

COMMON FEATURES OF ACTION MOVIE REVIEW WRITING ON
WWW.IMDB.COM

A MASTER'S PROJECT

BY

SUKUMAL SUKHUM

Presented in Partial Fulfillment of the Requirements for the

Master of Arts Degree in English

at Srinakharinwirot University

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AN ABSTRACT
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This study investigated the common features of action movie review writing in terms of the writing pattern and organizational formats. It also examined types of writing as well as their purposes, sentence structures, and word choices used in writing action movie reviews. The data used for analysis were the content of ten action movie reviews from the year 2007 to 2008 on the website www.imdb.com. The criteria for analyzing the features of writing were based on Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. The results of the study revealed four main patterns: Pattern 1: Providing a Board Overview; Pattern 2: Comparison with the Previous Episodes; Pattern 3: Describing the Movie's Storyline; and Pattern 4: Providing Reviewer's Comments or Concluding the Review. According to types of writing, three types of writing were used (informative writing, persuasive writing, and narrative writing), but in different parts of the movie reviews depending on the purpose of writing; while, simple sentence was the most frequently used (39.38%) followed by complex sentence (25.23 %) and compound sentence (23.38%). For word choice, concrete words were used most to convey the intended meaning, and three kinds of emotional words were found. First, emotional words of fun aimed to present an amusing tone of the writer's feeling to readers. Second, emotional words of violence were intended to show a violent or an exciting tone. Finally, emotional words of disappointment were aimed to present the writer's disappointed feeling toward those action movies to readers. The findings suggested that the movie review writing can be used to develop types of writing,

particularly informative writing. Also, the movie reviews can be used as reading materials to enhance the ability to read for pleasure and critical reading.

ลักษณะร่วมของการเขียนบทวิจารณ์ภาพยนตร์แอคชั่น ทางเว็บไซต์ไอเอ็มดีบีคอม

บทคัดย่อ
ของ
สุชุมมาล สุชุม

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษ
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งานวิจัยเรื่อง ลักษณะร่วมของการเขียนบทวิจารณ์ภาพยนตร์แอคชั่น ทางเว็บไซต์ไอเอ็มดีบี
ดอทคอม มีวัตถุประสงค์เพื่อศึกษาลักษณะร่วมของการเขียนบทวิจารณ์ภาพยนตร์แอคชั่น โดยศึกษาลักษณะร่วมของรูปแบบและโครงสร้างหลักที่ใช้เฉพาะในการเขียนบทวิจารณ์ภาพยนตร์แอคชั่น
นอกจากนี้ผู้วิจัยได้ศึกษาชนิดของงานเขียน, โครงสร้างประโยค, และ การเลือกใช้คำในการเขียนบท
วิจารณ์ภาพยนตร์ดังกล่าว ข้อมูลที่ใช้ในการวิจัยครั้งนี้คือบทวิจารณ์ภาพยนตร์แอคชั่นในระหว่างปี พ.ศ.
2550 – 2551 ทางเว็บไซต์ไอเอ็มดีบีดอทคอม จำนวน 10 เรื่อง ในการวิเคราะห์ลักษณะร่วมของการเขียน
บทวิจารณ์ภาพยนตร์ใช้เกณฑ์รูปแบบและโครงสร้างการเขียนบทวิจารณ์ภาพยนตร์ของรุคิน (2000)
และ การ์บิสและคณะ (2001) ผลของงานวิจัยพบว่า รูปแบบการเขียนบทวิจารณ์ภาพยนตร์แอคชั่น ทาง
เว็บไซต์ไอเอ็มดีบีดอทคอมมี 4 แบบดังนี้ แบบที่ 1 เป็นการเสนอแบบคร่าว ๆ แบบที่ 2 เป็นการ
เปรียบเทียบกับภาคที่ผ่านมา แบบที่ 3 เป็นการอธิบายถึงเรื่องราวภาพยนตร์ และแบบที่ 4 เป็นการเขียน
วิจารณ์ หรือแสดงความคิดเห็นของผู้วิจารณ์หรือสรุปการวิจารณ์ นอกจากนี้ผลการวิจัยเกี่ยวกับชนิด
ของการเขียนยังพบว่า ผู้เขียนใช้การเขียนทั้ง 3 แบบ คือการเขียนแบบให้ข้อมูล (Informative
Writing), การเขียนแบบจูงใจ (Persuasive Writing) และ การเขียนแบบเล่าเรื่อง (Narrative
Writing) แต่ใช้ในลำดับที่ต่างกันไป ขึ้นอยู่กับจุดประสงค์แต่ละส่วนของการเขียน สำหรับลักษณะ
ของโครงสร้างประโยคที่ใช้มีดังนี้ คือ ผู้เขียนใช้ เอกถลประโยค (Simple Sentence) มากที่สุด (ร้อยละ
39.38) ลำดับถัดมาคือ สังกประกอบหรือประกอบซับซ้อน (Complex Sentence) คิดเป็นร้อยละ 25.23
และใช้เอกประกอบประโยค (Compound Sentence) ร้อยละ 23.38 ด้านการเลือกใช้คำพบว่าผู้เขียนบท
วิจารณ์ใช้คำที่แสดงความหมายที่ชัดเจน (Concrete Word) และผลของงานวิจัยยังพบว่ามีลักษณะการ
ใช้คำที่สื่ออารมณ์ 3 ประเภทคือ ประเภทแรก คำที่แสดงอารมณ์สนุกสนาน โดยผู้เขียนมีจุดประสงค์เพื่อ
นำเสนออารมณ์สนุกสนานของภาพยนตร์แก่ผู้อ่าน ประเภทที่สอง คำแสดงอารมณ์รุนแรง โดยผู้เขียน
นำเสนออารมณ์ที่สื่อถึงความรุนแรงของภาพยนตร์แก่ผู้อ่าน และประเภทที่สาม คำแสดงความคิดเห็น
ผู้เขียนพยายามนำเสนออารมณ์ของตนเองที่มีความรู้สึกผิดหวังกับภาพยนตร์เรื่องนั้น ๆ ต่อผู้อ่าน
ข้อเสนอแนะจากการวิจัยครั้งนี้คือ บทวิจารณ์ภาพยนตร์สามารถใช้เป็นสื่อพัฒนาการเขียนประเภทต่าง
โดยเฉพาะอย่างยิ่งการเขียนให้ข้อมูล และใช้เป็นสื่อเพื่อพัฒนาความสามารถในการอ่านเพื่อความ
เพลิดเพลินและการอ่านระดับวิเคราะห์วิจารณ์

The master's project advisor, chair of the English program, and oral defense committee have approved this master's project *Common Features of Action Movie Review Writing on www.imdb.com* by Sukumal Sukhum as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

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..... Committee
(Dr. Somsak Kaewnuch)

This master's project has been approved as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

..... Dean of the Faculty of Humanities
(Associate Professor Chaleosri Pibulchol)

October....., 2009

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CHAPTER I

INTRODUCTION

Background of the Study

Language is an essential device for communication. Humans use language to communicate their ideas, thoughts, feelings or even the point of views with other people in the society. Therefore, it becomes an important tool which helps people in the society to understand each other through listening, speaking, reading and writing. Language is also used to organize the content of communication, what human beings want to communicate into the sounds that are heard, or the written symbols that are read. In this way, humans can communicate with one another by speaking and writing. By speaking, it is easy for both communicators to understand each other because they can use the body language and interact through face-to-face communication. However, communicating by written language appears to be more complicated than spoken language since the writers cannot convey their ideas or thoughts using face-to-face communication. Thus, the writer needs to make the reader understand his/her ideas by writing effectively and clearly. Communicative writing would be effective when a reader can understand or perceive the same ideas as those that the writer intends to communicate.

Currently, due to the globalization phenomenon, people can communicate with other peoples all over the world through communication technology. Also, the fast-growing resources of information can be accessed conveniently and globally through the Internet. This results in the worldwide use of online written materials available in many foreign languages, particularly in English, with a variety of purposes. For example, the information on the Internet can be the resource of input for thousands of users in the field

of English language. Researchers can also search for research studies in many fields such as the scientific research, technology development, geography, history and so on. The Internet can also be digital video libraries. For people who want to further their studies, they can study in a distance education system through online connections. In addition, the online international business is very popular, and it is a fast and cheap way for business people. They can create many business sections on the Internet such as advertisement or entertainment sections to persuade consumers. It is then necessary for website creators or writers, of any languages, who deliver online messages to write as clearly as they can so that their audience or Internet users can decipher their information correctly. Since there are various kinds of materials on websites, Internet users can search for any kind of information to meet their needs. However, in this competitive globalized world, a huge number of people do not have much time to relax because they have to work hard for their survival. Entertainment sections on websites appear to be valuable information for them.

Under the entertainment sections, one of the most frequently used by Internet users is a movie review. A movie review is a way in which the writer expresses his/her opinion of a movie with a short summary of its plot and characters as well as comments on the movie. The purpose of most movie reviews is to help the audience to determine whether they want to rent, buy, or see the movie (Eliashberg & Shugan, 1999). In addition, from a review the audience can get roughly movie's content and other information about the movie. Moreover, the readers can search for the description of a movie that they want to see by selecting types of the movies on the websites, so they can get the useful information of the movie from movie reviews. Movie reviews on the websites also allow a reader to quickly examine the main content of a movie, and help them decide whether the movie worth seeing. Online movie reviews have also rated

those movies. Therefore, an online movie review is considered a powerful marketing tool, or word-of-mouth information that has the impact on the Internet users' decision (Duan, Gu & Whinston, 2008). In addition, the message conveys brief content of the movies and some ideas that a reviewer has attempted to persuade and attract a reader to see the movies. The effective online movie reviews can have the persuasive effect on the moviegoers, so movie producers use them as marketing strategies in the competitive entertainment business. Therefore, professional movie review writing should give sufficient details, with the essentials such as the basic plot, and the major events with or without the important turning point so that the audience can make a decision whether to see the film. The movie reviews, particularly the online movie reviews are important because of the high competition among the producers, and there are many online movie reviews on various websites to choose from.

Since there are many professional movie review websites such as www.movies.yahoo.com, www.depreview.com, www.consumerreview.com, www.imdb.com, www.thefridayflyer.com and so forth, to persuade the audience to read the reviews is challenging, and movie review writing is a complicated task (Charoenchasri, 2007). In fact, writing a movie review is similar to writing on any topic. That is, the writer needs to choose a topic, generating ideas, craft a thesis or focus, research and structure an argument, and find the tone. Bowen & Cali (2008) states five features of effective writing including focus, organization, support and elaboration, styles and convention. However, writing a movie review is slightly different from writing on a given topic in that the writer needs to perform some tasks that are related to any of those movies he/she wants to review. In addition, the purpose of a movie review is to persuade and convince the online consumers. A movie review is one of the most powerful channels to generate word-of-mouth information. Style of writing and word choices are considered

the most essential features to attract reader's interest (Zhang, Dellarocas, and Awad, 2004). Moreover, there are different kinds of movies including action, adventure, comedy, drama, romance, horror and thriller, musicals, science fiction, and war movies. One style of writing may be suitable for one kind of movies but not for another. Furthermore, each type of a movie also serves different needs of the audiences. Therefore, the movie reviewer can help the consumers to completely understand the movie's content and some other important information of each movie (Kunwanpradit, 2004). Kunwanpradit also states that since a movie review is a kind of writing a summary, the use of different style from the original can mislead readers in understanding the content of original movie. Since there are various kinds of movie reviews and the styles of writing, writing styles are very important in persuading the reader to read those reviews. The movie review writing which lacks of consideration for the reader's comprehension ability is then going to be unread because it may confuse the readers; most of the audiences prefer to read the writing that is easy to understand.

Coffey (1987) suggests that writing is the process. Syntax, grammar, and vocabulary are composed to make a sentence. If verbs are weak, grammar is poor, and syntax is rickety, sentences will fall apart. Coffey also states that readers should learn three important steps in the writing process: the careful and deliberate formulation, organization of the information before writing, and the editing of information once it has been written. A movie review is the analysis and evaluation of movies (Jergensen, 1998). For instance, a humorous writing style would work well for a comedy; whereas, a more serious tone would be appropriate for writing a drama review. Thus, writing movie review has the impact on films, mainly in a new release of each movie. Particularly, the plot summary and description of a movie that makes up the majority of any movie

reviews can have an important influence on whether people decide to see a film. Poor reviews will often doom a film to obscurity and financial loss.

Mencher (1996) also suggests that “a review has two parts: basic information about a work (straight reporting) and the reviewer’s assessment (the criticism)” (p.30). In a movie review, the reviewer can give opinions on the movie to persuade whether the audience should see the movie. There are both negative and positive movie reviews, which depends on the purpose of movie reviewers. A reviewer has to make a case. A solid case is made through the reviewer’s knowledge of the field, clear, authoritative writing and proof in the review that the critic’s standards are valid (Chaovalit & Zhou, 2005). It can be said that reviewers consumer reports. They tell us whether we should spend our time and money on a product. Thus, the use of writing styles and word choices in the movie reviews are essential for writers.

Moreover, Baker (1992) points out that the smallest unit which the readers would expect to possess individual meaning is the word. Then, using of word choice is also important because movie reviews have strong effects on reader’s interest. Therefore, the words must be interesting and meaningful.

Since the purposes of most the movie review are to help the moviegoers in determining whether they want to see the movies, whether on DVD, CDs, or at the cinemas, a number of prior research studies on online movie reviews have been conducted to examine the influence of online word-to-mouth communication, the impact of online product recommendations on consumers’ online choice (Duan, Gu, & Whinston, 2008). Most of online movie reviews abroad has also focused on investigating the relationship between consumers’ generated content and product sales (Narayan & Dellarocas, 2006). The results of these studies are mixed, and these studies are mostly in the field of economics or business.

In Thailand, like in most parts of the world in which the utilization of the Internet for an entertainment purpose has gained more popularity. However, the previous research studies on online movie reviews are very rare. One study by Charoenchasri (2007) conducted the genre analysis of newsgroup movie reviews. This study examined steps in the schematic description of rhetorical pattern of movie review genre in professional movie reviews written by newsgroup on the website www.imdb.com. Kungwanpradit (2004)'s study investigated writing style used in movie overviews on website "Yahoo! Movies" <http://movies.yahoo.com>. The study aimed to examine the general characteristics of movie overviews on website "Yahoo! Movies," and the language characteristics and styles including the use of sentence structure, the use of word choice and the tone the in different kinds of movie review writing. Meeprom (2005) analyzed language styles of film synopses on the Internet, at the website <http://movies.yahoo.com>. This case study investigated three aspects of language usage: typical characteristics of the film synopses, distribution of words categories used, and grammatical structures of sentences.

Since there are few previous studies on online movie reviews, the other aspects of common features of movie review writing yet have been uninvestigated, particularly in action movie reviews. For this reason, this present study attempts to extend the knowledge in this area. Then, in this study common features of action movie review writing including types of writing, sentence structures and word choices will be explored and classified. The results will reveal how writing styles and word choices are used to gain the readers' attention and successfully persuade the Internet users to read their reviews particularly in action movie reviews. Ten online action movie reviews have been selected from the Internet website "www.imdb.com" as data.

Purposes of the Study

The main purpose of this study was to find out the common features of movie review writing in terms of main pattern, organizational formats, types of writing, sentence structure, and word choices of action movie review writing on www.imdb.com.

The purposes of the study are presented as follows:

1. To examine common features of movie review writing in action movie review.
2. To investigate types of writing, sentence structures and word choices that can be commonly found in action movie reviews.
3. To examine the frequencies of types of writing, sentence structures and word choices commonly found in action movie reviews.

Research Questions

This study addresses three main research questions as in the following.

1. What are the common features of action movie review writing?
2. What are the common types of writing, sentence structures, and word choices used in action movie reviews?
3. What are the frequencies of types of writing, sentence structure, and word choices used in action movie reviews?

Significance of the Study

It is certain that movie reviews have an important impact on moviegoers or consumers in many ways, and each type of movie review has different writing styles. For example, a humorous writing style would work well for a comedy review, a serious tone would be good for a drama review, and a mysterious tone would be suitable for a thriller review. Besides, movie reviews are written to help readers to make their decisions

whether or not to see a film. The findings of the study will be directly beneficial for the following reasons:

Firstly, the results will benefit the readers to understand the content of movie reviews and clearly understand what the movie review writer wants to present through written language.

Secondly, the study will benefit the writer to see the essentials of movie reviews; therefore, he/she can use techniques of movie review writing to persuade the reader's interest.

Thirdly, the results will help learners of English to practice reading and writing skills, so they can write a movie review professionally.

Finally, the findings will be the sources of information for anyone working in language education, movie industry, advertising, and marketing.

Scope of the Study

This study investigated common features of action movie reviews in www.Imdb.com. The purpose is to find out the common features of movie review writing in terms of types of writing, sentence structure, and word choices including the frequencies used. Top 250 worldwide Box Office from all types of movie which each movie has grossed over US\$200,000,000 at the box office during their theatrical runs were collected. Because of the different of quantities in each type of movies were released in each year, some types of movie may be released more or less. However, action movie review is one types of movie to release in less quantity in each year. Then, ten action movie reviews during the year 2007 – 2008 were used as samples from www.imdb.com. Furthermore, this study does not focus on examining any preferable

types of reviews positive and negative review writing in order to avoid biases in picking up the data.

Definition of Terms

Terms used in this study need definitions. The lists of terms are as follows:

1. *Movie reviews* refers to pieces of movie review writing which the movie reviewer aims at informing, persuading, and narrating t in order to convey his/her feeling through the message so that the reader can make a decision whether or not to see a movie.

2. *Action movie* refers to a type of movies which is full of physical stunts and activities like battles, flights, car chases, or races etc.

3. *Writing style* refers to types of writing, types of sentence structure, and word choices used in action movie reviews which the style of writing shows the writer ideas and feeling to the reader.

4. *Common features* refers to the writing style used in movie review writing on the website to suit the specific content and to persuade audience including purposes of writing.

5. *Types of writing* refer to kind of writing which this study emphasizes three types of writing: informative writing, persuasive writing, and narrative writing.

6. *Types of sentence structure* refer to the kind of sentences which are classified into four types: simple sentence, compound sentence, complex sentence, and compound-complex sentence.

7. *Word choice* refers to the kind of word choices used in action movie review writing which are classified to two types: concrete words, and emotional words.

Summary of the Chapter

This chapter provided the background information and rationale for this study. In addition, the chapter first discussed the important role of compute technology, particularly the websites which provide a lot of useful information for people in the globalization phenomenon. Then it described the contribution of online movie review writing. It also described the purposes of the study, research questions, significance of the study, scope of the study and definition of terms. The next chapter reviews the theoretical foundation and the concepts of the movie review writing.

CHAPTER II

REVIEW OF RELATED LITERATURE

This study aimed to investigate the common features of action movie review writing on the websites. It also examined the writing styles including types of writing, sentence structure and word choice the movie reviewer used in movie reviews. In order for readers to understand the overall concept of the study, this chapter will elaborate on the following. First, some background knowledge about writing reviews and movie reviews will be given. Second, overviews of the IMDB domain and action movies will be presented. Third, some styles as well as genres commonly used in movie review writing, which are classified as informative, narrative, and persuasive, will be discussed. Then, a short overview of types of sentence structures and word choices will be given for the purpose of exploring words and sentence types that movie review writers normally choose in their writing. Finally, related research conducted abroad and in Thailand context will be discussed.

Writing a Review

Writing a review, the writer considers the relationship between the work and the audience, or the relationship between the writer and his/her audience. Thus, a review is a critical evaluation of a text, event, object, or phenomenon. The important element of review is a commentary, not only a summary. It means that a review makes an argument. A review can offer agreement or disagreement and identify the points where writer find the work exemplary or deficient in its knowledge, judgments, or organization. Reviews can be found in many forms such as books, articles, art, policies, exhibitions, performances and films (Drewry, 1974). Normally, reviews are

succinct; from a review, a reader knows the overall perspectives, arguments, and purposes inside the work that has been reviewed. Kamerman (1978) suggests that “reviewers should be as fair as possible in saying how well the author has carried out his or her intent in the book being reviewed, and they should judge the book that has been written, not the book they wish the author had written” (p. 7).

Furthermore, a review has to focus on opinions, not facts or details. Summary should be kept to a minimum, and specific details should serve to illustrate arguments. Palmer (1993) also claims that a review is an essay that draws attention to and passes comment on a topical matter – the publication of a book, the release of a record, the opening of a stage play or film, and so on.

Hutchison (1996) states that, “Reviews do not really lend themselves to formats or patterns. Let’s look at how critics review works when they know their subject matter, when they have prepared themselves to be critics through education, reading, and viewing, and mastering books, music, cinema and theater” (p. 333). Hutchison’s (2001) standard review format is described as follows:

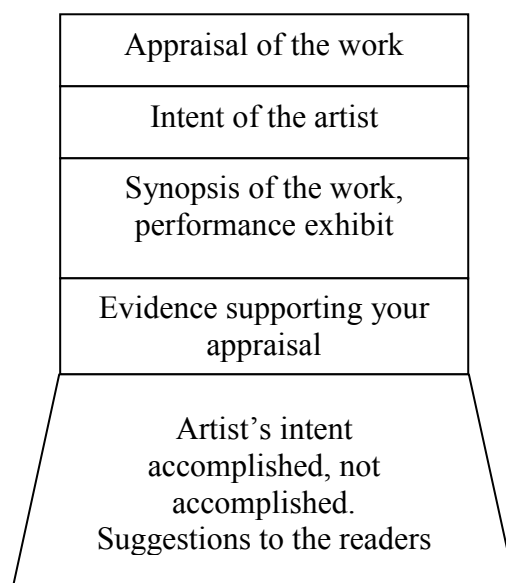


Figure 1. *Review Format*

Movie Review Writing

A movie review is a critical writing that examines why and how a movie works. It provides the reader with a basic idea of what the film is about. Moreover, it provides the writer's critical assessment of the success/failure or effectiveness/ineffectiveness of the film supported by the evidence the writer gathers from the film (The Writing Center, 2009). Furthermore, it is one kind of review writing which is written to help readers decide whether or not to see a movie. Movie reviews are written to give a commentary, not only a summary. It offers the writer's opinions on the qualities of a particular movie. It also tells a little about the storyline to catch readers' interest and encourage readers to venture to the theatres to see the movies for themselves. Thus, the critique is an opportunity to exhibit a critical awareness of the elements of the film to share the delight and pleasure the film offers the viewer. Moreover, Juergensen (1998) claims that the purpose of a movie review is not to merely summarize the plot, but to evaluate its worth.

A movie review is a way in which writers express their idea of a movie with a short summary of its plot and characters as well as comments on the movie. In contrast, summary writing is a piece of writing in a short version which conveys an objective condensation of the main ideas of the writing. It is written to help writers convey an effective communication to readers because readers can get the main idea of the writing quickly and do not have to waste their time reading every word from the original source (Aropoff, 1970). Furthermore, when writing a summary, the following parts should be omitted: background discussions, personal comments, digressions, conjectures, introductions, explanations, examples, and definitions. Besides, some materials are not printed materials such as film, play, or the events in a story, so it is useful for readers to get a brief content from the summary. However, a good movie

review is not a summary of a film, but a critical analysis that examines why and how a movie works. When writing a movie review, reviewers always consider who the intended audience is for the film. In addition, a good movie review usually uses scenes and dialogues from the film to support writers' arguments (Essay-Paper.net, 2006).

According to Rudeen (2000), a movie review can be organized as the following.

Title and deck	The title of the review and the deck (a sentence in special print above the review) suggest the reviewers opinion-whether her or she thinks the movie is worth seeing or not
Where	At the top of the review, is the name the movie and the places where it can be seen.
Introduction	Here the reviewer tells us why he or she thinks the movie is good or not. There is also often a brief summary of what the movie is about, the story line and what kind of movie it is-adventure, horror, romance, for example
Actors' Roles	This part gives a short description of the main characters and names the actors who play the parts. Reviews refer to roles the actors have played in other movies.
Story line	In this part you find out more about the story line and also where and when the movie takes place and what the setting or mood is. There may be more information about the roles as the reviewer talks about the story line
Conclusion	The reviewer may conclude with an interesting or thought-provoking question or statement to tempt you to see the movie for yourself. Our local reviewer sometimes makes a link with a local situation or social attitude.

Source: "*Reading Movie Reviews*" by Bangkok Post Educational Services (2000),

from <http://www.bangkokpost.com/education/movies.htm>

Additionally, Garbis et al. (2001) propose a guideline of movie review writing to keep readers' interest as follows.

- Paragraph 1** Offers overall impression of the movie while mentioning the movie's title, directors, producers, writers, main actors or supporting actors of the movie.
- Paragraph 2** Offers a brief summary of what the movie is about.
- Paragraph 3** Offers actors' roles aim to gives a short description of the key actors.
- Paragraph 4** Offers movie techniques used in scenes. There may be more information about the roles, the soundtrack, or explain the idea that a movie is really interesting.
- Paragraph 5** Address how well the movie represents the novel or play.
- Paragraph 6** Offers the reader in reviewer opinion. It is the last opportunity to guide the reader to attend the movie.

Source: "*Film Analysis Terms*" by M. Garbis and C. Adams, Baltimore, 2001, from <http://www.studyguide.org/filmterms.htm>

An Overview of the IMDB Domain

The name of IMDB stands for the Internet Movie Database. This site was launched in the year 1990, and in 1998 was acquired by Amazon.com. The IMDB website consists of information about films, television programs, and games products. The IMDB is aimed at entertainment professionals. It provides a variety of services including production and box office details. IMDB has 57 million visitors, 17 million of whom are registered (Wikipedia, 2009).

According to Chaovalit and Zhou (2005), there are many product reviews that exist in various forms across different websites, for instance, complementary reviews sites such as www.amazon.com; professional reviews sites such as www.dpreview.com, www.cnet.com, www.zdnet.com and www.imdb.com; opinion sites of consumers such as www.concumerreview.com, www.epinions.com, and www.bizrate.com; and news or magazines with feature reviews such as www.rollingstone.com. For movie reviews, however, the IMDB is a data source to select because it is the one professional reviews site well-known as the largest accumulation of data about films. It can be said that IMDB gives chances to customers to present their opinions towards movies they want to criticize.

Furthermore, Kats et al. (2002) and Melville et al. (2002) mention that the IMDB is a movie database which contains information about movie products, recommendations and movie reviews written by members in the Usenet newsgroup. They are professional in writing movie reviews which are officially stored in the database of IMDB.

Action Movie

Action movies are movies which have a lot of physical stunts and activities, possibly extended chase scenes, races, rescues, battles, fights, escapes, and destructive disasters (floods, explosions, natural disasters, fires, and so on). The main focus in action movies is usually on a male hero. Action movies always have a resourceful hero struggling against incredible odds, life threatening circumstances, or an evil villain. Moreover, the actors always plays in scenes of trapping or chasing each other in various modes of transportation such as buses, ships, trains, planes, horsebacks, and so on

(Dirks, 2007). The following is an example of action movie reviews from website www.imdb.com.

Title and deck	SPIER-MAN 3 A film review by Steve Rhodes Copyright 2007 Steve Rhodes RATING (0 TO****): *** PIRATES OF THE CARIBBEAN: AT WORLD'S END A film review by David N. Butterworth Copyright 2007 David N. Butterworth ** (out of ****) Live Free Or Die Hard 2007 126 minutes Rated PG-13 By Scott Mendelson
Where	-
Introduction /	In SPIDER-MAN 3, Spidey gets in touch with his inner evil twin, which turns out to be a lot of fun for him and for us. Even if the movie isn't nearly as good as SPIDER-MAN 2, it's not a GODFATHER 3 sort of disaster of a third picture in a series. About the worst that can be said of SPIDER-MAN 3 is that it's overstuffed with villains and it's at least twenty minutes too long. (Spiderman3) The reinvention of James Bond films continues with QUANTUM OF SOLACE. The old James Bond had incredible luck and nearly always did the right thing. This Bond bungles his way into situations and is as likely to foul up someone else's plan as he is to fix it. The tension between M and Bond always seemed a little disingenuous since Bond was clearly MI6's super-weapon. The new Bond as of the last two films is more of a loose cannon and is dangerous to both sides. (Quantum of Solace)
Paragraph 1-2	

Actor's Role / Paragraph 3 Depp's more subdued this go around. At least he's not reduced to clown status, as he was last time, but he was key to the first film's success and his savvy "savvy?" is neither here nor there. Instead, Pirates 3 spreads the witty asides around. It's not quite the same. (Pirate of the Caribbean: At World's End)

The "3" in the title could also refer to the number of villains. This time we get three villains for the price of one movie ticket. James Franco plays "Goblin Junior," as the son of The Great Goblin is derisively called. Thomas Haden Church plays the Sandman, a character created out of some great special effects. And, Topher Grace plays Venom, a character with somewhat similar skills to Spider-Man. (Spiderman3)

Story Line / Paragraph 4 However, for those who are old enough to attend middle school or drive a car, this is a surprisingly effective large-scale adventure picture. The plot involves Timothy Olyphant as a rogue ex-government agent attempting to shut down the country by hacking into our electrical systems. Ironically, the story progression in the first act often resembles Willis's terrific 16 Blocks from last year, albeit with emotional heft traded in for elaborate shootouts and fights. The action scenes are set-up in a way to mirror the claustrophobia and vulnerability of the original film. With the exception of a third act True Lies rip-off, the action bits are relatively creative and the filmmakers were smart to fill the villain roster with notable sidekicks and thugs. Maggie Q does king-fu and District B-13's Cyril Raffaelli does his 'parkour' wall-bouncing thing, alas all too briefly. (Live Free or Die Hard)

The film opens in 1947 in the Nevada desert, where a nuclear test - - complete with a fake, picture postcard slice of suburbia -- is underway. Indy and George "Mac" McHale (Ray Winstone) get themselves captured there by KGB agents, led by Irina Spalko. As Spalko, Cate Blanchett is a hoot, giving one of the best bad Russian accents on record. Her villain is so deliciously over the top that Blanchett steals every scene she is in. (Indiana Jones and the Kingdom of the Crystal Skull)

Conclusion / Paragraph 5-6 There are lots of characters, and each one gets a good 15-minute's worth, although as a whole, it never develops very much dramatically. And it's heavy on special effects. If you consider all the stuff that happening on screen, including: smoke rising, people running around, robots transforming, combat, and things getting destroyed (all in one shot), you could easily find this experience chaotic. But the project knows what it wants to accomplish, and it does. While not a great film, "Transformers" holds your attention and is what the summer moviegoing experience is all about. (Transformers)

Plumbing the art decorator's depths with characters and situations we've come to enjoy, the atmospheric "Pirates of the Caribbean: At World's End" winds up evening the series out. Would I see it again? If appropriately compensated, maybe. Would I watch Pirates 2 again? "I'm disinclined to acquiesce to [that] request. Means 'no.'" (Pirate of the Caribbean: At World's End)

This "Hulk" film is a dull disaster with an unconvincing love story, non-threatening villains, lots of amped-up explosions, and a lead character who hardly seems to be the same person that becomes the Hulk. For a fully developed and humanistic take on a raging Hulk and a complex Bruce Banner who wishes for the beast to be expunged, check out the TV series or the 2003 Hulk. This droning Hulk of a movie is for the birds. (The Incredible Hulk)

Writing Styles

According to Gould, DiYanni, and Smith (1989), style is the verbal identity of a writer, as unmistakable as his or her face or voice. All the habitual choices a writer makes—of word and phrase, of sentence pattern and length, of structure and organization, of voice and tone—all these and more constitute style. A writer's style reflects an individual way of seeing the world, and as such is something far greater than the sum of the identifiable parts within a sentence or a paragraph. Furthermore, "when our style is effective, it offers our readers consistency in vocabulary, tone, and voice as well as clarity in thought," (Gould, DiYanni, and Smith, 1989, p. 280). Thus, each writer has a different style of writing to convey to readers. Writers achieve effective styles when their words, phrases, and sentences clearly convey their ideas and their feelings about those ideas to their readers. In short, a writing style is a taste, and there are no two identical writing styles, but, of course, writing styles create different effects on readers.

Types of Writing

Narration, description, argument, and analysis are four major approaches in writing. However, many writing experts give them different names and divide them up differently. Thus, it is important to note that these methods can overlap, that more than one can be used in any piece of writing, and that more than one can be used even at the same time (Kelsch L. M. & Kelsch T., 1981). Moreover, in *Rhetorical Modes in Essay Writing* (2008), it is stated that there are four rhetorical modes of discourse, namely, narrative, descriptive, expository, and persuasive/argumentative writing. A narrative writing tells a story. It is to recount a personal or fictional experience or to tell a story based on a real or imagined event. A descriptive writing is used to create a vivid image of a person, place, or thing. It is to enable the reader to share the writer's sensory experience of the subject. An expository writing is used to tell how to make or do something, report on an experience, or explore an idea. It is to inform, clarify, explain, define or instruct by giving information. A persuasive writing is used to state an opinion and support it convincingly. It is to convince the reader to accept a point of view or to take a specific action. However, in movie reviews, there are three types of writing commonly used: informative, persuasive and narrative.

Informative Writing

An informative writing is designed to convey facts and data. This writing is to make it clear and coherent. An informative writing is mostly facts but can contain opinion if it is a personal text. Informative texts use words that are descriptive, precise, and to the point. The texts are related to the subject, and present tense is used in informative movie reviews. A good informative writing should clearly explain or inform. An informative writing is not writing expressing opinions but facts. More importantly, informative pieces should be clear and precise.

Moreover, Winterowd (1981) claims that “to be informative, a piece of writing must give the reader information, the two characteristics of information are that it has surprise value and content” (p. 191).

Example:

The film is still brutally violent [Present tense], with an on screen body count that nearly exceeds the combined totals of parts 1 and 3 (part 2, with its two passenger airplane crashes, is still the record holder). There are point-blank executions galore, and many vicious fight scenes, gruesome explosions, and fatal car wrecks. [Present tense] Point being, fans of the series should know that this is still a rough, profane, and violent adult action film. [Clearly explain/inform]

Persuasive Writing

The most important factor of persuasion is the ability to give reasons as well as the effective use of language. Persuasive writing is aimed to change opinions, modify values, or encourage an action by the reader. However, the purposes of persuasive messages are different from the aims of expressive and expository writing. People use persuasion to convince others to agree with the proposed decision or action, which should be the best solution. Without an action or feeling or emotion, there will be no persuasion. Coffey (1987) said that persuasion is a writing to convince readers to accept our point of view on a given subject. The goal of persuasive writing is to have reader come to agree with our opinions by carefully building strong and convincing arguments for our side while tearing down or weakening the opposing sides.

Gould, DiYanni, and Smith (1989) claim that “when we try to persuade someone of something, we try to prove a point and at the same time we try to get the reader or listener to see things the way we do” (p. 195).

Example:

Will you enjoy this movie? As long as you’ve managed to maintain a child’s ability to wonder, and your heart isn’t made of stone, you will love it!
[Convince readers to accept in point of view]

Narrative Writing

A narration develops a subject or idea by explaining what happened, how it happened, or why it happened. Normally, a narrative writing tells related events in a sequence of time. A narrative writing functions as an action creator; the movement of each event has an important role; therefore, a writer has to manipulate well on the sequence of related events that lead to the climax of story. Usually, the narrative writer creates a story with a point or purpose. Moreover, the writer's work is to present that point or purpose clearly by concentrating on a significant event in great detail by emphasizing what happened, and omitting the rest of unnecessary events. Coffey (1987) describes narration as a story about a series of events or actions. Narrative details are ordered in a logical sequence of time. Moreover, Coffey states that verbs create the action in a story. Generally speaking, verbs should be in the active voice rather than in the passive voice. Active verbs help keep the story moving and make the events seem more alive to readers. Narration also has three important qualities. First, it tells a story. Second, it generally describes events in chronological order. Finally, it makes a point.

Example:

Edward Norton initially makes a convincingly scrawny Bruce Banner, living in Brazil and working at a soda factory. He has maintained communication with a genetic scientist who may know how to cure Bruce's Green Giant anger problem. Unfortunately, a drop of Bruce's blood that accidentally falls into an open soda bottle is all that is needed to raise awareness from the government and the sour, unemotional General Ross (William Hurt). The military arrives armed and ready to shoot Bruce Banner, though there is a new foe, a Marine named Emil Blonsky (Tim Roth), who is interested in acquiring a sample of that genetic Hulk pool. [Tells a story related events in a sequence of time]

Types of Sentence Structures

Klammer (1997) suggests that a sentence is an independent unit of expression and adds that a simple sentence follows the pattern of subject plus predicate. In addition, a sentence is a group of words containing a subject and a predicate and expressing a complete thought.

Winterowd (1981) claims that language gives us many ways to put ideas together into sentences, and the writer who cannot use sentence combining devices will have major problems. Writers must automatically and unconsciously be able to use the sentence structures of their language to put their ideas down in a fluid, coherent way. In general, sentences are classified as simple, compound, complex, and compound-complex.

Simple sentence

A simple sentence contains one clause with a subject and a predicate (Klammer, 1977). It has to have a subject (something or someone that is performing the verb) and a verb (an action or a state). It can stand alone as a complete simple sentence, also called an independent clause. Moreover, a simple sentence can have a compound subject (e.g. Jack and Jim) and a compound verb (e.g. worked and walked). However, there are no commas separating these elements. Thus, simple sentences are useful for creating an emphasis because they present ideas clearly.

Examples:

This film hits you with all the immediacy of a fist to the gut. [a simple subject, *film*, and a simple verb, *hits*]

Elliott and Rossio can't possibly service them all satisfactorily. [a compound subject, *Elliott and Rossio*, and a simple verb, *can't service*]

Compound sentence

A compound sentence contains two or more independent clauses joined in conventional ways (Klammer, 1977). The clauses are joined by a coordinating conjunction (with or without a comma). Coordinating conjunctions include *and*, *but*, *nor*, *or*, and *so*. Moreover, the clauses are also joined by a correlative conjunction (with or without a comma), or a semicolon alone. Correlative conjunctions are such as *both... and* and *not only...but also*. A compound sentence presents a balanced relationship between the clauses that are joined. Thus, it is emphasized that the ideas in the sentence are of equal importance.

Example:

Gems mined for this purpose are called conflict diamonds [independent], and they are the currency of Danny Archer [independent].

Complex sentence

A complex sentence contains at least two clauses: one independent and one or more subordinate clauses (Klammer, 1977). The dependent clause is introduced by either a subordinate conjunction such as *although*, *because*, *since*, *while*, and *when*, or a relative pronoun such as *that*, *who*, *what*, and *which*. One clause (the main clause) is emphasized over the others (the subordinate clauses). Thus, a complex sentence expresses a interrelationship of the ideas in the sentences.

Examples:

The case commences at Christmastime in 1968 [independent], when a couple is shot to death on a remote lover's lane in Solano County [dependent].

Although he is on his way home for the night [dependent], McClane is called upon to bring in Matt Farrell for questioning [independent].

Compound-complex sentence

A compound-complex sentence contains three or more clauses, at least two of which are independent clauses, and at least one of which is a subordinate clause (Klammer, 1977). Thus, a compound-complex sentence establishes a complicated relationship among a series of ideas.

Examples:

The origin plot of the Incredible Hulk since its inception in the late 60's never made a lot of sense [independent] – what is the point of using a genetically [independent] – engineered Hulk as a secret weapon when his animal instincts cause him to destroy everything in his path [dependent]?

Susie was sick [independent], but she could not stop working [independent] because she had to finish the report for the meeting the next day [dependent].

Types of Word Choices in Movie Reviews

Lannon (1983) suggests that word choice ultimately determines the quality of your writing. After all, any sentence is only as effective as the words it contains. Jacobs (1992) explains that word choice refers to a writer's selection of word. The selection should be accurate and explicit, so that all actions and ideas are clear. If a passage is effective, if it conveys an idea well or gets at the essence of an action vividly and powerfully, we may confidently say that the words are right.

Moreover, Winterowd (1981) also suggests that “words are symbols that convey concepts and, therefore, are basic to the thought process. In fact, words and their functions in sentences are topics that ought to interest the intellectually curious, and some knowledge of words is necessary to the writer” (p. 399).

Concrete Words

Concrete refers to objects and things that people perceive through senses.

Sherman (1966) claims that concrete/specific language makes a writer's style more vigorous and colorful. In technical writing it is especially desirable because it not only increases liveliness but also gives information more effectively and reduces the likelihood of vagueness. On the other hand, abstract/general words are vague. The significant point is that in offering the interpretation a writer would be providing additional objective facts rather than omitting them in favor of vague expressions or unsubstantiated interpretation.

All writers know what to say to their readers but some do not have exact words to convey the intended meaning. In order to convey the intended meaning, writers must select concrete words which can convey the exact meaning. Concrete words are subsets of abstract words. They give clear meaning for abstract words. Thus, writers should select concrete words to be clear in the meaning that they want to express (Sherman, 1966).

Examples:

Abstract/General Words

major incident response unit

several factors

bad weather

receptacle

obtain

We are taking precautions
against fire.

Concrete/Specific Words

ambulance, police car

safety, cost

hurricane

jar, beaker, can, box

buy, rent, requisition

We are installing fire doors and an
automatic sprinkler system.

Emotional Words

An emotional reaction is a kind of human behavior; all human beings have needs and must try to fulfill their needs. Therefore, writers should know how to motivate needs through emotions so that their messages motivate the readers and thus fulfill their interests. Writers should realize that emotional words are important, and thus they should be careful about picking up a word for the writing. Mortensen (2007) suggests that if we want to create emotion, choose words that will trigger feelings. There are many words that are emotionally loaded with and represent different values of different people. Moreover, words, because of their various lengths, can convey emotional colors. Generally, short words are more blunt, direct, and harsh. Longer words are drawn out to evoke colors of melancholy or suffering.

Examples:

<u>Unemotional Words</u>	<u>Emotional Words</u>
cheap	thrifty
traditional	old-fashioned
fun	merriment
sad	painful
strange	eccentric

Related Studies

There are few research studies on online movie review writing. Some studies investigated writing styles in movie synopses, while other studies analyzed the persuasive styles used in movie handbills or the persuasive influence of movie reviews on online consumers.

Kungwanpradit (2004) conducted a study on writing style used in movie overviews on the website “Yahoo! Movies.” The study investigated the general characteristics of movie overviews, the use of sentence structure, the use of word choice, and the use of tone in movie overviews. The findings revealed that there are three general characteristics of movie overviews: number of sentences used in movie overviews, the identifying actor’s and actress’s names, and the content of movie overviews. In the part of grammatical structures, the most frequent structures used in movie overviews are complex sentences, then compound-complex sentences, simple sentences, compound sentences and fragments respectively. Simple sentences and compound sentences are mostly used in comedies. Complex sentences are used most in dramas, compound-complex sentences in romances. Besides, similes are frequently used in dramas. Metaphors are most frequently used in romance. Metonymy and hyperbole are mostly used by comedies. Furthermore, the findings about word choice revealed that concrete words are used less than abstract words. Finally, the study found that most movie overviews convey a purposive tone or an emotional tone.

Charoenchasri (2007) conducted a study on genre analysis of Newsgroup movie reviews on www.imdb.com. This study was undertaken to analyze the particular aspects of moves, sub-moves, and steps seen in the schematic description of rhetorical pattern of movie review genre on the Imbd domain and the use of lexical features. The findings showed that movie reviews on the Imdb domain follow the five moves in the corpus of movie reviews: introducing the movie, describing the movie’s storyline, providing comments, concluding the review, and offering other information. Also, the study pointed out that the organization of ideas to establish moves and to reflectively indicate the intentional rationale behind moves and steps is underlined by means of

utilizing discourse markers that help to convey the communicatively functional statement under the entire rhetorical arrangement of the text.

Meeprom (2005) conducted a case study on language styles of online film synopses at Yahoo! Movies. The case study investigated three aspects of language style: characteristics typical of the film synopses, distribution of word categories, and grammatical structures of sentences. The findings showed that the film synopses in the sample ranged widely in style and included 35 typical characteristics. Also, the findings revealed the patterns of “main characters plus conflict” and “main characters plus conflict and climax” were most frequently used. Moreover, the study found that nouns were the most frequent used, followed by verbs and prepositions. As for the grammatical structure analysis, complex sentences were the most frequently found and the relative clause was the predominant method of combining sentences. The active voice and the present tense were usually used. The style, analyzed by the computer programme Right-Writer3.0, was defined as weak and mostly difficult to read.

In another study, Eliashberg & Shugan (1999) investigated an important factor of film critics. This study considered the relationship between the market performance of entertainment services and the role of critics. The objective of this study was to examine the potential role that critics may play in predicting and influencing the commercial box office. The findings showed that critical reviews correlate with late and cumulative box office receipts, but do not have a significant correlation with early box office receipts. These findings suggested that critics, at least from an aggregate level perspective, appear to act more as leading indicators than as opinion leaders.

Besides, Bozilovic (1998) conducted a study on factors of film communicability. This study aimed to show that film critiques have an inevitable role in the communication. The findings of this study showed that a critique is an important

mediator in the communication of the film and the audience so it should be made in such a way as to provoke and enhance communication. The influence of film criticism is proved by the number of empirical researches. The study showed that with the age of the examinees knowledge develops and the comments on the critique in the newspapers are used as the basis for film selection.

Summary of the Chapter

This chapter presented the literature as the theoretical framework for this study. The first section described the concept of writing a movie review and then the overview of the IMDB domain and action movies were discussed. The third section highlighted the writing style and writing genre as well as types of sentence structure and word choices. The previous studies contributed to the study both abroad and in Thailand were presented in the final section.

CHAPTER III

METHODOLOGY

This present study aimed to find out common features of action movie reviews on the website www.imdb.com. Writing style, specifically common types of writing, sentence structures and word choices in action movie reviews were also investigated. This chapter then presents the research methodology beginning with a description of research procedure including research design, sources of data, and the procedure for data collection and analysis.

Research Procedure

Research Design

This study is a qualitative study by nature. To be more specific, the qualitative data, the content of movie reviews, were collected and analyzed using the framework of Rudeen (2000) and Grabris et al. (2001). The source of the data was www.imdb.com, which the movie reviews were posted, and the content in the movie reviews were analyzed to find out the common features of movie review writing.

Data Collection

The data of this study were collected from Internet Websites “www.Imdb.com”. The reason to select Internet Websites to be the main source of data because at present the Internet is quickly search engines for people to get information of movies. The IMDB is the professional reviews site and well known for containing the largest accumulation of data about films. Moreover, Wikipedia (2009), Kats et al. (2002), and Melville et al. (2002) mention that IMDB is popular in terms of entertainment professionals. This site gives information about movies and good source of movie reviews written by members in

the Usenet newsgroup who are professional in writing movie reviews. Customers have a chance to present their opinions towards movies they want to criticize. Besides, the data of this study were selected from action movie review writing. Everybody loves to see movies and each has a different choice to watch movies of their interest. A few love comedy movies, a few might prefer drama movies others might love horror movies and quite a lot of people love to see action movies (Hanson, 2009). Additionally, people need excitement. Action movies are a simple and effective out, allowing people to experience a heightened state with no risk in a convenient form. Then, the reason to select this action movie was that action movies are loved by all age groups such as children, youngsters and older generation.

Sampling procedure

According to the selection, all selected action movie reviews are randomly collecting from top 250 Worldwide Box Office which each movie has grossed over US\$200,000,000 at the box office during their theatrical runs. All selected data were collected during the year 2007 – 2008 on www.imdb.com. Figure 2 presents the detailed information of the ten action movie reviews of this present study.

Action Movie: Year 2007 - 2008	Worldwide Box Office
1. Pirates of the Caribbean: At World's End (2007)	US\$958,404,152
2. Spider-Man 3 (2007)	US\$885,430,303
3. Indiana Jones and the Kingdom of the Crystal Skull (2008)	US\$783,400,000
4. Transformers (2007)	US\$700,759,914
5. Iron Man (2008)	US\$571,827,600
6. Quantum of Solace (2008)	US\$569,968,427
7. National Treasure: Book of Secrets (2007)	US\$453,961,501
8. The Bourne Ultimatum (2007)	US\$440,725,045
9. Live Free or Die Hard (2007)	US\$377,520,804
10. The Incredible Hulk (2008)	US\$254,218,390

Figure 2. *The Titles of Action Movie Reviews and Their Grossed Income*

Data Analysis

This study used content analysis method to find out the common features of action movie review writing. A personal computer with Internet access and compact disc recordable (CD-R) was used in collecting data from online sources. The collected files, the texts of action movie review from the website www.imdb.com were copied. Then the data were manually analyzed in the following steps:

To answer the first research question: What are the common features of action movie review writing? The common features of writing used in action movie reviews were analyzed in terms of the common features of movie review writing that typically found in action movie reviews based on Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines.

The results revealed the common features in terms of the main pattern and the organizational formats used in ten action movie reviews.

To answer the second research question: What are the common types of writing, sentence structures, and word choices used in action movie reviews? First, the data were analyzed based on three types of writing: informative, persuasive, and narrative. Next, four types of sentence structures: simple, compound, complex and compound-complex sentences used in the movie content were analyzed. The results showed the types of writing and the types of sentence structure used most in the ten action movie reviews.

Finally, to answer the third research question: What are the frequencies of types of writing, sentence structure, and word choices used in action movie reviews. The researcher analyzed the most frequency of types of writing, sentence structures, and word choices both quantitatively and qualitatively by presenting in percentage.

Summary of the Chapter

This chapter discussed the research methodology including research design, sources of data, sampling procedure, data collection and analysis. The sources of data for the study were the action movie reviews on the website www.imdb.com. The data were the content of the movie reviews, and the data were analyzed using the content analysis based on the framework and the guidelines of movie review writing. Chapter four presents the results of the study.

CHAPTER IV

FINDINGS

This study investigated common features of action movie review writing. This chapter presents the results of the study which are divided into two main sections.

The first section presents the results of the common features of movie review writing that typically found in action movie reviews based on Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. The second section discusses types of writing, sentence structures, and word choices in action movie review writing.

Common Features in Action Movie Reviews Writing

This study aimed at investigating common features of action movie review writing. The content of each part of the texts as well as its purposes was analyzed to find out the common features of action movie reviews. The findings revealed four overall patterns of writing in action movie reviews: a broad overview of the movie, a comparison with the previous episode of the film, description of the movie's storyline, and making comments. The first pattern was aimed to provide a broad overview of the movie including the actors' role and the background information related to the movie for the readers. The second pattern was intended to compare the present movie with the previous episodes while the third pattern was the description of the movie's storyline and the last pattern is the provision of the reviewer's comments on the movie, both positive and negative or the conclusion of the review. The description of overall patterns in action movie review writing was summarized in Table 1.

Table 1*Overall Patterns of Action Movie Reviews Writing*

Patterns of Action Movie Review Writing	Intents
1. Providing a Broad Overview	Intent 1: Giving the general description of the movie Intent 2: Giving the background knowledge related to the movie
2. Comparison with the Previous Episodes (i.e. Spiderman 1, 2, & 3)	Intent 1: Comparison with the previous episode Intent 2: Comparison with all previous episodes
3. Describing the Movie's Storyline	Intent 1: Describing the impression events in the movie
4. Providing Reviewer's Comments or Concluding the Review	Intent 1: Giving reviewer's comments or making an entire judgment in positive and negative or evaluate the movie Intent 2: Giving suggestions in the movie or offering other information such as other special comments or contact information of the reviewer

Table 1 shows each pattern of action movie reviews with its intents in each part of the text. The following section is then the explanation of four patterns of the movie reviews as well as the sample review content to help the readers have a profound understanding.

Pattern 1: Providing a Broad Overview

This pattern focuses on giving information, general description, or background of the movie to the readers. The reviewers provide general information or description

of actor's roles, scenes, highlight, or spotlight events of the movie. This pattern consists of 2 intents as follows.

Intent 1: Giving the general description/information of the movie. This part mainly focuses on scenes or actors' role which the reviewers consider that it is important to help the readers to get some general information so that they can make a decision whether to see the movie. Below is the example of Intent 1.

Example

Director: Paul Greengrass, Screenplay: Tony Gilroy, Scott Z. Burns, George Nolfi (based on the novel by Robert Ludlum) Cast: Matt Damon, Joan Allen, David Strathairn MPAA Classification: PG-13 (The Bourne Ultimatum)

This part illustrates that the reviewer gives the information about the names of the film director (Paul Greengrass) movie stars (Matt Damon), and movie classification rating which parent have to suggest their children (parental guidance suggested: PG-13).

Intent 2: Giving the background knowledge related to the movie. This part of the review mainly presents the general background knowledge of the movie such as the information about the previous movie and the income.

Example

For the last two months, the story around Live Free or Die Hard (Die Hard IV) has been Fox's decision to rework the film for the sake of getting a PG-13 rating. Of course, the original three Die Hard films were hard-R, with graphic violence, pervasive profanity, and a general rough-and-tumble quality that were (along with the Lethal Weapon films) the standard bearers of adult action entertainment for about a decade. (Live Free or Die Hard)

This part shows that the reviewer wants to present the background knowledge about the movie classification. As the example, the reviewer tells the reader about the movie classification of all the original three Die Hard films which were classified as hard-R, with graphic violence.

Pattern 2: Comparison with the Previous Episode

This pattern aims to compare the present episode of the movie with the previous one and explain the difference between the two versions and interesting things in the movies.

Intent 1: Comparison with the previous episode. This option uses only one previous episode to explain what interests towards the movies are.

Example

The first National Treasure canoodled the American Revolution into a mildly entertaining The Da Vinci code spoof. Book of Secrets schlumps the Civil War into dreck. (National Treasure: Book of Secrets)

This part shows that the reviewer wants to explain the useful information between the present and previous episode of the movie. The reviewer tells the main these of the previous episode of National Treasure that involves the Da Vinci code spoof; while, the present movie is about the Civil War.

Intent 2: Comparison with all previous episodes

In Intent 2, the reviewer gives the information for all previous episodes and explains the main interests in the movies or explains the difference among those previous episodes.

Example

Compared to "Pirates of the Caribbean: The Curse of the Black Pearl" (hereafter referred to as Pirates 1), its sequel, "Pirates of the Caribbean: Dead Man's Chest" (hereafter referred to as Pirates 2), was a complete and utter waste of everyone's time, a sorry state of affairs that robbed those colorful pirate rogues we had come to know and love of their ineffable charm. Three's supposed to be a charm of course but you won't find much of that in Gore Verbinski's continuation (current thinking: culmination) of his silly yet spectacular swashbuckling saga starring Johnny Depp, Orlando Bloom, Keira Knightley, and Geoffrey "them's more what you'd call guidelines than actual rules" Rush.

Compared to Pirates 2, "Pirates of the Caribbean: At World's End" (hereafter referred to as Pirates 3) often feels like Pirates 1, which is a bit unfair since it's nowhere near that good. But it's better than Pirates 2. Keep telling yourself that and you'll likely make it through to the (world's) end.

What you will find in *Pirates 3* is a lot of the same. And I mean a **lot** of the same. Save from an opening sequence in Singapore (with Chow Yun-Fat) and a brief, much ballyhooed cameo by Keith Richards as Captain Jack's paterfamilias (Depp often cited the Rolling Stones guitarist as his inspiration for Sparrow's body language and vocal deliveries) there's little here we haven't seen before. This time it's longer, noisier, more spectacular, perhaps, in terms of its set pieces--the battle scenes, especially--but bigger isn't necessarily better (although it **is** better than *Pirates 2*). (*Pirate of the Caribbean: At World's End*)

This examples above shows that the reviewer's intent to make readers understand the content of the present movie by comparing with all the previous episodes. Moreover, the reviewer points out the main important points between the previous and the present movie to help readers to understand what the present movie presents.

Pattern 3: Describing the Movie's Storyline

This pattern aims to focus on explaining scenes, detailed events, and situations in the movie. There is the only one intent found in action movie reviews.

Intent 1: Describing the impressive events in the movie. This option explains the impressive events that occur in the movie and gives some examples or situations of storylines.

Example

Director Paul Greengrass (*The Bourne Supremacy*, *United 93*) wastes zero time in mining the action from this storyline. As a filmmaker, his edit points are quick, his camera shaky, and his close-ups constant. He wants realism and he wants his action to appear in real-time. The pseudo-documentary style he's becoming known for is at its best here, muting the spectacle of his stunts to make room for believability in the play-pretend realism. And since it appears many of his stunts were actually coordinated on set-and not in front of a computer monitor-the realism is certainly accepted as, well, real. For this reason, *The Bourne Ultimatum* sprints as a missile for the moon. It's fast and sometimes infuriatingly so, as it rounds plot corners at double-time, leaving us confused and choking on its dust. But all is forgiven when a clever foot-chase is launched, when Bourne kicks down the clutch of a motorcycle, as he hijacks an NYPD squad car, as he leaps from a roof, etc, etc. Luckily his stunts are as loud as they are intelligent. And since Bourne stays generally low-tech with his tricks, he becomes a sort of spy-version of MacGyver. (*The Bourne Ultimatum*)

As shown in the example above, the reviewer explains the impressive events in the movie, the action of this movie by giving credit to the director that many of stunts were actually coordinated on set-and not in front of a computer monitor, so the realism is certainly accepted.

Pattern 4: Providing Reviewer's Comments or Concluding the Review

For this pattern the reviewer expresses his/her point of view, comments, evaluate and make judgments for the movie in both a positive and negative way. The reviewers' expression can help readers to decide whether or not to see the movie.

Intent 1: Giving reviewer's comments or making an entire judgment in positive and negative or evaluate the movie.

Example

QUANTUM OF SOLACE has one of the more complex and satisfying of the Bond film plots. The character of Bond has more depth than he does in some of the more pulpy entries in the series. It is one of the rare Bond films that can be appreciated on an adult level. I rate it a +2 on the -4 to +4 scale or 7/10. (Quantum of Solace)

The extract shows that the reviewer makes comments on the plot of the movie and the characters of the actors. Moreover, the reviewer gives the rating scale (7/10).

Intent 2: Giving suggestions in the movie or offering other information such as special comments or contact information of the reviewer. This intent aims to make suggestion or recommendation about the movie.

Example

SPIDER-MAN 3 runs 2:20. It is rated PG-13 for "sequences of intense action violence" and would be acceptable for kids around 6 and up. My son Jeffrey, age 18, gave it *** 1/2, although he didn't like it as much as the second and he thought this one was too predictable. He really liked the action, the story and the multiple villains. He especially like the way they did more with humor. His girlfriend Yasmin, age 17, wanted to give it "five million trillion stars," but I refused to let her go above my scale's maximum of ****. She loved the movie's great twists and turns and the way it scared her. But, most of all, she loved Spider-Man. (Spider-Man3)

This example demonstrates that the reviewer presents special comments to make the content of movie review reasonable. As the example, the reviewer also gives his son and his son's girlfriend to comment the movie.

Organizational Formats of Action Movie Review Writing

The further analysis of the content of the texts in the movie reviews was investigated to find out the common features of the movie review writing in terms of organizational formats based on Rudeen's (2000) and the guidelines of movie review by Garbis et al. (2001). The following tables demonstrate the organizational formats in then action movie reviews.

Table 2

Organizational Formats and Guideline of Movie Review Writing

Movie Title: Pirates of the Caribbean: At World's End

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	PIRATES OF THE CARIBBEAN: AT WORLD'S END A film review by David N. Butterworth Copyright 2007 David N. Butterworth ** (out of ****)	None
Introduction	Compared to "Pirates of the Caribbean: The Curse of the Black Pearl" (hereafter referred to as Pirates 1), its sequel, "Pirates of the Caribbean: Dead Man's Chest" (hereafter referred to as Pirates 2), was a complete and utter waste of everyone's time, a sorry state of affairs that robbed those colorful pirate rogues we had come to know and love of their ineffable charm.	None

Table 2*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	Three's supposed to be a charm of course but you won't find much of that in Gore Verbinski's continuation (current thinking: culmination) of his silly yet spectacular swashbuckling saga starring Johnny Depp, Orlando Bloom, Keira Knightley, and Geoffrey "them's more what you'd call guidelines than actual rules" Rush. Compared to Pirates 2, "Pirates of the Caribbean: At World's End" (hereafter referred to as Pirates 3) often feels like Pirates 1, which is a bit unfair since it's nowhere near that good. But it's better than Pirates 2. Keep telling yourself that and you'll likely make it through to the (world's) end.	
Actors' roles	What you will find in Pirates 3 is a lot of the same. And I mean a <i>*lot*</i> of the same. Save from an opening sequence in Singapore (with Chow Yun-Fat) and a brief, much ballyhooed cameo by Keith Richards as Captain Jack's paterfamilias (Depp often cited the Rolling Stones guitarist as his inspiration for Sparrow's body language and vocal deliveries) there's little here we haven't seen before. This time it's longer, noisier, more spectacular, perhaps, in terms of its set pieces--the battle scenes, especially--but bigger isn't necessarily better (although it <i>*is*</i> better than Pirates 2).	Offers actors' roles & Offers movie techniques used

Table 2*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	Not only are Cap'n Jack, Will Turner, Elizabeth Swann, Barbossa, that flamin' monkey, and those two funny pirates (one with the wooden eye?) all back in fine fighting form but so too are the entire cast of Pirates 2, pretty much, including locker room attendant Davy Jones (Bill Nighy) and his fleet of fishy followers, the Jamaican high priestess Tia Dalma (Naomie Harris), "Bootstrap" Bill Turner (Stellan Skarsgard), and Lord Cutler Beckett (Tom Hollander). Beckett rises to a position of prominence in Pirates 3, forming an unhealthy alliance with old tentacle face in a bid to rid the Seven Seas of Sparrow and his motley crew of brigands and ruffians (Beckett's keeping Jones's heart on ice in the cooler, so to speak, so he has the upper hand). Fortunately for the good guys Ms. Swann also puts in a bid for more screen time and wins, elevating her pulchritudinous position to King of the Pirate Lords! Which doesn't leave much room for Jack...?	Offers a brief summary
Conclusion	Depp's more subdued this go around. At least he's not reduced to clown status, as he was last time, but he was key to the first film's success and his savvy "savvy?" is neither here nor there. Instead, Pirates 3 spreads the witty asides around. It's not quite the same. Plumbing the art decorator's depths with characters and situations we've come to enjoy, the atmospheric "Pirates of the Caribbean: At World's End" winds up evening the series out. Would I see it again? If appropriately compensated, maybe. Would I watch Pirates 2 again? "I'm disinclined to acquiesce to [that] request. Means 'no.'"	Address how well the movie Offers the reader in reviewer opinion

As shown in Table 2, the results revealed that this reviewer wrote the movie review “Pirates of the Caribbean: At World's End” using according to Rudeen’s (2000) organizational formats. However, the reviewer did not inform the reader where they could see the movie. Furthermore, base on Garbis et al.,’s (2001) movie review guidelines, the findings revealed that part of writing which offers overall impression of the movie was not found.

Table 3

Organizational Formats and Guideline of Movie Review Writing

Movie Title: Spider-Man 3

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	SPIDER-MAN 3 A film review by Steve Rhodes Copyright 2007 Steve Rhodes RATING (0 TO ****): ***	None
Introduction	In SPIDER-MAN 3, Spidey gets in touch with his inner evil twin, which turns out to be a lot of fun for him and for us. Even if the movie isn't nearly as good as SPIDER-MAN 2, it's not a GODFATHER 3 sort of disaster of a third picture in a series. About the worst that can be said of SPIDER-MAN 3 is that it's overstuffed with villains and it's at least twenty minutes too long. But as a wildly expensive popcorn movie, it delivers the goods nicely enough. Best of all, it's quite funny. Returning as story's eponymous lead, Tobey Maguire is never better than when he's finally allowed to be mean.	Offers overall impression of the movie

Table 3*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	One of the movies many storylines has a meteorite crashing into earth, leaving behind a substance that turns good men bad. This icky and spidery black goo attaches itself to Peter Parker, a.k.a. Spider-Man, our All-American superhero. When it does, Spider-Man turns into a killer who wants to seek revenge. Later, he'll renounce his devils and learn the true power of forgiveness in a rather sappy yet satisfying ending.	Offers movie techniques used
Actor's role	Peter also turns into a real lady killer. He's a player who struts his stuff with pride. By far the film's funniest scene comes when Maguire does an homage to John Travolta's Tony Manero in SATURDAY NIGHT FEVER, as Maguire disco dances down the streets of New York.	Offers actors' roles
	Another delicious moment comes as he does a Gene Kelly-type dance number in a club as his date, Gwen Stacy (Bryce Dallas Howard), looks on in amazement. The whole date is intended as a big show-off for his old squeeze, Mary Jane Watson (Kirsten Dunst). This is the movie, however, where Peter wants badly to pop the question to Mary Jane, but circumstances keep conspiring to stop his proposal from happening.	Address how well the movie
	The "3" in the title could also refer to the number of villains. This time we get three villains for the price of one movie ticket. James Franco plays "Goblin Junior," as the son of The Great Goblin is derisively called. Thomas Haden Church plays the Sandman, a character created out of some great special effects. And, Topher Grace plays Venom, a character with somewhat similar skills to Spider-Man. Of course, all three of the bad guys have sympathetic good guy alter egos.	Offers movie techniques used

Table 3*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Conclusion	Even though I wished it had been shorter, and hence more focused, I had a good time. I've heard it called the most expensive movie ever made. If that's anywhere near true, they significantly overspent since, although it looks fine, it's certainly no LORD OF THE RINGS. SPIDER-MAN 3 runs 2:20. It is rated PG-13 for "sequences of intense action violence" and would be acceptable for kids around 6 and up. My son Jeffrey, age 18, gave it *** 1/2, although he didn't like it as much as the second and he thought this one was too predictable. He really liked the action, the story and the multiple villains. He especially like the way they did more with humor. His girlfriend Yasmin, age 17, wanted to give it "five million trillion stars," but I refused to let her go above my scale's maximum of ****. She loved the movie's great twists and turns and the way it scared her. But, most of all, she loved Spider-Man.	Offers the reader in reviewer opinion

According to Table 3, the findings revealed that based on Rudeen's organizational formats (2000) the movie theater and cinema in which the movie was shown was not found. Moreover, this movie review has written based on Garbis et al.,'s (2001) movie review guidelines

Table 4*Organizational Formats and Guideline of Movie Review Writing**Movie Title: Indiana Jones and the Kingdom of the Crystal Skull*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL A film review by Steve Rhodes Copyright 2008 Steve Rhodes RATING (0 TO ****): *** 1/2 The magic is back!	None
Introduction	Can Harrison Ford at his age really pull off the role of action hero Indiana Jones again? I'm here to tell you that he can and does it with great comedic gusto to boot. The long wait for the next Indiana Jones movie is over, and it was well worth the wait. You've probably already been talked out of loving this movie by all of the other reviewers whose mantra is that the latest Indy film is good but nothing special. Don't listen to them. INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL is absolutely terrific. In my packed audience, everyone was clearly very attentive and on the edge of their seats throughout this rip-roaring adventure. And, in a time when the studios are releasing one long movie after another whose two hour plus running times feel twice that long, the latest Indiana Jones manages to make its two hours fly by. You'll swear the movie was less than ninety minutes long.	Offers overall impression of the movie

Table 4*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	Director Steven Spielberg knows how to dazzle us, and he certainly does it here. One of the reasons why this Indy film works is the script, full of snappy dialog. After reportedly rejecting other screenwriters and scripts, Spielberg went with writer David Koepp, whose wide-ranging talents can be seen in a whole host of wonderful, magical -- and sometimes frightening -- movies, including ZATHURA: A SPACE ADVENTURE, WAR OF THE WORLDS, SPIDER-MAN and PANIC ROOM. The film opens in 1947 in the Nevada desert, where a nuclear test -- complete with a fake, picture postcard slice of suburbia -- is underway. Indy and George "Mac" McHale (Ray Winstone) get themselves captured there by KGB agents, led by Irina Spalko. As Spalko, Cate Blanchett is a hoot, giving one of the best bad Russian accents on record. Her villain is so deliciously over the top that Blanchett steals every scene she is in.	Offers movie techniques used Offers a brief summary
Actor's roles	Since Mac is a double agent, a double, double agent, or who knows what, he doesn't stay teamed up with Indy for long. But INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL is a buddy comedy. Indy sidekick Mutt Williams is played by Shia LaBeouf (the young lead in TRANSFORMERS). With a switchblade knife, a big head of greasy hair that requires constant combing, a leather jacket and a noisy motorcycle, Mutt is a cross between James Dean and a young Marlon Brando. He is also every bit Indy's equal, with "Get on, Gramps" being one of his first putdowns of Indy.	Offers actors' roles

Table 4*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	Mutt says that as they speed away on his motorcycle, eventually riding right through the library at the college where Indy is currently teaching.	Address how well the movie
	The quest this time involves a highly magnetic box with "Roswell, N. M." on the side and a strangely shaped crystal skull located deep in the Peruvian jungle. While never taking itself too seriously, the movie miraculously makes all of its shenanigans and mysteries appear genuine, even if far-fetched.	
Conclusion	This rollicking good adventure is a good-spirited family film that will entertain young and old alike. It's also a very handsome picture as well. Every shot has a warm glow to it that makes it all very inviting. But I've got to confess that my favorite parts are when the old Indy theme is played again and again.	Offers the reader in reviewer opinion
	Be ready to laugh loud and often. Personally, I had a smile on my face throughout the whole movie since it is such a treat. Some of the classic lines ("I've got a bad feeling about this.") are also a lot of fun.	
	This charmer has other potential as well. Besides being a movie that should and will make a mint at the box office, it could also be used as the basis for a completely new Disneyland ride. The old ride is great, but one based on this latest film could be even more exciting.	

Table 4*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL runs what proves to be a blazingly fast 2:02. It is rated PG-13 for "adventure violence and scary images" and would be acceptable for kids around 9 and up.		

According to Rudeen's organizational formats (2000), the findings revealed that part of the place where it can be seen is not found. Moreover, this movie review was written based on Rudeen's organizational formats (2000).

Table 5*Organizational Formats and Guideline of Movie Review Writing**Movie Title: Transformers*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	"Transformers" - More than Meets the Eye by Homer Yen (c) 2007	None

Table 5*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	In the mid-1980s, Hasbro Inc. launched a set of unique toys that, when twisted and turned, transformed into alien robots. The Transformers lore told of good aliens called Autobots, led by wise Optimus Prime (voice of Peter Cullen who was the original voice in all of the Transformers cartoons from the 80s), who battled against evil Decepticons, led by the malicious Megatron (voiced here by Hugo Weaving). Like all cataclysmic wars, theirs eventually ripped their home planet apart, and the reason for the war, an amazing energy cube, was lost to the stars. This seemed to happen many eons ago. From various seemingly unrelated scenes that happen early in the film, we can surmise that the cube found its way to our planet and the power-hungry Megatron was not far behind.	Offers a brief summary
Introduction	For some like me, the Transformers was as synonymous to my childhood as baseball is to American sports. And watching a film with blockbuster ambitions replete with special effects that boggle the mind, I was reminded of my younger years when I was just thrilled to have a Matchbox car where the doors and the engine hood would open. But with the exponential improvement in digital technology as well as the increasing expertise of today's filmmakers, three-story tall alien robots can convincingly share space with six-foot-tall human counterparts.	Offers overall impression

Table 5*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	The special effects wizards at Industrial Light & Magic have taken it to a whole new level as they use computer magic to transform these aliens with 10,000+ moving parts into all sorts of vehicles. Frankly, I marvel at the genius that goes into how a simple piece of corrugated cardboard can be folded into a fully enclosed box. Here, we have robots that leap into the air and then start transforming into vehicles. We have airplanes that plummet towards the ground and then transform into robots before hitting the asphalt. That means, oh man, I'm in boyhood heaven.	Offers movie techniques used
Actors' Roles	The Autobots befriend a not-quite-ready-for-prime-time teenager, Sam Witwicky (Shia LeBeouf) who can aide the good guys in finding the energy cube. Sam, unaware of his mythical responsibilities, is instead trying to catch the attention of schoolmate hottie, Mickaela Banes (Megan Fox) and trying to dodge around his overly inquisitive parents. Sam's growth as a friend to the Autobots, as a love interest to Mickaela, and as a responsible son to his parents goes above and beyond what we'd expect from a film like this. The romantic and comedic elements are oddly appealing.	Offers actors' roles
	And yet, there is also a fair amount of action and suspense that one would expect from a July 4th release. Outside of this summer's final "Pirates of the Caribbean" installment, "Transformers" has some of the most eye-popping action sequences this year. Autobots want to live peacefully and will protect humans, but Decepticons want to destroy Autobots and consider loss of human life as collateral damage.	Address how well the movie

Table 5*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Conclusion	There are lots of characters, and each one gets a good 15-minute's worth, although as a whole, it never develops very much dramatically. And it's heavy on special effects. If you consider all the stuff that happening on screen, including: smoke rising, people running around, robots transforming, combat, and things getting destroyed (all in one shot), you could easily find this experience chaotic. But the project knows what it wants to accomplish, and it does. While not a great film, "Transformers" holds your attention and is what the summer moviegoing experience is all about.	Offers the reader in reviewer opinion

An analysis of the movie review “Tranformers” revealed that the content of this movie review was written based on a combination of Rudeen’s organizational formats (2000) and Garbis et al.’s (2001) movie review guidelines. However, the reviewer did not provide the information of the theater or cinema that the movie was shown.

Table 6*Organizational Formats and Guideline of Movie Review Writing**Movie Title: Iron Man*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	IRON MAN A film review by Steve Rhodes Copyright 2008 Steve Rhodes RATING (0 TO ****): ** 1/2	None
Introduction	As popcorn flicks go, IRON MAN has enough action and goofy moments to mostly keep your attention throughout its bloated two hour plus running time. (There is probably a sizzling ninety-minute movie buried within its one-hundred-and-twenty-six minutes.) But its thin script suggests that the movie is more interested in setting up a franchise than entertaining us, which it does do sporadically. Don't get me wrong. When the movie clicks, which isn't nearly often enough, you'll have a good time. The best moments in the picture are the silliest, as when Tony Stark (Robert Downey Jr.) fails spectacularly in perfecting his Iron Man suit, which is a wearable killing machine. The film's central premise is based on a heavy-handed political message that is ridiculous and inconsistent. Hollywood has been churning out anti-war movies with reckless abandon for the past several years, while audiences have been avoiding them like the plague.	Over overall impression of the movie

Table 6*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	In IRON MAN, Hollywood attempts to sneak its anti-war sentiments into an action film. Tony Stark, a billionaire playboy who has made his riches off of his armaments company, decides that war and the weapons of war are immoral. So, he orders his company to stop building them, which are their only products. What does he do then? He wages a one-man war with his own personal weapon of mass destruction. So, the message becomes -- I guess -- that wars and weapons are okay so long as the wagger of the wars is a superhero and not our military. But I digress. Most people, predominately teens and young adults, going to see IRON MAN just want to know if Iron Man is going to blow up a lot of stuff. Trust me -- the body count will be high and the explosions will be loud enough to shake the walls of the theater. Get a big bag of popcorn and be ready for plenty of death and destruction. You won't be disappointed in that regard.	Address how well the movie
Storyline	When we first meet Tony, he has temporarily left his buxom playmates behind so that he can venture to Afghanistan in order to demonstrate his latest innovation in firepower to some military brass. Along the way he quotes his father, who firmly believed that "Peace means having a bigger stick than the other guy."	Offers a brief summary

Table 6*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	After being captured by the enemy, Tony converts to a peacenik but one with a really lethal weapon in the form of an invincible iron suit -- it's actually titanium, but it looks like iron. What causes Tony's conversion? He finds out that his weapons have the potential for inflicting collateral damage. His faux-sentiment will undoubtedly remind you of Claude Rains's character in <i>Casablanca</i>, when he said "I'm shocked, shocked to find that gambling is going on in here!"	
	But in no time, Tony is back alone in his private laboratory in California, aided only by his personal secretary, Pepper Potts (Gwyneth Paltrow). Pepper books the charitable events that he rarely attends and does icky things like reaching into Tony's chest in order to insert a new device to protect his heart from the shrapnel in his body.	
	We then hear more about how troubled the wealthy Tony is. With no family and friends, save possibly Pepper, he is said to be "a man who has everything and nothing." Don't worry about him too much, since he'll eventually be earning everyone's accolades as he takes on the bad guys. Most of this part of the story, however, is conveniently left for the next episodes in what I'm sure the studio is hoping will be a long running franchise. This film ends in a single and very predictable fight. I'm sure that <i>IRON MAN 2</i> will juice up the villain count and concentrate even less on the minimal storyline.	

Table 6*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Conclusion	IRON MAN runs way too long at 2:06. It is rated PG-13 for "some intense sequences of sci-fi action and violence, and brief suggestive content" and would be acceptable for kids around 7 and up. The film is playing in nationwide release now in the United States. In the Silicon Valley, it is showing at the AMC theaters, the Century theaters and the Camera Cinemas.	Offers the reader in reviewer opinion

According to Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines, the findings revealed that the content of this movie review was written base on both of guidelines. However, part of the place where it can be seen is not found base on Rudeen's (2000). Moreover part of actor's roles base on Rudeen's (2000) and Garbis et al.,'s (2001) were omitted.

Table 7*Organizational Formats and Guideline of Movie Review Writing**Movie Title: Quantum of Solace*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	QUANTUM OF SOLACE (a film review by Mark R. Leeper) CAPSULE: Picking up just after where CASINO ROYALE left off, James Bond is involved in trying to find the people behind the death of his beloved Vesper. This is a decent spy thriller on an adult level. The tone is downbeat, but it is still one of the best in the series. Marc Forster's action scenes could be more coherent, but he is better with the dramatic material. Rating: +2 (-4 to +4) or 7/10	None
Introduction & Actors' roles	The reinvention of James Bond films continues with QUANTUM OF SOLACE. The old James Bond had incredible luck and nearly always did the right thing. This Bond bumbles his way into situations and is as likely to foul up someone else's plan as he is to fix it. The tension between M and Bond always seemed a little disingenuous since Bond was clearly MI6's super-weapon. The new Bond as of the last two films is more of a loose cannon and is dangerous to both sides. This makes for a much more believable story. Bond super- villains used to have nonsensical goals like starting World War III or otherwise wiping out humanity. Dominic Greene (played by Mathieu Amalric of THE DIVING BELL AND THE BUTTERFLY) has a rather nasty plot in the current film, but it is not very different from plots that have been hatched in the real world.	Offers overall impression of the movie & Offers actors' roles

Table 7*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	The new Bond no longer has the incredible luck at gambling the old one did, that kind of luck would have severely damaged the story of CASINO ROYALE, but he does have some unaccountable skills like the old one did. In the new film Bond seems to know how to pilot a 1950s vintage cargo plane. But the new Bond is no longer the guy every schoolboy wanted to be. The old Bond, when he loses the love of his life, drowned the man responsible in a mud bath. The new Bond drinks, and mourns, and strikes out only sometimes at the people responsible. Most of the glamour is gone. So are the gadget-weapons (with the exception of one in CASINO ROYALE). And the insistence that his drinks be shaken and not stirred is a relic of the past. Just about everything that made the series childish have been done away with. Rather than the romantic setting of previous films like Istanbul, this Bond is not afraid to spend much of the film in a Bolivian slum. The film's colors are subdued and faded to give the film a downbeat feel.	Offers a brief summary
	The new film starts uncharacteristically without the usual gun- barrel and blood logo. Never fear, fans, the trademark logo has been relocated to the end of the film. Instead the film starts with three long and mindless chases as well as the worst Bond title sequence in recent memory over the worst title sequence song. With those out of the way to placate the wrong kind of Bond fans the film settles down to a reasonable pace and a more acceptable--even complex--story.	Offers movie techniques used

Table 7*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	Vesper it seems had gotten involved with a highly secret yet ubiquitous international criminal organization, a sort of a latter-day S.P.E.C.T.R.E. Daniel Craig as very probably the best of the Bonds rushes in to find the new organization and get revenge. He is not quite equipped with all of the facts. Bond follows the trail to Haiti. There his masquerade as someone else brings him into contact with Camille (Olga Kurylenko) who is on her own mission of vengeance. Greene, a member of this secret organization--it is called Quantum--is working a deal with a Bolivian general involving politics, power, and a stretch of worthless desert. (By the way, calling the organization Quantum is an insult to the viewer. The title would have made perfect sense if the word "quantum" was never used in the film. It was like putting the mine in ENEMY MINE rather than explain the title.)	
	Director Marc Forster has had a very mixed bag of films to his credit. He directed MONSTER'S BALL, FINDING NEVERLAND, STRANGER THAN FICTION, and THE KITE RUNNER. That is a very mismatched set of films. While this film has one of the worst title songs of the whole Bond series, it also has some of the best music. Sadly it was not music written for the film, but rather for Giacomo Puccini's opera TOSCA. One of the film's few funny moments had the leaders of Quantum hashing out their plans electronically at a performance of TOSCA. This bit of extreme boorishness, talking over the transcendent music, had to be a new low point for Bond villains.	Address how well the movie

Table 7*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Conclusion	The film takes some swipes at the United States (as they did in previous films like YOU ONLY LIVE TWICE) and for the first time in my memory took a little swipe at Israel (claiming one of the villains is ex-Mossad). Also the evil Dominic Greene masquerades as an ecology advocate spouting cliches. QUANTUM OF SOLACE has one of the more complex and satisfying of the Bond film plots. The character of Bond has more depth than he does in some of the more pulpy entries in the series. It is one of the rare Bond films that can be appreciated on an adult level. I rate it a +2 on the -4 to +4 scale or 7/10.	Offers the reader in reviewer comment

According to Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines, the findings revealed that the content of this movie review was written base on both of guidelines. However, based on Rudeen's (2000), part of the place where it can be seen was omitted.

Table 8*Organizational Formats and Guideline of Movie Review Writing**Movie Title: National Treasure: Book of Secrets*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	National Treasure: Book of Secrets A Movie Review by Jonathan Moya Rating: C+ or 2.5 out of 5 The Review:	None
Introduction	National treasure: Book of Secrets at least gets the history right before its treasure turns out to be a watered-down piece of booty. The same cast from the first movie plus the addition of Helen Mirren as Benjamin Gates mom (Nicholas Cage returns either laughing his way through the role or laughing all the way to the bank depending on your half-glass philosophy) goes through practically the same adventure. In true Santayana fashion "those who can not learn from history are doomed to repeat it" forever in the sequels. The first National Treasure canoodled the American Revolution into a mildly entertaining The Da Vinci code spoof. Book of Secrets schlumps the Civil War into dreck.	Offer overall impression of the movie
Storyline	The conspiracy this time around involves the Lincoln Assassination, a lost city of gold, what looks like ancient Native American dildos misinterpreted as treasure locations, two desks on different sides of the world and the real reason Mt. Rushmore was commissioned. And that great MacGuffin, The Book of Secrets which reveals the truth about the Kennedy assassination, the missing eighteen minutes of the Nixon tapes, the moon landing, Area 51 and all the other time holes of presidential history--all this to redeem the good name of great granddaddy Gates from the muddiness of misattribution.	Offer a brief summary

Table 8*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	This is a serious spoof of a spoof which means the facts and plot turns don't connect in any coherent or logical way, and the action except for one good car chase in London (this is a Jerry Bruckheimer extravaganza after all) mainly grinds together in anticlimactic jolts. Yes, the cast looks happy- they trapeze around the world and got well paid for it (hopefully, in confederate notes).	Offer movie techniques used
Actors' roles	When half the cast start mysteriously slipping in and out of American and British and German accents there is a sense that a little too much self-medication at the complimentary set wet bar was taking place. Nicolas Cage does the lamest cockney accent ever put on film in one scene in a mock argument between his on and off again ex played by Diane Kreuger only half-disguising her German heritage. Even Helen Mirren frequently reverts to uttering the Queen's English. We haven't seen method from Nicolas Cage in many a moon. He has been too busy being these lame action idiots (Ghost Rider and Wicker Man). It may not even be in his genes anymore. Does he really like the look of himself as an action figure that much?	Offer actors' roles
	America never tires of conspiracy theories and treasure hunts, so National Treasure: Book of Secrets should be a big hit.	Address how well the movie
Conclusion	For me, however, it gets a lost in time grade of C+.	Offers the reader in reviewer opinion

Table 8*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	The Credits: Directed by Jon Turteltaub; written by Marianne and Cormac Wibberley, based on a story by the Wibberleys, Greg Poirier, Ted Elliott and Terry Rossio, based on characters created by Jim Kouf, Oren Aviv and Charles Segars; directors of photography, John Schwartzman and Amir Mokri; edited by William Goldenberg and David Rennie; music by Trevor Rabin; production designer, Dominic Watkins; produced by Mr. Turteltaub and Jerry Bruckheimer; released by Walt Disney Pictures and Jerry Bruckheimer Films. Running time: 2 hours 4 minutes. WITH: Nicolas Cage (Ben Franklin Gates), Jon Voight (Patrick Gates), Harvey Keitel (Agent Sadusky), Ed Harris (Mitch Wilkinson), Diane Kruger (Abigail Chase), Justin Bartha (Riley Poole), Helen Mirren (Emily Appleton) and Bruce Greenwood (the President). "National Treasure: Book of Secrets" is rated PG (Parental guidance suggested) for bloodless violence and mild innuendo.	

The findings revealed that the content of this movie review was written base on According to Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. Besides, part of the place where it can be seen base on Rudeen's (2000) was omitted.

Table 9*Organizational Formats and Guideline of Movie Review Writing**Movie Title: The Bourne Ultimatum*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	The Bourne Ultimatum reviewed by Samuel Osborn Director: Paul Greengrass Screenplay: Tony Gilroy, Scott Z. Burns, George Nolfi (based on the novel by Robert Ludlum) Cast: Matt Damon, Joan Allen, David Strathairn MPAA Classification: PG-13	None
Introduction	The auditorium in which I screened The Bourne Ultimatum was filled to capacity and humming comfortably with the floating refreshment of air conditioning when I took my seat. By the film's end, the theatre was still full to capacity but the room's temperature had risen several uncomfortable degrees. The air conditioning was furiously rattling, expelling refrigerated air as efficiently as possible, but it couldn't keep up with the perspiration-inducing intensity that the film had caused our heart-rates to rise to. The film had indirectly made the room hotter. Talk about global warming.	Offers overall impression of the movie
Actors' roles	Stoic, solemn, and robotic, Jason Bourne returns for his trilogy capper, The Bourne Ultimatum. Less of a continuation and more of an upgrade from The Bourne Supremacy, this third installment, working off of Robert Ludlum's source material again, invents new memories for the amnesiac hero to remember. What used to be Operation Treadstone has now been upgraded to Operation Blackbriar and Mr. Bourne was (of course) involved with it in some corner of his blurry past.	Offers actors' roles

Table 9*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Storyline	As Ultimatum picks up almost immediately after Supremacy left off, Jason Bourne is still on the run, hurdling cops like leapfrog and outrunning the CIA like they were a pack of blind, one-legged cats. Falling in beside the defensive, calculating Pamela Landy (Joan Allen) as the CIA's resident Bourne expert is Noah Vosen (David Strathairn). Vosen heads up the Blackbriar gang and has hooked a reporter, Simon Ross (Paddy Considine), whose exposure stories on Bourne have uncovered confidential information. Because the information concerns Bourne's past and because it's a matter of national security, Ms. Landy, Mr. Vosen, and Mr. Bourne are all on his trail.	Offers a brief summary
	Director Paul Greengrass (The Bourne Supremacy, United 93) wastes zero time in mining the action from this storyline. As a filmmaker, his edit points are quick, his camera shaky, and his close-ups constant. He wants realism and he wants his action to appear in real-time. The pseudo-documentary style he's becoming known for is at its best here, muting the spectacle of his stunts to make room for believability in the play-pretend realism. And since it appears many of his stunts were actually coordinated on set-and not in front of a computer monitor-the realism is certainly accepted as, well, real.	Offers movie techniques used
	For this reason, The Bourne Ultimatum sprints as a missile for the moon. It's fast and sometimes infuriatingly so, as it rounds plot corners at double-time, leaving us confused and choking on its dust.	Address how well the movie

Table 9*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	But all is forgiven when a clever foot-chase is launched, when Bourne kicks down the clutch of a motorcycle, as he hijacks an NYPD squad car, as he leaps from a roof, etc, etc. Luckily his stunts are as loud as they are intelligent. And since Bourne stays generally low-tech with his tricks, he becomes a sort of spy-version of MacGyver.	
Conclusion	Though I'm not positive as to how essential this installment is to the Bourne legacy. CIA Director Ezra Kramer is discussing the Bourne subject with Ms. Landy early on in the story. Both are unsure of Bourne's importance to the agency, weighing out the possibility of giving up the search altogether. Landy mentions that maybe he's not involved with this particular quarrel at all; that this isn't Bourne's fight. Kramer shrugs, frowns, and says, "Well, let's keep looking." It seems even the fictional players are stretching their connection to Bourne to keep this story chugging. And it's true; the Bourne legacy doesn't require this story to be told. This becomes apparent when the same good joke from the second film is repeated twice more in the third; and also when the action set-pieces are nearly the same, if not extended to a more satisfying length. Like I said, this is more of an upgrade than a sequel. But don't think I'm complaining. The intelligence of the screenplay is a damned marvel. To craft the delicate logic of such a complex CIA tale deserves a merit on its own. And so what if it's a formula their running through the Hollywood factory for another go-round? The last film was the best spy film in ages.	Offer the reader in reviewer opinion

Table 9*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Just imagine how good this upgraded version is. And technically The Bourne Ultimatum does have its own (very valid) storyline that jet-sets Jason from Morocco to Paris to London to Madrid and finally to good ole' Manhattan. And though what character building that's continued here may not be required viewing for any Bourne enthusiast, the power that David Strathairn most certainly is. Skeletal and sever, Strathairn's Noah Vosen is a formidable needle of a villain. He's human, as all CIA leaders claim to be, but that trait is buried beneath a permafrost mounted by his overwhelming coldness. Strathairn drives this storyline into a realm of quasi-originality, making The Bourne Ultimatum relevant enough for us to enjoy it unabashedly. Because of him we swallow again the tired conceit of Bourne's lost memory and his lingering guilt. We admit that, yeah, this truly is a magnificent flick. Samuel Osborn		

After observing, the findings revealed that the content of this movie review was written base on Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. However, part of the place where it can be seen base on Rudeen's (2000) was not found.

Table 10*Organizational Formats and Guideline of Movie Review Writing**Movie Title: Live Free or Die Hard*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	Live Free Or Die Hard 2007 126 minutes Rated PG-13 By Scott Mendelson	None
Introduction	For the last two months, the story around Live Free Or Die Hard (aka Die Hard IV) has been Fox's decision to rework the film for the sake of getting a PG-13 rating. Of course, the original three Die Hard films were hard-R, with graphic violence, pervasive profanity, and a general rough-and-tumble quality that were (along with the Lethal Weapon films) the standard bearers of adult action entertainment for about a decade. Having now seen the film, I now ask Fox what exactly it was thinking, but not for the reason you think. The film is still brutally violent, with an on screen body count that nearly exceeds the combined totals of parts 1 and 3 (part 2, with its two passenger airplane crashes, is still the record holder). There are point-blank executions galore, and many vicious fight scenes, gruesome explosions, and fatal car wrecks. Point being, fans of the series should know that this is still a rough, profane, and violent adult action film. On the other hand, it's a sorry state for the MPAA when this is considered more appropriate for children than the previous entries just because there is less blood and no one says the 'f' word (the way they work in McClane's catchphrase within these confines is surprisingly effective).	None

Table 10*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	However, for those who are old enough to attend middle school or drive a car, this is a surprisingly effective large-scale adventure picture. The plot involves Timothy Olyphant as a rogue ex-government agent attempting to shut down the country by hacking into our electrical systems. Ironically, the story progression in the first act often resembles Willis's terrific 16 Blocks from last year, albeit with emotional heft traded in for elaborate shootouts and fights. The action scenes are set-up in a way to mirror the claustrophobia and vulnerability of the original film. With the exception of a third act True Lies rip-off, the action bits are relatively creative and the filmmakers were smart to fill the villain roster with notable sidekicks and thugs. Maggie Q does king-fu and District B-13's Cyril Raffaelli does his 'parkour' wall-bouncing thing, alas all too briefly.	
Actors' roles	As for our star, a bald Bruce Willis slides back into his signature role with a minimum of fuss. The main qualms come with the heavy-handed treatment of the generation gap between McClane and the villain, as well as Willis's accidental sidekick (Justin Long plays a computer geek who's apparently too young to have heard of the classic song 'Fortunate Son').	Offers actors' roles
Storyline	Also, the screenplay goes a little overboard in re-establishing McClane as a bitter pill who only reluctantly saves the day (the opening scene is also a little creepy as McClane is shown basically stalking his college-aged daughter). Justin Long comes off better than expected, thanks to a subplot that deals with his guilt for having inadvertently helped cause the chaos that unfolds.	Offers a brief summary

Table 10*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	For most of the film, he is not hip or cool, but scared and slightly ashamed. Speaking of that college-aged daughter, the third act stumbles by allowing Lucy McClane to be abducted by the villains, which is unfortunate, as the character has been kidnapped in at least two Die Hard videogames. Since the conflict between McClane and the evil Gabriel is established and Long spends much of the film in mortal peril, there is no reason to pull out this most tired of chicks. Regardless of past whiffs (the Underworld films), director Len Wiseman proves capable of pulling together a solid, crowd-pleasing action vehicle that showcases authentic top-notch stunt work and quality fight choreography. As a bonus, the supporting cast is filled with reliable character actors. Cliff Curtis is solid as the head government agent dealing with the mess, although Zeljko Ivanek is so wasted that I was sure he was going to be revealed as a traitor in the third act.	
Conclusion	I still question Fox's decision to dub out the f-words in order to get that PG-13 (the bad dubbing is pretty funny at times), since they've now created a film that is still inappropriate for younger children but whose rating may scare off or offend hard-action junkies. And, if Fox wants the family audience, why are they opening this against Pixar's Ratatouille?	Offer the reader in reviewer opinion

Table 10*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Studio politics aside, Live Free Or Die Hard is a fun, well- crafted adult action film. So far, with this and Rocky Balboa, we're 2 for 2 in 80s nostalgia revamps. This gives me hope for Rambo IV (which will be a hard-R), to say nothing of the much anticipated (and somewhat feared) fourth Indiana Jones film. It's not a patch on the original, or the underrated Die Harder, but it is about as good as Die Hard With A Vengeance. It doesn't Die Hardest, but it doesn't Die Hardly either.		

The findings revealed that part of the place where it can be seen based on Rudeen's (2000) was omitted. In addition, there are three parts base on Garbis et al.,'s (2001) movie review guidelines omitted: offers overall impression of the movie, offers movie techniques used, and address how well the movie.

Table 11*Organizational Formats and Guideline of Movie Review Writing**Movie Title: The Incredible Hulk*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
Title and deck	THE INCREDIBLE HULK (2008) Reviewed by Jerry Saravia RATING: One star and a half	None
Introduction	Why on earth did Edward Norton make a boring Hulk movie? Why do moviegoers hate Ang Lee's "Hulk" so much? Why even bother with essentially reimagining or remaking, or whatever you want to call it these days, the 2003 box-office bust that was "Hulk"? These questions plagued me while watching "The Incredible Hulk," which is a mediocre and completely flat, superficial superhero movie that tries to do too much and accomplishes too little.	
Storyline & Actors' roles	Edward Norton initially makes a convincingly scrawny Bruce Banner, living in Brazil and working at a soda factory. He has maintained communication with a genetic scientist who may know how to cure Bruce's Green Giant anger problem. Unfortunately, a drop of Bruce's blood that accidentally falls into an open soda bottle is all that is needed to raise awareness from the government and the sour, unemotional General Ross (William Hurt). The military arrives armed and ready to shoot Bruce Banner, though there is a new foe, a Marine named Emil Blonsky (Tim Roth), who is interested in acquiring a sample of that genetic Hulk pool. Most plaguing question: if General Ross only wants to capture the Hulk and use him as a weapon, how is killing Bruce Banner going make that possible? The answer may be that the General will use Blonsky as his new guinea pig, though the script never quite makes that clear.	Offers a brief summary & Offers actors' role

Table 11*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	Nevertheless, Betty Ross (the pallid Liv Tyler) is waiting in the wings for Bruce to show up, despite being lovey-dovey with a new beau. How can anyone compete with the Green Giant? Oh, well, he has one deficiency - he can't get too excited and have sex.	
	The origin plot of the Incredible Hulk since its inception in the late 60's never made a lot of sense - what is the point of using a genetically-engineered Hulk as a secret weapon when his animal instincts cause him to destroy everything in his path? Does that not defeat the purpose, General Ross? Yes, I am asking you, Mr. Ross. Of course, that would not matter if the film was entertaining and thrilling. Face it: the sight of an enormous Hulk wrecking havoc is always fun to watch. And the scenes where Hulk destroys a few vehicles on a college campus is exciting and nifty...and just as dispiriting. The lack of spirit can be attributed to director Louis Letterier ("Transporter") and star Edward Norton who seem to go through the motions. Numerous action-filled moments of Hulk throwing a car or a tank in the air or causing the ground beneath him to break become monotonous. So does Edward Norton, who never quite infuses Bruce Banner or the Hulk with any personality or any depth to his anger issues. Norton never becomes convincingly angry either, and how can Edward Norton of "American History X" never come across as convincingly angry? It just seems like a disservice to have a weakling still come across as a tall green-skinned weakling with muscles - there is no real sense of transformation or urgency. The theme seems to be this: Hulk loves to smash.	Offers movie techniques used

Table 11*Continued*

Organizational Formats (Rudeen, 2000)	Text	Guidelines of Movie Review Writing (Garbis et al., 2001)
	A big mistake is the casting of Tim Roth, who comes across as evil, mean and most certainly angry, though it is such a one-dimensional character that it is hard to care whether he lives or dies - he is just a mean prick from the beginning. Perhaps Tim Roth should've played Bruce Banner - he might have come closer to tapping into that inner rage that is the Hulk in all of us. Eric Bana came close but the late Bill Bixby fully accomplished that goal. This is where a good screenplay is needed, folks. The cast of characters are limp and underwritten. William Hurt delivers no zeal or emotion as the angry General Ross. Compare Hurt's take to Sam Elliott's in the 2003 Hulk and you see a world of difference. Ditto for Liv Tyler who is uncharismatic and lifeless that I can't believe this is the same actress from "Lord of the Rings" or even "Heavy." And she scores a -15 on any chemistry with Norton. Check out Jennifer Connelly from, once again, the 2003 Hulk for a more well- rounded character.	
Conclusion	This "Hulk" film is a dull disaster with an unconvincing love story, non-threatening villains, lots of amped-up explosions, and a lead character who hardly seems to be the same person that becomes the Hulk. For a fully developed and humanistic take on a raging Hulk and a complex Bruce Banner who wishes for the beast to be expunged, check out the TV series or the 2003 Hulk. This droning Hulk of a movie is for the birds.	Offers the reader in reviewer opinion

As shown in Table 11, the findings revealed that the content of this movie review was written based on Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. However, the information about the cinemas and theaters based on Rudeen's (2000) were omitted and parts of the content that address how good the movies based on Garbis et al.,'s (2001) was also omitted.

To summarize, the organizational formats of ten action movie reviews were written based on by using both Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. Of all the ten action movie reviews, three movie reviews were written using Rudeen's organizational formats (2000), and another three reviews used Garbis et al.,'s (2001) movie review guidelines. In addition, four movie reviews used both Rudeen's organizational formats (2000) and Garbis et al.,'s (2001). However, some parts of formats and guidelines were omitted depending on reviewers. Moreover, some parts of writing was mentioned may be used to present the first step or last step in movie review writing. The parts of writing are the steps arranged depending on the purpose of movie reviewers to present or to persuade their readers. It can be concluded that the steps of writing are flexible; they were used to convey ideas in the movies in accordance with the aims of movie reviewers. It means that reviewers can indicate the movie review by offering their intention through writing independently.

Types of Writing, Sentence Structures, and Word Choices in Action

Movie Review Writing

To find out the writing style of action movie review writing, the content of the movie reviews was analyzed in accordance with types of writing, sentence structure and word choice. First, three types of writing frequently used in writing a movie review including informative writing, persuasive writing and narrative writing were used as the basis for analyzing the content of action movie reviews. In addition, four types of sentence structure: simple sentence, compound sentence, complex sentence and compound-complex sentence were investigated. To indicate word choice, the researcher examined three types of word choice: concrete nouns, descriptive words and emotional words that frequently occurred in action movie reviews.

Types of Writing

According the purposes of writing, the reviewers used informative writing to give information and general description about movies, and they presented the information using facts; whereas, the native writing was used to present the storyline, plot, or showing outstanding parts of the movies. To provide comments, make suggestions, and persuade reader's interest, the reviews wrote using the persuasive writing. The analysis of texts of ten action movie reviews in terms of types of writing with their purposes was illustrated in Table 12.

Table 12*Types of Writing in Action Movie Reviews*

Types of Writing	Description
1. Informative Writing	To give information and general description about movie which the reviewers present this information in fact. Example For the last two months, the story around Live Free Or Die Hard (aka Die Hard IV) has been Fox's decision to rework the film for the sake of getting a PG-13 rating. Of course, the original three Die Hard films were hard-R, with graphic violence, pervasive profanity, and a general rough-and-tumble quality that were (along with the Lethal Weapon films) the standard bearers of adult action entertainment for about a decade. Having now seen the film, I now ask Fox what exactly it was thinking, but not for the reason you think. The film is still brutally violent, with an on screen body count that nearly exceeds the combined totals of parts 1 and 3 (part 2, with its two passenger airplane crashes, is still the record holder). (Live Free or Die Hard) This example shows that the reviewer wants to tell the readers that the movie was brutally violent.
2. Narrative Writing	To present the storyline, plot, or showing outstanding parts of the movie. Example The film opens in 1947 in the Nevada desert, where a nuclear test -- complete with a fake, picture postcard slice of suburbia -- is underway. Indy and George "Mac" McHale (Ray Winstone) get themselves captured there by KGB agents, led by Irina Spalko. As Spalko, Cate Blanchett is a hoot, giving one of the best bad Russian accents on record. Her villain is so deliciously over the top that Blanchett steals every scene she is in. (Indiana Jones and the Kingdom of the Crystal Skull) This example shows that the reviewer present the storyline to readers which involved a sequence of time.

Table 12*Continued*

Types of Writing	Description
3. Persuasive Writing	To provide comments, to give suggestions, and to persuade reader's interest. Example Be ready to laugh loud and often. Personally, I had a smile on my face throughout the whole movie since it is such a treat. Some of the classic lines ("I've got a bad feeling about this.") are also a lot of fun. This charmer has other potential as well. Besides being a movie that should and will make a mint at the box office, it could also be used as the basis for a completely new Disneyland ride. The old ride is great, but one based on this latest film could be even more exciting. (Indiana Jones and The Kingdom of the Crystal Skull) As the example, the finding revealed that the reviewer tried to convince readers to agree in his point of view since the goal of persuasive writing is to persuade the readers to accept the reviewer's opinions.

As shown in Table 12, three types of writing: informative, narrative and persuasive writing were used respectively in six movie reviews. The reviewers started the reviews by using informative writing, followed by narrative writing and persuasive writing. In one movie review, the reviewer started the review by narrating, and in three movie reviews, the reviewers started the review by using persuasive writing, followed by informative writing, and narrative writing. In the last part of the texts, the reviewer tried to persuade the readers using persuasive writing again.

According to the types of writing, it appeared that six movie reviews (60%) started with informative writing followed by narrative writing and persuasive writing respectively. Only one movie review (10%) uses narrative writing in the beginning of the review then informative writing, and persuades writing while three movie reviews (30%) begin with persuasive writing followed by informative writing, and then narrative writing, and end with persuasive writing.

Types of Sentence Structures

The further analysis was based on four types of sentence structure: simple sentence, compound sentence, complex sentence, and compound-complex sentence. The researcher also counted the frequency of each type of sentence structure used. Furthermore, fragmentary or non-sentence was also examined. The results revealed that of four types of sentence structure in ten action movie reviews, simple sentence was most frequently used (128); while the compound-complex sentence was used least. The findings are illustrated in Table 13 and Figure 3.

Table 13*Frequency of Sentence Structures in Ten Action Movie Reviews*

Movie Title	Simple Sentence	Compound Sentence	Complex Sentence	Compound-complex Sentence	Fragment / Non-Sentence
Pirates of the Caribbean: At World's End	14	2	1	3	2
Spider-Man 3	14	6	9	4	0
Indiana Jones and the Kingdom of the Crystal Skull	17	7	8	4	0
Transformers	5	10	8	2	0
Iron Man	14	5	14	3	0
Quantum of Solace	25	9	9	1	0
National Treasure: Book of Secrets	9	3	1	4	0
The Bourne Ultimatum	12	8	18	4	1
Live Free or Die Hard	5	14	6	5	0
The Incredible Hulk	13	12	8	6	0
Total	128	76	82	36	3

As Table 13, there are five types of sentence structures used in the collected data of ten action movie reviews. However, percentage of sentence structures in ten action movie reviews can be found in Figure 3.

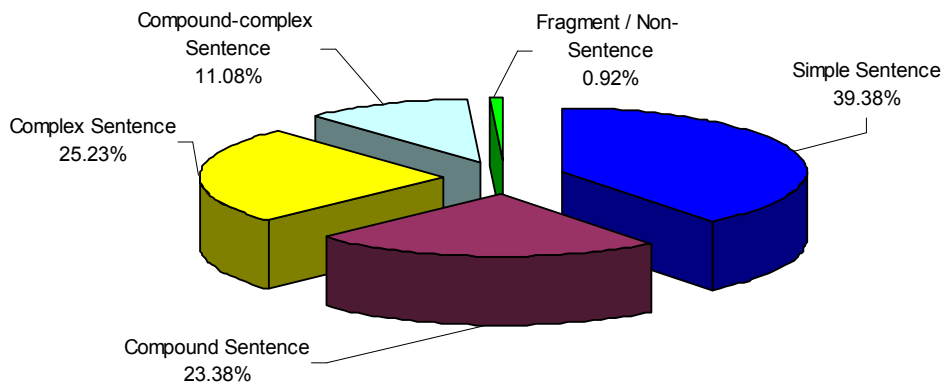


Figure 3. *Percentages of Sentence Structures in Ten Action Movie Reviews*

According to Table 13 and Figure 3, the use of sentence structure of action movie review shows that the simple sentence is the most frequently used in action movie reviews writing. There are 128 simple sentences used in action movie review (39.38%), followed by complex sentences (82 sentences, 25.23%), compound sentences (76 sentences, 23.38%), compound-complex sentences (36 sentences, 11.08%), respectively. As for fragment or non-sentence, they constitute three sentences (0.92%) of the entire sentence.

As the findings, simple sentences were the most frequently sentences used in the action movie review, because of writing a review is a kind of writing to link between the writers and the readers. In general of action movie review writing, writers prefer to present the fact of information. Then, writing with simple sentence is the most basic type to express writer's ideas. It can be said that simple sentence can be very effective for grabbing a reader's attention. Although the simple sentence is the most natural structure, too many simple sentences can make the writing seem childish.

Word Choices

The results revealed three types of word choices: concrete nouns, descriptive words, and emotional words.

Concrete Nouns and Descriptive Words

Concrete nouns were used to convey the intended meaning. Moreover, concrete noun is classified by its ability to reach the senses. Concrete nouns are something physical that can taste, touch, hear, smell or see an item the word is a concrete noun. For descriptive words, they can make the writing clearer and more interesting. Writers select both of concrete nouns and descriptive words to make readers create a picture which the word refers to. The findings of the study revealed that word choices used in the movie reviews were concrete nouns and descriptive words as shown in Table 14.

Table 14

Concrete Nouns and Descriptive Words Typically Found in Action Movie Reviews

Concrete Nouns	Descriptive Words
popcorn	room hotter
vintage cargo plane	smoke rising
leather jacket	laugh loud
switchblade knife	hard action
the classic song	greasy hair
soda bottle	wooden eye
masquerade	noisy motorcycle
the auditorium	long wait
schoolboy	completely flat

Moreover, after reading a concrete noun and descriptive word, readers can understand and perceive the meaning easily by recalling a thing in their real life as the examples below.

As popcorn flicks go, IRON MAN has enough action and goofy moments to mostly keep your attention throughout its bloated two hour plus running time.
(Iron Man)

Can Harrison Ford at his age really pull off the role of action hero Indiana Jones again? I'm here to tell you that he can and does it with great comedic gusto to boot. The long wait for the next (Indiana Jones and the Kingdom of the Crystal Skull)

The new Bond no longer has the incredible luck at gambling the old one did, that kind of luck would have severely damaged the story of CASINO ROYALE, but he does have some unaccountable skills like the old one did. In the new film Bond seems to know how to pilot a 1950s vintage cargo plane. But the new Bond is no longer the guy every schoolboy wanted to be.
(Quantum of Solace)

If you consider all the stuff that happening on screen, including: smoke rising, people running around, robots transforming, combat, and things getting destroyed (all in one shot), you could easily find this experience chaotic.
(Transformer)

The above example shows that concrete nouns and descriptive words are useful for writers to express the writer's intention. However, most of concrete nouns in action movie reviews are names of place, persons, or things that can be seen, touched or felt. Besides, most of descriptive words in action movie reviews used vivid verbs to make the reviews more interesting, so that the readers will read the reviews and draw a picture which word refers to.

Emotional Words

An emotional word is used to trigger feelings. There are many words that are emotionally loaded and represented different values to different people. Action movies are a kind of movies which have lots of physical stunts and activity, possibly extended chase scenes, races, rescues, battles, fights, escapes, and destructive disasters. The contents action movie reviews involve the feeling that writers express

to his/her reviews. Then, the emotional words that writers express through reviews can be classified into three main kinds. There are emotional words about “fun”, followed by emotional words about “violence” and emotional words about “disappointment”. However, the examples of emotional words typically found in investigated action movie reviews can be seen in the following table.

Table 15

Emotional Words Typically Found in Action Movie Reviews

Emotional Words		
Fun	Violence	Disappointment
a lot of fun	disaster	a lot of the same
funniest	boggle the mind	disincline to acquiesce
to be a charm	the most popping action	lame action idiots
come to enjoy	to shake the walls	become monotonous
great comedic gusto	heart-rates to rise	dull disaster
well worth the wait	brutally violent	non threatening villains
absolutely terrific	many vicious fight	a big mistake

The following examples are emotional words used to express the feeling of fun-exciting, violence, and disappointment.

Fun

Emotional words of fun are mostly found in action movie reviews; writers aim to present an amusing tone to readers.

In SPIDER-MAN 3, Spidey gets in touch with his inner evil twin, which turns out to be a lot of fun for him and for us. (Spider-Man 3)

Another delicious moment comes as he does a Gene Kelly-type dance number in a club as his date, Gwen Stacy (Bryce Dallas Howard), looks on in amazement. (Spider-Man 3)

I'm here to tell you that he can and does it with great comedic gusto to boot. The long wait for the next Indiana Jones movie is over, and it was well worth the wait...INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL is absolutely terrific...And, in a time when the studios are releasing one long movie after another whose two hour plus running times feel twice that long, the latest Indiana Jones manages to make its two hours fly by. You'll swear the movie was less than ninety minutes long... This rollicking good adventure is a good-spirited family film that will entertain young and old alike. It's also a very handsome picture as well... Be ready to laugh loud and often. Personally, I had a smile on my face throughout the whole movie since it is such a treat. (Indiana Jones and the Kingdom of the Crystal Skull)

As popcorn flicks go, IRON MAN has enough action and goofy moments to mostly keep your attention throughout its bloated two hour plus running time. (Iron Man)

Violence

Emotional words of violent were also mostly found in action movie reviews; writers aim to show a violent or an exciting tone of writer's feeling in action movie to reader.

And watching a film with blockbuster ambitions replete with special effects that boggle the mind, I was reminded of my younger years when I was just thrilled to have a Matchbox car where the doors and the engine hood would open. (Transformer)

Trust me -- the body count will be high and the explosions will be loud enough to shake the walls of the theater. (Iron Man)

The air conditioning was furiously rattling, expelling refrigerated air as efficiently as possible, but it couldn't keep up with the perspiration-inducing intensity that the film had caused our heart-rates to rise to. (Bourne Ultimatum)

The film is still brutally violent, with an on screen body count that nearly exceeds the combined totals of parts 1 and 3... There are point-blank executions galore, and many vicious fight scenes, gruesome explosions, and fatal car wrecks. (Live Free or Die Hard)

Disappointment

Emotional words of disappointment are the third types of common words found in action movie reviews; writers aim to present writer's feeling of disappointment in action movie to readers.

What you will find in Pirates 3 is a lot of the same. And I mean a *lot* of the same... Would I watch Pirates 2 again? "I'm disinclined to acquiesce to [that] request. Means 'no.'" (Pirates of the Caribbean: At World's End)

He has been too busy being these lame action idiots (Ghost Rider and Wicker Man). It may not even be in his genes anymore. (National Treasure: Book of Secrets)

The lack of spirit can be attributed to director Louis Letterier ("Transporter") and star Edward Norton who seem to go through the motions. Numerous action-filled moments of Hulk throwing a car or a tank in the air or causing the ground beneath him to break become monotonous... A big mistake is the casting of Tim Roth, who comes across as evil, mean and most certainly angry, though it is such a one-dimensional character... This "Hulk" film is a dull disaster with an unconvincing love story, non-threatening villains, lots of amped-up explosions, and a lead character who hardly seems to be the same person that becomes the Hulk. (The Incredible Hulk)

To sum up, there are many words that were emotionally loaded. According to the findings, three main emotional words were found: fun, violence, and disappointment words. These words can make readers to pay attention and encourage them to know the significance of the message that communicate to them. The above examples, words that convey an emotional color depended on how long or short they were. Generally, shorter words are more blunt, direct, harsh, or sharp. Longer words are drawn out to evoke colors of melancholy or suffering. However, emotional words are also depend on the content of writing that writers present.

CHAPTER V

CONCLUSION AND DISCUSSION

The purpose of this study was to examine common features of action movie review writing, particularly common patterns and organizational formats used in writing online action movie reviews. The study also investigated types of writing, sentence structure, and word choices in ten online movie reviews. This chapter then presents a conclusion of the study together with discussions of the findings. Also, the limitation of the study and recommendations for further studies are presented.

Conclusion

Regarding the first research question of what the common features of action movie review writing are, the findings revealed four overall patterns of writing in action movie reviews from www.imdb.com: a broad overview of the movie, to offer a comparison with the previous episode of the film, to give description of the movie's storyline, and the last pattern intended to make comments on the movie. The first pattern was aimed to provide a broad overview of the movie including the actors' role and the background information related to the movie for the readers. The second pattern was intended to compare the present movie with the previous episodes while the third pattern was the description of the movie's storyline and the last pattern is the provision of the reviewer's comments on the movie, both positive and negative or the conclusion of the review. To answer the first research question, the findings of this study are consistent with Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines because movie review writing's purpose is to express reviewers' idea of a movie with a short summary of plots and characters as well as

comments on the movie, then both of theoretical framework and the findings are corroborated. To elaborate this point, Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines provide techniques in writing a movie review and give guidelines of movie review writing. After observing ten action movie reviews from www.imdb.com, the findings of the current study were consistent with them. That is, movie reviewers try to express their ideas to readers by presenting a broad overview of the movie, a comparison with the previous version of the film, description of the movie's storyline, and making comments.

With regard to the second and third research questions asking about the writing styles in terms of types of writing, sentence structures, and word choices commonly used in action movie reviews as well as the frequencies of sentence structure, and word choices occurred in action movie reviews. The first type of writing, informative writing was used in all ten movie reviews. Winterowd (1981) claimed that informative writing has to give the reader information. The importance thing to be concerned in writing informative pieces is writers have to write with clarity and precision. Narrative writing was used in the next part of writing in a movie review. That is, the reviewers aimed to tell the storyline, plot, or outstanding part of the movie to make the reader know the brief content of the movie by using narrative writing. Finally, persuasive writing was used in order to make comments or give a conclusion of the movie to persuade the reader's interest. This style of writing was found in 6 movie reviews (60%).

According to types of sentence structure used, simple sentence is the most frequently used in action movie review writing. First all reviewers like to offer information of the movie to make the reader know the general of movie. There are 128 simple sentences in action movie review (39.38%), followed by complex

sentence (25.23%), compound sentence (23.38%), compound-complex sentence (11.08%). For fragment (non-sentences), they constituted 0.92% of all of the sentences. Reviewers used simple sentence most because this type of sentence structure is easy to read and understand. Movie review is a piece of writing that writers convey their ideas through the words. This supported the finding that the writers mostly use simple sentence to present their writer's idea in movie reviews.

Besides, reviewers used concrete word to convey the intended meaning. According to Sherman (1966) writers should select the concrete words to give clear meaning that they want to express. In action movie reviews writing, the concrete nouns and descriptive words were frequently used because the writers needed the readers to portray a significant event clearly. Furthermore, movie review writing is written to help the readers make a decision whether or not to see a movie. It offers writer's opinions on the qualities of a particular movie. It also tells a little about the story line to catch readers' interest and encourage them to venture to the theatres to see the movies by themselves. Then, writers must select concrete nouns and descriptive words to convey the exact meaning.

The use of emotional words attracted the readers' interest because writing a review is a kind of writing that links between the reviewers and the readers. The message conveys brief content of the movies and some ideas that a reviewer has attempted to persuade and attract a reader to see the movies. Then, the findings of action movie reviews writing revealed three main types of emotional words. The emotional words about fun evoke readers to interest or participate in movie. The emotional words about violence reflect the cruel events in the movie. The emotional words about disappointment reflect the writer's feelings which readers can judge whether or not to see the movie.

Discussion

The results of the study revealed that there were four patterns found in action movie reviews writing which were consistent with Rudeen's organizational formats (2000) and Garbis et al.,'s (2001) movie review guidelines. It can be said that a good movie review were provided writers opinions on the qualities of a movie, tells a little about the storyline to catch readers interest and encourage readers to see the movie.

According to the previous study, Charoenchasri (2007) investigated on genre analysis of newsgroup movie reviews on www.imdb.com. The finding showed that movie reviews on the Imdb domain follow the five moves in the corpus of movie reviews: introducing the movie, emphasizing on describing the movie's storyline, providing comments, concluding the review, and offering other information. The results in this study were in line with the previous study. There were only four patterns found in this study: providing a board overview, comparison with the previous episodes, describing the movie's storyline, and providing reviewer's comments or concluding the review. This study focused on action movie reviews, but the previous study focused on all kinds of movie reviews.

However, some patterns or moves as mentioned in the previous study may be used to present the first step or last step in movie review writing. The patterns or moves of movie review writing are steps arranged depending on the purpose of movie reviewers to present or to persuade their readers. It can be concluded that the steps of patterns or moves are freely conveyed according to the aims of movie reviewers. That is, reviewers can indicate patterns or moves of movie reviews by offering their intention through writing independently.

Moreover, Kungwanpradit (2004) investigated writing style used in movie overviews on web site “Yahoo! Movies”. The findings of the previous study showed that simple sentence and compound sentence were mostly used in comedies. The complex sentence was used most in drama, compound-complex sentence in romance. The results were different from this present study because the data of this study were only action movie reviews. The findings of this study found that simple sentence were mostly used. However, concrete words were mostly used in writing to help readers form a picture that words refer to. It was consistent with this study which writers selected concrete words to convey the exact meaning through his/her action movie reviews.

Limitations

The limitations in this study were as in the following. Firstly, the data collected in this study were small. There were only ten action movie reviews. Therefore, the data were limited by kinds of movies. The action movie has a few quantities to release in each year. Secondly, the data were collected data from only one website the IMBD domain. Therefore, this site is the one professional review site. Thirdly, the data selected in this study was limited by gross of box office which each movie has grossed over US\$200,000,000 at the box office during their theatrical runs. Finally, there were few previous studies on online movie reviews; the other aspects of common features of movie review writing yet have been uninvestigated, particularly in action movie reviews. Then, some aspects like grammatical or rhetorical writing were not explored in this study.

Recommendations for Further Study

Due to language is an essential device for communication which can convey messages, ideas, or feelings to the readers. This study investigated common features of action movie review writing on www.imdb.com. The findings of this study can offer benefits the readers, writers, and other interested to understand and see the essentials of action movie review writing.

However, this is the one study to research in action movie reviews from an online source. In the globalization, especially the areas involved movie reviews, there are many online sources like www.movies.yahoo.com, www.depreview.com, www.consumerreview.com, and other online sources. Any further study about common features of movie reviews may consider to investigating other types of movie reviews such as comedy, romance, fantasy, thriller, and so on. It can be concluded that other interesting topics related to common features of movie reviews writing, the researchers can collect the data from other different types of movie reviews and websites.

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