

genres are not only readable texts or authentic materials, but also genres have to be meaningfully comprehended as any form of interactive communicative events. Significantly, in addition, genres must contain situational structures of the communication that are linked to the specific communicative meanings that help the members to acquire the goals of activities. In this study, the genre of movie review conveys functionally communicative structure of language in the form of purposive written utterances that are uploaded in the IMDB domain, the particular field containing information about movies.

In order to summarize this part, some types of genre which are produced in the present day may not be tangible like textbooks or other authentic materials since many readable genres are in the cyber world.

Development of Genres of Communicative Purposes

According to Yoshioka and Herman (1999), genres have been constantly evolving, both in social and linguistic elements, due to the fact that situations and structures of communities change as newly developed and created technological devices pave the way for the emergence of new means of transporting communicative genres to members. When our world intelligently evolves, it is sure that some genres may replace other genres, may develop or be deleted as can be seen in Figure 2.2 presented below.

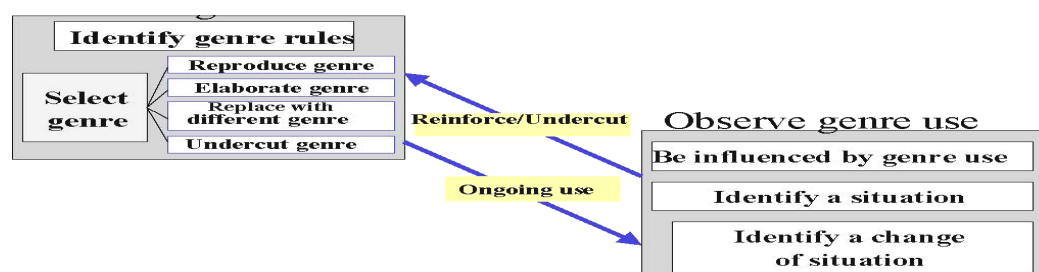


Figure 2.2 Process Cycle of Genre Used over Time

Source: Yoshioka and Herman (1999: 8)

As can be seen, creating the most suitable genres for any discourse communities mainly concerns how well the selected genres will effectively and productively serve the specific purposes of discourse communities and how chosen genres can be adjusted in order for them to systematically be synchronized with the changes in communities' events.

For example, in the past, business letters, which are employed to fulfill business purposes, have been used over time, and their attributes like the content and the structural and schematic forms have evolved. When the cyber world began to play an important role in our lives, the business letter was introduced to online communities and evolved into electric memos as can be seen in Figure 2.3.

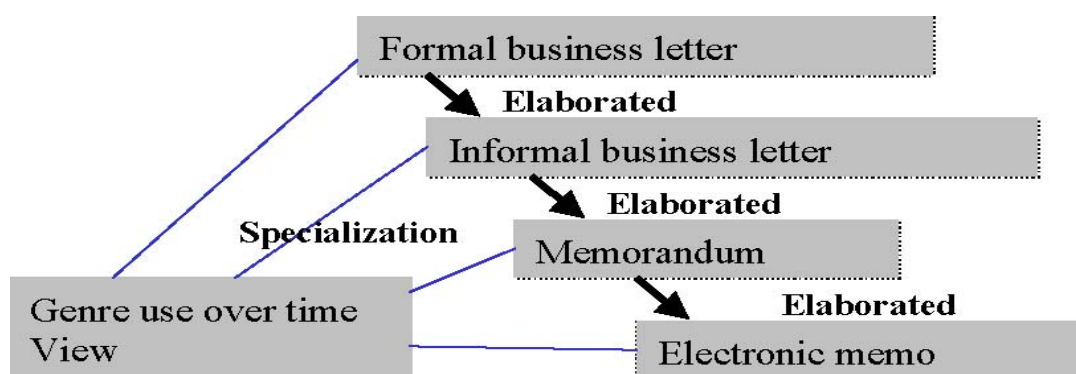


Figure 2.3 Genre Evolution Examples from Business Letter to Electronic Memo

Source: Yoshioka and Herman (1999: 9)

Also, as Figure 2.3 presents the evolution of the genre of business letters, it can be assumed that there are other types of genre that have developed in terms of content, linguistic and schematic structural formations, and location because of new technology. For instance, there are many types of review, which are thought of as purposive genres, created to meet the needs of particular communities using reviews for specific reasons. The popular types of reviews are, for example, book reviews, movie reviews, music reviews, and other product reviews.

Genres in Digital Realms

Herring, Scheidt, Wright, and Bonus (2005) and Kwasnik and Crowston (2005) interestingly state that various types of document can be found in online blogs or websites. Weblogs are known as websites, web pages, and homepages that contain information that can be conveniently updated. It should not be surprising then that there are several types of digital document in weblogs that are used to create interactive responses and that are particularly structured in order to serve the goals of online communities.

It is realized that genres are becoming extended across the realm of online communities like websites. Nowadays, it is clear that there are both print and online documents. Any type of online document that can share the communicative purposes of Internet communities and can make interaction are considered communicative genres. However, since Kwasnik and Crowston (2005) mention that the content of genres may not be as important as linguistic aspects like schematic rhetorical pattern or the use of lexical features, this recent study, though being related to examining the structural pattern of online movie reviews, is based on “move analysis” identified by Swales (1990) and further developed by Bhatia (1993) as the main theoretical framework to analyse the genre of movie reviews. Therefore, concepts of genre analysis that relate to the ways to approach or to examine unfamiliar genres will be described in the second section.

Concepts of Genre Analysis

There are three parts in this section. Analysing unfamiliar genres is the first part that will be presented. Next, the rhetorical pattern of language will be presented. After that, the linguistic aspects of lexical features used in genres will be presented. According to Kwasnik and Crowston (2005), genres offer a lens to analyse discourse. In other words, genres provide professional ways to examine the language used in discourse communities. For this reason, ways to analyse unfamiliar genres will be described first.

Analysing Unfamiliar Genres

Since there can be several types of genre that are not familiar and are still untouched by researchers, the procedures strengthening the important seven steps used in analysis are proposed. Though genres are quite complicated to analyse since one genre may be a combination of multiple linguistic elements, Bhatia (1993) presented seven steps to analyse structural forms of genres.

1. *Placing the given genre text in a situational context.*
 - Specific areas using genres and if we are members we must read.
2. *Surveying existing literature.*
 - What are perceived as beliefs and goals of our communities?
3. *Refining the situational/ contextual analysis.*
 - Genres must be interacted.
 - Genres best suit the environments, cultures, and history of communities.
 - The content the genre tries to present.
4. *Selecting and analysing corpus.*
 - Genres have some attributes that distinguish them from other genres.
 - Criteria used to analyse genres according to a corpus are different. Studying detailed analyses and specific features in long texts, and studying randomly selected texts for brief exploration.
5. *Studying the institutional context.*
6. *Levels of linguistic analysis*
 - Level 1 – the quantitative analyses of lexico – grammatical features.
 - Level 2 – the analyses of text – patterning or textualisation.
 - Level 3 – the analyses of structural interpretation of genres.
7. *Specialist information genre analysis.*
 - It is about revealing special obligations of a genre's move and step

Figure 2.4 Bhatia's Seven Steps to Analyse Unfamiliar Genres

Source: Bhatia (1993: 22 – 36)

As can be seen in Figure 2.4, since this study's main aim is to find out the particular move order of movie reviews, the third level of linguistic analysis used to find out how the specific overall written messages of a genre can be organised is then emphasised in the following part.

Rhetorical Pattern of Language Genre

Mann and Thompson (1988) explain that rhetorical pattern or structure provide solid organisational account of texts. Rhetorical structure theory is about understanding the relational connection of linguistic devices that manipulate the coherence of discourse.

Furthermore, Hovy (1999) points out that rhetorical structure is written to meet the needs of communicative objections in order to control the linguistic construction of discourse. It is about explaining a discourse's rhetorical relations that aims to depict the text's interrelationships that are relevant to semantic co-pattern, goals, and information.

According to Scollon and Scollon (1995), rhetorical strategies, aiming to establish the rhetorical description of the move order of specific genres, are about organising the information function of language in order to achieve the oriented purposes.

In all these, genres possess rhetorical strategies that help to communicate each major rhetorical move in written genres. For example, in the whole discourse structure of genre, an academic essay has its own rhetorical pattern, and each move contains some specific discourse and semantic relations and levels of language use that is identified in Figure 2.5.

Genre:	academic essay
Macrostructure:	introduction – body – conclusion
Discourse relations:	situation – problem – solution – evaluation
Semantic relations:	e.g. statement – amplification, reason – result, means - purpose, etc.
Language:	lexico – grammatical encodings

Figure 2.5 Genre, Discourse Structures and Language: an Academic Essay

Source: Paltridge (1995: 507)

As can be seen in Figure 2.5, it is clear that in the schematic structure of an academic essay, the three main rhetorical moves, introduction – body – conclusion, that are used to convey messages constituting discourse and semantic relations are called “Macrostructure”.

The rhetorical pattern of macrostructure, also known as move order, of each genre is different because they have to be specifically formatted in order to meet the needs or purposes of particular professional settings. However, not only the rhetorical pattern of move order can be identified in general academic essays, but also other types of written genres are used in other specific areas.

Swales (1994) points out that the structure of moves and steps that are arranged in order can be seen in the introductory part of the research article. Swales (ibid.) gives a name to the specific model of rhetoric pattern of the introductory part of research article which is the “CARS model”.

Table 2.1 Rhetorical Pattern of Moves in Research Paper Introduction

Move1	Establishing a research territory a. by showing that the general research area is important, central, interesting, problematic, or relevant in some way. (optional) b. by introducing and reviewing items of previous research in the area. (obligatory)
Move 2	Establishing a niche a. by indicating a gap in the previous research, raising a question about it, or extending previous knowledge in some way. (obligatory)
Move 3	Occupying the niche a. by outlining purposes or stating the nature of the present research. (obligatory) b. by announcing principal findings. (optional) c. by indicating the structure of the research paper. (optional)

Source: Swales (1994: 175)

As can be seen in Table 2.1, Swales (1990, 1994) creates a prototypical study relevant to genre analysis in academic settings by defining functions of moves and steps existing in the introductory parts of research articles. In order to support the significance of “moves”, Cross and Oppenheim (2006 cited Endres-Niggemeyer, 1998) mentions that, “these “moves” represent the main themes of the text and aid the readers in selecting and understanding the different meaning units contained therein.” Furthermore, Cross and Oppenheim (2006 cited Santos, 1996) states that “the individual move has its own communicative function to fulfill, which, in turn, serves the major communicative purposes of the genre.”

Because moves are important in terms of being meaningful linguistic devices to convey information in the genre-texts, Bhatia (1993) further develops the theory of Swales (1990, 1994) to find out particular rhetorical patterns containing move orders in other genres used in other professional settings. Based on seven processes to classify genres presented in the previous part, Bhatia (1993) examines the cognitive pattern of sales promotion letters and job applications used in business settings. Significantly, the structural interpretation of genre is about defining the moves of texts used by the writers in order to reach their communicative goals. The structural descriptions of sales promotion letters and of job applications can be seen in Figures 2.6 and 2.7 respectively.

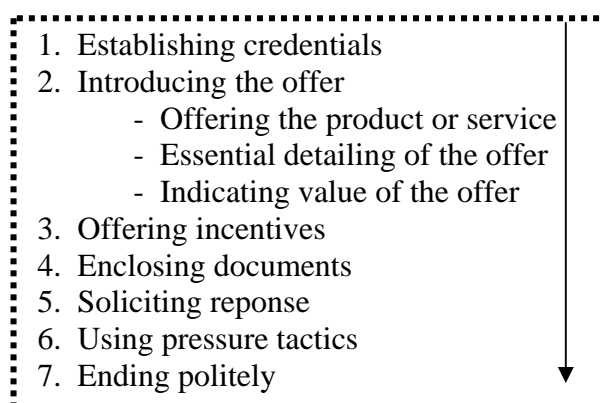


Figure 2.6 The Move Order of Sales Promotion Letters

Source: Bhatia (1993: 48 – 49)

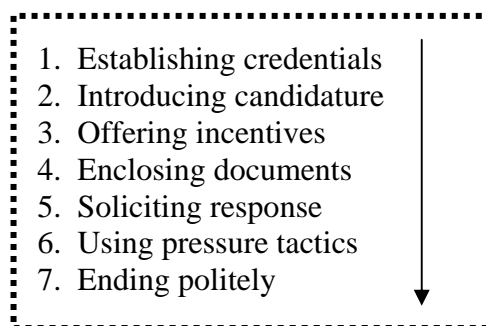


Figure 2.7 The Move Order of Job Applications

Source: Bhatia (1993: 63 – 68)

In conclusion, Bhatia's (1993) solid and applicable theory provides temerity to this recent study aiming to examine the rhetorical structure of move order in the movie reviews extracted from the IMDB domain. The regular structural interpretation of moves and steps order of movie reviews of this website can also be investigated since genre analyses can be generally applied to analyses of texts used in different settings like academic and business fields. However, besides the analysis of move and step order, the use of lexical features is another interesting thing that is examined in this study.

Linguistic Aspects of Lexical Features Used in Genres

“Genre is a class of communicative events when language plays a significant part.” (Tench, 2003: 141) Therefore, studying the language genres employ is interesting, especially the use of words or lexical items that are functioning and that can influence the communicated rhetorical points within the schematic structure of genre-texts.

As it is said, according to Priss (1996), hidden themes or meanings within texts that contain large numbers of lexical units can be identified by setting concepts in order to find semantic relationships of the created concepts relevantly concerning some sets of lexical features in texts.

In this recent study, lexical chunks are related to the “thematic structure” generally found in movie reviews. Kaplan *et al.* (1994) state thematic structure can have effects on the quality of communicative genres. Furthermore, Brown and Yule (1983: 99) state, “thematic organisation appears to be exploited by speakers/writers to provide a structural framework for their discourse.”

In short, thematic structure is about markers that hint the following themes and ideas. Of course, it is the grammatical subject matter used as discourse markers because of the different situated concepts or ways of collection of written texts or in the corpus.

Additionally, according to Chaovalit and Zhou (2005), movie reviews are written based on the opinions of writers, so the way to examine reviews’ writers’ subjectivity is to examine the use of adjectives and adverbs presenting writers’ subjectivity whereas other lexical items offer or explain contexts. Therefore, in this study, in terms of lexical units, the semantic applications of adverbs and adjectives will also be explored.

After concepts of genre analysis suggesting ways to examine genre-texts have been presented, the third section will describe an overview of genre of written reviews since this study is entirely related to movie reviews.

General Background Knowledge of Reviews

Generally, reviews are conducted in order to critically evaluate and give comments on books, plays, movies, exhibitions, and other types of product. Reviews are made in order to help customers decide whether products which are reviewed are satisfying enough or not. Basic reviews will present what customers will certainly confront when having to consume products, and most reviews will contribute some comments or some appraisal about the criticised products.

Since the most popular type of review is book reviews, it is interesting to see how the genre of book reviews is arranged. Book reviews generally contain a brief statement of the main points of the books. Reviewing books is about evaluating, not about telling books' details. In other words, book reviews mainly criticise and estimate the value of the books, Each book review contains three common sections as follows:(<http://www.delmar.edu/engl/wrtctr/handouts/bookreview.htm>).

Table 2.2 Three Basic Sections of a Book Reviews

Three Basic Sections of a Book Review:	
I. Author (should be brief)	<ol style="list-style-type: none"> 1. Information about the author 2. Author's qualifications 3. His frame of reference (reasons for writing the book)
II. Contents (plan of the book and a review of its contents)	<ol style="list-style-type: none"> 1. Major thesis of the book 2. Findings of particular interest 3. Examples of the above
III. Critical Analysis (most essential)section and should comprise most of the review)	<ol style="list-style-type: none"> 1. Author's sources 2. Does the author acknowledge ideas and theories that strengthen his thesis? 3. Major strengths of the book 4. To whom will this book have lasting value? Would you recommend it? Why? Why Not?

Source: Delmar College. September 13, 2006.

It is noted that this is a common way to write book reviews. Generally, the writers begin with the authors, books' contents, and criticism respectively. Though this is the most common schematic structure of book reviews, it cannot be said that the structural interpretation or the move order of a newsgroup movie review on www.imdb.com will be exactly the same. However, the next section will provide general reviews from the selected source, www.imdb.com, where all selected reviews under this study's investigation originate.

An Overview of the IMDB Domain

As stated earlier that in the present time, many types of documents reside in the cyber world. Also, according to Chaovalit and Zhou (2005), many types of

product review can be read in many websites, and they could be found in commercial websites selling items via the Internet. There are three kinds of source containing reviews, which are complementary reviews sites like www.amazon.com, professional reviews sites like www.dpreview.com, www.cnet.com, www.zdnet.com, and www.imdb.com, and opinions of consumers sites, for example, www.consumerreview.com, www.epinions.com, and www.bizrate.com. Certainly, if needing to analyse movie reviews, at least movie reviews should be from websites that can provide professional reviews and that are globally well-known like www.imdb.com, the Internet Movie Database, the constantly up-to-date movie database which provides a slogan saying “Earth’s Biggest Movie Database”.

The IMDB was originally established in the year 1990, and it was bought by www.amazon.com in the year 1998. This database contains information about television programs, movies, and games products. This site gives a chance to customers to present their opinions about movies they want to criticise. Furthermore, this site provides more formal movie reviews that are written by members in the Usenet newsgroup rec.arts.movies who are professional in writing movie reviews which are officially stored in the database of the IMDB domain. (Wikipedia, the free encyclopedia)

This is a brief overview of the IMDB domain. Since this recent study involves concepts of genre analysis, research articles that are closely connected to genre analysis of reviews are included in the last section.

Genre-Based Studies Associatively Related to Genres of Reviews

Dudley-Evan (1992) is interested in seeing how the concepts of genres can be applied by any discourse communities to serve their specific purposes. Also, it has been known that genre analysis is immensely advantageous to written texts such as board meetings, slide presentations, and letters. However, since the focal point of this study is examining the genre of movie reviews, it is important to gain an insight into previous genre-based studies that are closely related to the genres of reviews. There

are no previous research articles that emphasise the genre analysis of movie reviews; nonetheless, there are, at least three studies that have analysed schematic description of move patterns of scholarly book reviews.

Motta-Roth (1995) examines the rhetorical pattern of book reviews in the academic fields related to linguistics, economics, and chemistry. She discovered the structures of moves as follows:

Table 2.3 The Schematic Description of Rhetorical Moves in Book Reviews in The Fields of Linguistics, Economics, and Chemistry.

Move 1	Introducing the Book
Sub-function 1	Definition the general topic of the book and/or
Sub-function 2	Informing about potential readership and/or
Sub-function 3	Informing about the author and/or
Sub-function 4	Making topic generalization and/or
Sub-function 5	Inserting books in the field
Move 2	Outlining the Book
Sub-function 6	Providing general views of the organisation of books and/or
Sub-function 7	Stating the topic of each chapter and/or
Sub-function 8	Citing extra-text material
Move 3	Highlighting Parts of the Book
Sub-function 9	Providing focused evaluation
Move 4	Providing Closing Parts of the Book
Sub-function 10A	Definitely recommending/dissqualifying the book or
Sub-function 10B	Recommending the book despite indicated shortcomings

Source: Motta-Roth (1995)

Also, since scholarly book reviews are very important to academic fields, Nicolaisen (2002) further develops Motta-Roth's study by investigating the schematic description of moves and steps in book reviews in scholarly fields. In his research, he has observed six selected social science fields: business; economics; history and the philosophy of science and social sciences; library and information science; psychology; and sociology. In his study, it is revealed that the references in the

scholarly book reviews are the indicators measuring the level of the scholarliness of reviews.

Furthermore, there is recent research conducted by Khunkitti (2005) to analyse the rhetorical patterns of book reviews in English fields. She investigates 59 book reviews extracted from three English journals: ESP journal, ELT journal, and Applied Linguistics. She states that she employs the theoretical framework of Swales (1990) and Bhatia (1993) and that she significantly uses the previous study of Motta-Roth (1995) as a basis for analysing the schematic description of rhetorical pattern of book reviews in English fields. The results of Khunkitti (2005) are presented as follows:

Table 2.4 Typical Rhetoric Moves and Steps of Book Reviews in English Fields

Move 1		Introducing the Book
Sub-Move 1		Making the Book Specification
Step 1		Stating the Title of the Book and/or
Step 2		Informing about Potential Readership and/or
Step 3		Inserting Book in the Field/Introducing the Field and/or
Step 4		Giving General Description of the Book and/or
Step 5		Giving General Description of the Book and/or
Step 6		Highlighting Some Parts/ Points of the Book
Sub-Move 2		Providing Reviewer's Personal Account
Step 1		Giving Reviewer's Position be Respected to the Topic/Field/Book
Sub-Move 3		Providing Editor/Author's Biography
Step 1		Giving Background to the Editor/ Author's Credibility
Move 2		Describing the Book
Step 1		Providing General View of the Organisation/Topic of the Book and/or
Step 2		Summarizing each Section/Point with Minor Comments
Move 3		Criticizing the Book
Step 1		Providing Positive Comments and/or
Step 2		Providing Negative Comments and/or
Step 3		Making Suggestions

Table 2.4 (Continued)

Move 4		Providing Evaluation of the Book
	Step 1	Definitely Recommending the Book and/or
	Step 2	Recommending the Book despite Indicated Shortcomings and/or
	Step 3	Concluding the Book without Recommending
Move 5		Giving other Information
	Step 1	Providing References and/or
	Step 2	Providing Biography/Contact Information on the Reviewer and/or
	Step 3	Providing Some Extra Information

Source: Khunkitti (2005)

It should not be surprising then that all previous studies have been based on the prototypicality theory of Swales (1990). Therefore, Boonchayaanant (2003) mentions that the rhetorical model originally provided by Swales can be developed or adjusted to best suit the specific purposes of particular communities.

However, in conclusion, the three studies have offered good exemplars of research models that are designed to find out the move and step order of one particular genre which is cognitively known as academic book reviews. The general purposes of a review are to give useful comment, criticism, or to persuade readers to buy or to read it. However, the structural rhetorical pattern of language found in academic book reviews and in movie reviews are different. Therefore, in this sense, by basing a study on the theory of Swales' findings of move order and by employing the genre-based studies of Motta-Roth (1995), Nicolaisen (2002), and Khunkitti (2005), the present study will focus on examining movie reviews in the IMDB domain. Finding out the distinguishing schematic description of rhetorical pattern typically seen in movie reviews extracted from the selected domain, the IMDB domain is interesting enough since the results of the study aim to yield a useful guide of how effectively to write fine movie reviews for scholars, educators, and other people who are interested in reading and writing movie reviews.

