

**Figure 5.1** Typically Found Moves in Newsgroup Movie Reviews on [www.imdb.com](http://www.imdb.com)

As can be seen in Figure 5.1, move 1, “Introducing the Movie”, has three sub - moves. The sub-move 1 entitled as “Specifying the Subject” aims to make specification of the reviewed movies by giving general account, information, or background of the movies to the readers. There are 5 steps in sub-move 1. Step 1 aims to point out the title of the movie by providing headers and some information about reviewers, rating, and the film’s classification. Step 2, “Providing the Subject’s General Description and Information”, focuses on giving an overall picture of the movie, what are the general ideas, depiction, and special characteristics of the movie the audience can predict or should know. Step 3, “Presenting General Background Knowledge Related to the Movie”, provides general background knowledge of the subject, for example, what are the rationales of producing this movie, the knowledge about income, general subjectivity over the type of movie, and knowledge about the studio. Step 4 aims to introduce the movies by giving a summary of the whole story of the film. Finally, the last step in sub-move 1, step 5 aims to provide the highlighting comments at an early stage of the introductory part of the movie reviews. Sub-move 2 has only one step, and its function is to make a topic generalization by offering a broad statement or introduction. Sub-move 3 also has one step which aims to offer some personal accounts of reviewers that are related to the movies by explaining reviewers’ previous experience of how they could approach the movies or other products related to the movies.

Move 2, “Emphasising on Describing the Movie’s Storyline”, has only one function aiming to describe scenes or events happening in movies in greater detail.

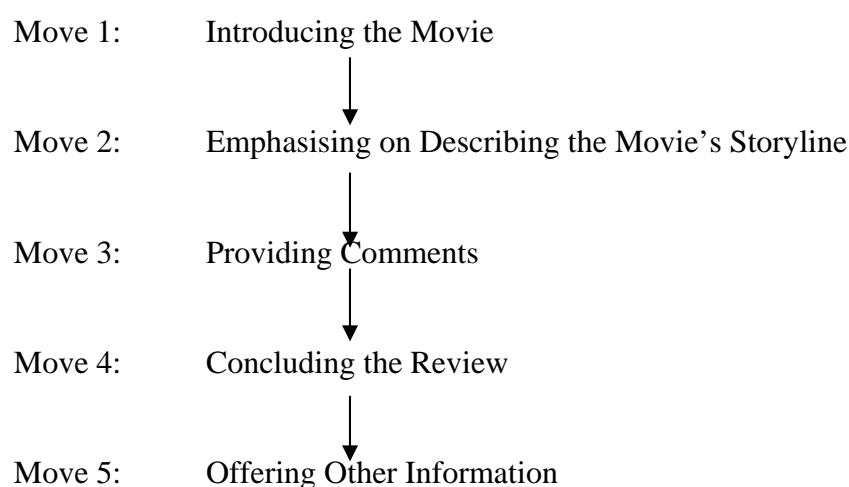
Move 3, “Providing Comments”, emphasises showing reviewers’ personal ideas, evaluation, or judgments about films to readers whether the movies are worth watching or not. This move may seem like move 1 sub-move 1 step 5, but move 3 aims to give greater detail of the comments or critiques that support the critiques in move 1 formerly provided by film critics. There are only three steps. Steps 1 and 2 present negative and positive criticisms respectively. Step 3 offers some suggestions.

Move 4, “Concluding the Review”, aims to provide a holistic judgment of the review. Besides, the concluding parts of reviews provide a summary or general account or information about the movie such as showing the film’s classification, duration, target audience, and overall negative or positive comments. Predominantly, this move will appear at the end of reviews after reviewers have already given comments in move 3. There are two steps in move 4. Step 1 offers a summary of the entire comments that could cover all the former comments that appear in move 1 sub-move 1 step 5 and in move 3. Step 2 concludes the review by providing an overall description of the films.

The move 5, “Offering Other Information”, has 5 steps. Step 1 provides other online sources for more movie reviews. Step 2 provides the contact information of reviewers. The step 3 gives other information.

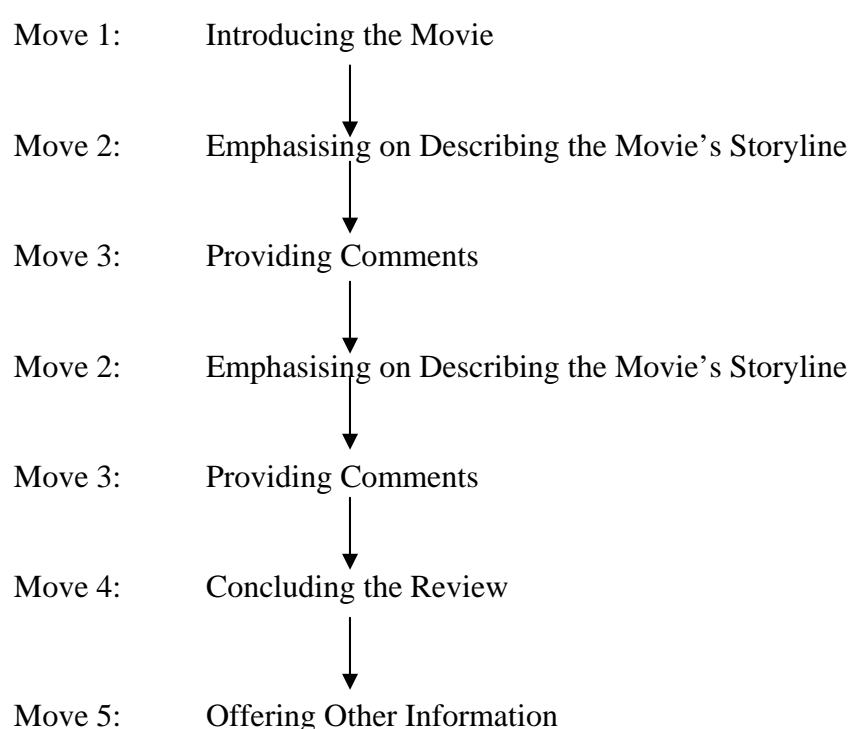
### **Significance of Patterns of Move Order of the Investigated Movie Reviews**

The prototypical move order of the investigated movie reviews are systematically arranged depending on the communicative purposes of movie reviewers. As can be seen, the findings of this present study reveal the common pattern of movie reviews that can be seen as follows:

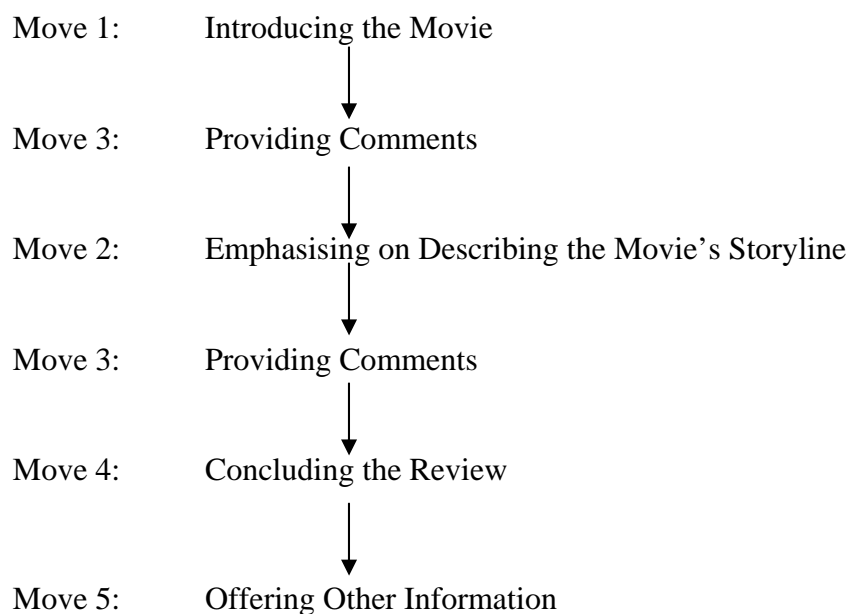


However, as can be seen from the findings, moves of the investigated genre do not always have to be arranged in order from move 1 to move 2 due to the fact that

there can be the phenomenon of cyclicity of the move order. According to Swales (1990), cyclicity is the unusual patterns containing move and step order that go in cycles. For instance, as can be seen in the table 1, the typical pattern is  $I \rightarrow E \rightarrow P \rightarrow C \rightarrow O$ , which is abbreviated form of  $\text{Move 1} \rightarrow \text{Move 2} \rightarrow \text{Move 3} \rightarrow \text{Move 4} \rightarrow \text{Move 5}$ . In the cycling pattern, there are some moves that can be repeated again in one movie review. For example, in the movie review number 21, it can be noticed that the move 2 and move 3 can be reoccurred as follows:

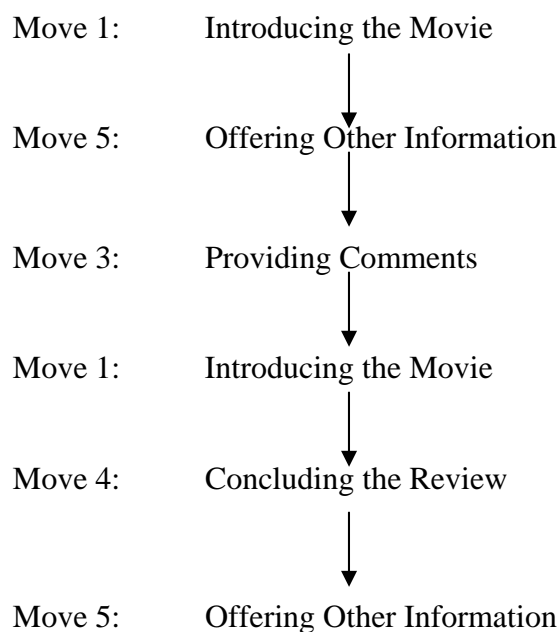


Since reviewers can indicate their intentions through communicative moves independently, this means that moves are freely conveyed according to the particular aims of the reviewers. For this reason, there can be some move orders in movie reviews that are considered a non – typical pattern. Though move 1 must occur in every review since reviewers have to include a header stating the title of movies, other moves can atypically vary in terms of positioning. The following are examples indicating that move 3 and move 5 that can occur before move 2 and move 4.



(See Appendix A R10, page 112)

There is another example that indicates that move 5 aiming to provide special information can be placed after move 1 and before move 2 or 3.



(See Appendix B R14, page 119)

It is very likely that the occurrences of moves in reviews may not always be placed in respect of numbers. Furthermore, it is not surprising to know that the moves can occur again, for example, as can be seen, move 1, because the reviewer is likely to introduce the movie again, occurs again after move 5 is established.

In conclusion, it can be understood that particular purposes of reviewers are significantly and semantically inherent in each move that aims to structure and to organise texts. The purposes operated within the moves can be identified according to reviewers' communicative intentions.

### **Suggestion for Further Study**

This recent study is the genre analysis of newsgroup movie reviews on [www.imdb.com](http://www.imdb.com). In a general sense, levels of linguistic analysis can be applied in order to examine how particular texts are organised or patterned. Functions of moves and steps found in this study can reflect some sets of contributed communicative purposes of movie reviewers.

Certainly, findings of this study can offer great benefits to English language educators and other interested people in other fields since the results present a model of how to write professional movie reviews. Though this study deals with samples of movie reviews from an online source, it is possible to generalize the findings to other areas involved with movie reviews like movie magazines and other online sources.

However, there is still no certain confirmation that the results of this study can really be generalized to the formerly mentioned sources. Therefore, it is suggested that researchers interested in the genre analysis of movie reviews examine movie reviews in a larger corpus. There are also various interesting online sources providing movie reviews that are still untouched. Researchers can conduct genre-based analysis of movie reviews by applying the findings of the rhetorical pattern of this study to their studies in order to find out whether or not there are distinct variants of moves and steps in their investigated movie reviews of other sources. Besides

movie reviews, there are other types of reviews of other products that are interesting to be explored.

In terms of the analysis of lexical features, this study examines only a few aspects of lexical categories. However, further studies can study more about the applications of words in the corpus of review genres. For example, analysis of lexical features may be concerned with registers, stylistic variations, cohesion, and coherence in genres.

Also, it is clear that the contributed advantages of this study are 1) the theoretical framework of the move analysis that can be generally employed to find the textualised organisational arrangement of genres of other discourse communities; and 2) the results of the prototypical model of the move pattern of movie review which is practically useful to any people who have interest in writing and reading movie reviews.

Finally, it is highly hoped that recommendations offered in the final chapter of this study would be appreciated by English language educators or by other members of other academic disciplines interested in examining movie reviews or other types of reviews. Also, hopefully, the findings of the schematic description of the rhetorical pattern of movie reviews would be perceived as recently developed knowledge that could effectively guide interested people to understand better about how to produce movie reviews.