

CHAPTER I

INTRODUCTION

Rationale of the Study

Movie reviews are considered one of the written discourses that contain essential information aiming to provide critical analysis of movies that are currently played. Movie reviews are widely read by readers who are interested in knowing whether the films that will be played in theatres are worth watching or not. In point of fact, most movie reviews that are published in movie magazines are written by well-known or professional critics. However, nowadays, because of the influential evolution of the cyber world, it is common that there are many movie reviews and other types of product reviews on many commercial websites, for example, www.amazon.com, www.dpreview.com, www.cnet.com, and www.zdnet.com. Since film industries increasingly become important to many countries, especially the American film industry that can sell its movies to other countries and can make huge profits, movie reviews are very important in terms of being one of the essential factors that can affect customers' decisions when purchasing movie tickets. Therefore, it is not surprising to know that movie reviews possess a specific purpose that tends to offer a major source of critical analytic evaluation, which is rhetorically organised by means of linguistic construction.

In terms of analysing texts' linguistic organisation, there are various studies (Boonchayaanant, 2003; Tench, 2003; Cross and Oppenheim, 2006) aiming to investigate written texts that are based on theoretical concepts and frameworks known as genre analysis. Originally, genre analysis significantly focuses on genres that are applied in academic settings, like the introductory part of research. Moreover, as the philosophical conceptions of genre evolve, there are many studies which focus on applying genre analysis to written texts in other disciplines or discourse communities, for example, the studies of genre in brochures, leaflets, and business letters. As a matter of fact, most genre-based studies offer practical principles for fully-fledged