

and peripheral members describing how, to create communicative genres professionally, that are functionally working in particular settings.

While there are three previous genre-based studies which attempt to analyse rhetorical organisation of scholarly book reviews (Motta-Roth, 1995; Nicolaisen, 2002; Khunkitti, 2005), there are a few previous studies that aim to analyse other types of reviews like movie reviews, music reviews, and book reviews in other fields. Moreover, especially, written reviews in online environments are still overlooked areas to examine. Though movie reviews are generally thought to contain some criticisms and storylines that may be expected to occur, there are no models or guidelines regarding how to conduct professional movie reviews. For this reason, this present study aims to offer an applicable model of how to write movie reviews that is specifically outlined according to particular rhetorical organisation.

This present work expands the concepts of genre analysis that are used to examine texts used for specific purposes of other disciplines by focusing on analysing newsgroup movie reviews in the IMDB domain, one of professional review websites (Chaovalit and Zhou, 2005), an online area that has never been explored before. In this sense, this study tends to find out the regular rhetorical patterns and to examine the use of lexical features in movie reviews in the IMDB domain. It is hoped that this study will bring advantages to learners and ESP participants who are interested in studying English, particularly writing and reading movie reviews, in order for them to be able to develop their knowledge of English writing skills and to write movie reviews professionally.

Objectives of the Study

Since the main purposes of this study is to identify aspects of genre analysis such as a structural interpretation of movie reviews and the use of lexical features, the following objectives are formed in order to serve the needs of specific purposes in this study.

The objectives of this study are presented as follows:

- 1) To investigate and to identify the regular rhetorical pattern of movie reviews.
- 2) To analyse the functions and frequencies of moves, sub-moves, and steps that can be commonly found in the investigated movie reviews.
- 3) To examine some aspects of the use of lexical features that can be typically found in the investigated movie reviews.

After the main objectives of this study are clarified, the following are questions of the study.

Research Questions

There are two main questions that this study tends to investigate. They are listed as follows:

- 1) How could the rhetorical pattern typically seen in movie reviews be described schematically?
 - 1.1) What are moves, sub-moves, and steps of movie reviews commonly found in movie reviews?
 - 1.2) What are functions of moves, sub-moves, and steps?
 - 1.3) What are the patterns of moves, sub-moves, and steps contained in each movie review?
 - 1.4) What are frequencies of occurrence of moves, sub-moves, and steps in twenty-five movie reviews?

2) What are interesting lexical features that can be found and are important in terms of structuring semantic organisation of movie reviews?

2.1) What are commonly found thematic discourse markers that are used to refer to writers, to movies, to comments and judgments?

2.2) What are the most frequent or generally found lexical items?

Benefits of the Study

It is certain that this study will be very useful to learners and to ESP participants who are interested in writing movie reviews since they can use the offered description of movie reviews' rhetorical patterns as a model of how to conduct professional movie reviews. Furthermore, this study will benefit readers who are interested in reading movie reviews in order for them to be familiar with the rhetorical pattern that is expected to occur in the movie reviews. Readers' levels of understanding towards genre of movie reviews will increase as they learn the communicated messages movies reviews aim to convey.

Scope and Limitations of the Study

First of all, since this study is based on a qualitative philosophical assumption in defining moves, sub-moves, and steps of movie reviews, findings representing description of rhetorical pattern are interpreted through the researcher's perspective. However, all findings are commented on and evaluated by experts in the field of linguistics.

Second, because of the time constraints of the researcher, there are only twenty-five samples selected from only movie databases. However, each sample is large enough to investigate, and few samples are not considered insufficient since small numbers of samples are considered easily to investigate and are helpful in terms of reducing the degree of superfluous requirements (Patton, 1990).

Third, the twenty-five movie reviews were written in 2006 in order to examine the recent trends in writing movie reviews.

Fourth, movie reviews with marked move, sub-moves, and steps are attached in Appendix A, B, and C.

Finally, Since this study aims to examine the holistic phenomenon of the general process of or the schematic structure of writing movie reviews, this study does not focus on examining any specially preferable types of movies like action, horror, fantasy, or even animated movies in order to avoid biases in picking up the data. Furthermore, the samples are movie reviews that were written during the year 2006 in order to observe the most current style of writing movie reviews.

Definitions of Terms

Genre: texts that have to be seen as communicative tools that are used and reacted to by specific socialized organisations or communities (Latapy *et al.*, 2004). Genres have recognizable attributes and titles for specific applications like business letters, book reviews, abstracts, and proposals (Bhatia, 1993). In this study, movie review, one of the communicative genres, is defined as the evaluative and critical examination on latest movies that are going to be played in theatres (Wehmeier, 1998).

Genre Analysis: an analysis that is used to investigate linguistic aspects of language and structural organisation of genres (Bhatia, 1993).

Discourse Community: organisations or professional settings that are formed by groups of people having specific purposes. Discourse communities use genres to communicate among members and to obtain the expected goals (Swales, 1990).

Rhetorical Pattern: the outstanding structural organisation of a text or of a discourse. (Richard, Platt & Platt, 1992)

Move, Sub-Move, and Step: As can be understood from the theories of Swales (1990) and Bhatia (1994), these three units are related to purposes of writers they want to transmit to readers. Move is the biggest unit that covers sub-moves and steps. Sub-move and step are used to convey details of functions of the main move.

Thematic Discourse Markers: thematic discourse markers are often used to introduce the pattern of thoughts of message senders by using lexical chunks to show their communicative intention before sentences or new paragraphs (Kaplan *et al.*, 1994).

Newsgroup: a group of users in the cyber world that writes, shares, or exchanges topics of same interests (Wehmeier, 1998).

Lexical Chunks: Multiple units of words are combined and used together in order to create multiple sets of lexical items that can offer new meanings with some specific communicative functions of language empowered by more than two units of words

Lexical Features: Lexical features are similar to lexical units and lexical item. Commonly, lexical features refer to any single words.