



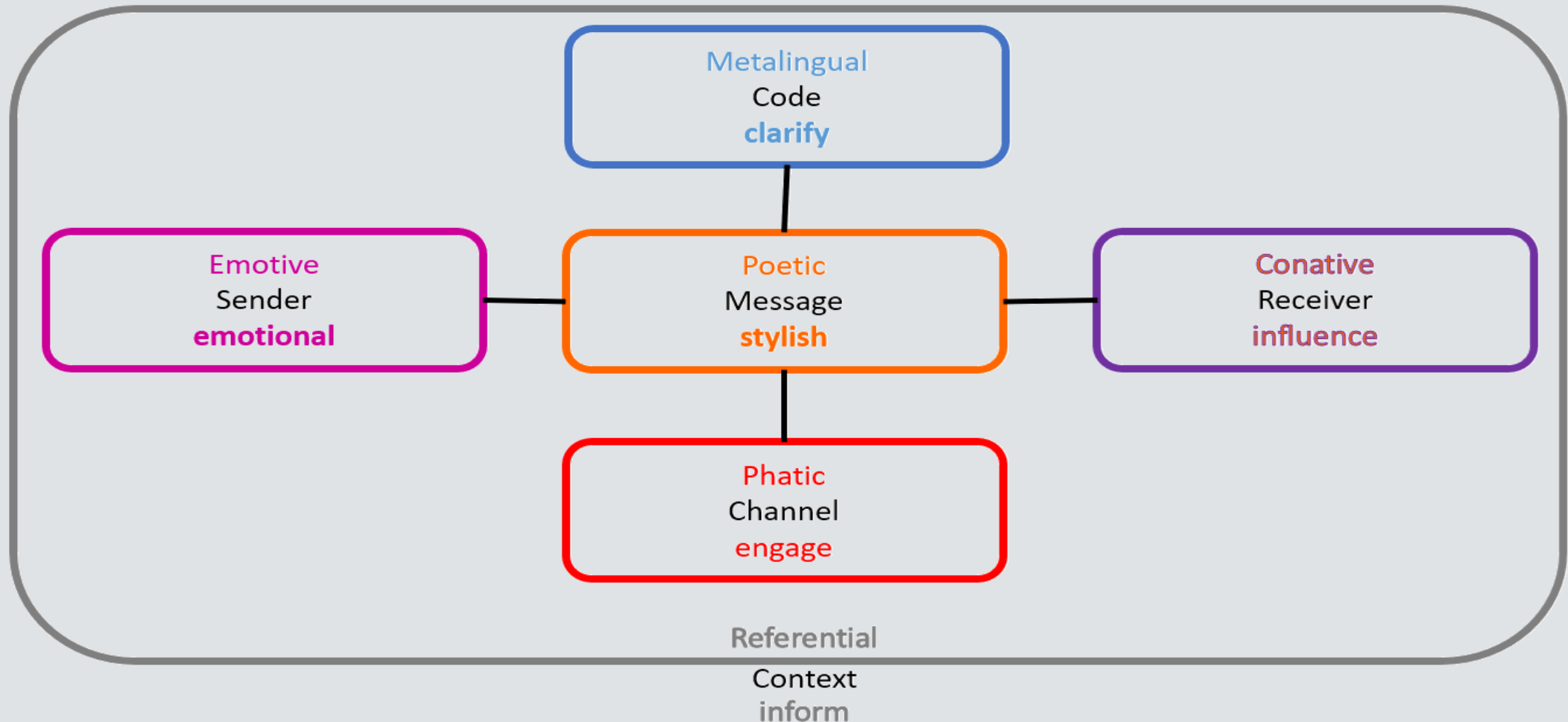
Universidad Nacional Autónoma de México
Posgrado en Ciencia e Ingeniería de la Computación

**Guidelines for Labeling Language
Functions**



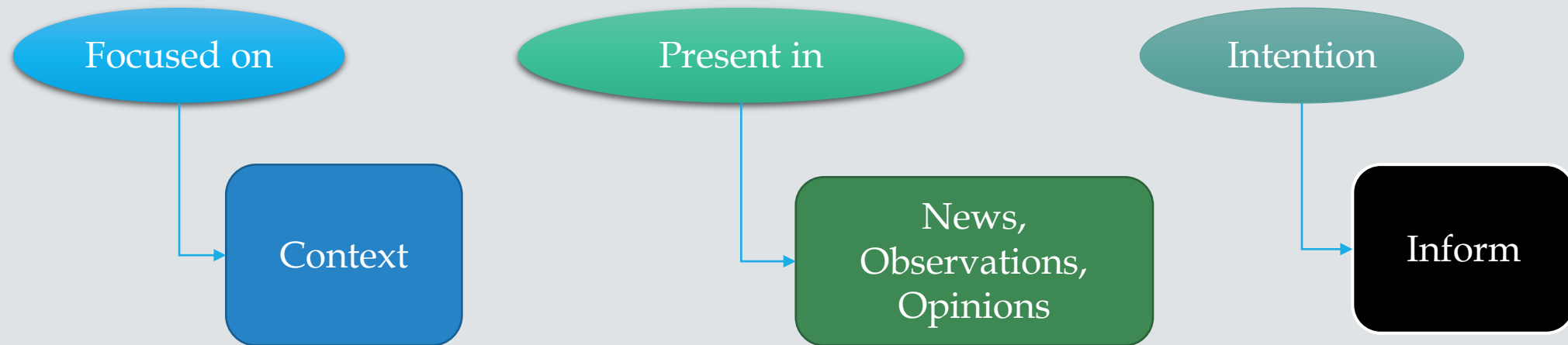
Jakobson Language Functions

And their Intentions by Richard Arcand and Nicole Borbeau



Referential Function

It is the most frequent in communication, marked by a reference to the context of the discussion, which can be a situation, a person, or an object. The message is used to convey information and words often carry literal (denotative) meanings. Examples of referential messages include observations, opinions.

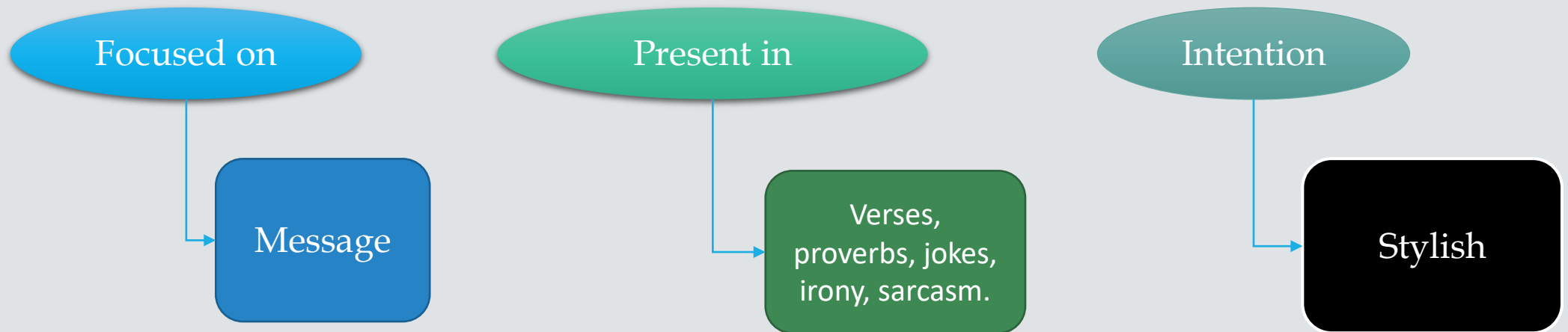


Examples of Referential Function

id	full_text	entity_name	rational
1	Mexico will be the 12th economy in 2025: Santander - El Universal - Finanzas http://bit.ly/lm4STv	Banco Santander, S.A.	It's an observation from Santander issued by El Universal, with objective information about Mexico's economy.
2	Andrei Shleifer, from Harvard, at #campusfaes: "Spain has the fastest-growing unit labor cost in the OECD."	Harvard University	It's an observation from Andrei with objective information about Spain.
3	Andrei Shleifer, from Harvard, at #campusfaes: "Spain should implement a dual strategy: deregulation and support for high-growth sectors."	Harvard University	It's an observation from Andrei with objective information about Spain.
4	Santander, Telefónica, BBVA, Repsol, Iberdrola, and La Caixa, sponsors of a think tank on corporate reputation http://t.co/ETU84iX	Banco Santander, S.A.	It's a news article that provides objective information about different banks.
5	FCC signs a liquidity contract with Santander for 2 million: FCC has signed a liquidity contract with Santa... http://bit.ly/qfb1Kn	Banco Santander, S.A.	It's a news article that provides information about Santander.
6	BBVA and Santander win the Lottery Jackpot after a huge argument http://menea.me/s32s	Banco Santander, S.A.	Here, both the poetic and referential functions are present, but due to the emphasis on general observations, it is labeled as referential.
7	Lab-grown meat, an ecological alternative?: A study published by the universities of Oxford and Amsterdam has... http://bit.ly/pZ7h3h	University of Oxford	It provides objective information from a study conducted by those universities.
8	Banco Santander launches the first edition of the Santander Business Initiative Awards in the United Kingdom... http://fb.me/19CmwYi9U	Banco Santander, S.A.	It's a news article that presents objective information about Santander.
9	Lotteries IPO: The Lotteries IPO has already attracted major Wall Street banks JP Morgan, Goldman Sachs, UBS, and Cr... http://bit.ly/qAoHiP	The Goldman Sachs Group, Inc	It's a news article from The Goldman Sachs Group.
10	According to a study from Oxford, counting sheep does NOT help you sleep. http://bit.ly/fNIU1p	University of Oxford	It provides objective information from a study conducted by Oxford.

Poetic Function

Occurs when communication focuses on the message, marked in conversations by the use of figurative language. Figurative language refers to the use of metaphor, alliteration, onomatopoeia, idioms, irony, sarcasm, and oxymoron, among others. This includes double meanings. Verses, proverbs, puns.

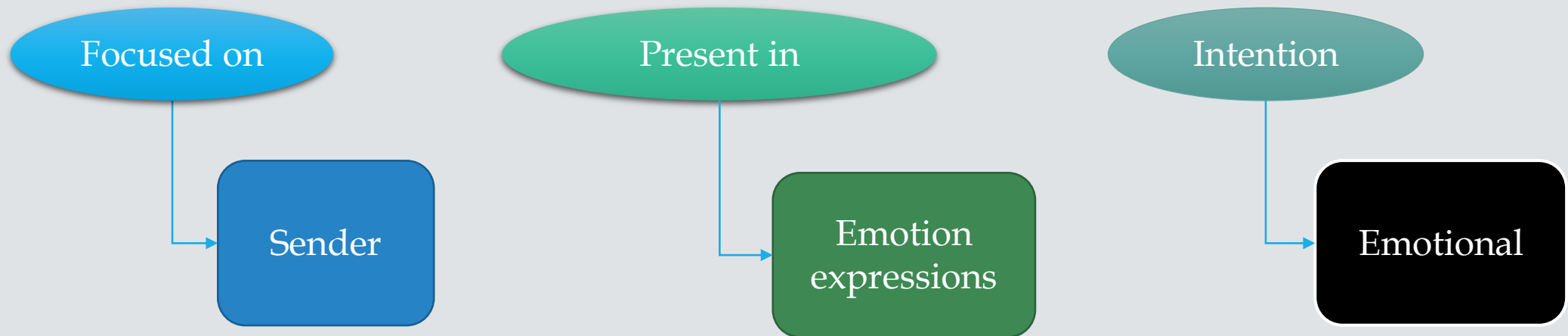


Examples of Poetic Function

id	full_text	entity_name	rational
1	Santander gives me the same confidence as a skinhead.	Banco Santander, S.A.	It's a joke making an analogy between the trust in a skinhead and Santander..
2	There are 5 reggaeton artists and Justin Bieber on a boat. The boat sinks. Who survives? - Society. #Joke	Justin Bieber	It's a joke aimed at Justin Bieber and reggaeton artists.
3	Justin Bieber is the unevolved Pokémon of Ricky Martin.	Justin Bieber	An analogy is made between Justin Bieber and Ricky Martin, likening it to a Pokémon.
4	A 16-year-old girl tells her 4-year-old sister, "The Reyes Magos (Three Wise Men) don't exist." Her sister replies, "Justin Bieber doesn't know you exist." Who cries?	Justin Bieber	It's a joke where the existence of the Reyes Magos (Three Wise Men) is likened to Justin Bieber. It could also belong to the phatic function.
5	As I passed by BANKIA, The BANKER said to me, "I have too many BRICKS, Give me more MONEY." #ChildrensSongs	Bankia S.A.	It's literally a poem about Bankia.
6	The Principle of Bankimedes: Every euro deposited in Bankia disappears in no time.	Bankia S.A.	An analogy is figuratively made to the principle of Archimedes.
7	A All Bankia has left is to request a helicopter on the rooftop and hope the bills are not marked or sequential.Bankia solo le queda pedir un helicoptero en la azotea y que los billetes no estén marcados ni sean consecutivos	Bankia S.A.	It's written figuratively and is not news.
8	Well, looking at her latest music video, I would say Madonna looks fantastic for being over 50. She has the body of a man in his 30s.	Madonna	An analogy is made regarding Madonna's body, and it's not news.

Emotive Function

Reflects the attitude or mood of the sender towards the information being communicated. The message can be perceived as an emotion, such as anger, joy, and sadness. Emotive messages focus more on the sender and less on the information being sent. Despite the absence of emotional tone and non-verbal cues, people can distinguish emotions in text-based communication.

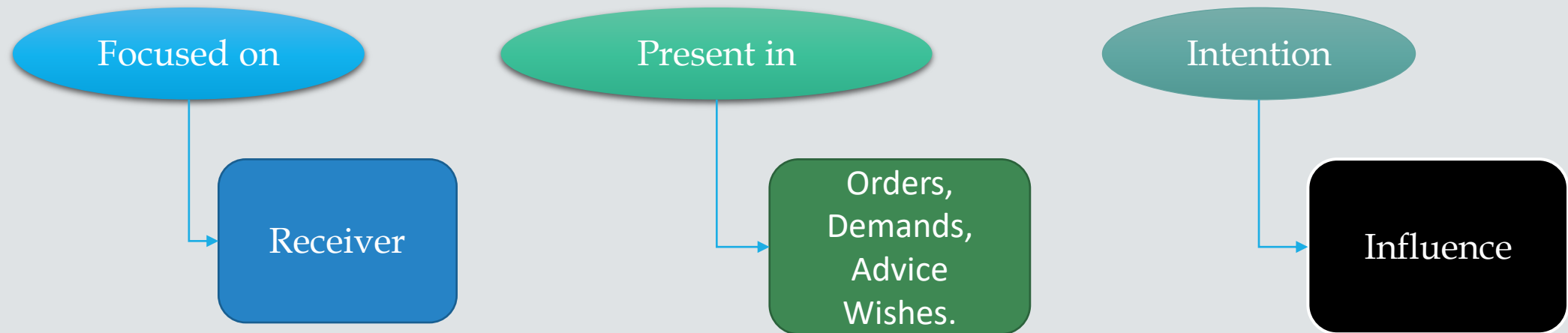


Examples of Emotive Function

id	full_text	entity_name	rational
1	I don't want to say anything, but Shakira was dating Antonito during the 2001 crisis in Argentina. Now she's with Piqué, and bam, it's the Spanish crisis in 2011.	Shakira	The sender expresses an eagerness to comment on Shakira and Antonio. It's not news.
2	@FlippyNevarez I went through the same hell, but in Santander, buddy...incompetents!!	Banco Santander, S.A.	The sender expresses anger towards Santander and disqualifies them by calling them inept.
3	I'm only 102 numbers away from my turn, at least there are chairs...hopefully one will free up soon :s (@ Banco Santander) http://4sq.com/IFU8PQ	Banco Santander, S.A.	The sender expresses feeling overwhelmed while waiting at the bank and comforts themselves by mentioning the presence of chairs.
4	I don't understand: Santander says you should feel "safer" at "cash-stained" ATMs, even though the system is meant to prevent theft from them!	Banco Santander, S.A.	The sender expresses concern with Santander's system.
5	The one at SGAE is named "Caco," and the one at Santander is "Botín." Are they mocking us to our faces or what's going on? xDD	Banco Santander, S.A.	The sender expresses feeling deceived.
6	@Ceciliadestino: Just so you know, I didn't want to study at @Harvard, I missed my family.	Harvard University	The sender expresses the sentiment associated with studying at Harvard.
7	Spending the whole day out on the street, going from one bank to another with my parents. At least Santander gave me two Ferrari caps e.e	Banco Santander, S.A.	The sender expresses feeling overwhelmed while waiting at the bank and comforts themselves by mentioning the presence of chairs.
8	Dude, why do Santander bank commercials have to be so sad :'	Banco Santander, S.A.	The sender expresses their sadness at seeing Santander's commercials.
9	@AuroraBello: You're a lady and you insult President Correa, a Harvard graduate. A USA Chicago Boy who knows Greengos better than you do HAHAAHAHA.	Harvard University	The sender expresses their displeasure and disqualifies AuroraBello.

Conative Function

It focuses on the recipient, prompting the recipient to react by performing a verbal act (for example, answering a question), a psychological act (for example, changing a belief), or a physical act (for example, closing a door). More specifically, messages have a conative function if they represent orders, demands, advice, or wishes, among others.

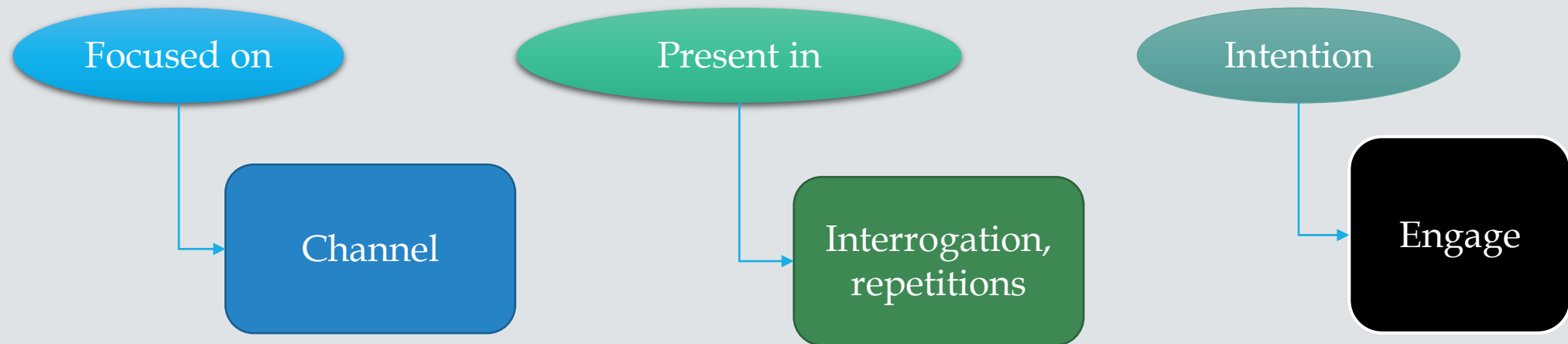


Examples of Conative Function

id	full_text	entity_name	rational
1	Don't forget this weekend is the 2011 FORMULA 1 SANTANDER BRITISH GRAND PRIX, #GoCheco	Banco Santander, S.A.	The receiver is expected not to forget the Grand Prix.
2	Santander: "Urgent need to supervise and regulate rating agencies." It's like Rubalcaba... when it suits them, they move their wings...	Banco Santander, S.A.	The rec Santander is expected to oversee and regulate rating agencies.
3	@grabyrg Hi, today is Santander Day, there are interest-free monthly payments throughout the store. Greetings	Banco Santander, S.A.	The receiver grabyrg is encouraged to visit the store with the promotion.
4	+1//RT @techoparachile: When it comes to helping, we all run! Sunday, August 28th, Santander+Techo Run!!! Sign up at santader.cl	Banco Santander, S.A.	The receiver is encouraged to participate in the race.
5	"@Carlos_Enrik3: We have to win the Santander prize" // Innovative ideas always bring good results, guys.	Banco Santander, S.A.	The receiver is expected to win the Santander prize along with the sender.
6	@moisescorabi, you'd better switch to Santander!	Banco Santander, S.A.	The receiver moisescorabi is expected to switch banks to Santander through this suggestion.
7	Santander will give 500 euros to anyone who gets a friend to buy a bank-owned property.	Banco Santander, S.A.	Santander is expected to give 500 euros to anyone who gets someone to buy a property from the bank.

Phatic Function

Serves to maintain physical and psychological contact between the interlocutors. Physical contact is related to the physical environment in which the conversation takes place, and in the case of online forums, it will be a reference to the platform, fundamentally used as a tool for greeting, saying goodbye, or ensuring that the interlocutor is listening. We can start the conversation, interact in the middle of the dialogue to capture attention, or end the conversation.

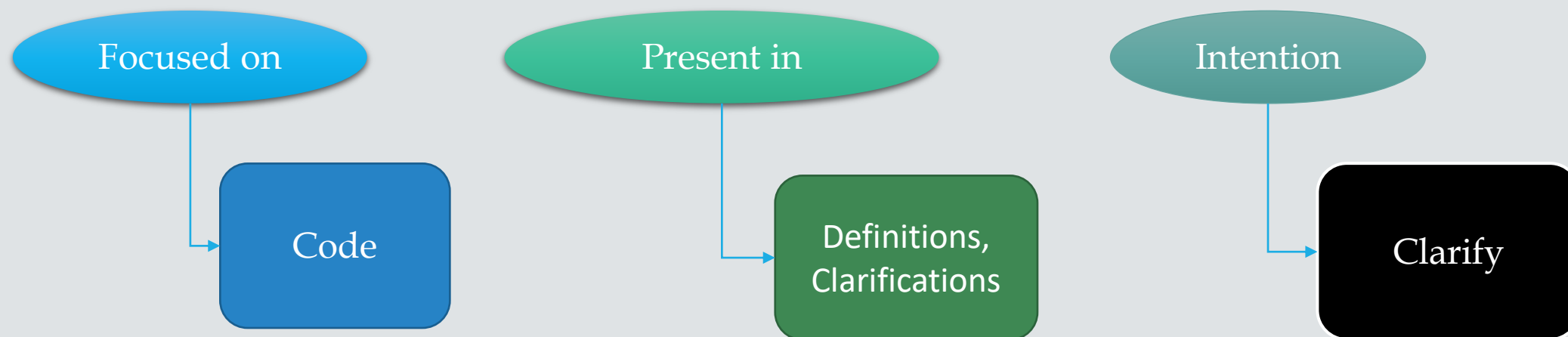


Examples of Phatic Function

id	full_text	entity_name	rational
1	@AnaSleek01 That's great!!! And are you going to Oxford on a scholarship or what? I hope to get one from here. // I'm heading to Seville between August and September, hope to see you before...	University of Oxford	The expectation is to maintain a conversation with the recipient by asking if they will be attending Oxford on a scholarship.
2	@Rrodriguezrojas @loredominguezi Are you still working at Santander or something else?	Banco Santander, S.A.	The expectation is to maintain a conversation with the recipient by asking if they are still working at Santander.
3	And they still haven't paid!!! (@ Santander Revolution (la Bandera)) http://4sq.com/qYeyBr	Banco Santander, S.A.	There isn't significant content, and visiting the link maintains ambiguity.
4	What song do you have for your call and which one for messages? :B Call: Bad Romance by Lady Gaga Messages: Just a little ringtone sound (? http://t.co/Eikmb39g	Lady Gaga	The sender interacts on the platform to grab attention, expressing the songs they use.
5	- Hey gorgeous, what are you listening to? + A remix of Justin Bieber and Jonas Brothers - #GrooveTime	Justin Bieber	The sender poses a question, hoping for a response from a potential receiver.
6	Did Hitler design the Volkswagen Beetle??? #DeepThoughts I'm puzzled.	Volkswagen	The sender poses a question, hoping for a response from a potential receiver.

Metalingual Function

Corresponds to clarifications about the concepts used in the conversation, which may be related to the language used (as a common code) or to the system/environment in which the communication occurs. It is usually indicated by linguistic signals such as 'what is a' or 'what do you mean by'. The metalinguistic function appears when we need definitions, as well as the resolution of ambiguities. This function is closely linked with the knowledge and learning process of each individual, which in turn are related to the social, cultural, and economic context in which they operate.



Examples of Metalingual Function

id	full_text	entity_name	rational
1	The band AC/DC is named that way because Young saw the alternating current symbol on his sister's sewing machine: AC/DC.	AC/DC	A clarification is being made in the code by stating where the name AC/DC comes from.
2	It's believed that the name Led Zeppelin comes from a joke made by Keith Moon (The Who) to the group: "They'll fail and fall like a lead Zeppelin."	Led Zeppelin	A clarification is being made in the code by stating where the name Led Zeppelin comes from.
3	@ibraH_ But that's silly because it's not a whole floor at the top of BBVA but a "decoration"... hahaha	Banco Bilbao Vizcaya Argentaria, S.A.	It is clarified within quotation marks that it is a decoration and not a complete floor.

General Observations

When in a tweet there is more than one language function present, we face the challenge of identifying which one predominates.

id	full_text	entity_name	rational
1	BBVA and Santander hit the jackpot in lotteries after a monumental argument. http://ow.ly/5xBvM : BBVA and Sant... http://on.fb.me/phqepO	Banco Santander, S.A.	Referential: Despite the figurative language, which denotes a poetic function, when we visit the link, it's actually news, so it is referential.
2	I love the Santander commercial for the Copa América <3	Banco Santander, S.A.	Conative: Here, both the emotive function is present because the sender expresses their liking for the commercial, and the appellative function is present in urging Copa América to use it.
3	Crisis? What crisis?... "Santander Bank executives receive a summer bonus of 120 million" http://t.co/P0dgJkO	Banco Santander, S.A.	Referential: Here, both the metalinguistic function clarifying the situation of Santander Bank executives and the referential function are present as it is about news.
4	Santander bank messed up in the Copa with that donation campaign, they've dropped 8000 dollars in 7 games, #ohwell	Banco Santander, S.A.	Referential: Both the poetic function is present when speaking figuratively with "se las echo en la copa," and the referential function.
5	#BarBurdel Fundéu BBVA in Peru: "infectar" and "infestar" are not synonyms. http://t.co/VSK5HaYU	Banco Bilbao Vizcaya Argentaria, S.A.	Referential: The metalinguistic function is present as it clarifies that "infectar" and "infestar" are not synonyms. However, when visiting the link, it corresponds to news.
6	RT @ManUtd_Es: INFORMATION: The Carling Cup has changed its name and is now called the Capital One Cup. Spread the word!	Capital One Financial Corporation	Conative: It contains the metalinguistic function as it explains that the Carling Cup has changed its name. On the other hand, it explicitly says "Spread the word!" and thereby, the appellative function appears.