

Moving Away from ‘Good’ vs ‘Bad’ Contradictions – ‘Sanità District’ in TripAdvisor Reviews

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Abstract

A dichotomy based on ‘negative’ vs. ‘positive’ qualities applied to the famous district in Naples is usually found in media discourse due to both negative stereotypes related to this place and criminal actions and events that usually occurred there. Notwithstanding, the recovery of the huge heritage of this district since 2000 onwards due to a process of redevelopment and enhancement of its historic, artistic and human heritage has increased the positive viewpoints in the media (Catacombe di Napoli 2021). Starting from this assumption, the study is aimed at investigating TripAdvisor reviews about Sanità District from 2012 to 2019. Furthermore, a total of 92 reviews of Catacombs of San Gennaro from 2019 to 2020 have been included in the corpus. The main premise is that it is possible to find new forms of communication which may help to move beyond some traditional conflictual dichotomies (Sunstein 2007). The methodology involves a corpus-based approach along with studies on Evaluation and Appraisal (Hunston/Sinclair 2000; Stubbs 2001; Martin/White 2005; Baker 2006). The final aim is to reveal the emergence of a new evaluative language moving away the stereotyped dichotomy traditionally implicit in opinions by people from all around the world with regard to Sanità District.