**Sentiment analysis for marketing**

**PHASE: 2**

**Innovation: Sarcasm and Irony Detection**

**ABSTRACT**

The striking property of satire is that it makes it difficult to bridge and bridge the gap between its literal and intended meaning. Identifying sarcastic behavior in the field of online social networks such as Facebook, Twitter, Instagram, surveys, etc. has turned into a fundamental task as they affect social and personal relationships. SARCASM detection is an important processing problem in natural language processing (NLP), which is needed for better understanding to serve as an interface for mutual communication between machines and humans. To understand this is to underline the basic problem behind it - being able to detect the contradiction. For this, a need arose to define contextual understanding and emotion. To accomplish this we need to do two things - gather a stack of target words that display sentiment shifts (sarcastic words) based on context; And with an objective word given an expression, how to naturally identify whether the objective word is used in an exact or sarcastic sense. Collecting information is done by the use of an information retrieval system, for example tweepee. For the latter, some distributed semantic methods are used to convert data into useful information and are then demonstrated using multiple classifier results that is, satire is identified.

**APPROACH**

Online activities as a sidekick have grown into a huge force in ongoing opportunities for business, government issues, attention diversion, and so on. Social media, for example, Twitter, Facebook, WhatsApp and beyond, has been transformed into a major mechanism as an online partner and is receiving responses from all over the world. These reactions involve one's oblique feeling or feeling towards a particular goal, namely, people, opportunities, subjects, objects, organization, administration and so forth .

This slant is a person's feeling towards a clear goal. It can be positive or negative. Manual extraction of oppression from online life is a monotonous activity for people or organizations. Along these lines it needs a computerized framework to investigate suppression without human impedance .

The real difficulties involved with the suppression test are the magnitude of the snide-peek. Because of this, a large proportion of the current frameworks are used for investigation so as to respect the true spirit. Mockery is a specific type of perception that typically flows to the beginning of a conclusion in a given material. According to the Macmillan Dictionary, mockery is known as “the act of saying or making the opposite of what you say” or in the way of talking on the other side that is expected to make someone else feel dumb or display them you are mad .

The machine brain has long had a problem understanding its idiapresis and the field of NLP and ML has tried to demolish these walls, albeit unsuccessfully. So here is an effort towards a resolution .

Online promotion or marketing has gained popularity over the years as social media is the only way to convey the message to the youth and perceived emotion as a person's opinion towards a specific goal. Manually marking sarcastic content on social media can be tedious. But most of the challenges lie in detecting the presence of satire even for automated systems. In view of all this we decided to introduce some machine learning approach to detect sarcasm .

The requirements of this project are the successful detection of satire for a precise level of accuracy and also to demonstrate how different models affect accuracy to make it clear that the best option is currently implemented. The main obstacles to the project are mainly with the introduction of the use of memes, new emoticons, etc., new ways of expressing are coming forward each day. Therefore, this project is limited only to the scope of human simplicity **.**

SARSCAM is a very important part of human speech. It has existed since time immemorial. For example, a plane missing “What a great day wow!”. The true meaning of a sentence will darken its true essence, that is, despair from the shadow of anger. The meaning of this sentence can be expressed only through speech, while writing it may cause confusion. It is just a pebble in the mountain of problems with the increasing use of satire as it is a part of many fields like politics etc. The project aims to solve the problem of satire detection using ML and neural models to increase understanding for it

The various difficulties present in understanding sarcastic commentaries refer to many occasions and need to expand a lot of realities, rational know-how, Anupora goals, and intelligent thinking. Producers abstain from feature extraction and rely on CNNs to naturally take in highlights from simulated datasets. For classification; the primary purpose of sentiment analysis is to determine whether the message is positive, negative, or neutral. Conversely, the purpose of detecting satire is to determine whether the message is sarcastic or not sarcastic. The main purpose is to change the orientation of any text without manual extraction .

an automated framework for identifying sarcastic comments from Twitter information is proposed. MVME is used for feature extraction of LSTM instead of LSTM, mainly using sequential processing. SVM, linear svc, random forests and decision trees are trained to achieve the objective .

To explain the developed system, the following sections are included:

* The literature review studies existing systems and techniques prior to the development of the proposed systems.
* System Analysis and Design, through the software engineering methodology adopted to implement the model, provides an overview of the system and detailed information about the model included in the system.
* Modeling and implementation provides a deep insight into model work. The various modules and their interactions are represented using relevant descriptive diagrams

Testing the model to ensure a bug / error-free model, with the results obtained, then provides detailed analysis on quality assurance measurements. Conclusions regarding the results obtained after successfully running the model and the future scope of the model are highlighted.