First off, these are tighter and smaller than expected. But the worst part was that I received a pair that one of the boots smelled of strong cat urine. I was wondering why my cat was all over the box as soon as I opened it and acting strangely. Then I bent down to start adjusting the laces and the smell hit me. This is disgusting and unacceptable that these packages are not checked properly, this was obviously a returned item and wasn't even inspected. Buyer beware!!!!</p>
22	<p>The boots look nice and are comfortable for the most part. The main issue we had was the fact they completely fell apart before the end of winter. The quality just isn't there. 😞</p>
23	<p>This filter DOES NOT FIT my water filter in my refrigerator and it should. Piece of trash, NO REFUNDS, buyer beware!!</p>
24	<p>Highly HIGHLY disappointed in my purchase. I expect big container to fit flour and sugar but what received was far from that. Instead of big container I got a small container. It doesn't even fit a box of cereal. WOULD NOT recommend</p>

25	The lids won't latch on to the containers. Super frustrating.
26	I could not use it because the lids on the big ones WILL NOT FIT. NOT a happy camper
27	It's supposed to be brand new right out of the package and it WONT CHARGE! I've tried EVERYTHING! Nothing is working! This is pure garbage! A waste of money!
28	I seriously hate this piece of crap. I have to charge it twice in every 24 hour period. So how can anything it tracks be even close to accurate. My Fitbit needed a charge every third or fourth day and I trusted its accuracy. You should be ashamed, NAME OF THE BRAND .
29	It took a ridiculous amount of time and effort to get minimal results. I definitely would not recommend.
30	Does not work with existing NAME OF THE BRAND system ! Customer service does not exist at NAME OF THE BRAND !!!! Just more money\$\$\$\$\$\$\$ what a scam!!
31	I like a lot my NAME OF THE BRAND Camera, but the video door bell is far away to be a good product. There are a lot of issue with the video transmission, almost all the time I have a bad image, not clear and with a lot of square dots. The worst part was that doorbell simple stop to ring the digital chime due temperature issues. According product manual PAGE 74 if product active a temperature higher than 149F they will stop to ring. THIS IS THE WORST DOORBELL EVER.
32	Received the item and decided to wash it today. Color faded, blanket is NOT soft, and is very rough. Not at all what I expected.
33	Will keep this brief: Hard drive failed 5 months after purchase. Would not even pay to ship a new one to me so that I could rescue my data before losing it forever. Customer service did not care during multiple phone calls and levels of management. They made their money and accepted my dissatisfaction. Never again.
34	Bought this a few years back to store my video footage. The drive no longer works and completely freezes windows explorer. There is nothing I can do when I plug this in. Three terabytes of data lost with no cause what a rip off. DO NOT BUY.

35
Stay away from this junk. Spent hours backing up my data only to have it fail on the last few GB. Glad it failed before I was about to create my new drive at least. Junk.Junk.Junk.
36
Received an open box product. 4tb drive was replaced with a 2tb drive. I bought several of these and just got around to using this one, now my return window has passed. So frustrating.
37
Don't buy from this seller. Not only did the item NOT work, But they offer NO replacement. Seriously DO NOT BUY FROM THIS SELLER!!!! I bought a WD 18TB External HDD. I waited over a week to get it. And when it finally arrived.... It was DEFECTIVE. So I figured I'd return it and get a replacement.... NOPE. I can't get a replacement. The seller sold a defective product and doesn't even offer a replacement. So, in sort DO NOT BUY FROM THIS SELLER. Do yourself a favor.
38
The chair is very thin, uncomfortable, & started sinking after only a few months. I do nails so I needed a chair that could fit right & be comfortable for my clients, one day a client was sitting & she started slowly going down, she wasn't a heavyweight lady either. Since, every time a client sits down within 5 minutes they're at the floor & shorter than my desk.
39
I did not like what I got. It's an ok chair but not what I was expecting.
40
I ordered this mattress last year and my son loves it. So, I ordered another one for my daughter and they sent me the wrong mattress. The one they sent me have springs..how annoying!
41
The mattress never fully expanded the head and toe of the bed are much lower than the rest. We gave the mattress a full week to expand, but the mattress still hasn't close till a month later. I would not buy this brand again
42
It's like sleeping on a very expensive air mattress! Would never order from this company again. Have to throw the mattress away can't even sleep on it.
43
I bought 2 of these for my kids and both are garbage. They arrived rolled and compressed as expected, They did have a chem smell that eventually dissipated, They never filled in though. the filling clearly has inconsistency. I opened the zipper portion of the mattress cover only to find

<p>haphazard and uneven layers. I stuffed a few pillows under the cover to at least get an even mattress while we save the funds to replace. Not Impressed and not even bothering with a return, it's clearly impossible per other reviewers. I gave the product the benefit of the doubt since there were several good reviews to find as well. Didn't work out for me, buyer beware.</p>
<p>44</p> <p>Not worth the money. My pots are just over one month old and they look 5 years old. Majority of the pot's rim are scraped down to the metal. Even the inside layer of the pot is scraped.</p>
<p>45</p> <p>I got these for Christmas, and thrilled to think my feet would stay warm.....which they have but there's a BIG problem with this fabric. These things shed red lint and fuzz EVERYWHERE....If I wear them there's red debris all over my rugs, all over the furniture, EVERYWHERE!! They shed so badly that after only a month the toes are going bare. It's ridiculous. I wish I could get a refund!</p>
<p>46</p> <p>So our Christmas Tree was only 2 years old and the top part broke. It was quite disappointing to see that connecting piece was a hollow metal tube and not a solid metal rod, so no surprise it broke. The company website as well as on here states that all trees come with a 5-year warranty. I have contacted customer service directly on their website and provided all info for them to review. We never heard back. As a result, because of the poor quality and even worse customer service which they are so "proud" of to provide to their customers, we will never buy this brand again.</p>
<p>47</p> <p>I wrote a review back when I first got this tree that said this tree is NOT a National Tree, and amazon removed it. A couple of the branches came loose after using it for only 2 years. As I was putting it away after this season - 3 more were broken. THIS IS NOT A NATIONAL TREE.</p>
<p>48</p> <p>I was very disappointed that this was sold through Amazon. The order was acknowledged but not mailed for many days. The support on the right slipper is faulty. My foot keeps slipping off the sole of the slipper. I would not recommend this company.</p>
<p>49</p> <p>Poor quality lights. Poor assembly at factory. I would not buy again.</p>
<p>50</p> <p>Looks very cheap. Not like picture at all!</p>
<p>51</p> <p>Not worth the money you pay. I was really disappointed. The photo and description is misleading. You don't get everything pictured. My stuff didn't even fill the box completely or basically at all. The colors are not my cup of tea so beware.. Lesson learned, never again.!</p>

52
What a waste of money! Didn't get anything like pictured! Was hoping to use this to stuff stockings but not enough in box to bother with! I really got taken! No actual mascara, blush or concealer. Worst buy I've ever made, 6 items not worth a dime.
53
It was a total waste of my money! I would never recommend anyone else buy one of the boxes. Not everything shown on the advertisement is in the box. I was left feeling cheated and lied to. Not worth the amount of money I spent.
54
Looking for a 50pc hard candy lot and ended up w this instead. For the \$ NOT worth it. Not even full size lip balms....what trash
55
We paid over \$70 and they only sent very few items in a big box, There were only very very few items and not worth \$70 at all. This is a total fraud and don't buy it. You can buy these items seperately and still have enough money left to buy even more products other vendors. I mainly got things for my nails.... which makes no sense because I bought a "makeup" box not a nail art box Our package didn't include any brushes, shimmers, contours or, matte eyeshadow palettes, no lipsticks, no concealers, no foundations. THIS IS A TOTAL FRAUD.
56
Stopped working about a month after the warranty ran out. First one that we owned lasted years, this model is straight garbage.
57
all coffee makers quit eventually but this one after 8 months is unacceptable. I am sure NAME OF THE BRAND will be of little assistance but I have reached out to them for support. Fingers crossed. Update 11/8/21 customer service is absolutely worthless. DO NOT BUY THIS PRODUCT OR ANYTHING FROM NAME OF THE BRAND
58
This quit working after just a few weeks called customer service spend over an hour on the phone took pictures of serial numbers sent proof of purchase... Have not heard anything back from them in over a month despite numerous emails will never buy NAME OF THE BRAND again
59
Ok, this is ridiculous now. I had a cheap \$80 Keurig that lasted five years before I was excited to but the Supreme. The coffee tastes great, but takes twice as long to make a cup of coffee. Then, at about ten months old, it just steamed up and completely stopped working. Loved it so much, went to the store that day and bought another one. Same exact thing happened, even though we had it plugged into a different socket on the other side of the kitchen, so it wasn't our power source. Purchased a third one, and it came out of the box and wouldn't power up. The NAME OF THE BRAND is a supreme piece of garbage.

60

I have bought 2 of these! The first one stopped working after a few months and I returned it, but never received a refund because they said they did not receive it! The second one stopped working after 3 months! It literally was smoking so badly and then the power would not come back on, so it completely burned out! These machines are so expensive but don't last! What a waste of money!! I really liked the capacity limit of the machine, which was why I bought it, but now I don't think I will buy another **NAME OF THE BRAND** ever! Looking at other brands or options now.

61

This coffee maker was great while it lasted. Unfortunately, it only lasted a year under normal home usage like my first Keurig machine, and their customer service is the worst. I contacted them a few weeks ago and haven't heard from them yet. The company obviously doesn't care about their customers and the quality of their machines. I'm done with **NAME OF THE BRAND**.

62

Bought this as a replacement for an original **NAME OF THE BRAND** which was still in good working order still being used. I bought it in January and it completely died in July. **NAME OF THE BRAND** will only replace with same model which I received July 20. Today is Sept. 11 and the replacement just died! Again **NAME OF THE BRAND** will only replace with same model!! Do not buy...it is an expensive lemon!

63

After 7 months it stopped working. It won't even turn on. I am so disappointed because I really liked this coffee pot!!!

64

Very complicated instruction for play. We tried to play with grandkids & gave up. Instructions lengthy & confusing. Quality of game good, but Very disappointed in game itself.

65

Im so upset because i was excited to try these. The instructions are useless, it is NOT easy to assemble, the side pieces dont even fit! Its so cheap.

66

I had to return these. I thought they would be sturdy boxes when in fact they are made of flimsy plastic that needs to be assembled. Pretty worthless for anything.

67

NOT sheer. NOT sturdy. NOT easy to assemble. The pieces don't fit together because they are so flimsy. It is not a pack of boxes, it is a pack of opaque barely scored plastic that doesn't snap into shape. Don't waste your time or money, this is trash.

68

The boots were folded over and put in the box now they permanently have a crease in them. I was very disappointed

69	I bought this for my granddaughter. Her birthday was at the end of September. It is now January and the boots have fallen apart. We even tried to glue the bottom of the boot to the sole of the boot but no success. She loved them while they lasted.
70	Within the first week of wearing the bottom separated, terrible quality. Do not buy
71	A huge disappointment because it leaks. The built-in pump works nicely to inflate the mattress quickly. The mattress was comfortable and good to sleep on until it starting leaking after 10 nights of use. The leak is slow and requires turning on the air pump several times during the night.
72	I just got this today opened it up and tested it out before going on my camping trip. Glad I did! I followed the instructions like it said to. When I turned on the air pump it filled up in a few minutes. Then after turning it off all the air was coming out of the air pump fan. I tried this 5 times which not 1 time did it hold air. Total waste! Definitely returning it.
73	I tried the air mattress this week for 3 days camping. It is leaking air the first night. So sad. Not able to return as well. Don't waste your Money
74	Bought this for a relocation move to have till my bed arrived. Every night I used it I woke up in the middle of the night on the floor because it had deflated that much already. Could also not hear any sounds of air coming out. VERY FRUSTRATING
75	This pump was always very slow to inflate, and at 3 months of use (possibly 10 uses) it refuses to turn on. A waste of money.
76	It does not come with a paddle board attachment, so strike one. The bigger issue is that it doesn't inflate to the stated PSI. No where near it. This is a piece of garbage, save your money.
77	I used this for inflating my paddle board. This piece of junk quit working after a few months, and for the price, I expected it to last as long as my previous one. I had to hand pump my board today, and that's pretty difficult for a 60 year old woman. I replaced the fuse hoping that would fix it, but it worked for a few seconds and stopped again. I won't buy this brand again!
78	Lasted one season, a waste of money. The hose connector literally melted due to the heat generated from the pump. Would not recommend.

79	Don't Buy!!! This pump is GARBAGE. I used it 3 times, to fill up 2 inflatable paddle boards each time. The next time I used it, it died halfway through pumping up the first board.
80	This pump was great the three times I used it. Bought it in June of 2020 and stopped working in December. Super disappointed! Hoping the manufacturer has something to say.
81	Used it on the 6p instant tent it is designed for but it simply doesn't shield the entire tent, only the top half. This is unusual for a rainfly. Water seeped in easily in the lower half of the tent since it was really just pouring it over that portion. What a waste, both the tent and the rainfly!
82	Used with NAME OF THE COMPANY tent. Added zero weather protection. Water still came in through tent seams. Not a little, more like an inch standing in some sections. I'm an experienced camper. This product with its tent are useless, garbage, DO NOT BUY!
83	Poor quality does not fit the tent well. Probably the worst rain fly I have ever used. Did not keep out even the lightest bit of rain. It actually forced water onto the door of the tent because of its poor placement. I would not recommend this product.
84	My grandson weighs 60 lbs and it just fits, won't go up to 90 lbs. there is no stretch to it. Disappointed
85	The enamel is missing from the bottom edge of the lid. The exposed metal is rusted. If you like poorly made products from China, you'll love this.
86	Nice-looking perc/pot, BUT... the perc-stem and basket are VERY LIGHT ALUMINUM, ...NOT Stainless Steel. (from the Description) "Material Stainless steel Brand NAME"... ... "About this item -Made of the highest quality materials" [No. It isn't!!] I could see these parts getting dinged-up right here my kitchen. I wouldn't want it in a Camping environment. -- It's 'sad' that " NAME OF THE BRAND " puts their name on this product.
87	Bought this specifically to track sleep. Well, with insomnia, wide awake watching my fit bit, it tracked me as sleeping lol. This happened several nights. Even getting up and walking around, still registered sleep.

<p>88</p> <p>My NAME OF THE BRAND 5 had a previous owner from June 2021. Had ALL their metrics still in the phone! Dont know if this poor person knows thjs!! I paid TOO MUCH MONEY to receive a refurbished or reused fitness tracker. It shouldve been HALF THE PRICE!!!! I am VERY UPSET with my purchase!!!!</p>
<p>89</p> <p>I had a Charge 2. I loved it. I bought the Charge 5. Setting it up was nowhere as easy as setting up the Charge 2. The features I liked in the Charge 2 are not in the 5. This thing is worthless to me. I'll never buy another NAME OF THE BRAND</p>
<p>90</p> <p>I have tried 4 different charge 5's all have a Bluetooth syncing issue, NAME OF THE BRAND reps are aware of the issue completely unhelpful and extremely rude, there forum is full of others with the same issue and the same complaints of terrible service... avoid buying this ...</p>
<p>91</p> <p>In the description it says you can get a 6 month free trial. But you have to put in your credit card data. Which I did. I was then charged \$79.99 for the year! I called to get a refund - no refunds! Oh and by the way, once you get the overpriced premium account you are then ineligible for the 6 month free trial WHICH I PAYED FOR IN THE INITIAL PRICE OF THE WATCH!!! This is a SCAM if I ever seen one!!!! Do not buy this product!!</p>
<p>92</p> <p>CANNOT CONNECT MESSAGES FRIM IPHONE TO NAME OF THE BRAND!!!!!!! HORRIBLE</p>
<p>93</p> <p>USELESS if it's going to display the 5 DOT FREEZE constantly</p>
<p>94</p> <p>I used to have the Charge 4, and unfortunately lost it. I decided to upgrade to the 5 and completely regret it. The battery life on this watch is the worst! I have to charge it every single night. By the end of the day, its down to less than 40 percent. For example, I charged the watch overnight, and right now it's not even noon and I'm down to 71 percent. I researched if anyone else was having this issue, and saw hundreds of people on the NAME OF THE BRAND forums complaining about the battery life, too. The only 'solution' some people found was to delete the SPO2 and ECG apps - two of the main apps that NAME OF THE BRAND is advertising for this watch! Please do not waste your money.</p>
<p>95</p> <p>The first device I received had water leak into the case on the first day of use while wading into a pool. The replacement device had a problem with its Bluetooth connection and would not reliably connect to a phone. I cannot recommend buying this.</p>
<p>96</p> <p>This is no improvement over the charge four. The heart rate is inaccurate, the sleep tracking is worse. Continues the theme of hideously ugly clock faces. Lost functionality in alarms. The six months free premium isn't working, and Fitbit and Google Play just keep kicking it back to each</p>

other. I foolishly bought it from **NAME OF THE BRAND** on Amazon and apparently it isn't returnable. This is my last **NAME OF THE BRAND** that I will ever buy.

97

Do not buy this product. I was truly disappointed in this product. As soon as I received it, I tried to request a refund on line, but was informed it was unrefundable. I contacted Amazon support the next day and after troubleshooting efforts failed, Amazon will send a refund. The phone is full of problems and icing on the cake, is the phone shows a black screen and no data at all. Product is an epic fail

98

I had my for about 10 days. Overall good device apart from the battery. It lasts only 12 hours without GRP and any activities. I tried all recommendations from **NAME OF THE BRAND** support but even if your disconnect everything the battery last 12 hours only, what's the point? I'm sending mine back.

99

This was a great looking fitness tracker & I was looking forward to using all the features it touted. But, after one day of use, it stopped working. It was charged but didn't respond to any swipe or side squeeze. I won't tell you not to get this since **NAME OF THE BRAND** has a great reputation so I think I must have been shipped a lemon. I returned it and got a refund. I'm now waiting for Amazon's version of a fitness tracker, keeping my fingers crossed that it works and is accurate.

100

Bought two for my wife and I. While mine works fine most of the time, my wife's stop working after three weeks. So, I do not recommend this product.

APPENDIX-B: Suggested Teaching Ideas on the Speech Act of Complaining

SAMPLE TASK 1- One good example the speech act of complaint could be practiced is situational language practices. In this kind of tasks, students are given a complaint situation and asked to formulate a complaint accordingly. Some examples are illustrated below:

Choose the best alternative for the given situation.

Situation 1: You bought a smart phone case in an online hardware store a few days ago and the product was delivered in a short span of time. However, you happened to find out the case did not fit into your smart phone, so you checked to see if you ordered the wrong case or it was due to the seller's carelessness. As you saw it was because of the seller, you decide to post a complaint to the feedback forum. Starting with what you satisfied with the product, you compose an online complaint:

- a) I don't really think the seller cares about customer satisfaction as I got a broken phone case.
- b) Honestly, the product is made of quality material and fancy to use, but it arrived rather late.
- c) **It was a lucky thing that I got the case very soon although I was sent a nonmatching one.**
- d) Unfortunately, I didn't get the right product and the seller doesn't agree to send me a new one.

Situation 2: You ordered a pack of branded t-shirts of the same color in an online clothing store at a cheaper rate. In the end, what you got is a cheap quality mixed- color t-shirt from a different brand. As a consequence of multiple unsuccessful attempts to access the seller, you feel severely annoyed and decide to post an online complaint to warn other customers who would be tempted by the same price:

- a. I recommend you to browse other stores for a similar product at a better price.
- b. A total fraud! Save your money and time buying the product at its original store.**
- c. Marvelous product at a perfect price! I would recommend everyone to take the bargain.
- d. Don't fall for the price for a substandard parti-colored t-shirt if you are looking for quality.

SAMPLE TASK 2- Another type of practice teachers are suggested to implement while practicing with complaints is to have students write their own complaints in line with given prompts and instructions. A sample task is provided below:

Read the following situation and write a complaint accordingly by including the following:

- the reason for your complaint
- what was wrong
- how the problem could be remedied

Imagine that you ordered a pair of wireless headset in an online technology store. The problem is it has been three weeks, but you haven't received the ordered item. Therefore, you are disappointed and you wish to share a review on the forum.

For the above task, learners should produce their own complaint in a given format. They are highly expected to “express their disappointment” in their formulation as it is explicitly specified that they are disappointed. Yet, they might also choose to use other complaint strategies such as “warning others” or “drawing their own conclusion” as strategy combination is also a common tendency.

SAMPLE TASK 3- Apart from situational language and writing tasks, learners can also be given ready-made complaints and asked to make some alterations on them. More specifically, they can be asked to aggravate or mitigate the given complaint. Take the following case as an example:

Change the below complaint so that it could sound politer.

“This is the worst humidifier I've ever used. Only after 3 months, it suddenly stopped working. I emailed the manufacturer as quickly, but no one has responded back for like 2 weeks. Customer relations at its finest!!!! With that, I claimed a refund, and guess what I have to pay for the shipping now. Such a HUGE frustration. Stay away!”

As well as individual, this activity can also be handled in groups. After they review and alter the above complaint to be politer, the groups can exchange their work with one another to see how differently other groups mitigated the formulation. Through interaction, the learners could enrich their knowledge of possible downgrading modification strategies applied on the given complaint. To better illustrate, some of them would remove the “exclamation marks” or “capitalization”, whereas some others might want to change the wording that they find a bit offensive, such as “stay away” or “huge”. Even some might want to turn the sarcasm “Customer

relations at its finest!!!!!!” into a more softened expression such as a constructive recommendation.

SAMPLE TASK 4- When it comes to how to enhance learners’ critical thinking skills by means of complaints practices, instructors can provide their students with sample writing models from two different genres of complaints: complaint letters and electronic complaints. Learners can be asked to compare and contrast these two language modalities in terms of writing and organization style, formality, use of grammar and vocabulary, use of pronouns, punctuation and spelling, and so forth. Out of these samples, they can start building common frameworks, which may in turn improve their understanding and perceptions on how to adjust their style of complaining depending on the given situation.

SAMPLE TASK 5- In order to raise their cultural and pragmatic awareness, instructors can also offer their learners an activity in which they are first asked to write an electronic complaint about a set of given situations in their native language. Then, as Eslami-Rasekh (2005) and Limberg (2015) recommend, learners can be told to translate their complaints directly into the target language to make reflections and comparisons. Thanks to this, they can see if it makes sense if they transfer from L1 to L2 without any intervention while complaining about the same situation. Later, they might question the politeness and appropriateness of their latter production and think about ways to improve these two qualities if necessary. While doing so, they can discuss in groups or pairs why they would need to arrange their L2 production and try to see the underlying reasons moving from their L1.

Adapted from <https://files.eric.ed.gov/fulltext/EJ1137786.pdf>

SAMPLE TASK 6- As a final suggestion, instructors can lead their students into speaking activities for a given complaint situation. Before performing this speaking activity, learners should be first introduced to the complaint strategies with a view to direct and indirect ones. When they are familiar with these, they may work in pairs or groups to complain about the topics they are provided on a complaint card. One member in the group selects a card, and other group members ask him/her to make a complaint by using a particular strategy or a combination of strategies, and they can maintain this routine in turns for a while. Alternatively, members can ask each other to make their complaints more or less direct as well. Similarly, mini dramas or role-plays can also be put into action. They can perform these activities before other class members or they can leave voice messages to the ones they are interacting with through smartphone applications. The complaint themes or topics can also be generated by the same learners.

APPENDIX-C: Ethics Committee Exemption Form



Hacettepe Üniversitesi
Eğitim Bilimleri Enstitüsü
Tez Çalışması/Araştırma Etik Komisyon İzin Muafiyeti Formu

F46

17 / 08 / 2021

Hacettepe Üniversitesi
Eğitim Bilimleri Enstitüsü
Yabancı Diller Eğitimi Ana Bilim Dalı Başkanlığına

Tez/Araştırma Başlığı	Türkçe ve Amerikan İngilizcesi Elektronik Şikâyetlerinin Kültürlerarası Analizi: Amazon web sitesi Durum Çalışması
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Yukarıda başlığı/konusu verilen tez/araştırma çalışmam,

1. İnsan ve hayvan üzerinde deney niteliği taşımamaktadır.
2. Biyolojik materyal (kan, idrar vb. biyolojik sıvılar ve numuneler) kullanılmasını gerektirmemektedir.
3. Beden bütünlüğüne veya ruh sağlığına müdahale içermemektedir.
4. Anket, ölçek (test), mülakat, odak grup çalışması, gözlem, deney, görüşme gibi teknikler kullanılarak katılımcılardan veri toplanmasını gerektiren nitel ya da nicel yaklaşımlarla yürütülen araştırmalar niteliğinde değildir.
5. Diğer kişi ve kurumlardan temin edilen veri kullanımını (kitap, belge vs.) gerektirmektedir. Ancak bu kullanım, diğer kişi ve kurumların izin verdiği ölçüde Kişisel Bilgilerin Korunması Kanuna riayet edilerek gerçekleştirilecektir.

Çalışmada kullanacağım veriler:

- () Kamusal erişime açık (buraya yazınız): **Amazon USA ve Amazon Türkiye web siteleri**
 () Özel izin ve onaya tabi (buraya yazınız):
 () Üretilmiş veri (buraya yazınız):
 () Diğer (buraya yazınız):

Yükseköğretim Kurumları Etik Kurullar ve Komisyonlarının Yönergelerini inceledim ve bunlara göre çalışmamın yürütülebilmesi için herhangi bir Etik Komisyondan/Kuruldan izin alınmasına gerek olmadığını; aksi durumda doğabilecek her türlü hukuki sorumluluğu kabul ettiğimi ve yukarıda vermiş olduğum bilgilerin doğru olduğunu beyan ederim.

Gereğini saygılarımla arz ederim.

Azime ÇERTEL

Araştırmacı Bilgileri

Adı Soyadı	Azime ÇERTEL			
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Programı	İngiliz Dili Eğitimi			
Statüsü	<input checked="" type="checkbox"/> Yüksek Lisans	<input type="checkbox"/> Doktora	<input type="checkbox"/> Bütünleşik Dr.	<input type="checkbox"/> Diğer

Danışman Görüşü ve Onayı*

Prof. Dr. Hacer Hande UYSAL

*Tez ve tezden üretilen yayınlarda gerekli

APPENDIX-D: Declaration of Ethical Conduct

I hereby declare that...

- I have prepared this thesis in accordance with the thesis writing guidelines of the Graduate School of Educational Sciences of Hacettepe University;
- all information and documents in the thesis/dissertation have been obtained in accordance with academic regulations;
- all audio visual and written information and results have been presented in compliance with scientific and ethical standards;
- in case of using other people's work, related studies have been cited in accordance with scientific and ethical standards;
- all cited studies have been fully and decently referenced and included in the list of References;
- I did not do any distortion and/or manipulation on the data set,
- and **NO** part of this work was presented as a part of any other thesis study at this or any other university.

(09) / (01) / (23)

Azime ÇERTEL

APPENDIX-E: Thesis/Dissertation Originality Report

05/12/2022

HACETTEPE UNIVERSITY
Graduate School of Educational Sciences
To The Department of Foreign Language Education

Thesis Title: A CROSS-CULTURAL ANALYSIS OF TURKISH AND AMERICAN ENGLISH ELECTRONIC COMPLAINTS: THE CASE STUDY OF AMAZON WEBSITE

The whole thesis that includes the *title page, introduction, main chapters, conclusions and bibliography section* is checked by using **Turnitin** plagiarism detection software take into the consideration requested filtering options. According to the originality report obtained data are as below.

Time Submitted	Page Count	Character Count	Date of Thesis Defense	Similarity Index	Submission ID
05/12/2022 03:45PM (UTC+0300)	162	213776	09/01/2023	% 5	1971972558

Filtering options applied:

1. Bibliography excluded
2. Quotes included
3. Match size up to 5 words excluded

I declare that I have carefully read Hacettepe University Graduate School of Educational Sciences Guidelines for Obtaining and Using Thesis Originality Reports; that according to the maximum similarity index values specified in the Guidelines, my thesis does not include any form of plagiarism; that in any future detection of possible infringement of the regulations I accept all legal responsibility; and that all the information I have provided is correct to the best of my knowledge.

I respectfully submit this for approval.

Name Lastname: Azime ÇERTEL
Student No.: 2019137148
Department: Foreign Language Education
Program: English Language Teaching
Status: Masters Ph.D. Integrated Ph.D.

ADVISOR APPROVAL

APPROVED
Prof. Dr. Hacer Hande UYSAL

APPENDIX-F: Yayınlama ve Fikrî Mülkiyet Hakları Beyanı

Enstitü tarafından onaylanan lisansüstü tezimin/raporumun tamamını veya herhangi bir kısmını, basılı (kâğıt) ve elektronik formatta arşivleme ve aşağıda verilen koşullarla kullanıma açma iznini Hacettepe Üniversitesine verdiğimi bildiririm. Bu izinle Üniversiteye verilen kullanım hakları dışındaki tüm fikri mülkiyet haklarım bende kalacak, tezimin tamamının ya da bir bölümünün gelecekteki çalışmalarda (makale, kitap, lisans ve patent vb.) kullanım hakları bana ait olacaktır.

Tezin kendi orijinal çalışmam olduğunu, başkalarının haklarını ihlal etmediğimi ve tezimin tek yetkili sahibi olduğumu beyan ve taahhüt ederim. Tezimde yer alan telif hakkı bulunan ve sahiplerinden yazılı izin alınarak kullanılması zorunlu metinlerin yazılı izin alınarak kullandığımı ve istenildiğinde suretlerini Üniversiteye teslim etmeyi taahhüt ederim.

Yükseköğretim Kurulu tarafından yayınlanan "**Lisansüstü Tezlerin Elektronik Ortamda Toplanması, Düzenlenmesi ve Erişime Açılmasına İlişkin Yönerge**" kapsamında tezim aşağıda belirtilen koşullar haricince YÖK Ulusal Tez Merkezi / H.Ü. Kütüphaneleri Açık Erişim Sisteminde erişime açılır.

- O Enstitü/ Fakülte yönetim kurulu kararı ile tezimin erişime açılması mezuniyet tarihinden itibaren 2 yıl ertelenmiştir. ⁽¹⁾
- O Enstitü/Fakülte yönetim kurulunun gerekçeli kararı ile tezimin erişime açılması mezuniyet tarihinden itibaren ... ay ertelenmiştir. ⁽²⁾
- O Tezimle ilgili gizlilik kararı verilmiştir. ⁽³⁾

09 /01 /2023

Azime ÇERTEL

"Lisansüstü Tezlerin Elektronik Ortamda Toplanması, Düzenlenmesi ve Erişime Açılmasına İlişkin Yönerge"

- (1) Madde 6. 1. Lisansüstü teze ilgili patent başvurusu yapılması veya patent alma sürecinin devam etmesi durumunda, tez danışmanının önerisi ve enstitü anabilim dalının uygun görüşü üzerine enstitü veya fakülte yönetim kurulu iki yıl süre ile tezin erişime açılmasının ertelenmesine karar verebilir.
- (2) Madde 6. 2. Yeni teknik, materyal ve metotların kullanıldığı, henüz makaleye dönüşmemiş veya patent gibi yöntemlerle korunmamış ve internetten paylaşılması durumunda 3. şahıslara veya kurumlara haksız kazanç; imkânı oluşturabilecek bilgi ve bulguları içeren tezler hakkında tez danışmanının önerisi ve enstitü anabilim dalının uygun görüşü üzerine enstitü veya fakülte yönetim kurulunun gerekçeli kararı ile altı ayı aşmamak üzere tezin erişime açılması engellenebilir.
- (3) Madde 7. 1. Ulusal çıkarları veya güvenliği ilgilendiren, emniyet, istihbarat, savunma ve güvenlik, sağlık vb. konulara ilişkin lisansüstü tezlerle ilgili gizlilik kararı, tezin yapıldığı kurum tarafından verilir*. Kurum ve kuruluşlarla yapılan işbirliği protokolü çerçevesinde hazırlanan lisansüstü tezlere ilişkin gizlilik kararı ise, ilgili kurum ve kuruluşun önerisi ile enstitü veya fakültenin uygun görüşü üzerine üniversite yönetim kurulu tarafından verilir. Gizlilik kararı verilen tezler Yükseköğretim Kuruluna bildirilir.

Madde 7.2. Gizlilik kararı verilen tezler gizlilik süresince enstitü veya fakülte tarafından gizlilik kuralları çerçevesinde muhafaza edilir, gizlilik kararının kaldırılması halinde Tez Otomasyon Sistemine yüklenir

*Tez danışmanının önerisi ve enstitü anabilim dalının uygun görüşü üzerine enstitü veya fakülte yönetim kurulu tarafından karar verilir.

