

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

This chapter is devoted to the presentation of the data and the results of the research study on the book reviews which are posted on Amazon.com. The study is conducted according to the methodology designed and explained in Chapter 3. It concerns the procedure of data collection, data analysis and data interpretation. The analysis of data is concerned with the general characteristics, writing styles and stylistic devices, all of which contribute to the findings and analysis of persuasive strategies contained in book reviews.

Data Collection

The data collected are book reviews which were posted on the website of the online retailer Amazon.com (<http://www.amazon.com>), from two main book categories: fiction and non-fiction. The reviews were randomly selected based on four subjects of each main category. The non-fiction category, ten book reviews were randomly selected in each of the four following subjects: science, economics, crime and criminals, and religion and spirituality. For fiction category, ten book reviews were randomly selected equally based on four following subjects: comic, drama, mystery and thrillers, and romance. There are, in total, 80 book reviews collected from November 2010 to 28 February 2011.

Data Analysis

This research uses direct observation of specific characteristics that frequently happen in book reviews. The results gained from the observation are presented in the frequency tables, and interpreted for meanings related to the use of language in each category of book reviews.

General Characteristics of Book Review Writing

This part consists of the data analysis and interpretation on the general characteristics of book reviews, including descriptive review and critical reviews, found in book in both fiction and non-fiction category.

Descriptive Review

As mentioned in Chapter 2, descriptive review gives the essential information about a book, done with description and exposition, by stating the perceived aims and purposes of the author, and by quoting striking passages from the text. In non-fiction book reviews, it is found that description exists in reviews of all non-fiction books. The examples below illustrate how the descriptive style is used in reviewing non-fiction books.

Non-fiction book review

Example 1: (see Appendix A - 1)

It explains what stem cells are and what they do, the legalities of harvesting them and using them in research, the latest research findings from the U.S. and abroad, and the prospects for medical stem cell therapies in the short and long term.

From the above example, the readers of the book review have a clear view of what the book is concerned about: the origin of stem cells, the right to using stem cells in research, findings of research regarding the stem cells both in U.S. and abroad, as well as the outlook for future of medical stem cell treatment in the short and long term. From these key words or information, the readers can gather the topics and overall content being discussed in the book and keep it as a part for determining whether the book has what they are looking for.

Example 2: (see Appendix A - 3)

He explains how the surfaces of planets and moons have been sculpted by geology, weather, and impacts by meteors and asteroids. Rothery shows how our knowledge has advanced over the centuries, and how it has expanded at a dramatic rate in recent years, going far beyond our Solar System to explore planets orbiting distant stars.

Also in example 2, the reviewer used key words to present to readers the content of the book, for instance, surfaces of planets and moon, geology, weather, impacts by meteors and asteroids, and solar system. The book reviewer put the book's author's name (Rothery) followed by the verb "shows" to imply that the author doesn't just explain facts, but also represents the development and rapid growth of human knowledge in this area.



Example 3: (see Appendix B - 3)

This book builds upon, and significantly extends, the principles, terminology, and methods of standard economics and black political economy. Influenced by path-breaking studies presented in several scholarly economic journals, this volume is designed to provide a political-economic analysis of the past and present economic status of African Americans. The chapters in this volume represent the work of some of the nation's most distinguished scholars on the various topics presented.

In the above example, the topics being discussed in the book (the principles, terminology, methods of standard economics and political-economic analysis, etc.) are shown to the readers. Therefore, readers are able to examine whether the book is composed of the content they might specifically look for.

Based on all three examples provided, it is found that the use of descriptive review has a part in reviewing non-fiction books as it informs readers of content of the book and the topics that will be discussed.

Fiction book review

The examples below illustrate how descriptive review is used in reviewing fiction books.

Example 4: (see Appendix F - 10)

Mary Beth Latham is a happily married woman entirely devoted to her three teenaged children. When her talented daughter Ruby casually announces she's breaking up with her boyfriend Kirenan, a former neighbor who's become like family, Mary Beth is slightly alarmed, but

soon distracted by her son Max, who's feeling overshadowed by his extroverted, athletic twin brother Alex. . .

[The story is] propelled by the small dramas of summer camp, proms, soccer games and neighbors, until the rejected Kirenán blindsides the Lathams, and the reader, with an incredible act of violence. Left with almost nothing, Mary Beth struggles to cope with loss and guilt, protect what she has left, and regain a sense of meaning.

In example 4, three important elements of the story are described:

1. Characters: the characters involved in the story are addressed, who are Mary Beth, her daughter Ruby, her daughter's boyfriend Kirenán, Mary Beth's twin sons Max and Alex;
2. Plot: Mary's daughter's breaking up with her boyfriend, Kirenán, who tries to get revenge because of being rejected;
3. Setting: Normal family home and neighborhood.

The relation of the three elements above is represented through a descriptive review to give readers an overview of the story. The readers get to know who the main characters are by their names and also how each of them is related in the story.

Example 5: (see appendix H - 6)

Perpetually discombobulated but adorable Annabelle Granger inherits her grandmother's matchmaking business, renames it Perfect for You and targets Chicago's super-rich, super-aggressive sports agent Heath Champion, better known as the Python, as her first client. Intrigued by this spunky, determined upstart, Heath—who is dead set on finding

the ultimate trophy wife by age 35 agrees to give Annabelle a chance despite his contract with Portia Powers of Power Match. Soon Annabelle is introducing him to the Windy City's most extraordinary women, none of whom seem to meet Heath's discriminating standards.

In example 5, three important elements of the story are presented:

1. Characters: Annabelle Granger, Heath Champion;
2. Plot: Annabelle Granger who owns a match-making business, tries to get Heath Champion, a very rich man, to be her first client, but he seems to be interested in none of the women she introduces to him;
3. Setting: Upper-class settings in Chicago.

In the same way as in example 4, the book reviewer uses descriptive writing to present the story, including the main characters, plot, and setting, and how they interact with one another as a story.

Example 6: (see appendix G - 9)

Massachusetts police sniper Bobby Dodge. . . meets his match in Catherine Gagnon, who as a girl was snatched, raped and nearly murdered. Now she's the wife of erratic, rich Jimmy Gagnon and mother of perpetually ill four-year-old Nathan. When Bobby kills Jimmy during a hostage situation at the Gagnons, he does it to save Catherine and Nathan. But was it a righteous shoot, or did Catherine engineer the killing? Judge James Gagnon and his wife, Maryanne, think Bobby murdered their son out of lust for Catherine. As other people start dying, very messily, and the DA and cops come down hard on Bobby.

In example 6, three important elements of the story are described:

1. Characters: Massachusetts police sniper Bobby Dodge, Catherine Gagnon, Jimmy Gagnon, and others;
2. Plot: The death of Jimmy, husband of Catherine, during a hostage situation is suspicious;
3. Setting: The state of Massachusetts, in the USA.

In the above example, the character and plot are introduced in the review, but a detailed setting of the story is absent, though the writer mentions the state where the story takes place.

As illustrated in six examples above, the use of descriptive reviews for books in fiction category is to represent the characters, the background of the story, and the plot, all of which concerns story-telling. In example 4, 5, and 6, the book reviewers introduce the characters by their name and sometimes also tell what they are like. Afterwards, the writer describes what situation the character is facing and so on. In a non-fiction book review, however, the descriptive review is employed to tell reader what the book is about, as well as the topics discussed in the book.

Critical Review

A critical review combines a summary and a comment by reviewer. It is a reaction paper in which strengths and weaknesses of the material are analyzed. In non-fiction book reviews, critical-type comments are found in all of the reviews. The following examples illustrate how critical review is used in reviewing non-fiction books:

Non-fiction book review

Example 1: (see Appendix B - 3)

The book is written in a style free of the technical jargon that characterizes most economics textbooks. While the book is methodologically sophisticated, it is accessible to a wide range of students and the general public and will appeal to academicians and practitioners alike.

In the above example, the review has a remark that “the book is written in a style free of ... jargon” and also evaluated the book as “methodologically sophisticated” and “accessible to a wide range of students and the general public”. The recommendation and the evaluation by the reviewer make it clear for readers to see whether they are the target group of the book. Moreover, the readers acknowledge the distinctive characteristic of the book, saying that it is easy for reading despite the fact that this is an economics textbook, which is generally hard to read.

Example 2: (see Appendix A - 6)

With wit and humor, the author turns death, an ever-heavy topic, into an engrossing exploration of the course of mankind. Though Clark’s lack of references will make it difficult for readers to gain additional information, there’s much of interest in this chronicle of microbes through the ages.

In example 2, the reviewer made the book sound interesting for reading by stating, based on his experience from reading the book, that the author of the book managed to compose a heavy-topic book with wit and humor. However, the reviewer also remarked the negative side of the book that the

author did not provide enough reference for readers to gain additional information.

Example 3: (see Appendix A - 6)

Currie makes a convincing case for his priorities; his book reads more like an academic treatise than an attempt to make his recommended social programs, which look to be a tough sell in these conservative times, anecdotally accessible.

In example 3, the reviewer commented on the weak point of the book that it is “more like an academic treatise” and “look to be a tough sell”. This comment enables readers to be aware of the writing style of the book.

Fiction book review

In fiction book reviews, it is found that the use of critical review is to indicate the tone or genre of the books. Also, the reviewers use critical reviews to point out the strong points of the book. The following examples illustrate how critical review is found being applied in reviewing books in the fiction category.

Example 4: (see Appendix E - 10)

Chick-lit romance author Baratz-Logsted offers a humorous, original twist on the typical singleton-in-heels story. The parade of quirky characters and situations make for happy, escapist reading.

In example 4, the reviewer praised the book for its humor and twisted plot with numerous funny characters, which make it fun to read. And by saying so, the readers know immediately the humorous tone of the book.

Example 5: (see Appendix F - 4)

Though the mystery elements are sketchy, Kagen sharply depicts the vulnerability of children of any era. Sally, “a girl who wouldn’t break a promise even if her life depended on it,” makes an enchanting protagonist.

In example 5, the reviewer appraised the author for sharply depicting the weakness of children and for personalizing the enchanting protagonist of the story.

Example 6: (see Appendix C - 2)

Now in its fourth edition, this widely used and superior alternative to traditional criminal justice books continues both effectively and clearly to debunk myths cited in the popular literature regarding the problems of criminality in the U.S. It serves as a solid foundation for readers to probe beneath popular notions of crime, criminals, and crime control.

In example 6, the reviewer evaluated the book by using the following words “widely used”, “superior alternative” and “effectively and clearly to debunk myths”.

In summary, from the observation on the use of critical review in both fiction and non-fiction books, as also illustrated earlier, it is found that the critical review in non-fiction is used to tell readers about the quality of the style, information, and other aspects of the books, how they can be useful for readers, and which group of readers the books are designed for. In fiction books, the critical review is also used to appraise the book: how fun it is to read and how successfully the authors managed to develop the story, plot and characters.

Additionally, through critical review, the reviewers can mention or describe the overall tone of the books.

Rhetorical Devices

Rhetorical devices used in non-fiction and fiction book reviews are hyperbole, metaphor, personification, rhetorical questions, and simile. It is found that there are quite a number of rhetorical devices in book reviews in both fiction and non-fiction category. The next step will first start with the presentation of the frequency table for the occurrence of rhetorical devices, followed by descriptive analysis regarding the use of each rhetorical device in fiction and non-fiction book reviews.

Table 2 shows the frequency of use of rhetorical devices in fiction and non-fiction book reviews.

Table 2
Frequency Table on the Use of Rhetorical Devices

Category of Book	Frequency					Total
	Hyper-bole	Meta-phor	Personifi-cation	Rhetorical Questions	Simile	
Non-fiction	10	26	11	5	15	67
Fiction	15	34	20	12	19	100
Total	25	60	31	17	34	167

Table 2 indicates that rhetorical devices are used for both fiction and non-fiction book reviews; however, the highest frequency of use (100) belongs to fiction book reviews; in fact, the frequency of occurrence for rhetorical devices in fiction book reviews is consistently higher than their use in non-fiction reviews. In fiction book reviews, the most frequently used rhetorical device is metaphor (34), followed by personification (20), simile (19), hyperbole (15), and rhetorical questions (12). In non-fiction book reviews, most-used and less frequently used rhetorical devices are metaphor (26), simile (15), personification (11), hyperbole (10), and rhetorical questions (5). The order of frequency of rhetorical devices in fiction and non-fiction book reviews is quite similar, but only the order of simile and personification is different; personification is found to occur more frequently than simile for fiction book reviews, while personification is less frequent than simile in non-fiction book reviews.

Metaphor

Metaphors are comparisons that show how two things that are not alike in most ways are similar in one important way. In fiction book reviews, the occurrence of metaphor is found at the highest frequency, and the examples below illustrate how metaphor is used in fiction book reviews.

Fiction book review

Example 1: (see Appendix F - 3)

As Noelle rises toward super stardom, she has some difficult choices to make.



Example 2: (see Appendix E - 4)

She has faced the tsunami head-on and emerged on the other side ready to chunnel through the next forty years with gusto.

In examples 1 and 2, metaphor is both used by reviewer when telling the plot, and it can enhance the story and appeal to readers' interest. In example 1, the reviewer refers to the success of Noelle, the protagonist of the story, as rising to stars. By using metaphor, the reviewer creates a picture in the reader's mind. In example 2, the reviewer refer a large encounter or problem of the protagonist to the word 'tsunami' and by so doing, the readers have impression and feel more interested in reading the review than merely reading the summary of the story written by plain words. For non-fiction book reviews ,it is found that the metaphor is used in non-fiction book reviews mostly to represent the writing style and purposes of authors as illustrated in example 3 and 4.

Non-fiction book review

Example 3: (see Appendix D - 7)

But Surya Das is there for you, lighting the way to wisdom training, coaxing you into ethics training, and laying out step by step the path of meditation training.

Example 4: (see Appendix D - 8)

For illustration, he dips into the vast stores of Buddhist literature alongside contemporary anecdotes, pointing out subtleties that can get glossed over in other popular introductions.

In the two examples above the book reviewers refer to the presentation techniques of the authors by using the words "lighting", "coaxing", and "laying

out step by step”, as shown in example 3 and by using the action “dips into the vast stores of Buddhist literature” to make the readers see and feel how the authors wrote the books.

Hyperbole

As hyperbole can create emphasis or effect, it is also found in fiction and non-fiction book reviews. Below are examples of hyperbole used in fiction book review.

Fiction book review

Example 1: (see Appendix E - 8)

Like a good sleight-of-hand artist, Moore builds up a huge reserve of goodwill to pull off his most demanding trick yet: laughing at death.

Example 2: (see Appendix G - 7)

Best-selling author Michael Connelly, whose character-driven literary mysteries have earned him a wide following, breaks from the gate in the over-crowded field of legal thrillers and leaves every other contender from Grisham to Turow in the dust with this tightly plotted, brilliantly paced, impossible-to-put-down novel.

In examples 1 and 2, hyperbole was used by writer to show how much fun the book is to read. In example 1, the writer used “laughing at death” to describe the strong humor sense of the book, saying that it is so funny that reader can die from laughing, though there is no one who has actually died from reading a funny book, for hyperbole is not meant to be taken literally. Also, in example 2, the writer used the words “impossible-to-put-down” to show that

the book is so entertaining that the reader cannot put the book down until finishing it. In other examples, hyperbole was used to evoke strong feelings and create a strong impression to readers.

Non-fiction book review

Example 3: (see Appendix A - 1)

Comprehensive and unbiased, Stem Cell Research For Dummies is the only guide you need to understand this volatile issue.

Example 4: (see Appendix A - 7)

The book contains a myriad of fascinating and disturbing tales.

In example 3, it is found that the writer assures the reader of the value of the book by stating that the book is “the only guide you need”. The statement applies hyperbole device because it exaggerates the value of the book, because it might not be true that the book is the only guide the meets all readers’ requirements, but somehow with advertising sense it sounds persuasive and appealing. In example 4, hyperbole is used by the writer to say that the book contains many fascinating stories in relation to the topic, but by using the word “myriad”, which means uncountable numbers, the writer exaggerate the number of stories contained in the book.

Personification

Personification is attribution of human characteristics to animals, inanimate objects, or abstractions. Animals, inanimate objects, or abstractions are represented as having human characteristics (behavior, feelings, character etc.). Personification can make a piece of writing more interesting and lively

and gives the reader a better mental picture and allows for a better description of the mood or tone of the piece of literature.

For fiction, the personification is used to highlight the genre of book.

Below are examples of personification used in fiction book review.

Fiction book review

Example 1: (see Appendix E - 5)

There's not much to Shane besides a defiant dejectedness, but from that Neilan spins many sparkling comic_riffs on the tawdriness and sterility of of American life.

In example 1, the writer used the word "sparkling" which is the state shining with brilliant points of light, to enhance the comical or entertaining tone of the book which is comic. "Sparkling comics" create picture in reader's mind that the sense of humor of the book is shining with brilliant points of light, bringing the reader to realize that the book is full of laughter.

Example 2: (see Appendix G - 7)

Instead, it roars with an explosive storyline that blows the doors off the series and announces that the very best has been saved for last.

Instead of stating in the simple way that the book contains an interesting storyline, the reviewer gives the action of an animal to the book, saying that it "roars", to make the book sounds more interesting for reader. Furthermore, he also used the word "explosive" and "blows the door off" to describe the storyline of the book and by doing so the review sounds very exciting, to make the reader want to discover further what the story being told in the book is about.

In non-fiction book reviews, personification may be used to describe the informative value of the book, and it is also used to describe the other details in the book content. Below are two examples of personification used in non-fiction book reviews.

Non-Fiction book review

Example 3: (see Appendix D - 3)

With quicker page turns and a numbered footnoting system that allows you to easily jump from Bible text to footnote and back again, this NIV eBook is faster and more robust than ever before.

Example 4: (see Appendix D - 10)

Still, true happiness evaded him. Then a life of pleasure and titillation merely eroded away his spiritual gains until he was just like all the other “child people,” dragged around by his desires.

In the above non-fiction review examples, personification is also used by writers. In example 3, instead of describing directly how informative the book is, the writer used the word “robust” to create a picture in the minds of readers and help them imagine it. In example 4, the reviewer puts the animated actions such as “evaded” and “eroded” to the abstract words which are “happiness”, “pleasure” and “titillation” to create an image, and this makes the book sounds interesting and emotional.

Rhetorical Questions

The rhetorical question and its implied answer will often lead to further discussion, as it evokes curiosity. Rhetorical questions are found in both fiction

and non-fiction book reviews but the frequency is at the lowest level in non-fiction. It evokes attention of readers with open-ended questions which do not need immediate answer from the readers but it leave some questions for them to think of and to read to find out the answer from the book. Below are examples of rhetorical questions found being used in non-fiction book reviews.

Non-Fiction book review

Example 1: (see Appendix D - 7)

If you dropped the Buddha into a modern metropolis, would he come off sounding like a 16th-century morality play or more like a drive-time disc jockey?

Example 2: (see Appendix D - 9)

How can we mindlessly and selfishly pursue our individual ends, when we are inextricably bound up with everyone and everything else?

The two above examples are questions that were raised by the reviewers to evoke curiosity and interest of readers, not to ask them for actual answers. The answers might be found later on from reading the books, so by using this method, the reviewers naturally make the readers stop to think what the answers are and want to find out if the questions can be found from reading the books.

Also, in fiction book reviews, rhetorical questions are used to stimulate the interest of readers.

Fiction book review

Example 3: (see Appendix E - 2)

If you were within arm's reach of 30, had a few dollars in the bank, and were just a little bored, what would you do?

Example 4: (see Appendix F - 2)

Will Sasha get a second chance to make the right decisions? Or will it be too late?

The above questions hide the endings of the books and excite the readers to find out the rest of the story. In example 3, readers are asked what they would do if they were in the same situation as the protagonist. In example 4, the reviewer makes the reader curious as to whether Sasha, the protagonist, will make it through at the end. From all four examples, it is apparent that one purpose of using rhetorical questions is, in summary, to stimulate the interest of readers so that they want to know the rest of the book's contents and therefore purchase the book.

Simile

Simile is a tool for overcoming abstraction by showing a relationship between the abstract subject and some concrete object of comparison. It is a comparison by the use of connectives such as "like," "as," "similar to," "seems," and so forth. Below are examples of simile used in non-fiction book reviews.

Non-fiction book review

Example 1: (see Appendix D - 7)

With the "Five T's of Concentration," the question of "need or greed," and the story of the monk who bares his backside to prove a point, Surya Das invokes a path of wisdom that is as accessible and down-to-earth as a worn pair of loafers.

Example 2: (see Appendix A - 10)

Since the publication of *The Biology of Belief*, Dr. Bruce Lipton has received widespread acclaim as one of the most accessible and knowledgeable voices of “new biology.”

In example 1, the writing style of the author is praised for its simplicity which is like “a worn pair of loafers”; loafers are shoes with no laces, easy to wear. In example 2, the success the author gained from writing his book makes him a “voice” of the new biology. “Voice” in this sentence means a representative or spokesperson.

The use of simile is also found in fiction book reviews, as illustrated below.

Fiction book review

Example 3: (see Appendix E - 4)

A woman’s 40th birthday comes on like a tsunami, especially when life’s biggest excitement means finding a wad of fudge in a half gallon of ice cream.

Example 4: (see Appendix G - 10)

Fast-paced and utterly unpredictable, *KILLER* reads like a rapid-fire crime thriller, with hairpin twists and turns and edge-of-your-seat psychological horror.

In example 3, the undesirable 40th birthday of a woman is compared to a tsunami. A tsunami is a harbor wave which is unpredictable and so is like the 40th birthday which, as women generally feel, comes too fast. In example 4, the exciting development of the story in the book *Killer* is said to be like

“a rapid-fire crime thriller”. The phrase “rapid-fire” is marked by rapidity, liveliness, or sharpness and when it is compared to the development of the story, it enables reader to see the continuous rapid occurrences of the story.

Occurrence of Informative Material

During the process of data collection, the researcher found the occurrence of other information in many of the book review of both fiction and non-fiction categories. The four following components were additionally collected and observed as being informative materials to support the credibility of the book reviews, namely writer’s information and reference, awards and popularity of the book, quotations from the book, and recommendation or evaluation of the reviewer.

Author’s Information and Their Reference

The information of authors as well as their related written work is founded in non-fiction book reviews, with the frequency of occurrence higher than in fiction. In non-fiction, the career or education degree of authors is most referred to. For fiction, the reputation of authors and other well-known books written by same authors are referred to but not the career or educational degrees of authors.

Non-fiction book review

Example 1: (see Appendix A - 3)

Leading planetary scientist David A. Rothery, who has chaired the European Space Agency's Mercury surface and composition working group since 2007, gives a stimulating overview of the origin, nature, and evolution of our Solar System, including the controversial issues of what qualifies as a planet, and what conditions are required for a planetary body to support life.

Example 2: (see Appendix B - 4)

An unofficial adviser to President Bill Clinton, Wilson has become a celebrity of sorts. A former University of Chicago professor, Wilson – currently on staff at Harvard – has been profiled in *The New Yorker* and dubbed one of America's most influential people by *Time* magazine.

In the two examples above, the high-profile careers of the authors are mentioned in the book reviews. The career represented shows the relation with the book's content; it implies that the authors have knowledge and authority in writing the books, which concern factual matters.

Fiction book review

Example 3: (see Appendix G - 2)

American Mystery Award winner Jance's (www.jajance.com) fourth entry in his Ali Reynolds series finds the ex-television journalist defending her contractor when he's accused of having murdered his wife.

Example 4: (see Appendix G - 8)

Best-selling author Michael Connelly, whose character-driven literary mysteries have earned him a wide following, breaks from the gate in the over-crowded field of legal thrillers and leaves every other contender from Grisham to Turow in the dust with this tightly plotted, brilliantly paced, impossible-to-put-down novel.

The above examples show that the career of the author is not mentioned in fiction book reviews, but the author's success as an award winner and "best-selling author" are presented at the very first of the book review's paragraph. By doing so, the customers feel that the quality of the book is guaranteed by the reputation of and awards won in the past by the authors.

Awards and Popularity of the Book

This kind of informative material is used to enhance the credibility of the books as appraised by other readers. The reviewers indicate how popular the books are, as illustrated in the examples below.

Non-fiction book review

Example 1: (see Appendix B - 8)

In April 1945, Reader's Digest published a condensed version of the book, and soon thereafter the Book-of-the-Month Club distributed this edition to more than 600,000 readers.

Example 2: (see Appendix B - 1)

Basic Economics, which has now been translated into six foreign languages, has grown so much that a large amount of material previously

found in the back of the book has now been put online instead so that neither the book itself nor its price will have to expand.

In example 1, the popularity of the book is made clear by informing the readers that the book was published by Reader's Digest, one of the most well-known magazines in the world, and that the books were distributed to more than 600,000 readers. In example 2, the popularity of the book is represented by claiming that the book has been translated into six foreign languages and that the book is also available online. Based on this kind of information, the readers can understand that there is a large number of other readers who found the books beneficial for reading.

Fiction book review

Example 3: (see Appendix G - 4)

Most critics sang the praises of Hart's third novel, a dark and violent edge-of-your-seat mystery that still manages to poignantly examine the ties between family and friends.

Example 4: (see Appendix G - 7)

As the finale to Stieg Larsson's Millennium Trilogy, *The Girl Who Kicked the Hornet's Nest* is not content to merely match the adrenaline-charged pace that made international bestsellers out of *The Girl with the Dragon Tattoo* and *The Girl Who Played with Fire*.

Quotation from the Book

In the book reviews being studied, both fiction and non-fiction categories, it is found that the use of quotations from the books is employed by book

reviewers. It enables the reader to learn more about the content and style of the books under consideration. From reading quotations, readers have some personal experience in the language and the tone of the book.

Non-fiction book review

Example 1: (see Appendix B - 5)

Focusing on domestics, entrepreneurs, hustlers, preachers and gangs linked in an underground economy that “manages to touch all households,” the book reveals how residents struggle between “their desires to live a just life and their needs to make ends meet as best they can.”

Example 2: (see Appendix D - 6)

Chesterton argues that people in western society need a life of “practical romance, the combination of something that is strange with something that is secure. We need so to view the world as to combine an idea of wonder and an idea of welcome.”

In the two examples given, some parts of the book’s contents were quoted. By doing so, the reviewers enable the readers to see the language style and key ideas in the books.

Fiction book review

Example 3: (see Appendix E - 7)

Moore notes a pasty, rival scientist “looked like Death out for his after-dinner stroll before a busy night of e-mailing heart attacks and tumors to a few million lucky winners,” and that killer whales (which are all named Kevin), are “just four tons of doofus dressed up like a police car.”

Example 4: (see Appendix G - 8)

Connelly tellingly delineates the code of legal ethics Mickey lives by: “It didn’t matter ... whether the defendant ‘did it’ or not. What mattered was the evidence against him – the proof – and if and how it could be neutralized. My job was to bury the proof, to color the proof a shade of gray. Gray was the color of reasonable doubt.”

In example 3 and example 4, the reviewers directly put the conversation and statement of the characters in the stories into the review, which makes it interesting and enables readers to get close to the stories.

Recommendation and Evaluation of the Reviewer

Recommendations on or evaluations of the book based on the reviewer’s opinion and experience as gained from reading the books are given so that the reader will have some understanding of the author’s thoughts. This account is not a summary. It can be woven into the critical remarks. In fiction and non-fiction book review, this essential is used in relative frequency.

Non-fiction book review

Example 1: (see Appendix A - 1)

Comprehensive and unbiased, *Stem Cell Research for Dummies* is the only guide you need to understand this volatile issue.

Example 2: (see Appendix B - 6)

For professors who teach with less emphasis on monetary theory and prefer to focus more time on financial institutions, the Business School Edition is the ideal alternative.

In example 1, the reviewer recommended the book by stating that it is comprehensive and unbiased. In example 2, the reviewer recommended the book for teachers who teach primarily about financial institutions.

Fiction book review

Example 3: (see Appendix E - 9)

Buckley is a smoother, funnier and more refined heir apparent to Art Buchwald's throne, and this book cements his position as the best up-and-coming political satirist on the literary map.

Example 4: (see Appendix F - 4)

Though the mystery elements are sketchy, Kagen sharply depicts the vulnerability of children of any era. Sally, "a girl who wouldn't break a promise even if her life depended on it," makes an enchanting protagonist.

In example 3, the reviewer praised the book by indirectly comparing it to other books and claiming that it is "smoother, funnier and more refined". In example 4, by using the adverb "sharply" to describe how the author of the book narrates the story, the readers get the sense that the author is highly capable of composing the story.

Apart from the examples given to illustrate how the informative materials are used in the reviews of both fiction and non-fiction books, the frequency of the occurrence of the informative materials is displayed in Table 3.



Table 3*Frequency of the Occurrence of Informative Material*

Category of Book	Frequency				Total
	Writer's information and reference	Awards and popularity	Quotation	Evaluation of reviewer	
Non-fiction	25	16	18	30	89
Fiction	17	25	14	31	87
Total	42	41	32	61	176

In the above table, it is found that the informative materials are used most in non-fiction book reviews, except for “awards and popularity”, for which the frequency of use is a bit higher in fiction book reviews. As the non-fiction books concern facts, it is necessary for book reviewers to add some credibility to the review by providing information about the writers which is relevant to the topic being discussed in the book. For fiction, even though the frequency in referring to information about the writers not as high as for non-fiction (25 versus 17), the number is not outstandingly low. For fiction, this type of material does not refer to the education level or working experience of the author, but it is given when his or her work in the past was a best seller or won an award.

For information regarding the awards and popularity of the book, fiction book reviews use this information more frequently than the non-fiction book

review (25 versus 16) by referring to the previous, well-known work of the authors. Non-fiction book reviews use this information mostly in order to present the sales volume that the books have achieved. Quotations of passages from the books are used most in non-fiction book reviews (18); however, the frequency of occurrence is not much higher than the frequency in the fiction book reviews (14). As for the last type of material, which is the evaluation of the reviewer, it is found that the frequency of occurrence is almost equal (30 in non-fiction versus 31 in fiction).

Summary

The data analysis and interpretation, together with the identification of the writing styles applying two approaches, namely descriptive reviews and critical reviews, are presented in this chapter. The findings of the data analysis and interpretation reveal that both fiction and non-fiction book reviews apply descriptive and critical reviews. Furthermore, the frequent use of rhetorical devices is observed, leading to the conclusion that all devices are used in both fiction and non-fiction category. However, it is found that fiction book reviews used the rhetorical devices at highest frequency. Non-fiction book reviews also use all the rhetorical devices mentioned in chapter 2; however, the frequency of use is lower than in the fiction book reviews.