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THESIS

A GENRE ANALYSIS OF COMPUTER REVIEWS IN PCMAG.COM

KAMONWAN SANGSEEKAEW

A Thesis Submitted in Partial Fulfillment of

the Requirements for the Degree of

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The main objectives of the present study are 1) to investigate moves and steps in computer reviews in PCMag.com, 2) to explore the rhetorical pattern in computer reviews in PCMag.com and 3) to explore the lexical features in computer reviews with a particular focus on neologisms in PCMag.com.

Thirty computer reviews recently written and uploaded in PCMag.com are selected and analyzed based on genre analysis frameworks (Swales, 1990, Bhatia, 1993 and Pollach 2006). Moreover, neologisms in computer reviews in PCMag.com are explored by using 'Compleat Lexical Tutor (Vocabprofiler)' developed in 2006 by Mr.Tom Cobb from Université du Québec à Montréal along with Dictionary of Computer and Internet Terms (Downing, 2009).

The results from genre analysis, the method to analyze text-genres, show that there are seven moves found in the reviews namely Move 1: Distinguishing prominent points of the computer; Move 2: Presenting physical appearances information; Move 3: Providing technical specifications information; and Move 4: Offering performance test information, Move 5 Presenting background information, Move 6 Describing installed program and Move 7 Providing warranty information. But only Move 1, 2, 3 and 4 are obligatory moves that can be found in every review (100%) but their orders are interchangeable. Besides, it was found that the most frequent identical pattern found in the computer reviews which is 6.6%, that is move 1 → move 2 → move 3 → move 2 → move 3 → move 4 → move 1. However, if we consider only the pattern of organization of the obligatory moves, it can be claimed the mentioned rhetorical pattern is the most typically rhetorical pattern found which is 46.6%.

In terms of lexical features analysis, the typically found word formation processes that create neologisms in computer field are initialisms and compounding respectively. They are related to each other as compounding causes a long word, initialisms helps shortening long-compound-word to be easier for recognition.

This study would be very useful to learners and to ESP practitioners who are interested in writing computer reviews as they can use computer reviews' rhetorical patterns as a guideline of how to compose professional computer reviews.

Student's signature	Thesis Advisor's signature	___ / ___ / ___

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CHAPTER I

INTRODUCTION

Problem Statement

Information communication and technology or ICT has begun to play an important role in people's lives. Products in the ICT field such as computers, telephones, digital cameras, printers, scanners and others are facilitators for life in the digital age. They are very important for communication as people can easily communicate with others around the world by using these products. Especially computer, it is not only essential for communications, but also for other fields such as education, investment and so on. In order to possess a good computer, reading computer reviews is one of the ways that influence customers' decisions when purchasing the products because readers get information and can compare them promptly. In the past, when readers needed to read computer reviews, they had to read from computer magazines. There were only two magazines which were generally accepted by readers who are in this field. PC Magazine and Computer Today are known for their accurate information and opinions.

PC Magazine has been a review compilation for almost thirty years. The magazine is well-known and can be guaranteed for excellence because it has received many awards, such as The PC Magazine Editors' Choice Award and The PC Magazine Technical Excellence Award. It was first published in 1982. PC Magazine provides reviews and previews of the latest hardware and software for the information technology professional. Articles are written by leading experts including John C. Dvorak, whose regular column and Inside Track feature are among the magazine's most popular attractions. Recently, all contents of PC Magazine have appeared in the website, namely PCMag.com since 2009 so it is easier to access and readers can get the latest information. They do not have to wait for a month to get the new issue whose information is not updated as computer companies usually launch the new models within a month.

Even though computer reviews are easy to access, it may be hard for non-native speaker and non-computer experts to understand and compose a professional one as technical terms are often used in this kind of review. These terminologies may not be found in our daily's lives. As the review has its own characteristics, if one wants to write a computer review, it cannot be compared with other types of reviews. Hence, to be able to understand and compose this kind of review, not only general grammatical knowledge of the language is required, but also the special knowledge that relates to computers has to be used in producing the text. This includes the text organization and linguistic features of the review. In order to cope with the obstacle in writing and understanding text, the genre analysis in the field of ESP and the analysis of linguistic features have been applied to this research.

Genre has been widely recognized in the field of language teaching and learning, particularly in the field of English for Specific Purposes (ESP). Genre analysis offers a valuable framework in this field as it informs us about the conventions of language in a particular discourse community. It is basically a tool for analyzing the rhetorical patterns, or moves and steps, of a written text and can be used to teach language and communication (Swales, 1990). In other words, it can be said that it is the study of how language is used within a particular setting, and genre analysts need to investigate both the language used and the features of the situation including the participants, their relationship, and the communicative purposes of the text. Many studies aimed to explore written texts based on genre analysis. They are firstly focused on academic settings such as the introductory part of research paper (Swales, 1990 and Nwogu, 1997) and then professional settings such as business letters (Pinto dos Santos, 2000 and Ji-yu, 2007), brochures (Heinze, 2004), and reviews (Motta-Roth, 1995 and Chareonchasri, 2007).

Regarding the genre-based research in professional setting particularly reviewed, it has been found that many works were done within an analysis of a particular field such as book reviews (Motta-Roth, 1995), and movie reviews (Chareonchasri, 2007). One of the fields that has recently been studied is ICT product reviews (Pollach, 2006). Even though Pollach had studied the ICT product review in

the Internet, computer reviews in PCMag.com has never been explored. Besides, there are no models or guidelines of how to conduct professional computer reviews. For this reason, this present study aims to investigate the rhetorical patterns based on genre analysis in computer reviews in PCMag.com in order to offer an applicable model of how to write computer reviews that is specifically outlined according to the prominent rhetorical patterns.

As mentioned earlier, the rhetorical patterns, moves and steps are outlined from communicative purposes of the particular discourse community. These communicative purposes are realized from the linguistic features. In the pilot study of the computer reviews in 2009, many lexical features such as the use of comparison and adjectives were revealed; however, these features can also be found in other kind of reviews. As today's technology is indispensible, there are always new ideas and new products. These can be explained by using neologisms. Neologisms are newly invented words or existing words that are combined to create a word with new meaning. The rise of the Internet has spawned a lot of neologisms that have made their way into common usage (Sherman, 2003). In this regard, neologism is one of the most prominent features that can be unfolded from the analysis of the computer reviews in this pilot study.

In addition to the analysis of the rhetorical patterns of the computer reviews as a primary objective, this study also aims to investigate the neologisms focusing on their semantic change and word formation. The results from the study will widen the readers or writers' terminology including meanings and sources. As a result, they will be able to effectively read and compose the computer review.

Objectives of the Study

The objectives of this research are

1. To investigate moves and steps in computer reviews in PCMag.com.

2. To explore the rhetorical pattern in computer reviews in PCMag.com.

3. To explore the lexical features in computer reviews with a particular focus on neologisms in PCMag.com.

Research Questions

There are three research questions in this study as follows.

1. What are moves and steps found in computer reviews in PCMag.com?

2. What are the typically rhetorical patterns found in the computer reviews in PCMag.com?

3. What are the distinguishing lexical features in computer reviews with a particular focus on neologisms in PCMag.com?

Scope of the Study

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The selected period for the analysis was between July – September 2010 as it was the most recent period of this study to show the recent patterns of the text in this genre and mode.

Research Contribution

This study will be very useful to learners and to ESP practitioners who are interested in writing computer reviews as they can use a result as a guideline of how to compose professional computer reviews. Moreover, this study will be beneficial for readers who are interested in reading computer reviews. They will be accustomed to the rhetorical pattern that is expected to occur in the computer reviews. This will help readers to have more understanding towards the message conveyed in this kind of reviews. And it can help English as a foreign language (EFL) learner to know how

native copywriters use their language and also some specific linguistic features used in this kind of review. And knowing neologisms can help understanding the meaning of computer terms. If learners understand word formation and semantic change, it will be useful in recognizing words.

Definitions of Terms

Conceptual Definitions

Genre refers to an instance of a successful achievement of a specific communicative purposes using conventionalized knowledge of linguistic and discoursal resources (Bhatia, 1991).

Genre analysis means investigating instances of conventionalized or institutionalized textual artifacts in the context of specific institutional and disciplinary practices, procedures, and cultures in order to understand how members of specific discourse communities construct, interpret and use these genres to achieve their community goals and why they write them the way they do (Bhatia, 1993). In analyzing genre, there are five things to be concerned with which are

1. Communicative Purpose is the copywriter's intent to communicate to readers via the language in the computer reviews (Swales, 1990). It can be realized by looking at the purpose of each sentence or paragraph. It is the purpose conveyed by the writer.

2. Move refers to segments of a text which writers use to write a given section of a text or to develop their argument (Swales, 1990). It is named after the communicative purpose of that sentence or paragraph is set.

3. Step refers to rhetorical options that provide writers to choose to realize the communicative intentions of a move (Swales, 1990).

4.   Rhetorical Pattern refers to the outstanding structural organization of a text or of a discourse (Richards, Platt & Platt, 1992). It will be shown after moves and steps are indicated for the whole text.

Neologisms is a newly invented word or term. Neologisms would seem to occur at a greater rate in cultures with rapidly changing technologies and with greater means for information dispersal. There is also the use of a new word or the use of an existing word but given a new meaning. (Stevenson, 2010)

Operational Definitions

Computer review refers to a whole laptop reviews of each brand and model.

PCMag.com refers to the main source in the study. It is a website that provides reliable reviews of IT gadgets, particularly computer. It has been published for ages and now appears online.

Figure 1 Computer reviews in PCMag.com

Source: PC Magazine Digital Website (2010)

CHAPTER II

REVIEW OF LITERATURE

There are five main sections in this chapter. As this present study is about a genre analysis of computer reviews in the website, the first section is concept of genre and genre analysis. The second section is background knowledge of reviews. Then, related studies based on genre analysis will be presented. The fourth part will be genre in the digital age. Finally, linguistics features of lexicon used in genre will be presented.

Concept of Genre and Genre Analysis

Genre has recently become a popular framework for analyzing the form and rhetorical function of non-literary discourse such as research articles, theses, dissertations, textbooks, web sites, news articles, editorials, sports reports etc. It serves as a tool in teaching English, linguistics and English for Specific Purposes (ESP). The word 'genre' comes from the Latin word meaning 'kind' or 'class'. Swales states, "A genre comprises a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style" (Swales 1990: 58). In other words, a genre can be defined as a class of texts characterized by a specific communicative purpose that functions to produce distinctive rhetorical structure.

Furthermore, Bhatia (1993) elaborates that genre is primarily characterized by the communicative purpose which also gives the genre an internal structure. He claims that each genre will thus be an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discoursal resources.

Drawing on the definition of genre by Swales (1990); Bhatia (1993) describes genre as having the following characteristics:

1. It represents a recognizable communicative event characterized by a set of communicative purpose.

2. It is identified and mutually understood by members of the professional or academic community in which it regularly occurs.

3. It is usually a highly structured and conventionalized communicative event.

4. It is bound by constraints (e.g. structure, linguistic features) that are readily noticed when broken.

Genre analysis is an analysis of a text to explore communicative purpose, move and steps and rhetorical pattern.

Communicative purpose is the primary criterion for classifying certain communicative events as a genre is a set of shared communicative purpose. In other words, claiming as one genre, it is needed to look for shared communicative purposes which the communicative events are intended to fulfill. The communicative purpose of the genre-text cannot be determined by looking at the text in isolation. It has to be turned to the context and the discourse community in which the text is used (Swales, 1990).

For move and steps, when the language is used to perform a communicative event, it is done systematically and drawn on the conventionalized internal structure as recognized by the discourse community. The move structure of a genre typically consists of several functionally distinct steps. The notion of move is particularly useful for displaying generic conventions in terms of text organization. However, the utility value of the concept is somewhat hampered by the fact that strong

disagreement exists as to which criteria should be used for indentifying move structure (Paltridge, 1994).

In analyzing genre, the next step is to explore the level form. It is more specifically the rhetorical pattern used to realize a particular communicative purpose. Generally, there is no one-to-one correlation between a particular move and the verbal and non-verbal strategies used to instantiate the move. However, texts belonging to the same genre often deploy identical or at least very similar rhetorical patterns because the choices of lexis and grammar are extremely genre-specific. The aim of the rhetorical analysis is to look for the regularities or standard practices in the actual formulation of genres.

In the genre analysis, it is to explore 'common reportoire' of rhetorical pattern, i.e all the different possibilities which exist for realizing the same move, and equally important to establish whether some expressions are more preferred and therefore more genre-specific than others (Swales, 1990). Thus, the rhetorical pattern in this research refers to the outstanding structural organization of a text or of a discourse (Richards, Platt & Platt, 1992).

Genre analysis, thus, is mainly concerned with the study of the situation where language is used to achieve the communicative goal. After the identification of the communicative purpose of a genre, the internal structures of a genre are identified by looking at 'moves' and 'steps' (Swales, 1990 and Bhatia, 1993). Linguistics features are also examined to provide more sensitivity to the convention of a genre (Dudley-Evans, 1994).

In this study, the computer reviews will be studied by exploring the rhetorical patterns which can be realized from moves and steps. These will be assigned by communicative purposes that writers aim to convey. And linguistic feature is also needed to be explored to show the prominent characteristics of the genre.

Building on Swales' move-step analysis, Bhatia (1993) proposed the cognitive structuring which is made up of moves, strategies, and their ordering. Bhatia stressed the cognitive nature of genre which is manifested through strategies which can be recognized by examining typical linguistic features. Thus Bhatia offered a well-blended analysis of cognitive as well as socio-cultural and linguistic factors in his genre study.

Besides, there can be some types of genres that are not familiar, the seven stages for analyzing an unfamiliar genre later developed for thick description by Bhatia (1993) was proposed as follows.

1. Placing the given text in a situational context.

In this stage, the analysts realize the convention of a text in a particular situation by relating their prior experience, internal clues in the text and general knowledge of the world. This helps the analyst obtain an explanation of why the genre is conventionally written the way it is.

2. Surveying existing literature.

In this stage, the analysts are recommended to review relevant literature on genre theory, and guidebooks used in the community and discuss the social structure, interaction, history, beliefs and goals of community of the genre in question.

3. Refining the situational/contextual analysis.

In this stage, the analysts should point out the details, i.e. the relationship of member in the community and their goals, historical, socio-cultural, philosophic and/or occupational placement of the community, linguistic tradition, and relationship of the text to the reality.

4. Selecting a corpus.

In this stage, the analysts should define clearly a particular genre intended to be studied in order to select the right kind of corpus, and use well-defined criteria to select the corpus adequately.

5. Studying the institutional context.

In this stage, the analysts investigate the organization constraints or rules and conventions that govern the language in use.

6. Analyzing frequency of linguistic features.

In this stage, the analysts mainly indicate the frequency of linguistic features which leads to empirical evidence of stylistic variation.

6.1 Analysis of text-patterning or textualization. This stage takes further steps from linguistic descriptions in order to answer the question 'Why do members of discourse community write the way they do?'

6.2 Structural interpretation of the text-genre. This stage aims to identify the structural organization of the genre or moves of the genre. Each move serves particular communicative purposes that realize the overall purpose.

7. Consulting specialists.

In this stage, analysts are recommended to consult with specialist informants in the subject area where the research is conducted in order to obtain explanations from the point of view in the subject area rather than just in the aspect of linguistics.

However, it should be noted that it is not necessary to employ all of those seven stages, depending on the objective of the research and the researcher's background knowledge. From the stages above, the researcher has placed the given text in a situational context which is in the computer and technology field. After that, many relevant literatures on genre analysis have been reviewed along with related studies based on genre analysis. This helps in clarifying the idea concerning with genre analysis, the process, and framework in analyzing genre.

For example, Bhatia used Swales' framework to analyze a professional genre and it is found that sales promotion letter consists of the following moves.

Move 1 Establishing credentials

Move 2 Introduction the offer
Step 1 Offering the product or service
Step 2 Essential detailing of the offer
Step 3 Indicating value of the offer

Move 3 Offering incentives

Move 4 Enclosing document

Move 5 Soliciting responses

Move 6 Using pressure tactics

Move 7 Ending politely

Figure 2 Move and step of sales promotion letters
Source: Bhatia (1993)

Background Knowledge of Reviews

Generally, reviews are made in order to help customers decide whether products which are reviewed are satisfying enough or not. Basic reviews will present what

customers will certainly confront when having to consume products, and most reviews contribute some comments or some appraisal about the criticized products.

Review is a critical appraisal of a book, play, film, etc. published in a newspaper or magazine (Stevenson, 2010). Since the most popular type of review is book reviews, it is interesting to see how the genre of book reviews is arranged. Book reviews generally contain a brief statement of the main points of the books. Reviewing books is about evaluating, not about telling books' details. In other words, book reviews mainly criticize and estimate the value of the books, each book review contains three common sections as follows.

Table 1 Three basic sections of a book review

Three Basic Sections of a Book Review:
I. Author (should be brief)
1. Information about the author
2. Author's qualifications
3. His frame of reference (reasons for writing the book)
II. Contents (plan of the book and a review of its contents)
1. Major thesis of the book
2. Findings of particular interest
3. Examples of the above
III. Critical Analysis (most essential)section and should comprise most of the review)
1. Author's sources
2. Does the author acknowledge ideas and theories that strengthen his thesis?
3. Major strengths of the book
4. To whom will this book have lasting value? Would you recommend it? Why? Why Not?

Source: Delmar College Website (2006)

It should be noted that this is a common way to write book reviews by beginning with authors, book contents, and criticism respectively. According to Day and Gastel (2006), book review can help readers choosing books. It can inform readers by sharing content from the book. Also, it can provide useful feedback to authors and publishers and help guiding future authors. And it can be said that other reviews can serve similar functions. Regardless of whether a book or other item is

reviewed, the principles are much the same. Thus, guidelines for writing book reviews can be applied in general to other reviews, also ICT product review. But it cannot draw conclusion to other kind of reviews as such computer reviews on PCMag.com that it will follow this pattern. So, it is interesting to explore the component and patterns of computer reviews.

As this study mainly aims to investigate the genre of computer reviews, it is important to explore previous genre-based studies that are related to reviews. The studies based on genre analysis in book review, movie review and product review accordingly.

Related Studies based on Genre Analysis

I. Genre – Based Studies Related to Book Review

Motta-Roth (1995) examined the rhetorical pattern of academic book reviews (BRs) in the field of linguistics, chemistry, and economics. She identified four moves which consistently occurred in her corpus of 180 book reviews (60 on each field). The results shows that BRs in all three fields have a consistent pattern of information organization corresponding to four rhetorical moves consisting of one or a number of sub-functions as follows.

Move 1 Introducing the Book
Sub-function 1: Defining the general topic of the book
 and/or
Sub-function 2: Informing about potential readership
 and/or
Sub-function 3: Informing about the author
 and/or

Figure 3 The schematic description of rhetorical moves in book reviews in fields of Linguistics, Economics, and Chemistry

Source: Motta-Roth (1995)

Figure 3 (Continued)

Sub-function 4:	Making topic generalization and/or
Sub-function 5:	Inserting book in the field

Move 2 Outlining the Book

Sub-function 6:	Providing general view of the organization of the book and/or
Sub-function 7:	Stating the topic of each chapter and/or
Sub-function 8:	Citing extra-text material

Move 3 Highlighting Parts of the Book

Sub-function 9:	Providing focused evaluation

Move 4 Providing Closing Evaluation of the Book

Sub-function 10A:	Definitely recommending/disqualifying the book or
Sub-function 10B:	Recommending the book despite indicated shortcomings

As book review is the most outstanding review, there is another research done by Khunkitti (2005) to investigate book reviews in journals in the English language fields. She analyzed forty nine book reviews which were published in ESP Journal, ELT Journal, and Journal of Applied linguistics by using aspects of genre analysis developed by Swales (1990) and Motta-Roth (1995). The results showed that book reviews consisted of five prototypical moves as follows.

Move 1	**Introducing the Book**	
Sub-Move 1	Making the Book Specification	
	Step 1	Stating the Title of the Book
		and/or
	Step 2	Informing about Potential Readership
		and/or
	Step 3	Inserting Book in the Field/Introducing the Field
		and/or
	Step 4	Stating Purposes/Benefits of the Book
		and/or
	Step 5	Giving General Description of the Book
		and/or
	Step 6	Highlighting Some Parts/Points of the Book
Sub-Move 2	Providing Reviewer's Personal Account	
	Step 1	Giving Reviewer's Position be Respected to the Topic/Field/ Book
Sub-Move 3	Providing Editor/Author's Biography	
	Step 1	Giving Background to the Editor/Author's Credibility
Move 2	**Describing the Book**	
	Step 1	Providing General View of the Organization /Topic of the Book
		and/or
	Step 2	Summarizing each Section/Point with Minor Comments
Move 3	**Criticizing the Book**	
	Step 1	Providing Positive Comments
		and/or
	Step 2	Providing Negative Comments
		and/or
	Step 3	Making Suggestion
Move 4	**Providing Evaluation of the Book**	
	Step 1	Definitely Recommending the Book
		or

Figure 4 Typical rhetoric moves and steps of book reviews in English language
fields

Source: Khunkitti (2005)

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        Step 2  Recommending the Book despite Indicated Shortcomings
                or
        Step 3  Concluding the Book without Recommending

Move 5          Giving Other Information
        Step 1  Providing References
                and/or
        Step 2  Providing Biography/Contact Information on the Reviewer
                and/or
        Step 3  Providing Some Extra Information
```

Figure 4 (Continued)

Moreover, it was found that there were linking adverbials marking summation, contrast or concession, central determiners and nouns, and evaluative adjective in move 4 'Providing Evaluation of the Book'.

II. Genre – Based Studies Related to Movie Review

There was a recent study conducted by Chareonchasri (2007) to analyze the rhetorical patterns of newsgroup movie reviews. He explored twenty five movie reviews written and uploaded in the IMDB domain. He utilized the theoretical framework of Swales (1990) and Bhatia (1993) as the main theoretical framework to analyze the genre of movie reviews. The results are presented as follows.

```
Move 1          Introducing the Movie
Sub-Move 1   Specifying the Subject
        Step 1  Stating the Title of the Movie
                and/or
        Step 2  Providing the Subject's General Description and Information
                and/or
        Step 3  Presenting General Background Knowledge Related to the
                Movie
                and/or
```

Figure 5 The schematic description of rhetorical pattern of movie reviews

Source: Chareonchasri (2007)

	Step 4	Initially Summarizing Plot or Showing Outstanding Parts and/or
	Step 5	Initially Expressing a Major or Minor Critique about the Movie
Sub-Move 2		Generalizing the Subject
	Step 1	Offering Broad Statements about the Subject
Sub-Move 3		Providing Reviewer's Personal Account
	Step 1	Giving Reviewer's Previous Experience
Move 2		**Emphasising on Describing the Movie's Storyline**
	Step 1	Describing Events in the Movie
Move 3		**Providing Comments**
	Step 1	Providing Negative Criticism and/or
	Step 2	Providing Positive Criticism and/or
	Step 3	Making Suggestions
Move 4		**Concluding the Review**
	Step 1	Making an Entire Judgment or Evaluation of the Subject and/or
	Step 2	Concluding by Stating the Movie's Overall Description
Move 5		**Offering Other Information**
	Step 1	Providing Other Online Sources for More Reviews and/or
	Step 2	Providing Available Contact Information of the Reviewer and/or
	Step 3	Providing Other Special Information

Figure 5 (Continued)

III. Genre – Based Studies Related to Product Review

Pollach (2006) studied product reviews on consumer opinion websites. The study showed that the purpose of online product reviews was to inform potential buyers of the strengths and weaknesses of consumer products. People who share their experience help readers to make purchasing decisions and may even be recognized as experts in a particular field.

In his study, Pollach looked at the genre of online product reviews from four aspects including structure and format, content, appeals to audience and choice of sentence style and words. The findings showed that product reviews contain the product's good points, bad points and general comments, all of which the site encourages users to provide. The texts shown in this website were less formal and shorter sentences, compared to print media.

Move 1: Stating the Name of the Product

Move 2: Providing Reviewer's Name/Country/Review Date

Move 3: Criticizing the Product
   Step 1: Rating for Quality of the Product
   Step 2: Providing Positive Comments
   Step 3: Providing Negative Comments

Move 4: Giving other Information
   Step 1: Providing Some Extra Information
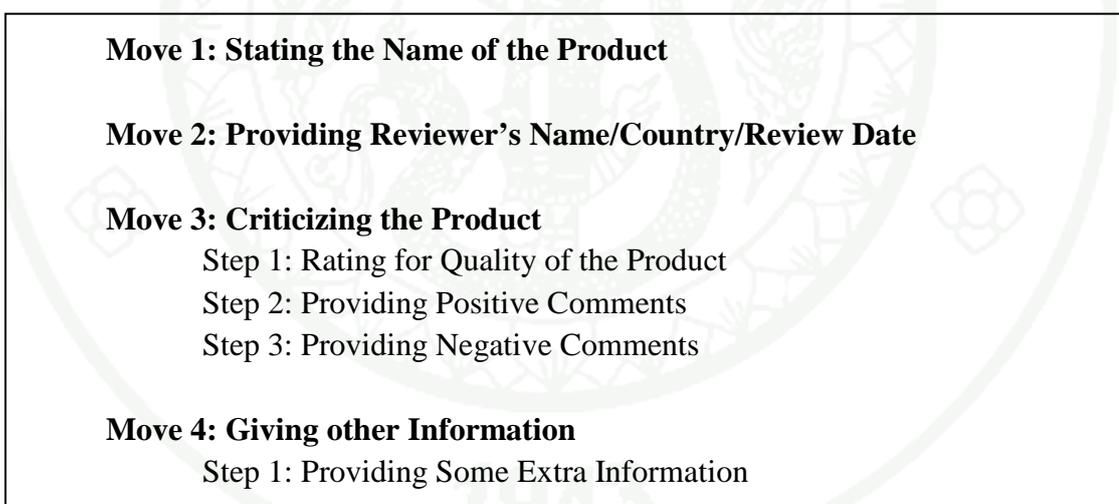
Figure 6 The move order of product reviews on web sites

Source: Pollach (2006)

Pollach also suggested that the writers of the online product reviews frequently use words of emphasis as well as over punctuation, capitalization and emoticons to express their emotions involving the subject matter. From Pollach's research, it should be noticed that product reviews must contain the information of the product along with the opinion, both the good and bad aspects. It will be more useful

for readers than reading only the information. Quite like the computer review, there are also strengths and weaknesses of a particular model compared with another in order to give in depth information.

Moreover, the researcher did a pilot study of four computer reviews in PCMag.com in 2009. The results were as follows.

Move 1: Providing the product information
    Step 1: Identifying the product in general
    Step 2: Identifying the specific brand

Move 2: Describing products
    Step 1: Identifying technical specification
    Step 2: Comparing technical specification with other brands
    Step 3: Identifying appearance

    Step 4: Comparing appearances with other brands
    Step 5: Identifying physical properties
    Step 6: Comparing physical properties with other brands

Move 3: Providing comment
    Step 1: Providing negative criticism
    Step 2: Providing positive criticism
    Step 3: Making suggestion

Move 4: Providing test results

Move 5: Identifying limitation

Figure 7 Moves and steps found in computer reviews in PCMag.com in 2009

It should be noted that all previous studies have been based on the theory of Swales (1990) and further developed by Bhatia (1993). As a consequence, this recent study applied the theory of these two genre analysts, especially Bhatia (1993) as it is in a professional setting. Furthermore, the genre-based studies of Motta-Roth (1995), Pollach (2006), and Charoenchasri (2007) were applied in identifying the move name as they are quite similar to computer review. To sum up, Bhatia's theory is applicable

to this recent study which aims to investigate the rhetorical structure of move order in the computer reviews. Moreover, from related studies and the pilot study in 2009, many moves and steps are relevant to the study such as 'Introducing the book (product), Describing the book (product), and so on.' These were applied to the recent study.

Genre in the Digital Age

Genre knowledge can assist learners in developing the understanding texts that can serve them throughout their academic and professional lives. Nowadays, "the web has become a particularly interesting setting in which the use and development of genres and genre repertoires because there are many communities meeting on the Web, bringing experiences with different genres and using it for many different purposes" (Crowston and Williams, 1998:2-3).

The growing digitalization of communication and the dominance of the Internet in the 90's have extended the field of genre study to digital genres. Crowston and Williams (1998) were among the first to see the importance of the study of genres to analyze communication on the Internet because of easy access, freedom of structuring and interaction between many communities. They studied randomly selected thousands of web pages and based their distinction on purpose by identifying forty eight different genres and categorized them as: 1) familiar or reproduced genres; that is, existing genres such as a book or an academic article, that have been moved intact to the web; 2) adapted or new, but accepted genres which were described as those which had undergone certain changes to introduce the links and, since repeatedly used, have become accepted as, for example, the journal article; 3) new or novel genres described as those that have emerged as a distinct genre like FAQs or homepages and; 4) unclassifiable, category in which those genres that were in the process of adaptation to the web (variants of an accepted genre, but with some features missing) were included.

Also, Yates and Orlikowski (1992 cited Breure, 2001) analyzed the genre repertoire in the e-mail of a team of computer language designers, paying attention to the function of memos, language proposals, dialogs and ballots. In accordance with modern genre theory, these authors see genres as socially recognized types of communicative actions, and identify them by their purpose and by their common characteristics of form.

They suggest that "...communications in a new media show reproduction or adaptation of existing communicative genres as well as the emergence of new ones" (Crowston and Williams, 1998: 1).

The term 'cybergenre', coined by Shepherd and Watters (1998, in Breure, 2001), denote digital genres. These authors classify them into two categories:

1. Extant Subgenres: based on genres existing in other media which have migrated to a computer environment and are faithfully replicated without fully exploiting the capabilities of the new medium. Examples of these are: newspapers, dictionaries, biographies and research articles.

2. Novel Genres: wholly dependent on the new medium and could not exist in another one. Examples of these are: hyper fiction, home pages or virtual games.

In addition, Yates and Orlikowski (1992 cited Breure, 2001) pointed that the notion of genres provides a certain degree of stability and fixity since the combination of content and form gives a familiar reference to users. According to this categorization, the computer review, the genre study in this paper, falls into the category of extant subgenres as computer review in PCMag.com has been published in a magazine but it now becomes PCMag digital as contents and pictures are still be found in the website.

It should be noted that genres are extending across online communities, especially websites. Nonetheless, Kwasnik and Crowston (2005) mentioned that the

content of genres may not be as important as linguistic aspects like schematic rhetorical pattern or the use of lexical features. Next, linguistic features of lexicon used in genres will be presented.

Linguistics Features of Lexicon Used in Genres

In order to thoroughly study computer reviews, it is needed to study neologisms which mostly appear in the prominent move of computer reviews in PCMag.com. It is important to examine the distinguishing lexical features within each move as they are considerably helpful in identifying moves and steps. They indicate the specific purposes within moves and steps. This will make the readers familiar with these terminologies. As we are in a new technology world where new things, especially in the computer and Internet field, are invented day by day, words used to explain these new things have to serve them. Mostly, these words are existing words which have an original meaning but how they appear in the field of computer. In the study of Metaphorical Extension and Word Formation Process of English Words in Computer Technology and the Global Computer Network (2008), it was found that the outstanding characteristics of language use in computer text is neologism. The most commonly part of speech found is noun and it is interesting to do a further study on semantic change and word formation process on noun in computer terminology.

Semantic Change

Semantic change is a change in the meaning of a word which happens if words are lost from a language and others come in. It can be seen in everyday language, especially when it refers to recent inventions. Ferdinand de Saussure as cited in Rattanakul (2001) mentioned that a word consists of a name which is sound and sense which is meaning. The term used for the sound and meaning are as follows.

Sound = significant or signifier

Meaning = signifié or signified

As mentioned above that significant or signifier is sound, signifié or signified is said to be an idea or object which the speech community wants to talk about as well. Moreover, there are three terms used to deal with the complexity of semantic change. (Lehmann, 1973)

1. Word or symbol refers to the orthography of the word. For example, the word "ēam" meaning 'uncle' in Old English", may be lost.

2. Referent is denoted by a word whether it is concrete or abstract. For instance, the word "feather" may be replaced by a plastic cylinder with a point.

3. Reference is notion symbolized. For example, the word "bear" may be associated with dread.

There are two terms used in basic concept of semantic change.

1. Denotation is the objective relationship between a word and the reality to which it refers independent of context and situation. It is a central part of meaning.

2. Connotation is the subjective association aroused by a word or the set of features connected with a word.

There are two terms of semantic relations. (Adiunkt, n.d.)

1. Polysemy is a case when a lexeme has more than one meaning.

2. Homonymy is a case when more than two lexemes are formally identical but have unrelated meanings.

According to Rattanakul (2001), there are four types of meaning change

1. The similarity of sense or metaphor refers to one thing which is compared to another thing which is similar in appearance, shape, function, etc. For instance, the word "plow" is used in sentence 'The ship plows the sea.' because of the similarity in appearance. Comparison must consist of 'tenor' or *le comparé* and 'vehicle' or *le*

comparant. These two things should not be identical or too different or else the comparison will not be understandable. And there must be a 'ground' or reason to support why they can be compared.
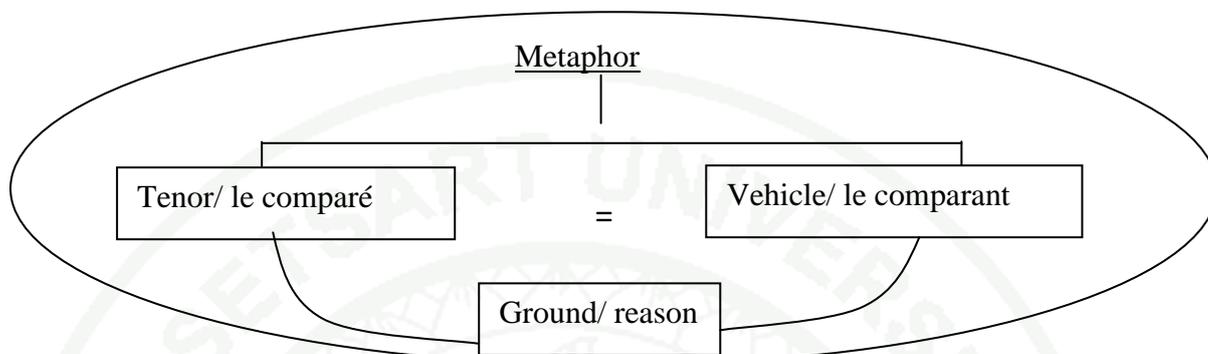
Figure 8 The relation between tenor, vehicle and ground in terms of metaphor
Source: Rattanakul (2001)

Metaphor can be used both for concrete and abstract entities. For concrete entities, they are usually objects. For example, a cogwheel or a gear is called "ฟันเฟือง" in Thai because its shape is like that of a star fruit which is called "มะเฟือง" in Thai. For abstract entities, they are usually emotive such as happiness in love compared with the sweetness of fruits as "รักหวานฉ่ำ" (luscious love).

Rattanakul further mentioned that there are four types of metaphor.

A. Anthropomorphic metaphors refer to a thing which is compared with human body, e.g., ปอดเหล็ก (an iron lung, tolerant)

B. Animal metaphors refers to a thing which is compared with animals, e.g., หมูตอน (a hog, a fat person), เสือกระดาษ (a paper tiger, a harmless person)

C. From concrete to abstract e.g., ลอยแพ (to send into exile by isolating the victim on a raft → to isolate)

D. Synaesthetic metaphors to explain one thing that should be sensed by one sense with another, e.g., เสียงหวาน (sweet voice)

2. Contiguity of senses or metonymy refers to words which share only some similarity.

A. Spatial relations deal with distance, e.g., the word "coxa" in Latin means a hip while the word in French from the same root "cuisse" means a thigh. It is because these two things are located relatively close together in the body.

B. Temporal relations deal with time, e.g., if you have lunch as the first meal of the day, it is still called breakfast.

C. Synecdoche is to name a thing on the basis of one part or aspect, e.g, in Thai, a dressing table is called โต๊ะเครื่องแป้ง (powder table). It does not mean that we have only powder on the table. Or to name a thing by its hypernym, e.g., any kind of bird is called นก (bird), in Thai, we rarely specify the species of bird in everyday language.

D. Surname of inventors or the place of first invention e.g., 'ampère' is from André Ampère, 'volt' is from Count Alessandro Volta, 'gruyere' is found in La Gruyere, 'gin' is originally from Geneva, 'Cashmere' is originally from Kashmir, etc.

3. Similarity of names or popular etymology which can be said that this is the wrong history of comparison but is accepted by people. For example, the word "แม่ครัว หัวป่าก์" has two different histories, but both seem plausible. The first one is there was a good cook in Hua-Pa district. Another one is that the word "หัวป่าก์" comes from "ปากะ ศิลป์" which is the art of cooking. It is hard to prove which one is true.

4. Ellipsis or omission refers to the word we use nowadays. Some are only part of a full word but they are omitted and accepted by people. For instance, the word "piano" is from "pianoforte" which originally meant 'from light to loud'.

Some interesting notes about meaning change

1. Metaphor is used the most, e.g., ตะปูเข็ม (a small nail). The use of metaphor is to produce a set of word to fit things. If we do not use metaphor, we would have many more words to remember.

2. The use of metonymy, popular etymology, and ellipsis is also useful. But they are used less than metaphors.

3. There is compensation for the meaning change. Metaphors, metonymy and ellipsis can be viewed as a combination of the reasons in the change of meaning.

4. Some changes cannot be traced back. For example, the word "เพชรฉลูกรรม" in Thai means the Hindu God of Engineering. If this word is not found in Thai dictionary, we may have to use popular etymology to guess the meaning of the word and make up a new story

5. Meaning change is reasonable but often quite hard to explain.

The reason for meaning change

Antoine Meillet as cited in Rattanakul (2001) mentioned that there are three main causes of meaning change.

1. Linguistics Causes: Two words which are always used together (collocation) often absorb the meaning of the nearby word, e.g., rancid butter

2. Historical Causes: As language is longer lasting than objects or ideas, so when time passed, the old words are used to call new things instead. For instance, เตา (charcoal stove) in the past was not alike เตา (gas stove) in the present time, but we still call it เตา due to the same function.

3. Social Causes: There are new words for new things. For example, the meaning change of an existing word to fit a new thing, e.g., 'files' when used in reference to computer storage of data. Or we can give two or more old words a new meaning. For instance, refrigerare became refrigerate + suffix – ator to be refrigerator. Or else, we can borrow words from other languages, such as Sanskrit and Pali.

According to Lehmann (1962), a shift of context can bring about shifts in meaning. It is the simplest example by which we may explain semantic change. For example, the word "broker" for a real estate agent reaches for a term from a different context, it has brought about a shift in meaning – which may be followed by another if the attitude of the general public towards real estate brokers remains unchanged.

An article about semantic change written by Adiunkt (n.d.) mentions other three conditions for semantic change.

1. Arbitrariness of the linguistic sign Ferdinand de Saussure noticed that two components of the sign which are the "signifier" and the "signified" are arbitrary and may change with time.

2. Polysemy Leonard Bloomfield, an American linguist, said that words have central and marginal meanings. Semantic change occurs when speakers reinterpret a marginal sense for the central one.

3. Discontinuous transmission The word "bead" once meant 'prayer' but now it means small balls on a string instead. This change is through association because prayers were counted by fingering stringed beads.

Five Types of Semantic Change (Savetamalaya, 1999).

1. Extension or broadening refers to a word which widens its meaning, e.g., in Middle English, the word "bird" meant a young bird but now it means any kind of bird.

2. Restriction or narrowing refers to a word whose meaning becomes more specialized, e.g., in Old English, the word "mete" meant food but now the word "meat" refers only to edible flesh.

2. Amelioration or elevation refers to a word which loses negative connotations or there is an improvement in value, e.g., in Old English, the word "cniht" meant a 'boy' or a 'servant' but it came to a 'knight', i.e. a 'noble-born warrior, usually on a horse back'.

4. Pejoration or degeneration refers to a word which develops negative connotations or a downward move in evaluative attitude, typically involves women, foreigners, or euphemisms, e.g. in Old English, the word "cnafa" meant a 'boy' or a 'servant' but it came to mean a 'knave' i.e. a 'dishonest man' or 'a man without honor'.

5. Semantic shift refers to a word which moves from one set of circumstances to another, e.g., in the past, the word "jaw" meant a 'cheek', but now it is 'jaw', the bone of the lower face beneath the cheeks.

There is a number of different forces which operate to influence the directions for the semantic change.

1. Metaphor is an expression in which something is referred to by some other terms because of a partial similarity between the two things.

2. Euphemism is used to avoid some other term which has some kind of unpleasant about it, or a term which is completely taboo in some contexts.

3. Hyperbole occurs in the situation in which some words in languages are felt to express meanings in a much stronger way than words referring to the same thing.

4. Interference homonyms can undergo semantic change of one kind or another to avoid the possibility of conclusion between the two meanings.

Word Formation

English vocabularies have been invented all the time. New words and expressions are continuously coming into use, whereas older ones drop out of use. A great number of new words now are the result of taking old words and adapting them through morphological process. Words are very rarely invented entirely from scratch.

According to Schultink, "Productivity as morphological phenomenon is the possibility which language users have to form in principle uncountable number of new words unintentionally, by means of a morphological process which is the basis of the form-meaning correspondence of some words they know."

According to Plag (2003), Marks (2008), Buer (2005), Dressler (1985) and Wikipedia (2008), their research briefly described some of main word productivities that new words enter the language. The word – formation is divided into 13 types as follows:

1. Affix is a bound morpheme that is attached to base. The affixation process of English consists of 2 types, i.e., prefix which bound morpheme is attached in front of a base and suffix which bound morpheme is attached after a base. Moreover, affixation of English language is distinguished into 2 types; inflectional affix which does not change the grammar categories of words; and derivational affix which

change the grammatical categories, e.g., cyber- + crime → cybercrime (crime involving the use of computers), educate + -ion→ education.

2. Alternation is the phenomenon of a <u>phoneme</u> or <u>morpheme</u> exhibiting variation in its <u>phonological</u> realization. Each of the various realization is called an alternant, e.g., man →men**.**

3. Acronym is a word formed from initial letters of a few words in a phrase or a name. Some acronyms are pronounced by saying it as a word, as in APEC (Asia - Pacific Economic Cooperation) and WHO (World Health Organization). For the initialism, the word productivity is similar to acronym but pronounced letter by letter, e.g., BBC is an initialism for British Broadcasting Corporation.

4. Backformation is a morphological process that affix is removed to form a shorter word. Backformation does not only change a form of word, but also a function. In most cases, backformation involves creating new verbs from existing nouns, e.g., editor → edit, babysitter → babysit

5. Blending is a combination of parts of two words and joins them together (three or more words are rarely found). Blending process is usually formed by taking the beginning of one and the end of another, e.g., netiquette (net+ etiquette). The word formation in blend type can be designated as a rule AB + CD →AD.

6. Clipping is shortening or reducing long words which the beginning or ending of a word is cut off, but mostly the initial part of word is still maintained, e.g., celeb (celebrity). In this process, the meaning and grammatical category of word are still the same.

7. Coinage is the process that a totally new word is invented from scratch. It could be names of people, places, companies or organizations. Some of coinage words have become used as a vocabulary items, e.g., xerox.

8. Compounding is a process in which two different existing words are joined together (sometimes three or more) to denote one thing. Compounds are pronounced as one unit, sometimes difficulties in writing are arisen: some compounds are written with hyphen, e.g., full- time, good-looking; some are written separately, e.g., bank account; and some can be written in both ways. The meaning of compounding words is both related to the original words and different.

9. Conversion refers to a word-formation process that assigns an already existing word to a new syntactic category without changing its form.There are many kinds of conversion, including noun to verb, e.g., to vacation, to mail; verb to noun, e.g., a call, a guess; adjective to verb, e.g., to empty, to open; adjective to noun, e.g., the poor, the rich (rarely found).

10. Onomatopoeia is a word or a group of words that imitates the sound of nature which denotes the source of an object, e.g., sound of cat "meow", sound of machine, e.g., beep – beep for the sound of horn. Onomatopoeic words exist in every language, although they are different in each.

11. Reduplication is a morphological process in which a root or a stem or part of it is repeated, e.g., night – night refers to good night.

12. Suppletion is the replacement of one stem with another, resulting in an allomorph of a morpheme which has no phonological similarity to other allomorphs, e.g., went is a past tense form of go; better is comparative form of good.

13. Stress and tone placement is the words that are spelled in the same form but have different pronunciation and different meanings, e.g., we will present our teacher with a present.

In this study, selected words will be analyzed by two categories.

1) Words that have the original meaning in daily lives but are applied to computer and Internet field. This is to find out semantic change in word's meaning.

2) Words that are formed from existing words by virtue of some word-formation process for applying to computer and Internet field. This is to find out morphological process.

For the first group, the words will be analyzed under the categories of metaphorisation which can be divided into three sub-types according to the study of Metaphorical Extension and Word Formation Process of English Words in Computer Technology and the Global Computer Network (2008). This is to show the semantic change in words by comparing the older pre-computer use to the use in computer and Internet technology.

1. Appearance metaphor refers to the similarity of two things which share the same physical appearances. For example, a word 'mouse'. The word "mouse" is derived from Old English "mus" which meant 'small rodent'. For the modern meaning, it refers to an animal which has a long tail. This word was recorded for computer senses in 1965 which is a hand-held, button-activated input device that when rolled along a flat surface directs an indicator to move correspondingly about a computer screen, allowing the operator to move the indicator freely, as to select operations or manipulate text or graphics. As we know that this device looks like a mouse, so it is the reason why it is called a "mouse".

2. Characteristic metaphor refers to the similarity of characteristic which two things are sharing. For instance, a word 'virus'. The word "virus" was from Latin, meaning 'poison, sap of plants, or slimy liquid'. In 1728, it was first recorded for its modern meaning as 'agent that causes infectious disease'. Besides, the computer senses date from 1972. It means 'rogue program which can transfer itself from one disk to another, unbeknownst to the owner of the receiving disk. Some virus programs

may simply flash messages or pictures on the screen, but others may corrupt program and data files'. It can be said that the use of word "virus" in computer senses derived from the function of virus as it is something which is able to destroy other things by infection. Definitely, virus can harm computers by passing the infection from one computer to another as well.

3. Functional metaphor refers to the similarity of function by which two things share the same aspect. For example, a word 'A bookmark'. The word "bookmark" is a compound noun which consists of two separate words which are "book" and "mark". The word "book" is from Old English "bōc" and from Germanic "bōk-ō" which meant 'any written document'. For the modern meaning, the word "book" is 'a set of written, printed, or blank pages fastened along one side and encased between protective covers'. And the word "mark" is derived from Old English (West Saxon) "mearc" which meant 'boundary, sign, and limit'. The modern meaning of the word "mark" is 'a visible trace or impression, such as a line or spot'. For the word "bookmark" in modern meaning, it is 'a strip of material, as of ribbon or leather, or a metal clamp, that is placed between the pages of a book to mark the reader's place'. And for computer sense, it refers to 'a marker inserted at a specific point in a document to which the user may wish to return for later reference'. From both bookmarks for a book and for the Internet, it can be seen clearly that they have the same function which is to mark the page in order that the users can get back easily.

For the second group of words, they will be morphologically analyzed with six types as follows; 1) Affixation, 2) Compounding, 3) Blends, 4) Acronym, 5) Initialism and 6) Coinage.

CHAPTER III

METHODOLOGY

There are three sections comprising in this chapter which are 1) data collection, 2) data analysis, and 3) verification in research method and findings.

Data Collection

The data for this study were from the *PC Magazine* website that is PCMag.com. The 'reviews section' on the website offers a variety of products by category such as digital cameras, printers, MP3 players and definitely computers. Nevertheless, PCMag.com delivers authoritative, lab-based comparative reviews of computing and Internet products to engage technology buyers. PCMag.com defines technology for e-Business and is the only magazine with in-depth reviews and accurate, reputable testing from PC Labs placed in the unique contexts of today's business technology landscape. PCMag.com is said to be a complete guide to PC computers, peripherals and upgrades. They test and review computers and Internet-related products and services, report technology news and trends, and provide shopping advice and price comparisons. In addition, PCMag.com, as mentioned in the PCMag official website, was awarded The PC Magazine Editors' Choice Award, The PC Magazine Technical Excellence Awards, The PC Magazine Best of the Year Awards and The Service and Reliability Award. This can help guarantee that PCMag.com is a reliable source. All computer reviews during July – September 2010 were collected. The total number of reviews of computers found during this period was thirty. Computer reviews were the selected samples for this study as the computer is one of the most important products in the technology field and they are up to date to investigate the newest rhetorical patterns.

Data Analysis

The data analysis consisted of two main analysis which were genre analysis and linguistic feature analysis as follows.

Genre Analysis: The first stage is the identification of moves and steps of the reviews of computers. To do this, aspects of genre analysis developed by Swales (1990), Bhatia (1993) and Pollach (2006) were employed in this study. Also, the result from the pilot study of computer review in PCMag.com in 2009 was applied.

Table 2 Moves and steps with definitions and examples of computer reviews in PCMag.com in 2009

Moves/ Steps	Definition/ Criteria	Example
Move 1: Providing the product information	It is an introduction of the review what it is going to about	
Step 1: Identifying the product in general	It is going to be about a laptop.	"The netbook market is dominated by laptops whose frames are thick slabs of unattractive plastics, and design is often sacrificed in the name of hitting basement prices."
Step 2: Identifying the specific brand	It mentions in-depth which brand is going to be discussed	"Only a few netbooks have gotten it right so far, and the Lenovo IdeaPad S10 ($469 direct) is one of them."
Move 2: Describing products	Products will be described in three aspects with comparison	

Table 2 (Continued)

Moves/ Steps	Definition/ Criteria	Example
Step 1: Identifying technical specification	It will be about memory, USB port, webcam, battery, operating system, hard drive and so on.	"Three USB ports, a four-in-one media card reader (SD, MS, MS Pro, MMC), VGA-out, an Ethernet port, and a 1.3-megapixel webcam are standard UMPC features."
Step 2: Comparing technical specification with other brands	There will be comparison structure found with the technical specification.	"The 1000HE and the NB205, on the other hand, have bigger and friendlier-to-use mouse buttons, which widen the pinch between your thumb and index finger when you're surfing."
Step 3: Identifying appearances	This includes color, screen, material use, keyboard, touch pad, mouse button	"At launch, the 1008HA will also be available in black, while pink and blue models will ship at a later date."
Step 4: Comparing appearances with other brands	There will be comparison structure found with the appearances	"If you had to pick out more differences, the S10's cover is matted and isn't as shiny as the Acer One's and the Wind's."
Step 5: Identifying physical properties	This includes weight, and width of the screen	"It measures an inch thick (10.3 by 7 by 1 inches, HWD), and weighs only 2.4 pounds.
Step 6: Comparing physical properties with other brands	There will be comparison structure found with the physical properties	"It's about a tenth of a pound heavier than the Wind (2.6 pounds), which has the same feature responsible for.."

Table 2 (Continued)

Moves/ Steps	Definition/ Criteria	Example
Move 3: Providing comment	aims to give comment both negative and positive, also suggestions	
Step 1: Providing negative criticism	There will be adjectives or adverbs in negative way.	"The mouse buttons are also tiny and difficult to press; I had bit of thumb strain after navigating with them for 15 minutes."
Step 2: Providing positive criticism	There will be adjectives or adverbs in positive way.	"It runs Windows XP Home Edition—the ideal operating system for a UMPC—and runs it smoothly."
Step 3: Making suggestion		"If its inferior typing and navigating experience is a deal breaker for you, spend $50 more for the ASUS EeePC 1000HE, the current Editors' Choice for netbooks."
Move 4: Providing test results	It aims to express the test results of that model	"SYSMark 2007 Preview scores were less dramatic, as the test measures overall performance, and many of these netbooks have nearly identical scores."
Move 5: Identifying limitation	It purposes to show the limitation of that model	"Acer did, however, incorporate multitouch capabilities (for the first time on the One) into its tiny touchpad, though the gestures are limited to panning and resizing,"

Five computer reviews out of thirty was undertaken in order to identify the common theme at the minimum level which was phrase. They were read and investigated in terms of their information content in order to find communicative purposes based on framework and pilot study. Next, each communicative purpose were listed and grouped. After that, assigning each move and step according to their communicative purposes and identifying the definition for moves and steps to be applied for a whole corpus. Then, the experts validated name of moves and steps of computer reviews with their definitions. Later, twenty five computer reviews were marked according to the definition.

Move 1: Providing ~~the~~ product information

    Step 1: Identifying the product in general

    Step 2: Identifying the specific brand

Move 2: Describing products

    Step 1: ~~Identifying~~ Describing the product's appearance~~s~~

    Step 2: Comparing the product's appearance~~s~~ with other brands

    Step 3: ~~Identifying~~ Describing the physical properties of the product

    Step 4: Comparing the physical properties with other brands

    Step 5: Identifying technical specifications

    Step 6: Comparing technical specifications with other brands

Move 3: Describing programs provided

Move 4: ~~Providing~~ Describing the warranty

Move 5: Providing test results

Move 6: ~~Providing~~ Making comments

    Step 1: Providing positive criticism

    Step 2: Providing negative criticism
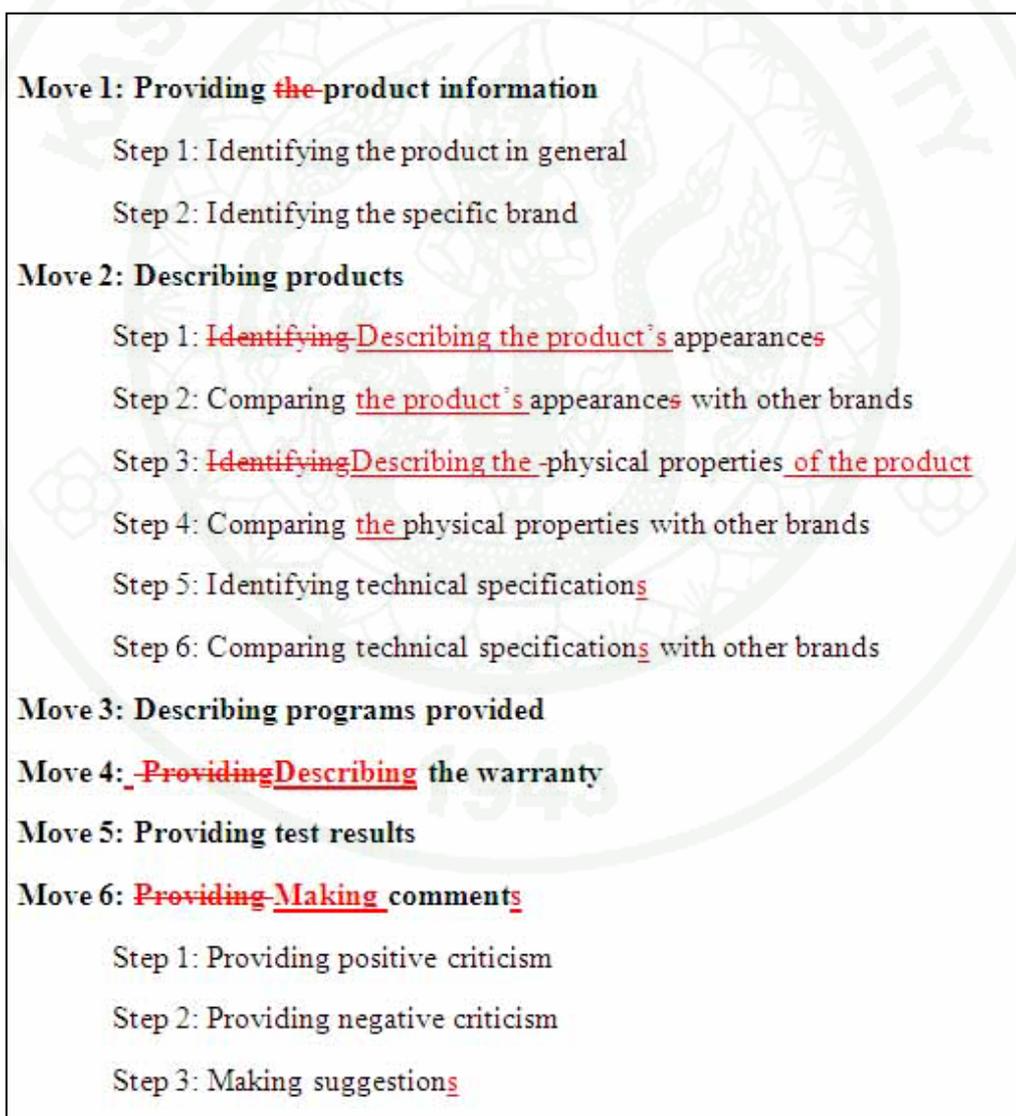
    Step 3: Making suggestions

Figure 9 Moves and steps refined by experts

The second stage was the investigation of the patterns of move order. There were two steps in this stage. The first step was done by listing the moves as they were ordered in the computer reviews. In this step, the move order of every computer review was presented. The second step was the investigation of the frequency of the occurrence of the pattern of move order of the computer reviews. After that, the typically rhetorical patterns of computer reviews were presented.

In the third stage, the frequencies of occurrences of moves and steps within the move were examined. Then, the obligatory moves were presented.

Linguistic Feature Analysis: The final stage concerned with the investigation of distinguishing linguistic features that is, the computer terminology in the whole corpus. First, the thirty computer reviews were compiled in the form of computer readable text. After that, a computerized concordance program named "Compleat lexical tutor" which has been developed in 2006 by Tom Cobb of Université du Québec à Montréal was utilized. The analysis recorded the occurrence of words and calculating of the percentage of the frequency of words found in the corpus by employing the program called 'Vocabprofiler'. Then, the result indicated the frequencies of the computer terminology used in the given texts as follows.

OFF types: [?:125:204] acer_[2] adware_[1] alleviates_[1] aluminum_[1] amd_[2] asnumbert_[2] aspire_[2] ati_[1] audio_[2] backlighting_[2] basics_[1] bass_[1] battery_[3] benchmark_[1] bet_[1] bezel_[1] bloatware_[1] blu_[3] cell_[1] chats_[1] chiclet_[1] clad_[1] combo_[2] concierge_[1] configured_[1] connectivity_[1] costco_[3] cpu_[2] crysis_[1] csnumber_[1] ddrnumber_[1] deck_[1] dedicated_[2] dell_[1] desktop_[4] dvd_[2] dvnumbercl_[16] embedded_[1] erratic_[1] esata_[1] etched_[1] etching_[1] ethernet_[1] expresscard_[1] fare_[1] fingerprint_[1] gaming_[1] gpu_[1] grainy_[1] graphics_[1] handy_[1] hd_[1] hdmi_[1] hdnumber_[1] hp_[14] ii_[2] intel_[1] inumber_[3] jacks_[1] jumpy_[1] keyboard_[2] laptop_[3] laptops_[4] laser_[1] lightscribe_[1] lug_[1] mediasmart_[1] mobilemark_[1] mobility_[1] mounted_[1] notebook_[1] numbergb_[3] numberghz_[1] numberp_[1] numberrpm_[2] optical_[1] outfitted_[1] outperforms_[1] patch_[1] pavilion_[7] pcmark_[1] photos_[1] photoshop_[1] plastic_[1] pnumber_[1] port_[3] ports_[2] preloaded_[1] premium_[1] processor_[2] quickweb_[1] quirk_[1] radeon_[1] rnumber_[2] roomy_[1] rw_[1] samsung_[2] score_[2] shy_[1] sibling_[1] slot_[1] smudge_[1] software_[2] spiffy_[1] storage_[1]

Figure 10 Example of off list results from Vocabprofiler program

studio_[1]   subtle_[1]   suite_[1]   surf_[1]   sweeten_[1]   tech_[1]   timelinex_[2] touchpad_[1] troubleshooting_[1] turion_[2] underwhelming_[1] unreasonable_[1] usb_[3] vantage_[1] vga_[1] video_[2] warranty_[2] web_[1] webcam_[1] whopping_[1]

Figure 10 (Continued)

Finally, only selected nouns which was the focus of this study, and taken from the list and Dictionary of Computer and Internet terms (Downing, 2009) were explored. To show which kind of word formations are mostly used within this particular discourse, they were analyzed in two categories; 1) words that have an original meaning in daily lives but are applied to the computer and Internet field. This was to find out the semantic change in the word's meaning and 2) words that are formed from existing words by virtue of some word-formation process when applied to the computer and Internet field. This is to find out the morphological process.

Verification of the Research

In genre analysis, the reliability of the study must be assured, some randomly selected examples were discussed with specialists whose expertise are in genre analysis and with native speakers who understand computer context. This was done by presenting five computer reviews with moves and steps marked along with the definition to these specialists, native speakers and an advisor. They were asked to check the appropriateness and the correctness of the analysis. Then, the analysis was refined according to their feedback.

For linguistic feature analysis, the researcher used 'Compleat lexical tutor'. This program provides a wide range of computer-based resources for ESL / EAP / ESP work on vocabulary, reading, and writing. Thousands of users throughout the world also use this program to take Levels Tests, to run texts through Vocabprofile, to build resource-assisted hypertexts on literally thousands of topics, to reconfigure hypertexts as cloze passages, and to run many concordances for words and phrases of their interest (Cobb, 2008). There are many institutions that support the sustained use of some or all of the computational resources mentioned above, they are: 1) Group

Lex is in regular use in the English Bridge Program in Simon Fraser University, Vancouver, Canada, 2) The ESL program at Seneca College, Toronto, Canada, makes extensive use of many of the tools in this program and 3) The ESL programs in two Turkish universities make extensive use of Vocabprofile in their course development in the Eastern Mediterranean University and the Middle East Technical University, North Cyprus Campus. It can thus be said that 'Compleat lexical tutor' was a reliable tool for analyzing the data.
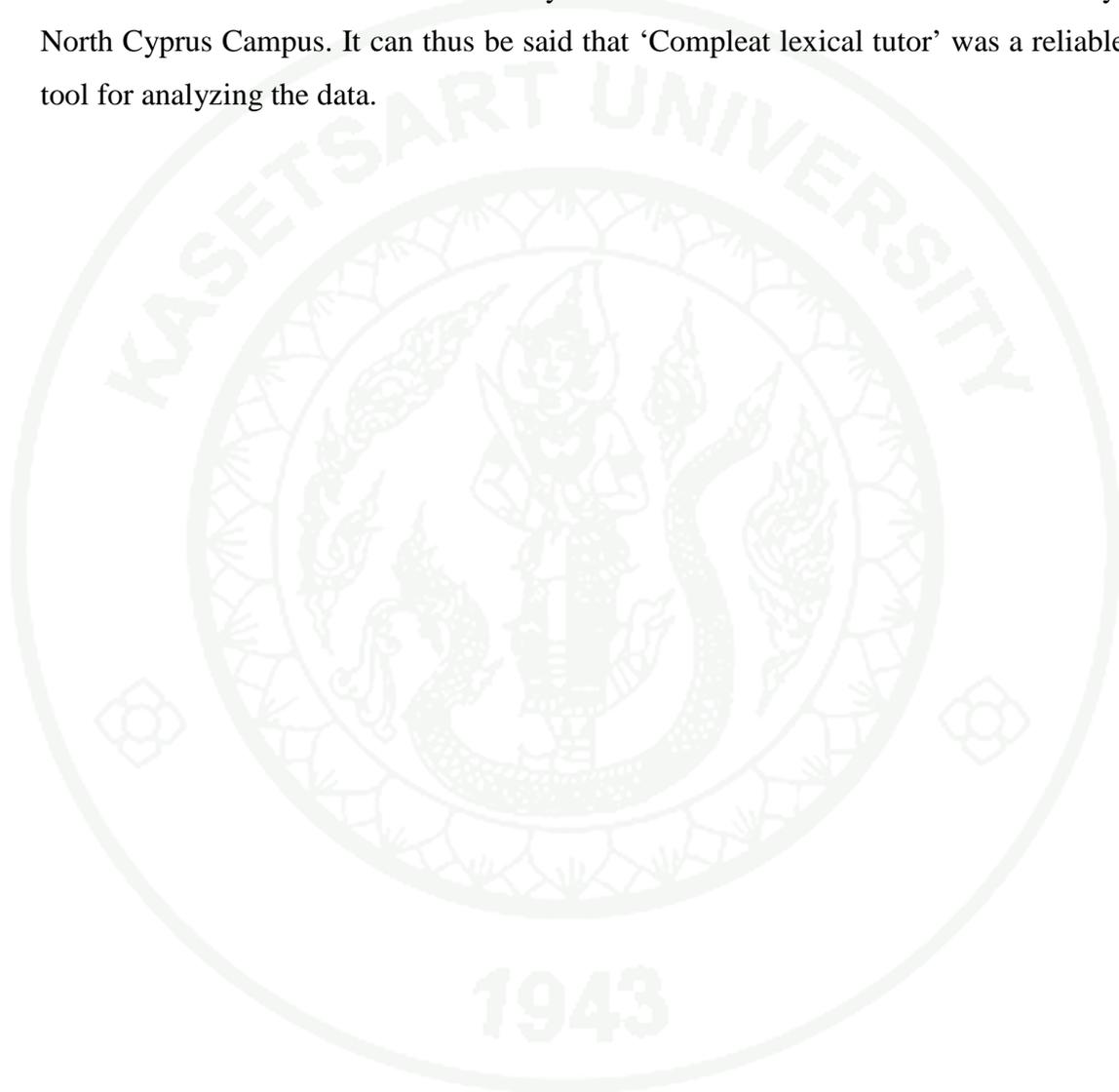
CHAPTER IV

RESULTS

This present study has main interest in identifying the rhetorical patterns of move order found in computer reviews in PCMag.com and analyzing the lexical features appearing in computer reviews. This chapter can be divided into three main sections according to the research questions.

Rhetorical Pattern of Move Order of Computer Reviews in PCMag.com

Research question I: What are moves and steps found in the computer review in PCMag.com?"

In this section, all moves and steps of computer reviews in PCMag.com were firstly provided. Secondly, the definition of moves and steps were explained. Thirdly, the frequencies of occurrence of patterns of the moves and steps contained in each computer review were presented. Finally, the frequencies of occurrence of moves and steps in thirty computer reviews were provided.

Computer reviews in PCMag.com were the source for identifying moves and steps. They composed of five main parts namely 1) Introduction, 2) Design, 3) Features, 4) Performance and 5) Conclusion. These were what they were written in the computer reviews in the investigated area. But when researcher analyzed the communicative purpose by each phrase, it was found that these were too rough so they were analyzed in detail. This can help in getting the right information from the whole documents.

As the main focus of this present study is to explore the particular moves and steps found in the investigated computer reviews, the move order should be presented before explaining the definition of moves and steps as displayed as follows.

Move 1   Distinguishing prominent points of the computer
    Step 1 Indicating good points
        and/or
    Step 2 Indicating bad points
        and/or
    Step 3 Giving suggestions
        and/or
    Step 4 Expressing comments

Move 2   Presenting physical appearances information
    Step 1 Describing material use and color
        and/or
    Step 2 Comparing material use and color
        and/or
    Step 3 Providing weigh's information
        and/or
    Step 4 Comparing weigh's information
        and/or
    Step 5 Presenting screen
        and/or
    Step 6 Comparing screen
        and/or
    Step 7 Describing keyboard and touchpad
        and/or
    Step 8 Comparing keyboard and touchpad

Move 3   Providing technical specifications information
    Step 1 Describing connectivity
        and/or
    Step 2 Comparing connectivity
        and/or
    Step 3 Presenting hard drive
        and/or
    Step 4 Comparing hard drive
        and/or
    Step 5 Providing CPU
        and/or
    Step 6 Comparing CPU
        and/or

Figure 11 Moves and Steps found in Computer Reviews in PCMag.com

Step 7 Describing display resolution

and/or

Step 8 Comparing display resolution

Move 4   **Offering performance test information**

Step 1 Describing CPU test

and/or

Step 2 Comparing (the) result of (the) CPU test

and/or

Step 3 Presenting graphic test

and/or

Step 4 Comparing the result of graphic test

and/or

Step 5 Providing battery test

and/or

Step 6 Comparing the result of battery test

Move 5   **Presenting background information**

Step 1 Presenting general fact

and/or

Step 2 Comparing with other brands

Move 6   **Describing installed program**

Move 7   **Providing warranty information**

Figure 11 (Continued)

In order to identify each move and step, the communicative purpose that reviewers want to convey is the key to be considered. In the next part, the definition used to help identifying the functions of moves and steps will be explained.

The Definition of Moves and Steps

This part describes the definition in identifying moves and steps in computer reviews founded in PCMag.com.

Table 3 The Definition of each move and step

Moves/ Steps	Definition
Move 1: Distinguishing prominent points of the computer	It indicates good points, bad points, suggestions and comments of the computer
Move 2 Presenting physical appearances information	It provides the physical appearances information of the computer and also compares with the other brands in many aspects which are material use, weigh, screen, keyboard and touchpad.
Move 3 Providing technical specifications information	This move focuses on describing and comparing the technical specification of the reviewed computer in many aspects such as connectivity, hard drive, CPU and the resolution of the screen.
Move 4 Offering performance test information	This is to present and to compare the performance test of the computer in three aspects which are CPU test, graphic test and battery test.
Move 5 Presenting background information	This aims to present general fact and to compare the overall information with other brand.
Move 6 Describing installed program	The information of installed program and operating system is provided in this move such as Windows 7, MS office and so on.
Move 7 Providing warranty information	This move provides the warranty information. It can be noticed from the name of the department store that offers the warranty for the computer.

Move 1: Distinguishing prominent points of the computer

This move generally focuses on the distinguishing point of the selected computer. It shows both good points and bad points. Also, reviewers give suggestions and comments towards the reviewed computer. It is a brief introduction to draw the attention of reader. It is to make computer reviews interesting. This move contains

four steps that are indicating good point, indicating bad point, giving suggestion and expressing comment. They will be then discussed respectively.

Step 1: Indicating good points

Obviously, the reviewers use the word that has positive meaning to express the outstanding point of the computer. Also, they use the word that emphasize that the product has a really good point. This is to impress the readers so they can imagine along and feel interested in the particular computer. The following are examples of step 1 "Indicating good point"

"…, but it has some key components that other netbooks may not have at this price. Most notably, a speedy 7,200 rpm hard drive, two-year Costco warranty, and a high-capacity battery that delivers more than 9 hours of life."

(Computer review number 2: Acer on 12 July 2010)

"Features synonymous with the Latitude line—high-resolution screens and ruggedized frames – are all present in the E5510. You get great performance and battery life for a relatively modest price. It is a good deal.

(Computer review number 12: Dell on 17 August 2010)

"Armed with a Core i5 processor and over 6 hours of unplugged time thanks to a huge battery, it's a desktop replacement geared toward travel, home use and small businesses."

(Computer review number 18: MSI on 14 September 2010)

Step 2: Indicating bad points

This step aims to express the bad point or flaw of the reviewed computer. The use of lexical items is clearly in the negative way. To sincerely review the computer is another way to impress readers because they feel like it is the truth, not just the

admiration. It will help in deciding whether to buy or not. The examples of step 2 are provided as follows.

"With its throwback design, the Lenovo IdeaPad Z560 doesn't offer anything fancy about this desktop replacement,…"

(Computer review number 8: Lenovo on 5 August 2010)

"Although the Dell Inspiron M101z isn't as cheap as a netbook, it's priced more aggressively than its CULV-equipped counterparts."

(Computer review number 10: Dell on 5 August 2010)

"But there are always consequences for products that push the 'unique' envelope. The Latitude 13 is held back by supbar battery life and weak performance scores."

(Computer review number 21: Dell on 23 September 2010)

Step 3: Giving suggestions

This step's function is to give the suggestion to the review readers whether they should buy this computer or not and also the manufacturer what should be changed or added in that reviewed model. The reviewers use if-clause structure in this step to give the suggestion or choices to choose. The following are examples.

"If you don't mind the thick plastics, the Samsung R850 ($830 at Best Buy) is a better deal, throwing in a comparable Core i5 processor, Blu-ray drive, and an Nvidia gaming chip."

(Computer review number 6: HP on 26 July 2010)

"If performance is key, the Dell 14R delivers Core-i3 power for around the same price, minus the printer, or you can spend another $170 for the Asus U30Jc-A1 and get switchable graphics, superior performance, and 3 more hours of battery life."

(Computer review number 11: HP on 6 August 2010)

"If you're looking for a similarly priced laptop, the Editors' Choice HP ProBook 5310m and Toshiba R705-P25 will have the extra battery life you need, plus a more current video-out port."

(Computer review number 21: Dell on 23 September 2010)

Step 4: Expressing comments

This step attempts to express the comment towards the particular computer. But the reviewers do not give any judgment; good or bad. It is the opinion of them what they are thinking about that computer. The following are examples of move 1 step 4.

"I'd say that's a pretty sweet deal, and one of the best laptops I've seen, for $700."

(Computer review number 16: Acer on 7 September 2010)

"If it weren't for its meager battery capacity and the fact that the battery is sealed in, the Latitude 13 could have easily been my next favorite traveling companion."

(Computer review number 21: Dell on 23 September 2010)

"I wouldn't pull the trigger on this desktop replacement until it goes on sale."

(Computer review number 25: Dell on 27 September 2010)

Move 2: Presenting physical appearances information

This move provides the physical appearances information of the computer and also compares with the other brands or models in many aspects which are material use, weigh, screen, keyboard and touchpad. These are important parts of computer because they are their first looks that attract buyers. There are eight steps in this move which are describing material use, comparing material use, providing weigh's

information, comparing weigh's information, presenting screen, comparing screen, describing keyboard and touchpad and comparing keyboard and touchpad.

Step 1: Describing material use

The first aspect of physical appearance is material use. This includes the available color of the lid. Examples of move 2 step 1 are shown as follows.

"Toshiba kept the R200's legacy alive by magnesium alloys in the R705-P25's frame, though instead of silver,…"

(Computer review number 6: HP on 26 July 2010)

"Another characteristic of metal is that it can be molded into thin slabs, which is why the ID49C07u measures about an inch thick."

(Computer review number 9: Gateway on 5 August 2010)

"The use of metal is all the rage in laptop designs, and the AS5820T-5951 is no exception. The lid and the palm rest area are covered in brushed aluminum."

(Computer review number 16: Dell on 7 September 2010)

Step 2: Comparing material use

In this step, the comparison structure can be found with comparative and superlative adjectives. This is to compare the material and color of different models and brands. Few instances of move 2 step 2 are given as follows.

"It's not as attractive as the metallic lid found on the HP Mini 5102 or the textures found on the Toshiba mini NB305-N410 and Lenovo IdeaPad S10-3."

(Computer review number 1: Acer on 12 July 2010)

"Indeed, the Z560's dated look lacks the multi-colored appeal of the Samsung R580 and grace of a metal-clad HP Pavilion dv6-3033cl or HP dv7-4053cl."

(Computer review number 8: Lenovo on 5 August 2010)

"…, as opposed to the HP Pavilion dv7-4071nr and Acer Aspire AS8943G-6782, which spare no expense implementing sleek metal tops. Even the Dell Studio 17 (Multitouch), which uses a similar black top, has over 200 other designs to choose from."

(Computer review number 17: Acer on 7 September 2010)

Step 3: Providing weigh's information

This is another aspect to be discussed in the computer review. Weigh's information is necessary to consider as well. The information is described in pounds. They are mostly the phrase that expresses this kind of information. These are examples of this step.

"The AO521 is a very light netbook, tipping the scales at 207 pounds,,."

(Computer review number 1: Acer on 12 July 2010)

"The R540-11 (5.2 lbs) is now the lightest 15-inch laptop."

(Computer review number 15: Samsung on 30 August 2010)

"At 4.4 pounds, it's the lightest in the 14-inch class,…"

(Computer review number 24: HP on 26 September 2010)

Step 4: Comparing weigh's information

In this step, the weigh's information of different models and brands are compared by using comparative and superlative adjectives which are directly dealing with weigh such as lighter, and heavier. The following are examples of step 4 "Comparing weigh's information".

"To its credit, though, the F121FX (6.5 lbs) travels lighter than the Dell 17 (8.6 lbs), Acer AS9843G (8.2 lbs), and HP dv7-4071nr (8 lbs) –albeit with the smallest screen in this group."

(Computer review number 7: Sony on 30 July 2010)

"…, theG42 is a bit lighter than the Dell Inspiron 14R and a tad heavier than the HP Pavilion dm4."

(Computer review number 11: HP on 6 August 2010)

"…and while it isn't as plain-looking as the Lenovo IdeaPad Z560 or Gateway NV59C09u,…"

(Computer review number 18: MSI on 14 September 2010)

Step 5: Presenting screen

The screen is described in this step. It can be noticed from the measurement that is inch. This is also dealing with the size of the computer as well. The bigger screen leads to the bigger size of computer. There are examples of move 2 steps 5 provided as follows.

"The 15.6-inch widescreen is large enough to handle multiple windows and take in a movie without squinting."

(Computer review number 8: Lenovo on 5 August 2010)

"A 15.6-inch widescreen is a productive size, large enough to accommodate spreadsheet users, photographers, and anyone who works with multiple windows….."

(Computer review number 12: Dell on 17 August 2010)

"The HP Pavilion dv6-3123cl comes with a 15.6-inch screen, a decent size for everyday tasks,…"

(Computer review number 23: HP on 26 September 2010)

Step 6: Comparing screen

In this step the screen's information of different models and brands are compared to see the size of the computers. It can be one aspect to be considered as well. The comparative and superlative adjectives dealing with size are used within this step such as smaller, and bigger. These are few example of this step.

"The 15.6-inch widescreen doesn't quite deliver the cinematic experience as the HP Pavilion dv7-4053cl's 17.3-inch does, but a smaller screen is less burdensome on the road. It's as big and bright as the screen found on the R580, UL50VF-1A, and NV59C09u."

<div align="right">(Computer review number 6: HP on 26 July 2010)</div>

"The 15.6-inch widescreen is as bright as the one found on the Samsung R540-11 and Acer AS5820T. All of these screens have some glare, but what worsens the effect, is if the borders surrounding the screen reflect light, too."

<div align="right">(Computer review number 18: MSI on 14 September 2010)</div>

"The dm4-1160us's 14-inch widescreen is one size bigger than 13-inch found in the MacBook Pro 13-inch and Asus U30Jc-A1, which means you will have more screen real-estate to work with."

<div align="right">(Computer review number 24: HP on 26 September 2010)</div>

Step 7: Describing keyboard and touchpad

This step aims to describe the keyboard and touchpad of the computer. The mouse buttons are also explained in the same step as they are nearby components. These are examples of this step.

"A full size keyboard leaves little room for the navigating components, but Acer wrapped the mouse buttons around the front bezel and did its best to maximize the size of the touchpad."

(Computer review number 4: Acer on 19 July 2010)

"The E5510 has a terrific keyboard and dual pointing devices—a pointing stick and touchpad."

(Computer review number 12: Dell on 17 August 2010)

"…, but the 5103 complemented the typing experience with soft mouse buttons and a roomy touchpad. The palm rests are reminiscent of rubber, even though it is a textured plastic, completing a terrific user experience."

(Computer review number 19: HP on 14September 2010)

Step 8: Comparing keyboard and touchpad

The comparison of keyboard, touchpad and other nearby components is presented in this step. There is the use of comparative and superlative adjectives such as soft, noisier that explain the feature of these components. Few examples are shown as follows.

"The mouse buttons aren't as soft as those of its predecessors or the Lenovo IdeaPad Y460, but are comparable to those found in the U30Jc-1A and the Macbook."

(Computer review number 3: Dell on 13 July 2010)

"The mouse buttons are more resistant and noisier than those of the Dell 14R and the keys are adequately spaced apart."

(Computer review number 13: Asus on 17 August 2010)

"The laptop has a-wider-than-average touchpad and mouse buttons that are easier to click than those of the Asus UL80Vt-A1 and Acer 1830T. The Dell M101z, however, has the softest mouse buttons in this group."

(Computer review number 20: Toshiba on 15 September 2010)

Move 3: Providing technical specifications information

This move focuses on describing and comparing the technical specification of the reviewed computer in many aspects such as connectivity, hard drive, CPU and the resolution of the screen. This move is very important and informative. It is useful for prospect buyers' consideration. This move consists of eight steps which are describing connectivity, comparing connectivity, presenting hard drive, comparing hard drive, providing CPU, comparing CPU, describing display resolution and comparing display resolution.

Step 1: Describing connectivity

This step contains all connectivity that are connected to the computer such as USB port, Ethernet, audio, microphone, card reader, DVD rom and so on. These are examples of this step.

"The three USB ports, Ethernet, audio ports (headphone, mic), multimedia card reader, and VGA are common netbook features as well."

(Computer review number 2: HP on 13 July 2010)

"Gateway squeezed in a dual-layer DVD burner and included an HDMI port, in case you want to stream your DVD flicks to an HDTV. Other standard features include an SPDIF port, 5-in-1 media card reader, Ethernet, and 802.11n Wi-Fi."

(Computer review number 9: Gateway on 5 August 2010)

"Otherwise, the T235-S1350 provides the standard staple of slots and ports, including HDMI, VGA, eSATA (USB combo), and a 4-in-1 card reader."

(Computer review number 20: Toshiba on 15 September 2010)

Step 2: Comparing connectivity

The comparison of the connectivity ports is presented by using the comparison structure and also the comparative and superlative adjectives to compare different models and brands. These are few examples of step 2 'Comparing connectivity'.

"The Dell Studio 17 and Acer AS8943G have them as well."

(Computer review number 7: Sony on 30 July 2010)

"The R540-11, like the Samsung R580, HP dv7-4083cl, and Gateway NV59C09u, has one that can play back all the latest Blu-ray movie titles."

(Computer review number 15: Samsung on 30 August 2010)

"However, it does have an eSATA port, while the Aspire AS7741Z does not."

(Computer review number 28: Toshiba on 30 September 2010)

Step 3: Presenting hard drive

In this step, hard drive and the storage of the computer are presented. It can be noticed from the capacity of the storage that is GB – gigabyte. These are some examples of this step.

"It doesn't skimp on system memory either, giving you the full 4GB of DDR3."

(Computer review number 9: Gateway on 5 August 2010)

"The M101z's 320GB hard drive is average in capacity,…"

(Computer review number 10: Dell on 5 August 2010)

"As with its predecessor, the 5103 sports a speedy 7,200rpm hard drive. The 160GB capacity,…"

(Computer review number 19: HP on 14 September 2010)

Step 4: Comparing hard drive

This step aims to compare the hard drive and the storage's information of different models and brands. The comparative and superlative adjectives are used such as larger and spacious. Few examples are as shown below.

"The included 250GB, 5,400rpm hard drive doesn't seem like much these days, especially when cheaper business laptops come with larger hard drives, like the Dell E5510 (320GB, 5,400rpm) and Dell Vostro 3300 (500GB, 7,200rpm)"

(Computer review number 14: Lenovo on 18 August 2010)

"The 500GB, 5,400rpm hard drive, while spacious, isn't as fast as the 7,200 one found in the HP dv7-4071nr."

(Computer review number 17: Acer on 7 September 2010)

"…, however, fall short of the 250GB ones found in the Toshiba NB305-N410 and Acer AO521-3782."

(Computer review number 19: HP on 14 September 2010)

Step 5: Providing CPU

This step gives the information of CPU or Central Processing Unit which is an important part of the computer. CPU is the portion of a computer system that carries out the instructions of a computer program, and is the primary element carrying out the functions of the computer or other processing device. It can be noticed from the lexical items such as processor, GHz, and the brand of CPU like Intel, AMD and Celeron. Few examples are shown below.

"The Mini 210-1142CL is one of the first recipients of Intel's latest Atom processor. Before you fall off your seat, the 1.67GHz Atom N455 processor is a minor performance bump,…"

(Computer review number 2: HP on 13 July 2010)

"Most of the cost-cutting comes from the processor side. The system's 1.2 GHz Intel Pentium U5400 processor is at the low-end of the CULV totem pole, but that doesn't mean the T235-S1350 not a productive laptop."

(Computer review number 20: Toshiba 15 September 2010)

"This isn't much of a surprise, considering its low-end dual-core 2.1GHz AMD Athlon II P320 processor and ATI Mobility Radeon HD4250 GPU,…"

(Computer review number 23: HP on 26 September 2010)

Step 6: Comparing CPU

This step is to compare the differences of CPU between different models and brands. Many comparative and superlative adjectives are used such as better, more advanced and more powerful. These are examples of Move 3 Step 6 'Comparing CPU'.

"It's a grade better than the 1.6GHz Intel Core i7-720QM processor found in the Dell Studio 17, Acer AS8943G, and HP dv7-4071nr."

(Computer review number 7: Sony on 30 July 2010)

"It's more advanced than the aging Intel Core 2 Duos found in the MSI X420 and UL480Vt-A1."

(Computer review number 20: Toshiba on 15 September 2010)

"It had the lowest score in PCMark Vantage at 3,524, well below the HP dv7-4083cl (5,677), which has the more powerful 2.4GHz Intel Core i5-450M CPU."

(Computer review number 23: HP on 26 September 2010)

Step 7: Describing display resolution

This step provides display resolution's information of the computer. The display resolution of a digital television or display device is the number of distinct pixels in each dimension that can be displayed. So, it can be noticed by the number of pixels such as 1,366 by 768.

"The R705 integrates a 13.3-inch widescreen that boasts a 1,366-by-768 resolution."

(Computer review number 5: Toshiba on 26 July 2010)

"The panel has a resolution of 1,366 by 768band uses LEDs for backlighting."

(Computer review number 11: HP on 6 August 2010)

"The Dell E5510's 1,600-by-900 resolution is a boon for multitasking, fitting more pixels on a screen than the 1,366 by 768 one that's offered as an option."

(Computer review number 12: Dell on 17 August 2010)

Step 8: Comparing display resolution

The comparison structure is utilized in this step to compare the display resolution's information of the computer. The comparative and superlative adjectives are used such as higher and lower. Following are the examples of this step.

"A higher screen resolution in this price range in a rare find, which is why the ones on the Sony Z116GXS (1,600 by 900) and Lenovo X301 (1,400 by 900) are deemed luxuries."

(Computer review number 5: Toshiba on 26 July 2010)

"The 14-inch LED widescreen is as big and as productive as the one found in the Lenovo T410 and HP 8440w, enhanced further by its 1,440 by 900 resolution. It has a slightly lower screen resolution than HP 8440w's 1,600 by 900 one, but both resolutions are classified as WXGA+."

<div align="right">(Computer review number 14: Lenovo on 18 August 2010)</div>

"Media centers like the Sony VAIO VPC-F1190X and Dell Studio 17 can be configured with higher resolutions—the 1080p kind;…"

<div align="right">(Computer review number 17: Acer on 7 September 2010)</div>

Move 4: Offering performance test information

The objective of this move is to present and to compare the performance test of the computer in three aspects which are CPU test, graphic test and battery test. Prospect buyers will get a lot of information of computer's performance by reading this move. This move is composed of six steps which are describing CPU test, comparing result of CPU test, presenting graphic test, comparing result of graphic test, providing battery test and comparing result of battery test.

Step 1: Describing CPU test

This step describes the CPU test that this computer has been tested by using different program mainly SYSMark 2007 to check the performance of it. It can be noticed from the name of program, and the word 'encode' with the time which shows how fast this computer can run. Few examples of this step are as follows.

"Even with the 210-1142CL's performance enhancements—the faster hard drive and DDR3 memory—video encoding and SYSMark 2007 scores won't blow anyone away. It encoded a video in 4 minutes 30 seconds."

<div align="right">(Computer review number 2: HP on 13 July 2010)</div>

"Processor-intensive tasks, like our video encoder test, placed the Z560 somewhere in the middle of the pack: Its finished the test in 54 seconds,…"

(Computer review number 8: Lenovo on 5 August 2010)

"Its video encoding score of 50 seconds was consistent with its peers. Cinebench R10 (9,807) and PCMark Vantage (5,776) tests, which measure overall performance, finished second to the last place finisher—the AS8943G."

(Computer review number 17: Acer on 7 September 2010)

Step 2: Comparing result of CPU test

To compare the result of the CPU test, the comparison structure is applied in this step. Also, the comparative and superlative adjectives are used as such as faster. Below are few examples of this step.

"…, which is about as fast as the Samsung N210 (4:32), Toshiba NB305 (4:38), and HP 5102 (4:38). It isn't as fast as the Acer AO521, which uses a faster AMD processor—albeit not nearly as energy efficient as an Intel Atom."

(Computer review number 2: HP on 13 July 2010)

"…, beating out the HP dv7-4053cl (47 seconds) and Gateway NV59C09u (57 seconds). In PCMark Vantage and Cinebench R10 tests, the z560 finished slightly behind the Samsung R580 and HP dv6-3033cl."

(Computer review number 8: Lenovo on 5 August 2010)

"In video encoding tests, the P600 finished in 47 seconds, with the R540-11 (46 seconds) and N82Jv-X1 (47 seconds). It's the ideal photo editing laptop, as evidenced by its impressive Photoshop CS4 score (32 seconds)."

(Computer review number 10: Dell on 5 August 2010)

Step 3: Presenting graphic test

The graphic test of the review computer is described in this step. Many lexical items are used such as gaming chip, chipset. Reviewers used game to test the performance of graphic so name of the game can commonly found such as Crysis and World in Conflict and so on. These are few examples of this step.

"It lacks a 3D gaming chip, the kind that will let you play 3D-intensive games like Crysis and World in Conflict."

(Computer review number 8: Lenovo on 5 August 2010)

"Although the ID49C07u is integrated only, this resolution is more than enough to play online games and playback 1080p HD movies at fullscreen."

(Computer review number 9: Gateway on 5 August 2010)

"Graphics performance improved since the R580. The R540-11 changes direction and went with an ATI Miobility Radeon 545v instead of an Nvidia chipset."

(Computer review number 15: Samsung on 30 August 2010)

Step 4: Comparing result of graphic test

This step compares the result of the graphic test of different models and brands. It only tells that it has the chipset or not. Few examples are shown below.

"The Samsung R580 and HP dv7-4053cl, on the other hand, have either an Nvidia or ATI graphics chip that can handle these games at full resolutions."

(Computer review number 8: Lenovo on 5 August 2010)

"Systems like the HP dm4, Asus U30Jc-A1, Lenovo Y460, and Dell 14R come with an ATI or Nvidia chip. Some of them use two graphics chips—an integrated Intel chip and a discrete one—along with a switching mechanism."

(Computer review number 9: Gateway on 5 August 2010)

"..—the HP dv7-4083cl, Asus UL50VF-A1, and Asus N82Jv-X1 have this technology (the integrated graphics on the motherboard of the R540-11 isn't utilized)."

(Computer review number 15: Samsung on 30 August 2010)

Step 5: Providing battery test

This step describes battery of the reviewed computer. It can easily be noticed from the name of program that is MobileMark 2007 and the duration that it can operate. Also, the type of battery whether it is 3, 6 or 9 cell battery. Following are examples of this step.

"With a 58WH battery (6-cell), the 1830T-3721 scored an impressive 8 hours 13 minutes in MobileMark 2007 tests."

(Computer review number 4: Acer on 19 July 2010)

"Despite using a standard volt processor, the AS5820T didn't falter in battery tests. The 62WH (6-cell) drained in 7 hours 37 minutes,…"

(Computer review number 16: Acer on 7 September 2010)

"While the AMD Turion II may not be the most powerful CPU around, it's energy efficient. Outfitted with a 9-cell battery, the dv7-4153cl lasted a whopping 7 hours 27 minutes on the MobileMark 2007 battery test."

(Computer review number 22: HP on 26 September 2010)

Step 6: Comparing result of battery test

This step compares result of battery test of different models and brands. The comparison structure is used with the comparison and superlative adjectives such as longer to explain that one model can use longer than the other one. Few examples are shown below.

"It lasted longer than the MSI X420 (7:43) and Alienware M11x (5:21), but was no match against the batteries found in the Asus UL80Vt-At (10:10) and Asus UL30A-A1 (10:27)."

(Computer review number 4: Acer on 19 July 2010)

"…, which beat HP dv7-4083cl (4:45), Samsung R540-11 (2:43), and Gateway NV59C09u (3:42)."

(Computer review number 16: Acer on 7 September 2010)

"Just minutes shy of the Acer Aspire TimelineX AS5820T-5951 and more than 4 hours longer than the Samsung R540-11. In comparison, most Core i5-based desktop replacement laptops average around 4.5 hours of battery life."

(Computer review number 22: HP on 26 September 2010)

Move 5: Presenting background information

The background information of the reviewed computer is presented in this move. There are only two steps within this move which are presenting general fact and comparing the overall information with other brand.

Step 1: Presenting general fact

This step presents the general fact of the computer. These are few examples of this step.

"Netbooks that bundle a high-capacity battery (~60WH) are usually a couple of ounces heavier than those with a standard ~48WH batteries."

(Computer review number 2: HP on 13 July 2010)

"Such is the case with the Dell Inspiron M101z: Its 11-inch chassis and sub-$600 price tag are bordering netbook territory."

(Computer review number 10: Dell on 5 August 2010)

"Metal is a rarity in netbook designs, since these materials come at a premium and margins are already so thin in this category."

(Computer review number 19: HP on 14 September 2010)

Step 2: Comparing with other brands

This step compares the overall information with different brands. In one sentence, many aspects are included. Few examples of this step is presented as follows.

"But beneath its hood, a dual-core AMD Athlon processor, 1080p HD-capable graphics, and 4GB of memory says that this ultraportable should go up against CULV standouts like the Asus UL80Vt-A1 and Acer Aspire 1830T-3721."

(Computer review number 10: Dell on 5 August 2010)

"As a result, the Toshiba Satellite T235-S1350 replaces the aging and pricey Asus UL80Vt-A1 as the new Editors' Choice for the CULV category."

(Computer review number 20: Toshiba on 15 September 2010)

"The Dell Latitude 13 is like the Apple MacBook Air of business laptops."

(Computer review number 21: Dell on 23 September 2010)

Move 6: Describing installed programs

The information of installed program is provided in this move. It can be noticed from the name of programs and operating system such as Windows 7, MS office and so on. These are examples of this move.

"Windows 7 Home Premium (64-bit) is pre-installed, as are a handful of Cyberlink multimedia programs and the ubiquitous bloatware found on many of HP's

consumer laptops. Some of the programs include dozen of games, Ebay adware, and trial versions of MS Office and Norton Internet Security."

(Computer review number 11: HP on 6 August 2010)

"The system comes with Windows 7 Home Premium (64-bit), HP's MediaSmart entertainment suite, and HP's QuickWeb software, which lets you surf the Web and access e-mail without having to start Windows. The usual bloatware, including trial software and adware, is also preloaded."

(Computer review number 22: HP on 26 September 2010)

"It comes loaded Windows 7 Home Premium (64-bit) and a handful of useful Acer utilities, including Acer Assist, which performs a daily scan for the latest driver updates, and Acer's Crytal Eye (for the Webcam) and eRecovery restoration software. You also get Cyberlink's PowerDVD multimedia software and trial versions of MS Office and McAfee's Internet Security Suite."

(Computer review number 27: Acer on 29 September 2010)

Move 7: Providing warranty information

This move provides the warranty information. It can be noticed from the name of the department store that offers the warranty for the computer. Following are few examples of this move.

"Costco also offers customers some added benefits. Whereas most vendors provide just a one-year warranty, Costco bumps that up to two years. It also offers Costco's Concierge Services, a free service to Costco members who purchase electronics at the store. The service gives you access to technicians who can walk you through system set up and troubleshoot any problems. Lastly, the store accepts..."

(Computer review number 2: HP on 13 July 2010)

"Unlike 14R-1898MRB (which Costco sells with a two-year warranty), the 14R sells direct from Dell and comes with a standard one-year warranty."

(Computer review number 3: Dell on 13 July 2010)

"Because this model is sold exclusively at Costco, it comes with a two-year parts and labor warranty as well as Costco's Concierge troubleshooting and tech support service."

(Computer review number 22: HP on 26 September 2010)

As presented in Table 9, there are seven moves that found in computer reviews in PCMag.com which are

Move 1 Distinguishing prominent points of the computer

Move 2 Presenting physical appearances information

Move 3 Providing technical specifications information

Move 4 Offering performance test

Move 5 Presenting background information

Move 6 Describing installed program

Move 7 Providing warranty information

Table 4 The Patterns of Moves and Steps Contained in Each Computer Review

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
1	M1S4 + M1S1 + M5S2 + M1S1 + M1S2 + M1S3 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S7 + M3S8 + M2S7 + M2S8 + M2S7 + M2S8 + M3S1 + M3S2 + M3S3 + M3S4 + M1S2 + M3S6 + M3S3 + M4S3 + M4S5 + M4S6 + M1S4 + M1S2 + M1S1 + M1S3

Table 4 (Continued)

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
2	M1S1 + M1S2 + M1S1 + M1S3 + M2S1 + M2S2 + M5S1 + M2S3 + M2S4 + M2S5 + M3S8 + M2S7 + M1S4 + M2S7 + M2S8 + M3S3 + M3S1 + M3S2 + M7 + M3S5 + M3S3 + M3S2 + M4S1 + M4S2 + M4S6 +M1S4 + M1S2 + M1S1 + M1S2 + M1S1 + M1S3
3	M1S4 + M1S1 + M2S1+ M2S2 + M2S5 + M2S1 + M2S3 + M2S4 + M2S5 + M3S8 + M3S7 + M2S7 + M2S8 + M3S1 + M2S1 + M7 + M3S5 + M3S6 + M3S2 + M4S2 + M4S3 + M4S4 + M4S6 + M1S3 + M1S4 + M1S1 + M1S2 + M1S3
4	M1S4 + M1S1 + M1S4 + M2S1 + M2S2 + M2S1 + M2S2 + M2S3 + M2S4 + M5S1 + M2S6 + M2S8 + M2S7 + M2S8 + M3S1 + M3S2 + M3S5 + M3S6 + M3S3 + M4S2 + M4S4 + M5S1 + M1S4 + M4S5 + M4S6 + M1S4 + M1S1 + M1S3
5	M5S1 + M1S1 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S7 + M3S8 + M2S8 + M2S7 + M2S8 + M1S4 + M3S1 + M3S4 + M1S2 + M3S1 + M3S5 + M3S6 + M4S2 + M3S3 + M4S3 + M4S4 + M5S1 + M4S5 + M4S6 + M1S4 + M1S1 + M1S2 + M1S3
6	M5S2 + M1S1 + M2S1 + M2S2 + M2S4 + M2S2 + M2S6 + M3S7 + M2S7 + M2S8 + M2S7 + M3S1 + M3S3 + M3S2 + M7 + M3S5 + M3S3 + M3S6 + M4S1 + M4S2 + M4S4 + M4S3 + M4S6 + M1S1 + M1S3
7	M1S1 + M5S2 + M2S1 + M2S2 + M2S4 + M2S6 + M3S7 + M3S8 + M2S7 + M2S8 + M2S7 + M2S8 + M2S7 + M2S8 + M2S7 + M3S1 + M3S2 + M3S1 + M3S3 + M3S1 + M7 + M3S5 + M3S6 + M3S3 + M4S2 + M4S3 + M4s4 + M4S3 + M5S1 + M4S6 + M1S1 + M1S2 + M1S3
8	M1S4 + M1S1 + M5S2 + M1S1 + M1S2 + M1S3 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S7 + M3S8 + M2S7 + M2S8 + M2S7 + M2S8 + M3S1 + M3S2 + M3S3 + M3S4 + M1S2 + M3S6 + M3S3 + M4S3 + M4S5 + M4S6 + M1S4 + M1S2 + M1S1 + M1S3

Table 4 (Continued)

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
9	M1S4 + M1S1 + M1S2 + M1S4 + M2S2 + M2S1 + M2S2 + M2S3 + M2S4 + M2S3 + M2S4 + M2S5 + M3S7 + M2S5 + M2S7 + M2S8 + M2S7 + M2S8 + M2S7 + M2S8 + M3S2 + M3S3 + M3S4 + M3S1 + M3S5 + M3S6 + M3S4 + M4S2 + M4S3 + M4S4 + M4S3 + M4S6 + M4S5 + M1S1 + M1S3
10	M5S1 + M5S2 + M2S1 + M2S2 + M2S3 + M2S4 + M2S6 + M2S7 + M2S8 + M2S7 + M3S1 + M3S2 + M3S3 + M3S4 + M3S1 + M3S2 + M3S5 + M3S6 + M3S4 + M3S3 + M3S5 + M4S2 + M4S4 + M4S3 + M4S4 + M4S3 + M4S6 + M1S2 + M1S1 + M1S3
11	M1S3 + M5S1 + M1S2 + M2S3 + M2S4 + M2S1 + M2S7 + M2S8 + M2S7 + M2S5 + M3S7 + M2S5 + M1S4 + M3S7 + M3S1 + M3S2 + M3S1 + M3S3 + M3S4 + M6 + M7 + M4S1 + M4S2 + M4S1 + M1S4 + M4S3 + M4S5 + M4S6 + M1S1 + M5S1 + M1S3
12	M1S4 + M1S1 + M5S1 + M2S2 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S8 + M3S7 + M1S3 + M2S7 + M2S8 + M2S7 + M3S1 + M3S2 + M3S1 + M1S3 +M5S2 + M3S5 + M3S6 + M4S2 + M4S4 + M4S5 + M4S6 + M4S5 + M4S6 + M1S1 + M1S3
13	M1S1 + M5S2 + M1S1 + M2S1 + M2S2 + M2S3 + M2S4 + M1S1 + M2S5 + M3S8 + M3S7 + M2S7 + M2S8 + M1S4 + M3S1 + M3S5 + M3S6 + M4S2 + M4S3 + M4S4 + M4S5 + M4S6 + M1S1 + M1S2 + M1S3
14	M5S1 + M1S1 + M5S2 + M4S6 + M1S4 + M2S2 + M2S1 + M2S3 + M2S4 + M2S6 + M3S7 + M3S8 + M2S7 + M2S8 + M3S1 + M3S4 + M3S3 + M3S4 + M3S6 + M1S3 + M4S5 + M4S6 + M1S1 + M1S3

Table 4 (Continued)

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
15	M5S1 + M1S1 + M5S2 + M1S3 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S7 + M3S8 + M1S4 + M2S8 + M2S7 + M3S1 + M3S2 + M3S1 + M3S3 + M3S1 + M3S5 + M3S6 + M4S2 + M4S3 + M4S4 + M4S3 + M4S4 + M4S5 + M4S6 + M1S4 + M1S1 + M1S4 + M1S3
16	M1S1 + M1S2 + M1S1 + M1S4 + M2S1 + M2S2 + M2S4 + M2S5 + M3S8 + M2S7 + M3S2 + M3S1 + M3S3 + M3S6 + M3S3 + M4S2 + M4S4 + M4S3 + M4S5 + M4S6 + M1S1 + M1S2 + M1S1 + M1S3
17	M5S1 + M1S4 + M1S1 + M5S2 + M2S1 + M2S2 + M2S4 + M5S1 + M2S6 + M3S8 + M3S7 + M2S7 + M2S8 + M3S1 + M3S2 + M2S7 + M2S8 + M3S1 + M3S4 + M3S5 + M3S6 + M4S1 + M4S3 + M4S4 + M4S3 + M4S5 + M4S6 + M5S1 + M1S1 + M1S2 + M1S3
18	M1S1 + M2S1 + M2S2 + M2S1 + M2S2 + M2S1 + M2S4 + M2S3 + M2S6 + M1S4 + M3S7 + M2S5 + M1S4 + M3S2 + M3S1 + M3S6 + M4S2 + M4S3 + M4S4 + M4S5 + M4S6 + M1S1 + M1S3 + M5S2 + M1S3
19	M5S2 + M5S1 + M2S2 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M3S7 + M2S5 + M2S8 + M2S7 + M3S3 + M3S4 + M3S1 + M3S2 + M3S1 + M3S5 + M4S1 + M4S2 + M4S5 + M4S6 + M1S1 + M1S2 + M1S4 + M1S3
20	M5S1 + M5S2 + M2S2 + M2S1 + M2S2 + M2S3 + M2S4 + M2S5 + M2S6 + M2S7 + M2S8 + M3S1 + M3S2 + M3S1 + M3S3 + M3S4 + M3S5 + M3S6 + M4S1 + M4S4 + M4S5 + M4S6 + M5S2 + M1S4
21	M5S1 + M1S1 + M5S2 + M4S6 + M1S4 + M2S2 + M2S1 + M2S3 + M2S4 + M2S6 + M3S7 + M3S8 + M2S7 + M2S8 + M3S1 + M3S4 + M3S3 + M3S4 + M3S6 + M1S3 + M4S5 + M4S6 + M1S1 + M1S3

Table 4 (Continued)

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
22	M1S4 + M1S1 + M1S2 + M1S1 + M1S3 + M2S1 + M2S2 + M2S1 + M2S3 + M2S4 + M3S7 + M3S1 + M2S7 + M2S8 + M2S7 + M3S2 + M3S1 + M3S3 + M6 + M7 + M3S5 + M3S3 + M4S1 + M4S2 + M4S4 + M4S5 + M4S6 + M1S4 + M1S1 + M5S2 + M1S3
23	M1S1 + M1S4 + M2S1 + M2S2 + M2S1 + M2S5 + M2S6 + M2S7 + M2S8 + M2S7 + M2S8 + M2S3 + M2S4 + M2S3 + M6 + M3S1 + M3S2 + M7 + M3S5 + M3S6 + M4S3 + M4S4 + M4S5 + M4S6 + M1S4 + M1S3
24	M1S1 + M2S2 + M2S1 + M2S3 + M2S4 + M2S6 + M3S7 + M3S8 + M2S7 + M2S8 + M2S7 + M2S8 + M2S7 + M3S1 + M3S3 + M3S4 + M2S7 + M3S1 + M1S3 + M3S5 + M3S6 + M4S2 + M4S4 + M4S6 + M1S1 + M1S2 + M1S1 + M1S4
25	M1S4 + M1S1 + M1S4 + M2S1 + M2S2 + M2S1 + M2S3 + M2S4 + M2S6 + M3S7 + M2S8 + M2S7 + M3S2 + M3S1 + M3S4 + M3S2 + M3S5 + M3S6 + M3S3 + M4S1 + M4S2 + M4S3 + M4S5 + M4S6 + M1S1 + M5S2 + M1S4
26	M1S1 + M5S2 + M5S1 + M2S2 + M2S4 + M2S6 + M3S7 + M3S8 + M2S7 + M2S8 + M3S1 + M3S4 + M3S6 + M3S3 + M4S2 + M4S4 + M4S3 + M4S6 + M5S1 + M1S1 + M5S2 + M1S1
27	M1S3 + M1S1 + M1S2 + M2S1 + M2S3 + M2S4 + M2S5 + M3S7 + M2S7 + M3S1 + M3S3 + M6 + M3S5 + M4S1 + M4S2 + M4S3 + M4S5 + M4S6 + M5S1 + M1S4 + M1S3
28	M1S4 + M2S1 + M2S3 + M2S4 + M2S5 + M3S1 + M2S7 + M3S2 + M3S1 + M6 + M3S5 + M4S2 + M4S3 + M4S5 + M4S6 + M1S1 + M1S4 + M1S3
29	M1S1 + M5S2 + M2S2 + M2S1 + M2S7 + M2S8 + M1S4 + M5S1 + M2S5 + M2S6 + M3S7 + M3S8 + M1S3 + M2S3 + M2S4 + M3S1 + M3S3 + M3S4 + M6 + M7 + M3S5 + M3S3 + M4S2 + M4S4 + M4S3 + M4S5 + M4S6 + M1S4 + M1S1 + M1S3

Table 4 (Continued)

Computer Reviews No.	Patterns of Moves and Steps in Each Computer Review
30	M1S4 + M1S1 + M2S1 + M2S2 + M2S1 + M2S3 + M2S4 + M2S5 + M3S7 + M3S1 + M2S7 + M2S8 + M2S7 + M3S1 + M3S3 + M3S4 + M3S1 + M6 + M3S5 + M3S3 + M4S2 + M4S6 + M1S4 + M1S1 + M1S3 + M1S4

As can be clearly seen in Table 10 revealing pattern of moves and steps found in each computer review, it should be noted that it is not necessary for computer reviews to contain moves and steps in a particular order. Some moves and steps can be repeated depending on the reviewers' intention to convey the message to the readers.

These are all moves and steps found in thirty computer reviews in PCMag.com along with the definition in identifying the name of each move and step.

Research question II: What are the typically rhetorical patterns found in computer reviews in PCMag.com?

There are three parts to clarify this section which are

1) Frequency of occurrence of patterns of move order in the corpus of computer reviews

2) Frequencies of occurrence of moves in thirty computer reviews

3) Frequencies of occurrence of steps in thirty computer reviews

Table 5 Frequency of occurrence of patterns of move order in the corpus of computer reviews

CRs = Computer reviews   (n = 30)

Move Order	CRs No.	%
- PP → I → PP → A → S → T → PP	1	3.3
- PP → A → I → A →S → PP → A → S → W → S → T → PP	2	3.3
- PP → A →S →A → S → W → S → T → PP	3	3.3
- PP → A → I →A →S → T → I → PP → T → PP	4	3.3
- I → PP → A → S → A → PP → S → PP → S → T →S → T →I → T → PP	5	3.3
- I → PP → A → S → A → S →W → S → T → PP	6	3.3
- PP → I → A → S → A → S → W → S → T → I → T → PP	7	3.3
- PP → A → S → A →S → T →S → T → PP	8	3.3
- PP → A →S → A →S → T→ PP	9, 16	6.6
- I → A → S → T → PP	10	3.3
- PP → I → A →S → PP → S → P → W → T → PP	11	3.3
- PP → I → A → S → PP → A → S → PP →I → S → T → PP	12	3.3
- PP → I → PP → A → PP → A → S → A → PP → S → T → PP	13	3.3
- I → PP → I → T → PP →A → S → A → S → PP → T → PP	14	3.3
- I → PP → I → PP → A → S → PP → A → S → T → PP	15	3.3
- I → PP → I → A → I → A → S → A → S → A → S → T → I → PP	17	3.3
- PP → A → PP → S → A → PP → S → T → PP → I → PP	18	3.3
- I → A → S → A → S → T → PP	19	3.3
- I → A → S → T → I → PP	20	3.3
-I → PP → A → I → A → S → T → PP → I → PP	21	3.3
-PP → A → S → A → S → P → W → S → T → PP → I → PP	22	3.3
- PP → A →P → S → W → S → T → PP	23	3.3

Table 5 (Continued)

CRs = Computer reviews   (n = 30)

Move Order	CRs No.	%
- PP → A → S → A → S → PP → S → T → PP	24	3.3
- PP → A → S → A → S → T → PP → I → PP	25	3.3
- PP → I → A → S → A → S → T → I → PP → I → PP	26	3.3
- PP → A → S → A → P → S → T → I → PP	27	3.3
- PP → A → S → A → S → P → S → T → PP	28	3.3
- PP → I → A → PP → I → A → S → PP → A → S → P → W → S → T → PP	29	3.3
- PP → A → S → A → S → W → S → T → PP	30	3.3

Note: Initials used in move of computer reviews are as follows.

PP = Distinguishing prominent points of the computer

A = Presenting physical appearances information

S = Providing technical specifications information

T = Offering performance test information

I = Presenting background information

P = Describing installed program

W = Providing warranty information

It was found that the most frequent identical pattern found in the computer reviews which is 6.6%, that is move 1 → move 2 → move 3 → move 2 → move 3 → move 4 → move 1. However, if we consider only the pattern of organization of the obligatory moves, it can be claimed the mentioned rhetorical pattern is the most typically rhetorical pattern which is 46.6%.

Table 6 Frequencies of Occurrence of Moves in 30 computer reviews

Frequencies of Moves	Computer Reviews (30)	
	No. of Occurrence	%
Move 1 Distinguishing prominent points of the computer	30	100
Move 2 Presenting physical appearances information	30	100
Move 3 Providing technical specifications information	30	100
Move 4 Offering performance test information	30	100
Move 5 Presenting background information	21	70
Move 6 Describing installed program	6	20
Move 7 Providing warranty information	7	23.33

From the above table, it is clear that move 1, 2, 3 and 4 are obligatory. Obligatory moves must be 100% which means that they have to appear in every computer review as they are the core information and opinion of the computer while move 5 – move 7 are optional. The following table will present the frequencies of the occurrence of steps in all thirty computer reviews.

Table 7 Frequencies of occurrence of steps in 30 computer reviews

Frequencies of Steps	Computer Reviews (30)	
	No. of Occurrence	%
Move 1 Distinguishing prominent points of the computer		
Step 1 Indicating good points	29	96.66
Step 2 Indicating bad points	17	56.66
Step 3 Giving suggestions	25	83.33
Step 4 Expressing comments	24	80

Table 7 (Continued)

Frequencies of Steps	Computer Reviews (30)	
	No. of Occurrence	%
Move 2 Presenting physical appearances information		
Step 1 Describing material use and color	30	100
Step 2 Comparing material use and color	27	90
Step 3 Providing weigh's information	25	83.33
Step 4 Comparing weigh's information	30	100
Step 5 Identifying screen	18	60
Step 6 Comparing screen	15	50
Step 7 Describing keyboard and touchpad	29	96.66
Step 8 Comparing keyboard and touchpad	26	86.66
Move 3 Providing technical specifications information		
Step 1 Describing connectivity	29	96.66
Step 2 Comparing connectivity	21	70
Step 3 Identifying hard drive	23	76.66
Step 4 Comparing hard drive	16	53.33
Step 5 Describing CPU	26	86.66
Step 6 Comparing CPU	23	76.66
Step 7 Identifying resolution	21	70
Step 8 Comparing resolution	12	40
Move 4 Offering performance test information		
Step 1 Describing CPU test	12	40
Step 2 Comparing (the) result of (the) CPU test	24	80
Step 3 Describing graphic test	20	66.66
Step 4 Comparing (the) result of (the) graphic test	19	42.22
Step 5 Identifying battery test	21	70
Step 6 Comparing (the) result of (the) battery test	29	96.66

Table 7 (Continued)

Frequencies of Steps	Computer Reviews (30)	
	No. of Occurrence	**%**
Move 5 Presenting background information		
Step 1 General fact	16	53.33
Step 2 Comparing with other brands	15	50
Move 6 Describing installed program		
Move 7 Providing warranty information		

Note: Possibly steps in one computer reviews can occur several times. However, they have the same purposes, they are counted only once per one computer review.

Moreover, it can be pointed out to some extent that reviews likely to begin with move 1 aims to distinguish the prominent point of the computer. After that, they provide the information about the physical appearances, technical specification and end with the prominent point again. It should be noted that all computer reviewers present some other information to the readers as well. In the discussion section, there will be many interesting points to be discussed which are 1) PP is mostly the first move of the pattern, 2) there are many PPs occurring in the computer reviews, 3) PP→A and PP→I are used at the beginning of each review, 4) the repetition is not continually as a loop because of spoken language, and 5) the different length of patterns of moves. In move 1 that aims to distinguish the prominent point of the computer, it is obvious that both good and bad points can occur in one computer review as seen in Table 10, the pattern of computer review number is "M1S4 + M1S1 + M2S1+ M2S2 + M2S5 + M2S1 + M2S3 + M2S4 + M2S5 + M3S8 + M3S7 + M2S7 + M2S8 + M3S1 + M2S1 + M7 + M3S5 + M3S6 + M3S2 + M4S2 + M4S3 + M4S4 + M4S6 + M1S3 + M1S4 + <u>M1S1</u> + <u>M1S2</u> + M1S3"

Furthermore, the rhetorical steps of any move can be found in one review, as seen from Table 11 which shows that all reviewers do distinguish the prominent point of the computer, present the physical appearances information, provide technical specifications information and offer performance test information. In move 2, they all (100%) state material use and color with the comparison of weigh's information.

Move 1 is not surprisingly appears many times in each computer review which are at the beginning, in the middle and at the end of the review.

This information show that the rhetorical pattern of computer reviews in PCMag.com is PP → A → S → A → S → T → PP and the repetition can highly be noticed.

Analysis of Lexical Features Particularly Focusing on Neologisms in Computer Reviews in PCMag.com

Research question III: "What are the distinguishing lexical features particularly focus on neologisms in the computer review in PCMag.com?"

After all texts in investigated computer reviews in PCMag.com were analyzed by using 'Vocabprofiler', twelve words were selected from the AWL list which are technical terms in particular discourse, also compared with Dictionary of Computer and Internet Terms (2009).

Table 8 Frequencies of computer terms found in computer reviews in PCMag.com

Words	Number of Occurrence	Percent
1. Chip	49	16.3
2. USB	49	16.3
3. Blu-ray	40	13.3
4. HDMI	29	9.6
5. VGA	23	7.6
6. CPU	22	7.3
7. DDR2	22	7.3
8. Chiclet (keyboard)	22	7.3
9. Ethernet	18	6
10. eSATA	18	6

Table 8 (Continued)

Words	Number of Occurrence	Percent
11. Firewire	4	1.3
12. Resolution	4	1.3

However, there are some interesting words that should be included in this section as they are words in computer terms but they are not counted by 'Vocabprofiler'. Thus, sixteen words are described in this section. Each word is described in terms of 1) word formation or semantic change 2) etymology, and 3) computer meaning.

1. Chip

The word 'chip' was derived from Old English 'cipp' meaning 'piece of wood'. In computer sense, the word "chip" is often used as a slang term that refers to various components inside a computer. It typically describes an integrated circuit, or IC, such as a central processor or a graphics chip, but may also refer to other components such as a memory module. The term "chip" can be used to refer to specific components, but should not be used describe multiple components that are grouped together. There are different types of chips. For example, CPU chips (also called microprocessors) contain an entire processing unit, whereas memory chips contain blank memory.

This is appearance metaphor as they are compared by their appearances which are a small piece.

2. USB

USB is initialism which stands for universal serial bus. The word 'universal' is from Old French 'universel' and from Latin 'universalis' meaning 'of or belonging to all' while the word 'serial' is from series. And the word 'bus' is cut from omnibus.

The English word is simply a Latin dative plural ending. The verb meaning "transport students to integrate schools" is first recorded 1961. A collection of wires through which data is transmitted from one part of a computer to another. We think of a bus as a highway on which data travels within a computer. When used in reference to personal computers, the term bus usually refers to internal bus. This is a bus that connects all the internal computer components to the CPU and main memory. There is also an expansion bus that enables expansion boards to access the CPU and memory.

USB is an external bus standard that supports data transfer rates of 12 Mbps. A single USB port can be used to connect up to 127 peripheral devices, such as mice, modems, and keyboards. USB also supports Plug-and-Play installation and hot plugging. Starting in 1996, a few computer manufacturers started including USB support in their new machines. It was not until the release of the best-selling iMac in 1998 that USB became widespread. It is expected to completely replace serial and parallel ports.

3. Blu-ray

The laser which is actually used in this kind of disc is blue-violet, but "Blu-ray" rolls off the tounge easier than "Blu-violet-ray." So, this word has only two bound morphemes which are blue and ray as a compound noun.

The word 'blue' is from French 'bleu' meaning 'pale, pallid, wan, light-colored; blond; discolored; blue, blue-gray'. And the word 'ray' means 'beam of light' from Old French 'rai'.

In computer sense, Blu-ray is an optical disc format such as CD and DVD. It was jointly developed by Sony, Samsung, Sharp, Thomson, Hitachi, Matsushita, Pioneer, Philips, Mistubishi and LG Electronics for recording and playing back high-definition (HD) video and for storing large amounts of data. While a CD can hold 700 MB of data and a basic DVD can hold 4.7 GB of data, a single Blu-ray disc can hold up to 25 GB of data. Blu-ray discs can hold more information than other optical media because of the blue lasers the drives use.

4. HDMI

HDMI is initialism which stands for High-Definition Multimedia Interface. The word 'high' is from Old English 'heh' (Anglian) and 'heah' (West Saxon) meaning of great height, lofty, tall, exalted, high-class while the word 'definition' meaning 'decision, setting of boundaries' is from Old French 'definicion' and from Latin 'definitionem'. Meaning 'degree of distinctness of the details in a picture' was from 1889.

The word multimedia is from multi and media. The word multi is form of Latin 'multus' meaning 'much, many'. And the word 'media' includes 'newspapers, radio, TV, etc.'

The word 'interface' is from inter and face. It means a boundary across which two independent systems meet and act on or communicate with each other.

HDMI is a digital interface for transmitting audio and video data in a single cable. It is supported by most HDTVs and related components, such as DVD and Blu-ray players, cable boxes, and video game systems. While other types of A/V connections require separate cables for audio and video data, HDMI carries the audio and video streams together, greatly eliminating cable clutter. The same information can be transmitted using one HDMI cable. HDMI often produces the best quality picture and sound compared to other types of connections.

5. VGA

VGA is initialism which stands for video graphics array. The word 'video' as visual equivalent of audio is from Latin 'video' while the word 'graphics' means layout and typography. And the word 'array' meaning 'order, arrangement' is from Anglo-French 'arrai', and Old French 'aroi'.

VGA is a graphics display system for PCsdeveloped by IBM. VGA has become one of the de facto standards for PCs. Intext mode, VGA systems provide a resolution of 720 by 400 pixels. In graphics mode, the resolution is either 640 by 480 (with 16 colors) or 320 by 200 (with 256 colors). The total palette of colors is 262,144.

6. CPU

CPU is initialism which stands for "Central Processing Unit." The word 'central' is from Latin 'centralis' meaning 'pertaining to a center' while the word 'processing' meaning 'fact of being carried on' (e.g. in process) is from Old French 'proces' and from Latin 'processus' meaning 'process, advance, progress'. And the word 'universal' means 'single number regarded as an undivided whole'.

CPU is the brain of the computer. It processes everything from basic instructions to complex functions. The CPU is where most calculations take place. Any time something needs to be computed, it gets sent to the CPU. The CPU can also be referred to simply as the "processor." In terms of computing power, the CPU is the most important element of a computer system.CPU is pronounced as separate letters as it is the abbreviation for central processing unit.

7. DDR2

DDR2 is initialism which stands for Double Data Rate 2. The word 'double' is from Old French 'doble' meaning 'two-fold; two-faced, deceitful' . The word 'data' is the plural form of datum from Latin 'datum' meaning '(thing) given'. For the meaning of 'transmittable and storable computer information' was first recorded in 1946 and data processing is from 1954. And the word 'rate' meaning 'estimated value or worth" is from Middle French.

DDR2 RAM is an improved version of DDR memory that is faster and more efficient. Like standard DDR memory, DDR2 memory can send data on both the rising and falling edges of the processor's clock cycles. This nearly doubles the amount of work the RAM can do in a given amount of time. DDR and DDR2 are also both types of SDRAM, which allows them to run faster than conventional memory.

8. Chiclet (Keyboard)

Chiclet Keyboard is appearance metaphor. It gets their name from the "Chiclets" brand of rectangular-shaped chewing gum.

A chiclet keyboard refers to keyboards with elevated keys that have some space between them in a design that enables the keys to blend into the surrounding area of the keyboard. A chiclet keyboard's keys are rectangular in shape with rounded edges as compared to the slanted-edge keys featured in traditional keyboards. One main advantage to a chiclet keyboard is that with the keys having a slightly larger area there's a smaller chance of hitting the wrong key. The chiclet keyboard design has become more popular recently, especially in netbooks and notebooks, and is prominently used in Apple MacBooks and Asus laptops. At the same time, there are many critics of the look and feel of chiclet keyboards.

9. Ethernet

Ethernet is blended from ether and Internet. The word 'ether' meaning "upper regions of space" is from Old French 'ether' and directly from Latin 'aether' referring to 'the upper pure, bright air'. And the word 'Internet' is 'the linked computer networks of the U.S. Defense Department," shortened from internetwork, from inter- + network.

Ethernet is the most common type of connection computers use in a local area network (LAN). An Ethernet port looks like a regular phone jack, but it is slightly

wider. This port can be used to connect your computer to another computer, a local network, or an external DSL or cable modem. External Hard Drive

Nearly all personal computers come with an internal hard drive. This drive stores the computer's operating system, programs, and other files. For most users, the internal hard drive provides enough disk space to store all the programs and files. However, if the internal hard drive becomes full or if the user wants to back up the data on the internal hard drive, and external hard drive may be useful. The most likely users to need external hard drives are those who do audio and video editing. This is because high-quality media files can fill up even the largest hard drives.

10. eSATA

eSATA is initialism which stands for External Serial Advanced Technology Attachment. The word 'external' is from Middle French 'externe' or directly from Latin 'externus' meaning 'outside, outward' while the word 'serial' is from series. Besides, the word 'advanced' is from Old French 'avancier' meaning 'move forward'. The word 'technology' is from Greek 'tekhnologia' meaning 'systematic treatment of an art, craft, or technique' originally referring to grammar, from tekhno- +-logia. The meaning 'science of the mechanical and industrial arts' was first recorded 1859. And the word 'attachment' meaning 'arrest of a person on judicial from French 'attachement'. Meaning 'something that is attached to something else' was dated from 1797 and has become perhaps the most common use since the rise of e-mail.

eSATA is an extension to the Serial ATA standard that enables SATA drives to be attached externally. Prior to eSATA, external hard drives were connected via USB 2.0 orFireWire. While eSATA can provide faster transfer rates than USB or FireWire, it requires its own power connector.

11. Firewire

Firewire is a compound noun consisting of two lexicons which are fire and wire. The word 'Fire' is from Old English 'fyr' and also exists in many languages. Fire applied in English to passions, feelings, action of guns, etc. as well as a phrase where's the fire? "what's the hurry?". And the word 'Wire' is from Old English 'wir' meaning 'metal drawn out into a thread'.

This high-speed interface has become a hot new standard for connecting peripherals (no pun intended). Created by Apple Computer in the mid-1990's, Firewire can be used to connect devices such as digital video cameras, hard drives, audio interfaces, and MP3 players, such as the Apple iPod, to your computer. A standard Firewire connection can transfer data at 400 Mbps, which is roughly 30 times faster than USB 1.1. This blazing speed allows for quick transfers of large video files, which is great for video-editing professionals. If 400 Mbps is still not fast enough, Apple Computer released new PowerMacs with Firewire 800 ports in early 2003. These ports support data transfer rates of 800 Mbps -- twice the speed of the original Firewire standard.

12. Resolution

The word 'resolution' meaning 'a breaking into parts' is from Latin 'resolutionem'. It also means 'the process of reducing things into simpler forms'.

In computer sense, resolution is the number of pixels (individual points of color) contained on a display monitor, expressed in terms of the number of pixels on the horizontal axis and the number on the vertical axis. The sharpness of the image on a display depends on the resolution and the size of the monitor. The same pixel resolution will be sharper on a smaller monitor and gradually lose sharpness on larger monitors because the same number of pixels is being spread out over a larger number of inches. It can be claimed that this word has another meaning.

13. Card Reader

Card reader is a compound noun consisting of two words which are card and reader. The word 'card' is from Modern French 'carte' meaning 'leaf of paper, tablet' probably from Egyptian. The word 'read' is from Old English 'rædan' (W.Saxon) or 'redan' (Anglian) meaning 'to explain, read, rule, advise'. The word 'reader' consists of two morphemes. The first one is 'read' which is a root of the word. It is a free content morpheme which functions as verb. The second morpheme is '-er' which indicates agentive marker. It is a bound content morpheme called derivational suffix.

In computer sense, card reader is a small USB plug-and-play device used to read, copy and backup data from portable flash memory cards such as an SD Card, MiniSD, MicroSD, Memory Stick, SIM and others that are used in a wide variety of consumer electronics products. One card reader may be used for a specific type of memory card, while others may be designed to read multiple types of memory cards. It can be a standalone device that connects to a computer via USB or it may be integrated into a computer, printer, or multifunction device.

14. Memory Stick

Memory stick is compound noun consisting of two words which are memory and stick. The word 'memory' is from Anglo French 'memorie' and from Latin 'memoria' meaning 'mindful and remembering' and it is used in computer sense is from 1946. And the word 'stick' is from Old English 'sticca' meaning 'rod, twig, spoon'.

In computer sense, Memory Stick is a type of flash memory developed by Sony. It is used to store data for digital cameras, camcorders, and other kinds of electronics. Because Memory Stick is a proprietary Sony product, it is used by nearly all of Sony's products that use flash media. Unfortunately, this also means Memory Stick cards are incompatible with most products not developed by Sony.

15. EDGE

EDGE is initialism which stands Enhanced Data GSM Environment. The word 'enhanced' meaning 'to raise, make higher' from Anglo-French 'enhauncer' and probably from Old French 'enhaucier' referring to 'make greater, make higher or louder; fatten, foster; raise in esteem'

The word 'data' is the plural form of datum from Latin 'datum' meaning '(thing) given'. For the meaning of 'transmittable and storable computer information' was first recorded in 1946 and data processing is from 1954.

GSM is the abbreviation of Global System for Mobile Communications, one of the leading digital cellular systems. GSM was first introduced in 1991. As of the end of 1997, GSM service was available in more than 100 countries and has become the de facto standard in Europe and Asia.

The word 'environment' meaning 'state of being environed' in the sense of 'nature, conditions in which a person or thing lives'.

. EDGE is a faster version of GSM wireless service. EDGE enables data to be delivered at rates up to 384 Kbps on a broadband. The standard is based on the GSM standard and uses TDMA multiplexing technology.

16. 3G

3G is initialism which stands for Third Generation. The word generation meaning 'body of individuals born about the same period' from Old French 'generacion' and directly from Latin 'generationem'. Generation gap first recorded 1967; generation x is 1991, from Douglas Coupland book of that name; generation y attested by 1994. Related: Generational. Adjectival phrase first-generation, second-generation, etc. with reference to U.S. immigrants is from 1896.

3G is an ITU specification for the third generation (analog cellular was the first generation, digital PCS the second) of mobile communications technology. 3G

promises increased bandwidth, up to 384 Kbps when a device is stationary or moving at pedestrian speed, 128 Kbps in a car, and 2 Mbps in fixed applications. 3G will work over wireless air interfaces such as GSM, TDMA, and CDMA. The new EDGE air interface has been developed specifically to meet the bandwidth needs of 3G.

Table 9 Frequencies of Word formation and Metaphor of computer terms

Word formation/ Metaphor	Words	No. of Occurrence	Percent
1. Initialism	CPU	8	50
	DDR2		
	HDMI		
	VGA		
	eSATA		
	EDGE		
	3G		
	USB		
2. Compound noun	blu-ray	4	25
	Card reader		
	Memory stick		
	Firewire		
3. Metaphor	Chiclet (keyboard)	2	12.5
	Chip		
4. Blends	Ethernet	1	6.25
5. Another meaning	Resolution	1	6.25

Obviously, the distinguishing lexical features with a particular focus on neologisms is initialism and compounding respectively. They are related to each other as compounding causes a long word, initialisms helps shortening those compound words to be easier for recognition. However, there were the multi word formation processes started with compounding and ended with initialisms (e.g. VGA, EDGE) which may cause misunderstanding if there is a lack of background knowledge. Besides, most of

computer terms found were nouns. It proved that the word formation processes in computer terms happened because of the new invention of computer technology.

In sum, all the stages of the investigation are presented in this chapter. The first section is about presenting moves and steps found in computer reviews in PCMag.com. The second section is about examining the rhetorical patterns of the move order of movie reviews in the investigated area. The third section is the analysis of lexical features appearing in the investigated computer reviews. The next section contains significant issues of this study and recommendations for further studies.
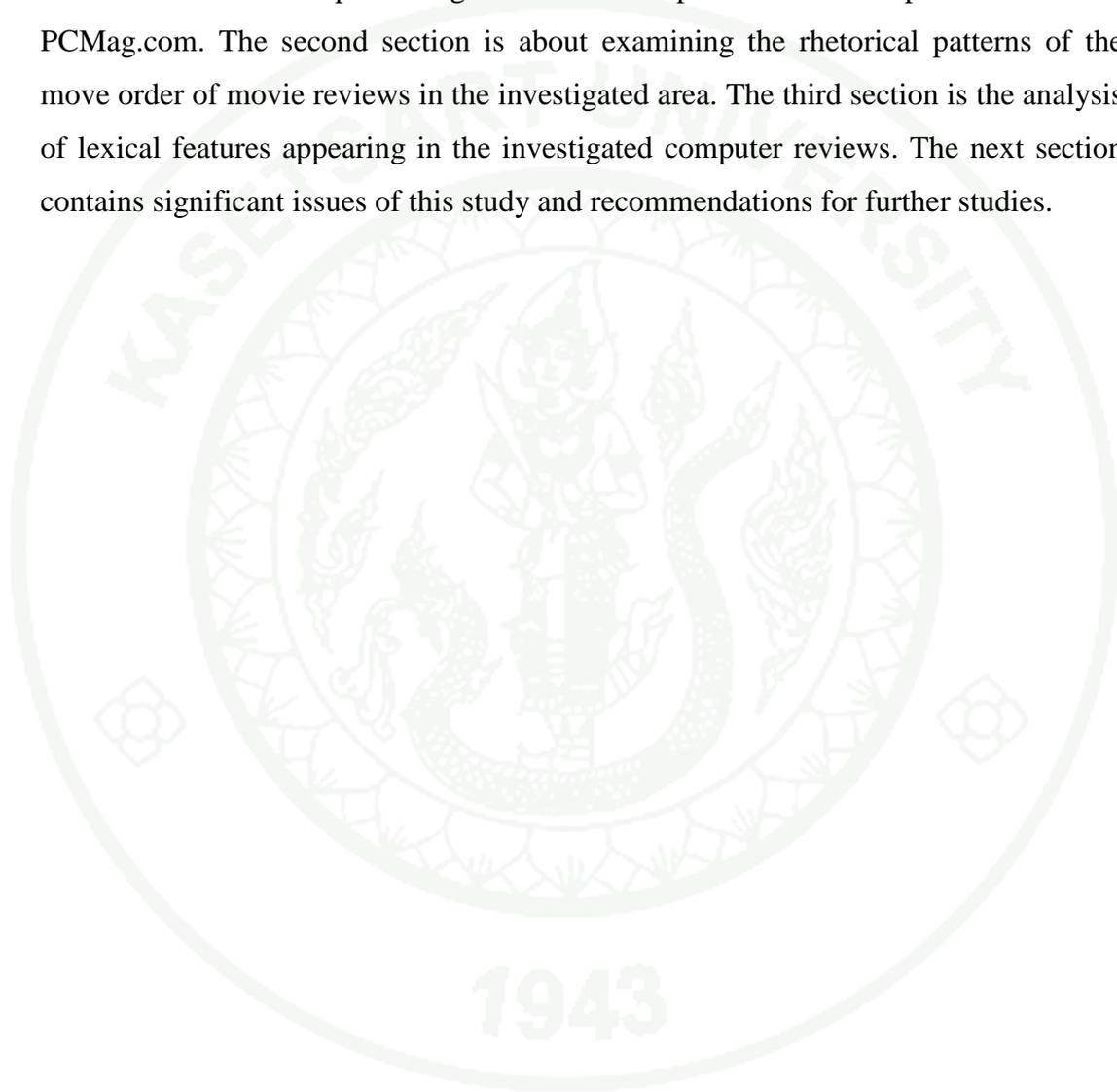
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This section aims to conclude the four main issues of the results of computer reviews in PCMag.com. They are 1) moves and steps found in computer reviews in PCMag.com, 2) obligatory moves found in computer reviews in PCMag.com, 3) the significance of the patterns of the move order of the investigated computer reviews, 4) the significance of linguistic features analysis in the investigated computer reviews and 5) suggestion for further study.

Conclusions

The present study investigates the computer reviews in terms of genre analysis based on the genre theory of Swales (1990), Bhatia (1993) and Pollach (2006). It aims 1) to investigate moves and steps in computer reviews in PCMag.com, 2) to explore the rhetorical pattern in computer reviews in PCMag.com and 3) to explore the lexical features in computer reviews with a particular focus on neologisms in PCMag.com. The study has yielded pedagogical knowledge of the move structure and linguistic features of thirty computer reviews in PCMag.com during July – August 2010.

The data analysis consisted of four main stages as follows. The first stage is the identification of moves and steps of the reviews of computers. To do this, aspects of genre analysis developed by Swales (1990), Bhatia (1993) and Pollach (2006) were employed in this study. Also, the result from the pilot study of computer review in PCMag.com in 2009 was applied. Five computer reviews out of thirty was undertaken in order to identify the common theme at the minimum level which was phrase. They were read and investigated in terms of their information content in order to find communicative purposes based on framework and pilot study. Next, each communicative purpose were listed and grouped. After that, assigning each move and step according to their communicative purposes and identifying the definition for

moves and steps to be applied for a whole corpus. Then, the experts validated name of moves and steps of computer reviews with their definitions. Later, twenty five computer reviews were marked according to the definition.

The second stage was the investigation of the patterns of move order. There were two steps in this stage. The first step was done by listing the moves as they were ordered in the computer reviews. In this step, the move order of every computer review was presented. The second step was the investigation of the frequency of the occurrence of the pattern of move order of the computer reviews. After that, the typically rhetorical patterns of computer reviews were presented.

In the third stage, the frequencies of occurrences of moves and steps within the move were examined. Then, the obligatory moves were presented.

The final stage concerned with the investigation of distinguishing linguistic features that is, the computer terminology in the whole corpus. First, the thirty computer reviews were compiled in the form of computer readable text. After that, a computerized concordance program named "Compleat lexical tutor" which has been developed in 2006 by Tom Cobb of Université du Québec à Montréal was utilized. The analysis recorded the occurrence of words and calculating of the percentage of the frequency of words found in the corpus by employing the program called 'Vocabprofiler'. Then, the result indicated the frequencies of the computer terminology used in the given texts as follows.

Moves and steps founded in Computer Reviews in PCMag.com

The findings of this section answer the first research question "What are moves and steps found in the computer review in PCMag.com?" To answer this question, all moves and steps of computer reviews in PCMag.com were firstly provided. Secondly, the definition of moves and steps were explained. Thirdly, the frequencies of occurrence of patterns of the moves and steps contained in each

computer review were presented. Finally, the frequencies of occurrence of moves and steps in thirty computer reviews were provided.

Obviously, the purpose of computer reviews is not only giving the information of a particular product, but also providing the reviewers' opinion towards the product. It can be noticed from move 1 "Distinguishing prominent points of the computer" consisting of Indicating good point, Indicating bad points, Giving suggestions, and Expressing comments. It is somehow persuade prospect buyers to buy some model which is not the reviewed one because the reviewers probably know which one is good or bad so they do not hesitate to suggest the best or the proper one to the reader. This can be a recommendation that the writer would like to give to the readers what they should buy.

The conclusion derived from the data indicates that there are seven moves in computer reviews in PCMag.com that reveals overall communicative purposes that are realized by the community. These include

Move 1 Distinguishing prominent points of the computer

Move 2 Presenting physical appearances information

Move 3 Providing technical specifications information

Move 4 Offering performance test information

Move 5 Presenting background information

Move 6 Describing installed program

Move 7 Providing warranty information

It is also discovered that most moves contains steps as called by Bhatia, except move 6 and move 7 as follows. And it will be described in details in the next section.

Move 1   **Distinguishing prominent points of the computer**
> Step 1 Indicating good points
> > and/or
> Step 2 Indicating bad points
> > and/or
> Step 3 Giving suggestions
> > and/or
> Step 4 Expressing comments

Move 2   **Presenting physical appearances information**
> Step 1 Describing material used and color
> > and/or
> Step 2 Comparing material used and color
> > and/or
> Step 3 Providing weigh's information
> > and/or
> Step 4 Comparing weigh's information
> > and/or
> Step 5 Presenting screen
> > and/or
> Step 6 Comparing screen
> > and/or
> Step 7 Describing keyboard and touchpad
> > and/or
> Step 8 Comparing keyboard and touchpad

Move 3   **Providing technical specifications information**
> Step 1 Describing connectivity
> > and/or
> Step 2 Comparing connectivity
> > and/or
> Step 3 Presenting hard drive
> > and/or
> Step 4 Comparing hard drive
> > and/or
> Step 5 Providing CPU
> > and/or

Figure 11 Moves and steps founded in computer reviews in PCMag.com

Step 6 Comparing CPU
                    and/or
Step 7 Describing display resolution
                    and/or
Step 8 Comparing display resolution

Move 4   Offering performance test information
Step 1 Describing CPU test
                    and/or
Step 2 Comparing (the) result of (the) CPU test
                    and/or
Step 3 Presenting graphic test
                    and/or
Step 4 Comparing the result of graphic test
                    and/or
Step 5 Providing battery test
                    and/or
Step 6 Comparing the result of battery test

Move 5   Presenting background information
Step 1 Presenting general fact
                    and/or
Step 2 Comparing with other brands

Move 6   Describing installed program

Move 7   Providing warranty information

Figure 11 (Continued)

As can be seen in Table 10, move 1, "Distinguishing prominent points of the computer", focuses on the distinguishing point of the selected computer. It shows both positive points and negative points of the products. Also, reviewers give suggestion and comments towards the reviewed computer. There are four steps in this move. The Step 1 entitled as "Indicating good points" aims to impress the readers so they can imagine along and feel interested in the particular computer. Step 2, "Indicating bad points", focuses on expressing the bad point or flaw of the reviewed computer. Step 3, "Giving suggestions", provides the suggestions to the review readers whether they

should buy this computer or not and also what the manufacturer should change or add in that reviewed model. The reviewers use if-clause structure in this step to give the suggestion or choices to choose. And Step 4, "Expressing comments", aims to express the comments towards the particular computer without any judgment.

Move 2, "Presenting physical appearances information", provides the physical appearances information of the computer and also compares with the other brands or models in many aspects which are material used, weight, screen, keyboard and touchpad. There are eight steps within this move. Step 1, "Describing material used and color", provides physical appearance's information that is material use including the available color of the lid. Step 2, "Comparing material used and color", aims to compare the material and color of different models and brands. The comparison structure can be found with comparative and superlative adjectives. Step 3, "Providing weigh's information", provides weigh's information which is described in pounds. Step 4, "Comparing weigh's information", compares the weigh's information of different models and brands are compared by using comparative and superlative adjectives. They are compared by using comparative and superlative adjectives which are directly dealing with weigh such as lighter, and heavier. Step 5, "Presenting screen", describes the computer screen. The measurement used is inch dealing with the size of the computer as well. Step 6, "Comparing screen", compares the screen's information of different models and brands to see the size of the computers using comparative and superlative adjectives dealing with size are used within this step such as smaller, and bigger. Step 7, "Describing keyboard and touchpad", aims to describe the keyboard and touchpad of the computer. The mouse buttons are also explained in the same step as they are nearby components. And Step 8, "Comparing keyboard and touchpad", compares keyboard, touchpad and other nearby components by using of comparative and superlative adjectives such as soft, noisier that explain the feature of these components.

Move 3, "Providing technical specifications information", focuses on describing the technical specification of the reviewed computer in many aspects such as connectivity, hard drive, CPU and the resolution of the screen. This move consists

of eight steps. Step 1, "Describing connectivity", explains all connectivity that are connected to the computer such as USB port, Ethernet, audio, microphone, card reader, DVD rom and so on. Step 2, "Comparing connectivity", compares the connectivity ports by using the comparison structure and also the comparative and superlative adjectives to compare different models and brands. Step 3, "Presenting hard drive", describes hard drive and the storage of the computer are presented with the capacity of the storage that is GB – gigabyte. Step 4, "Comparing hard drive", aims to compare the hard drive and the storage's information of different models and brands using the comparative and superlative adjectives such as larger and spacious. Step 5, "Providing CPU", gives the information of CPU or Central Processing Unit which is an important part of the computer. Step 6, "Comparing CPU", compares the differences of CPU between different models and brands using comparative and superlative adjectives such as better, more advanced and more powerful. Step 7, "Describing display resolution", provides display resolution's information of the computer with the number of distinct pixels in each dimension that can be displayed. And Step 8, "Comparing display resolution", compares the display resolution's information of the computer using the comparative and superlative adjectives such as higher and lower.

Move 4, "Offering performance test information", aims to present the performance test of the computer in three aspects which are CPU test, graphic test and battery test. There are six steps in this move. Step 1, "Describing CPU test", describes the CPU test that this computer has been tested by using different program mainly SYSMark 2007 to check the performance of it to shows how fast this computer can perform. Step 2, "Comparing result of CPU test, compares the result of the CPU test by using the comparison structure with the comparative and superlative adjectives such as faster. Step 3, "Presenting graphic test", describes the graphic test of the review computer by using game. Step 4, "Comparing the result of graphic test", compares the result of the graphic test of different models and brands. It only tells that it has the chipset or not. Step 5, "Providing battery test", describes battery of the reviewed computer using MobileMark 2007 and the duration that it can operate is presented. And Step 6, "Comparing the result of battery test", compares result of

battery test of different models and brands by applying the comparison structure with the comparative and superlative adjectives such as longer.

Move 5, "Presenting background information", aims to present the background information of computer. There are only two steps in this move. Step 1, "Presenting general fact", presents the fact of the computer in general. And Step 2, "Comparing with other brands" compares the overall information with those in the different brands, not the particular aspects.

Move 6, "Describing installed programs", has only one function that is to provide the information of installed program and operating system such as Windows 7, MS office and so on. This can be one strategy of the computer company to attract consumers by showing they have. The reviewers just listed the program without critics.

Move 7, "Providing warranty information" provides the warranty information using the only department store that offers the warranty for the computer.

Obligatory Moves Found in Computer Reviews in PCMag.com

The finding of this section answers the second research question which is "What are the typically rhetorical patterns found in computer reviews in PCMag.com?" In investigated computer reviews, there are seven moves found. The following are four obligatory moves found in the investigated area.

Move 1:   Distinguishing prominent points of the computer (100%)

Move 2:   Presenting physical appearances information (100%)

Move 3:   Providing technical specifications information (100%)

Move 4:   Offering performance test (100%)

Noticeably, Move 2, 3 and 4 are the core information about the computers. It is really necessary for considering buying a computer; the appearance, the specification and the performance. These moves are considerably long and important. They occur in every computer reviews with no exception. If the reviews are lack of this information, they will be just a comment and recommendation from the author. It may be useless for readers reading only those comments. Readers should have a chance to see and consider the real information, comparing with the reviewer's opinion. In these moves, there are steps of comparison. The adjectives used in the comparison structure are easy to understand and they are not exaggerated. They are different adjectives in each aspect such as wider, roomy, lighter, faster and so on. These are main information of the computer. But if there is no Move 1, it will not be computer reviews. It is mutual comparing to the research regarding the product reviews (Pollach, 2006). It also consisted of good points, bad points and general comments. Undoubtedly, opinion and information are the components of any product reviews. They cannot lack any of them. If there is opinion only, it will be so-called critics. In other ways, if there is only information, it is a brochure of the product. The review is a combination between opinion and information.

Significance of Patterns of Move order of the Investigated Computer Reviews

The move order in the investigated computer reviews are depending on the communicative purposes that the reviewers would like to convey to the readers. As can be seen, the result of this present study shows the pattern of the computer reviews as follows.
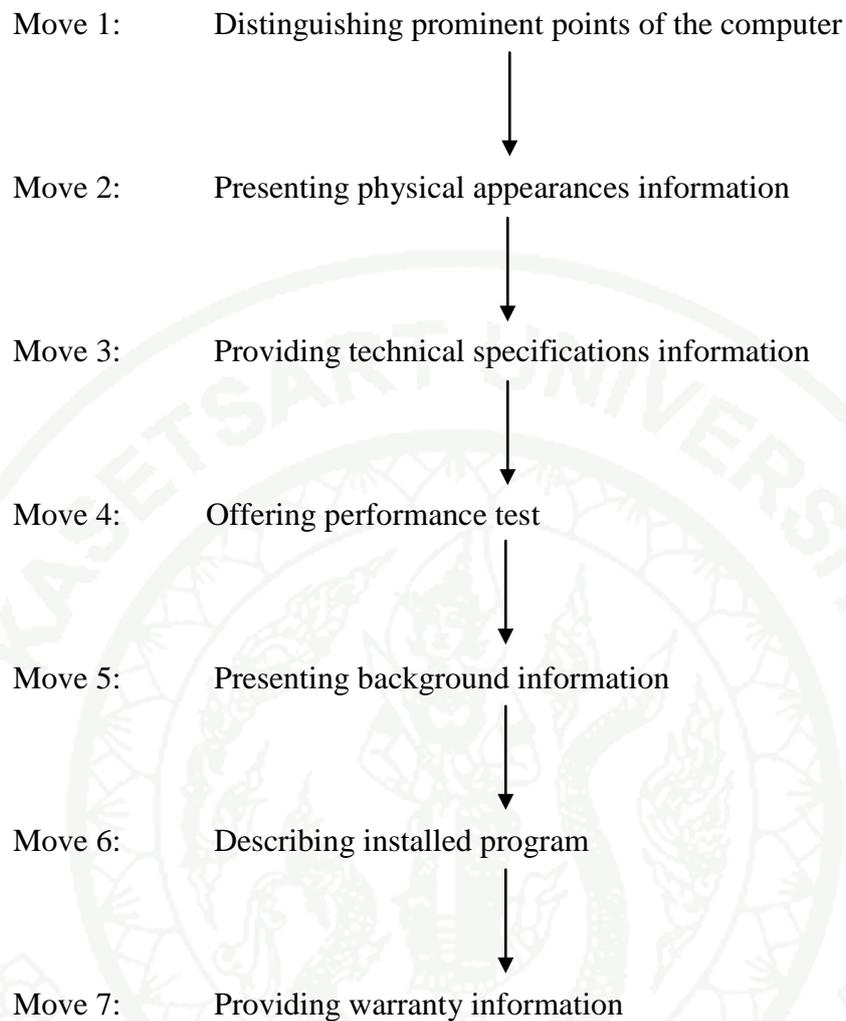
Move 1:   Distinguishing prominent points of the computer

Move 2:   Presenting physical appearances information

Move 3:   Providing technical specifications information

Move 4:   Offering performance test

Move 5:   Presenting background information

Move 6:   Describing installed program

Move 7:   Providing warranty information

Figure 12 Pattern of the computer reviews in PCMag.com

Move 1 "Distinguishing prominent points of the computer" comes first, this is because the reviewers would like to draw the attention of the readers to read a reviews by choosing the most prominent characteristics of the computer to be discussed. Then, it follows by the obligatory information of the computer which are physical appearance, technical specifications and performance test accordingly. This is to show the raw information along with the comparison in each aspect. For move 5 "Presenting background information", Move 6 "Describing installed program" and Move 7 "Providing warranty information" are additional information. So they are put at the end of the review.

Nonetheless, it can be seen from the findings that the order of move in investigated computer reviews do not always orderly arranged from move 1 to move 7. This can be a cyclicity of move order. Swales (1990) mentioned the cyclicity that it is the unusual patterns consisting of move and order which are in cycle. It means that it is possible to have some move re-occur within one review. Obviously, in the computer reviews in PCMag.com, this occurrence always happens in most reviews. For instance, in the computer review number 9, the move 1, move 2 and move 3 reoccurred as follows.
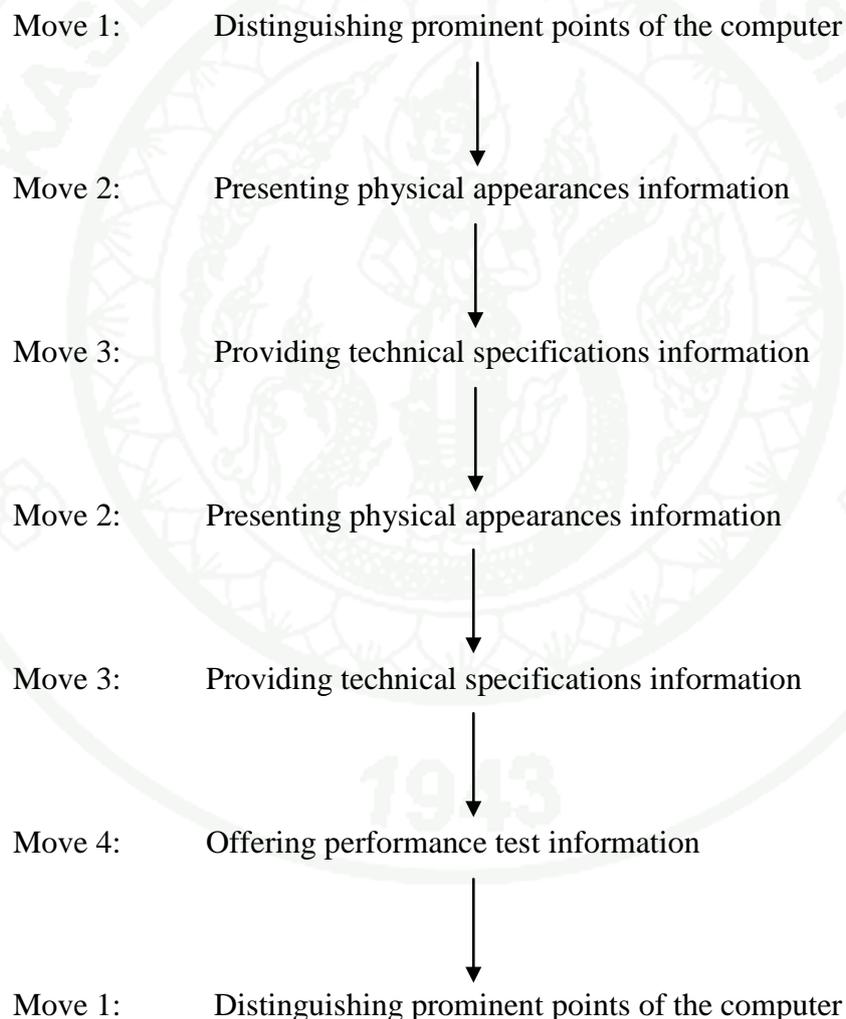
Move 1:   Distinguishing prominent points of the computer

Move 2:   Presenting physical appearances information

Move 3:   Providing technical specifications information

Move 2:   Presenting physical appearances information

Move 3:   Providing technical specifications information

Move 4:   Offering performance test information

Move 1:   Distinguishing prominent points of the computer

Figure 13 Cyclicity found in rhetorical pattern in computer reviews in PCMag.com
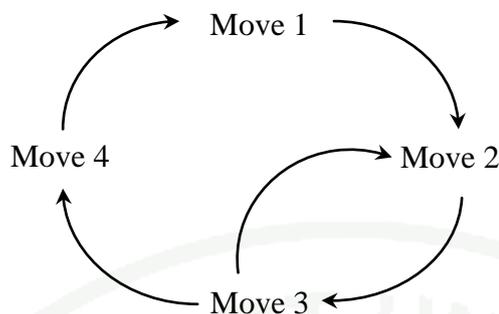
Figure 13 (Continued)

This pattern is the rhetorical pattern of the computer reviews in PCMag.com if considering only the obligatory move, except repetition. This is because the order of move depending on the intention of reviewers to convey massage through communicative purposes. It is independently ordered by the aims of the authors. In computer reviews in investigated area, there is the evidence that why move 2 and move 3 always reoccurred. That is, the screen of the computer is first described and immediately followed by the display resolution. They are relevant but in different aspects; one in physical appearance and another in technical specification accordingly. Moreover, move 1 "Distinguishing prominent points of the computer" can be appeared at the beginning and at the end of reviews. Reviewers always keep readers' attention by pointing out good and bad point of the computer with suggestions and comments throughout the reviews. It can make reviews more interesting. Hence, cyclicity can occur very often in the computer reviews as it is a spoken discourse, not an academic one.

Even though, it seems that move 1 needs to be the first move of computer reviews, the results proved that it is almost but it can be another way. The following are example showing that move 5 can be the beginning of the reviews as well, but not other moves. This is because the introduction of the computer reviews must be about the prominent point of the computer or background information only, not specific or technical information of the computers. However, it is likely that more than seventy percent of computer reviews begins with move 1 'Distinguishing prominent points of the computer'. It means that this move is more proper to be an introduction than move

5 'Presenting background information'. This may be because pointing out the prominent point is more interesting than just the normal information. And it can effectively draw the attention from the readers.
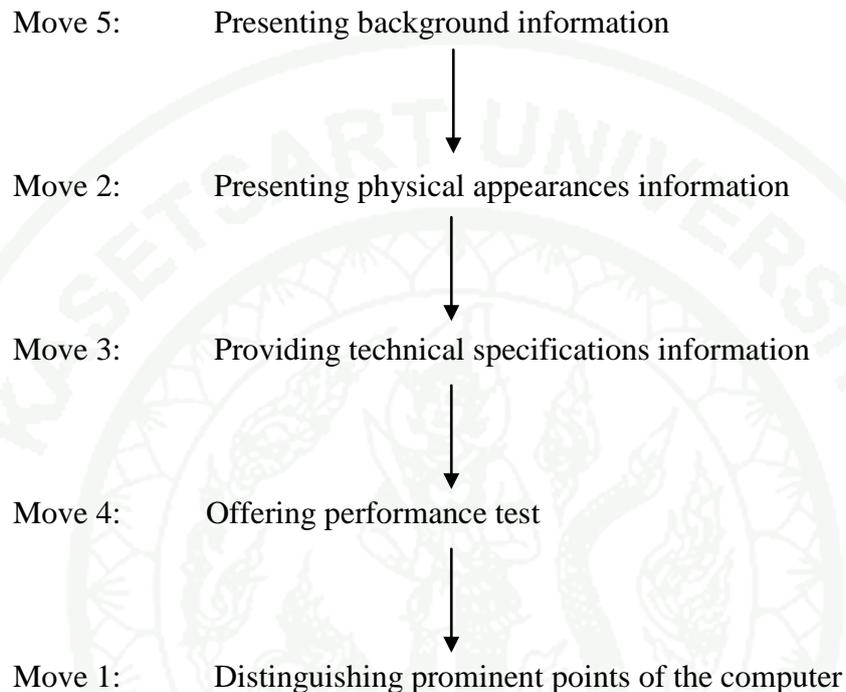
Move 5:   Presenting background information

Move 2:   Presenting physical appearances information

Move 3:   Providing technical specifications information

Move 4:   Offering performance test

Move 1:   Distinguishing prominent points of the computer

Figure 14 Possibility of rhetorical pattern found in computer reviews in PCMag.com

In a conclusion, the order of move in computer reviews depending on the communicative purposes of the reviews that he or she would like to convey to the readers. The organization of the text is according to his or her intention. It can have in common order, uncommon order as well as repetition with obligatory and optional moves.

Even though the main aim of this study is regarding rhetorical pattern, there are some observation of the rhetorical structure found in many aspects as follows.

The most prominent language use is comparative structure which can be found in steps of comparing computer's components and software. Put it another way, it is used to compare several parts of computer such as material use, weigh, performance

and so on. For example, "The 500GB, 5,400rpm hard drive, while spacious, isn't as fast as the 7,200 one found in the HP dv7-4071nr." (Computer review number 17: Acer on 7 September 2010). Besides, the use of adjectives can also be observed in these steps. In terms of lexicon, adjectives which are comparative and superlative forms such as lighter, heavier, smaller, bigger, soft, more advance, more powerful, longer and so on are frequently used.

Another prominent linguistic feature is employed for giving suggestions in several moves is if-clause structure. It is used to give suggestions or offer choices that readers can take into their consideration before any making decisions. For example, "If you're looking for a similarly priced laptop, the Editors' Choice HP ProBook 5310m and Toshiba R705-P25 will have the extra battery life you need, plus a more current video-out port." (Computer review number 21: Dell on 23 September 2010). The last prominent linguistic feature is used in expressing comments. The use of first personal pronoun can be commonly found as it is the authors' opinion towards that computer. For instance, "I'd say that's a pretty sweet deal, and one of the best laptops I've seen, for $700." (Computer review number 16: Acer on 7 September 2010).

Significance of Lexical Features Analysis of the Investigated Computer Reviews

The finding of this section answers the third research question "What are the distinguishing lexical features in computer reviews with a particular focus on neologisms in PCMag.com?

After all texts in investigated computer reviews in PCMag.com are analyzed by using 'Vocabprofiler', twelve words are selected from off list which are technical terms in particular discourse plus four interesting computer terms, also compared with "Dictionary of Computer and Internet Terms". From the finding, it was found that plenty of words in computer field are formed by abbreviation or initialism. It is because the terms usually refer to complicated idea or concept. There are many words to explain them and when they become too long, the initialism is applied to make things easy such as "HDMI" which stands for High-Definition Multimedia Interface

and "eSATA" which stands for External Serial Advanced Technology Attachment. Obviously, those who are not accustomed to computer terms may think that these terms are difficult to understand and make the reviews hard to understand as well. While compounding is secondly word formation found. They are related to each other as compounding causes a long word, initialisms helps shortening words to be easier to recognize.

Besides, the least word formation found in thirty computer reviews is blends such as "Ethernet". This can be done by merging two words in order to have two meanings in one word. Merging daily used words such as breakfast and lunch together, we get the word "brunch". Even though this type of word formation is recently popular, but it is not in a computer field. This is because the computer field is not common for everyone to understand. Thus, the reviewers tend to avoid using this kind of word formation in order that everyone can understand their message.

Hence, it is important getting to know the word formation and semantic change of computer terms as it can help in understanding meaning of computer and Internet terms and the text of the whole computer reviews.

Recommendations for Further Study

This study is the genre analysis of computer reviews in PCMag.com. Four obligatory moves must be contained in the computer reviews. Moves and steps reflect the communicative purposes of each sentence or phrase that is conveyed by the reviewers. The pattern or organization of the text depends on the reviewers' intention. For linguistic feature analysis, word formation and semantic change reveal how words in general sense can appear in another sense; that is in the computer and Internet field.

However, this study was involved with only some samples from one online source. It is possible to explore in depth with more than one source to compare the differences or similarities of computer reviews.

Moreover, the notebook is the only product in the Information Technology field investigated. As the world of IT is spinning, the product such as the tablet is another interesting product to be investigated. It may have some different aspects, compared to the notebook.

In terms of linguistic features analysis, in this recent study, only one aspect was investigated. Other aspects such as language of expressing opinion and spoken mode in written discourse are also interesting areas.

Lastly, it is strongly hoped that the results of this study can be very useful to learners and to ESP practitioners who are interested in writing computer reviews. They will learn the basic components of a computer review, as a guideline of how to compose professional computer reviews. Moreover, this study will be beneficial for readers who are interested in reading computer reviews. They will be accustomed to the rhetorical pattern that is expected to occur in computer reviews, also computer terms that appear in this kind of discourse. It will also be beneficial for those who are interested in composing other kind of reviews as it can be applied to other products as well.

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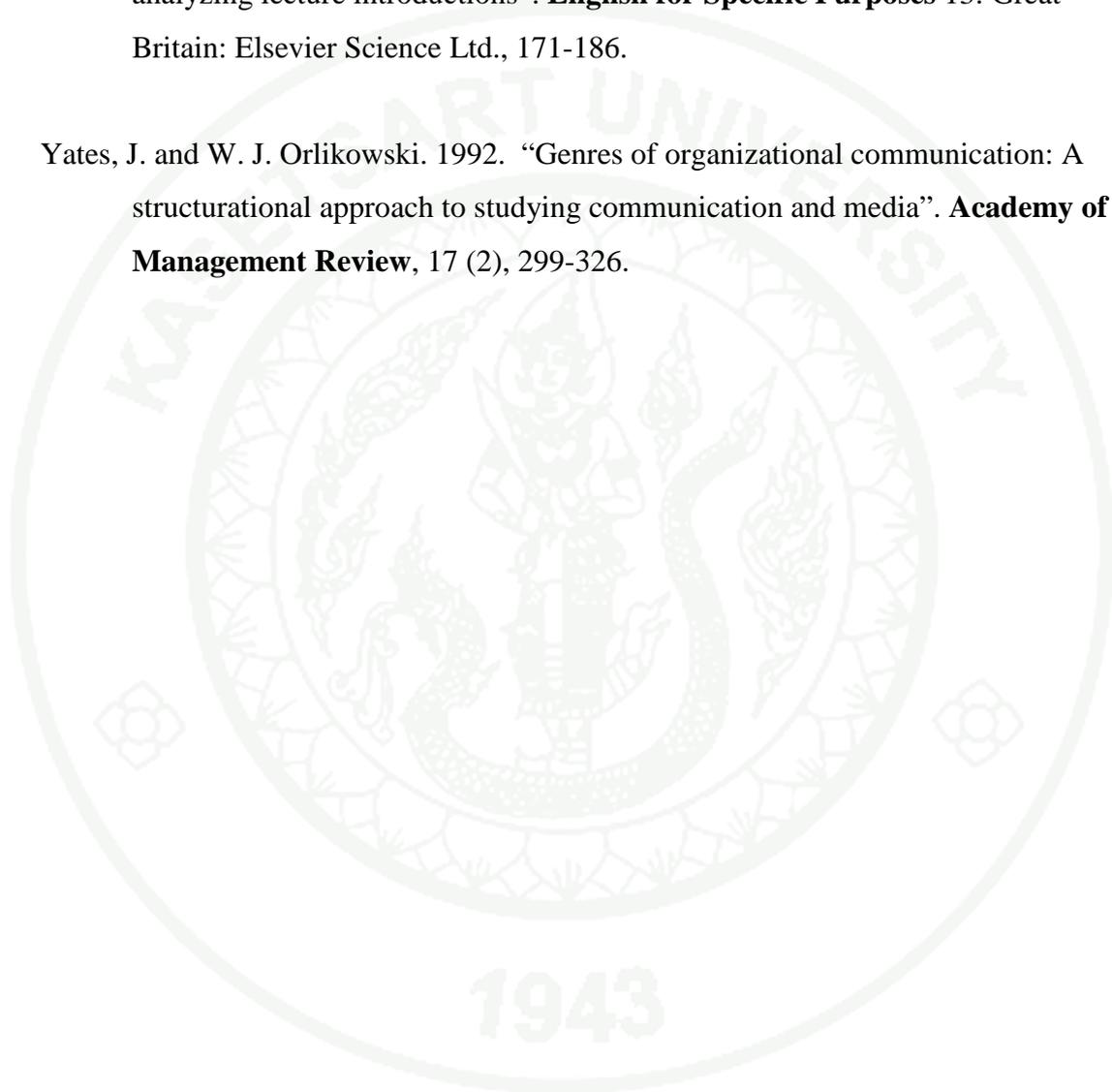
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