

Chayanin Charoenchasri 2007: Genre Analysis of Newsgroup Movie Reviews on www.imdb.com. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Ms. Issariya Thaveesilpa, Ph.D. 144 pages

The main objectives of the present study are 1) to analytically examine particular aspects of moves, sub-moves, and steps seen in the schematic description of rhetorical pattern of movie review genre on the website www.imdb.com, the Internet movie database; and 2) to examine some aspects of the use of lexical features that can be typically found in the investigated movie reviews.

Twenty-five movie reviews currently written and uploaded in the IMDB domain are selected and analysed. Furthermore, in order to explore the use of words in the examined movie reviews, AntConc 3.1 .303, A Freeware Corpus Analysis Toolkit recently developed by Laurence Anthony (2006), School of Science and Engineering, Wasade University, is then applied to investigate lexical features.

The results derived from the application of the move analysis, one of the qualitative methods used to analyse text-genres, reveal that movie reviews on the IMDB domain have 5 main moves: ‘Move 1: Introducing the Movie’; ‘Move 2: Describing the Movie’s Storyline’; ‘Move 3: Providing Comments’ ‘Move 4: Concluding the Review’; and ‘Move 5: Offering Other Information’. Though there are five main prototypical moves found in the examined movie reviews, the results revealed that the positions of moves are interchangeable and the most frequently found pattern of move order is move 1 → move 3 → move 4 → move 5, which is 28%. In terms of analysing lexical features, the typically found thematic discourse markers and the general lexical categories most frequently used in the corpus of 25 movie reviews are also found.

The present study would yield advantages to English learners and to ESP participants who are interested in writing movie reviews since they can use the offered description of movie reviews’ rhetorical pattern as the model of how to write professional movie reviews.

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