from a community or a group that is expected to share some similar characteristics. For this reason, the IMDB, one of the globally well- known online movie databases is purposefully chosen to be the investigated area of this study.

In selecting samples, the selected samples are movie reviews that are newly written by newsgroup members in the IMDB domain. The twenty - five selected movie reviews are recently written within the period of the year 2006.Each movie review has a range of 800 – 1,500 words. Also, the selected movies in the year 2006 appear in and are chosen from the list of the Yearly US Box Office Top 180 (Extra Entertain Magazine, 2007). However, according to the report of US Box Office Top 180, between 12th April and 4$^{th}$ December 2006, there were only 55 movies shown in Thailand. The researcher listed names of selected movies that were shown in Thailand during that time and entered in the IMDB domain in order to search reviews of the selected movies.

All selected movie reviews from this website have high expectancy where the contextual characteristics may possibly share some common attributes. Though there are only twenty-five samples, each one approximately contains 700 – 1,500 words, numbers of words in each one are large enough for the study. Besides, based on qualitative perspectives, minimal samples are thought to be possible to draw sufficient conclusion and to be used to avoid complicated continuation of the study (Patton, 1990).

## Research Instruments

The most dominant instrument applied to analyse text-genre is the move analysis which is described in 3.5 data analysis. Furthermore, significantly, since this study has to deal with multiple examples of written material, the researcher needs to use a helpful and reliable program that can list all words and can show the sentences where the looked-up words belong. The programs the researchers use is AntConc 3.1 .303, A Freeware Corpus Analysis Toolkit. This program was recently developed

in the year 2006 by Laurence Anthony, Waseda University, the School of Science and Engineering, Japan.

According to Anthony (2005), this tool was originally used in writing classrooms in order to analyse and concordance lexical features, and to count the frequencies of examined lexical features. AntConce's attributes and effectiveness in examining language applied in contexts are similar to other programs like Wordsmith Tools, MonoConcePro, and WordPilot.

In addition, the researcher consulted dictionaries in order to understand the particular functions of the examined lexical features. However, the results of rhetorical patterns of moves and steps and the results of lexical features have been confirmed by experts in the field of linguistics.

## Data Analysis

In this section, there are two main stages of analysis that will be described respectively, and the two principle levels of analysis are: 1) move analysis; and 2) analysis of lexical units.

However, the overview of three main stages in analysing data should be clarified first before describing the two principles levels of analysis. All in all, there are 3 main stages in analysing data.

In the first stage, the rhetorical pattern of move order and the criteria in identifying functions of moves, sub- moves, and steps are presented.

In the second stage, the frequency of occurrence of the patterns of the move order in the corpus of movie reviews, the patterns of moves, sub-moves, and steps contained in each movie review, and the frequencies of occurrence of moves, sub-moves, and steps in all 25 movie reviews are presented and discussed respectively.

Finally, in the third stage, the three specific key concepts used to explore thematic discourse markers are investigated as well as the five key concepts that are used to examine the general lexical categories most frequently used.

Being labeled as one of assumptions stemming from the discourse analysis, which is used to investigate texts of specific settings, genre analysis is commonly applied to search for the particular rhetorical organisation of purposive discourse. Simply, in other words, discourse analysis is totally relevant to examining various linguistics aspects employed in texts, and genre analysis is one of the further developed notions that aims to offer specialized analytical methods to explore specific language uses and textual organisation of the genres of communicative domains.

Since Bhatia (1993) proposes the ways to effectively analyse genre-text in any professional areas involving with communicative situations. One of popular methods used to analyse genre-text in order to find out the particular macrostructure or rhetorical pattern of texts is known as "move analysis".

**Move Analysis**

Van Dijk (1980) states that the "move" of genre-texts can be closely related to the general notion of "macrostructure". The move analysis is very important to genre analysis since each move contains the important communicative functions and contains sub moves that will serve the minor functions of the communicative aims of the main moves.

**Analysis of Lexical Units**

Analysis of lexical units is also taken into account in this study since communicative written discourse is created by asserting cognitively recognizable linguistic levels and features that importantly require applicable language to make rhetorical movement that will dynamically lead genre's involvers to fulfilling expected goals of communicative territories.

Therefore, the analysis of the categories of words inherent in genre-text is interesting. The most popular method used to analyse words is widely known as "content analysis". According to Denzin and Lincoln (2000), content analysis is about researchers creating categories or areas that they want to specially examine. After establishing specific categories, researchers need to count the frequency of lexical items appearing in each group. All the most frequently used words in each category are presented as codes which researchers need to convert all resulted codes into expressions or analytical explanations of findings.

In addition, another familiar term of content analysis is commonly known as "conceptual analysis", the method that the researchers use to find the frequencies or to find some examples of specific categories by setting up some *specific key concepts* (Colorado State University, 2006: Writing@CSU: ewriting guides, 1997). In this study, there are two main concepts involving lexical features that are 1) lexical units that are used as thematic discourse markers; and 2) general lexical categories most frequently used. There are sub categories within the main ones that will be described respectively. However, the conceptual analysis of thematic discourse markers is then explained first.
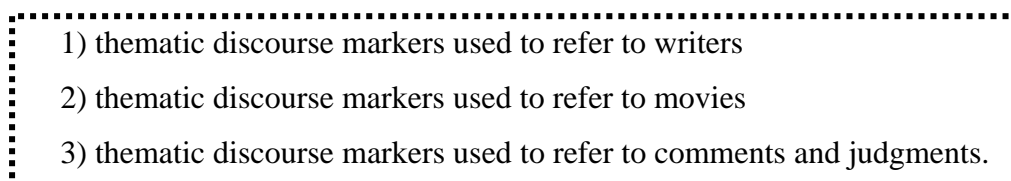
### Lexical Units Used as Thematic Discourse Markers

The first main category that will be explored is about the performance of lexical chunks in discourse that are used to communicatively refer to the purposive intentional themes in discourse. Certainly, using content analysis to examine how reviewers use lexical chunks to pinpoint themes or ideas is known as the analysis of key concepts.

Furthermore, thematic structure, as defined by Rashidi (1992), is the grammatical lexical items used as discourse markers mostly used at the beginning of the point where the writers aim to emphasise and show how writers regard themselves in the discourse communities. Schmitt (2000) explains that, in communicative utterances, there can be sets of multiple words that are used together or single words

that are in charge of conveying the functions of language within the communicative discourse.

There are three main key concepts that are set by the researcher to examine as follows:

> 1) thematic discourse markers used to refer to writers
>
> 2) thematic discourse markers used to refer to movies
>
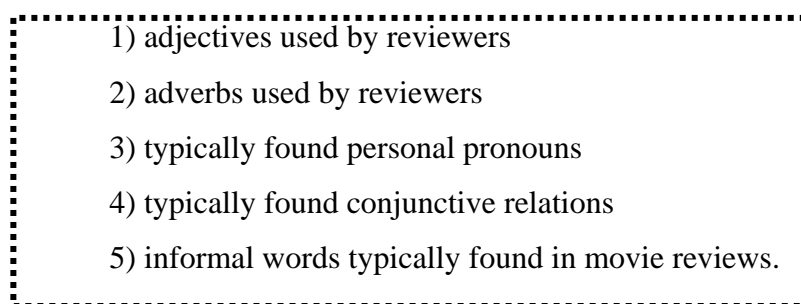> 3) thematic discourse markers used to refer to comments and judgments.

**Figure 3.1** Three Groups of Key Concepts Used to Find Thematic Discourse
Markers

The rationales behind setting key concepts used to find thematic discourse markers are that, first of all, there are themes that are stated after writers make reference referring to them by using personal pronouns. Secondly, when writers want to refer to movies or to films that are being criticised, there are also themes or ideas that are relevant to movies which can be transmitted by using thematic discourse markers. Thirdly, since reviews involve comments and evaluations; it is interesting to know types of thematic discourse markers that are used to show the theme of criticizing and comments.

The key concepts will certainly present how lexical units are semantically functioning and communicatively carry out the functional purposes when wanting to indicate themes in the discourse. Besides thematic discourse markers, there are five sub categories of established key concepts about general lexical categories most frequently used.

**General Lexical Categories Most Frequently Used**

The set up five specific key concepts of general lexical categories can be seen as follows:

```
1) adjectives used by reviewers

2) adverbs used by reviewers

3) typically found personal pronouns

4) typically found conjunctive relations

5) informal words typically found in movie reviews.
```

**Figure 3.2**  The Five Groups of Key Concepts of General Lexical Categories Most Frequently Used

First of all, rationales behind established key concepts are clarified.  Firstly, since reviews are written based on the feelings of the reviewers, the examination of the use of adjectives and adverbs is very important in terms of understanding the types and functions of the most used adjectives and adverbs in this genre.  Secondly, since movie reviews are written in pursuit of film critics' subjective opinions, it is interesting to know whether the most employed lexical items used to refer to the writers are "I" or not, it is interesting to know whether the mostly employed lexical items used to refer to themselves are "I" or not.  Thirdly, since movie reviews are written texts that are organised by means of multiplying lexicalized sentences, it is interesting to see the particular use of conjunctive relations that are inserted to combine other phrases, sentences, and paragraphs together.  Fourthly, since this is an online movie review database where informal words are possible, it is believable that there are interesting informal lexical items and linguistic features that are affected by the linguistic elements of the cyber world.

By examining the frequently or typically used lexical items in the investigated samples, the researcher can gain understanding about the particular use of lexemes that can be generally seen in online movie reviews.  Examples of phrases and sentences where the frequently or typically found words in each group are also presented show how words behave in context.

**Statistic Processes**

      In order to know the rhetorical patterns of move order, the frequencies presenting the arrangement of move order in each movie reviews are presented first. After frequencies of occurrence of the patterns of move orders are found, percentages of each pattern of move order are then mathematically calculated.  This is the formula used to find percentages:

$$\frac{\text{Frequency of Occurrence of Pattern of Move Order} \times 100}{\text{Total Numbers of Movie Reviews (25)}} \quad = \quad ?\,\%$$

      To sum up, in this chapter, the background of the source of the twenty-five movie reviews is described.  The newly written twenty-five movie reviews are collected to be analysed. The important research instruments are AntConc 3.1 .303, A Freeware Analysis Toolkit that is used to examine lexical items in the corpus of twenty-five movie reviews and English dictionary.  In terms of data analysis, the study aims to identify the functions of moves, sub-moves, and steps and the rhetorical pattern of move order, and to analyse lexical features according to the established lexical categories and groups of thematic discourse markers.