Neural way (dense)

~300 columns

x_1	x_2	x_3

very →

0.7	0.4	0.5

+

good →

0.2	-0.1	0.1

+

movie →

-0.5	0.4	0.1

=

very good movie →

0.4	0.7	0.7

Example:
word2vec
embeddings
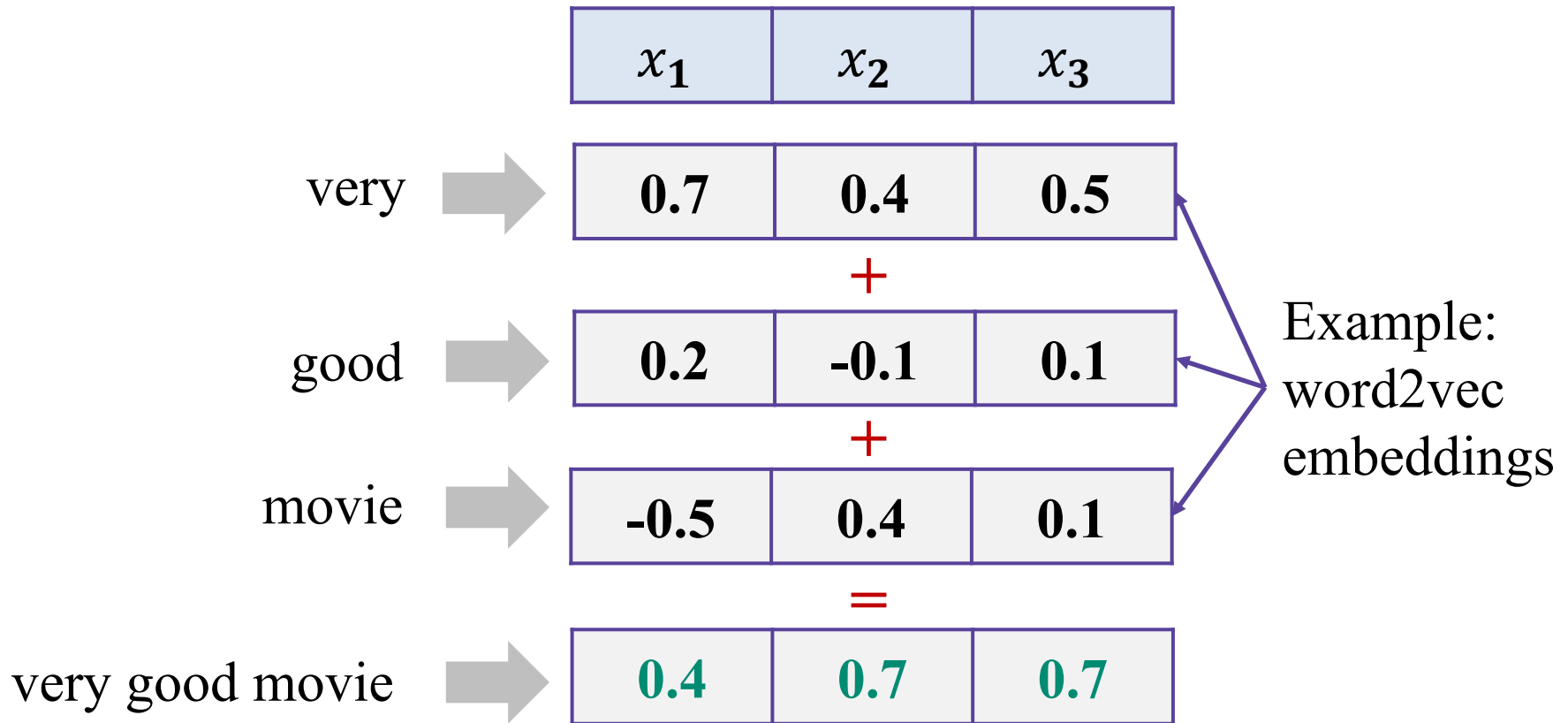
Sum of word2vec vectors
can be a good text descriptor already!