

Review

What is a review?

Film reviews provide the audience with insight into a book, film, play, game or a cultural experience such as an exhibition or concert. Reviews have an informative role as they provide details of their subjects but are also a persuasive form as the reviewer's job is to share their opinion and in doing so, sway the audience either towards or away from seeing, reading or attending it themselves. Reviews can appear in a range of publications from newspapers to magazines and online forums. If you are writing a review, the length, language and style of the review should be adjusted to suit the needs of the audience of the publication where it would be likely to appear. Here are some things to consider when composing a review:

Voice

A review is normally written from 1st person perspective (I) to allow the reviewer to talk about their own personal experience with and thoughts about the product in question. The reviewer may also directly address the reader using 2nd person (you) as part of their recommendation about whether or not the product is worthwhile. At times the reviewer will also use third person when referring to the artist, author characters or other elements of the product they wish to discuss.

Tone is also an important element as the reviewer's tone indicates their feelings towards the item being reviewed and can work to influence the audience. For example, an excited tone will let the reader know that this is something they should consider doing, seeing or buying themselves, while a disappointed tone will have the opposite effect.

Language & Grammar

Your target audience and the intended place for the review to be published will help to determine the type of language used in the review. For example, if you are reviewing the latest gadget for an audience who knows a lot about technology then technology jargon (words specific to the topic) is appropriate, whereas, if you are writing a book review aimed at young readers, you will need to keep the language age appropriate and include the details they will want to know. The adjectives you use to describe the product will have an impact on the audience. If you describe the subject of the review as exhilarating or mind-blowing this works as a persuasive device to influence the audience's reaction, making them more likely to want to try it for themselves, conversely, adjectives such as disappointing or repetitive will work to sway them in the opposite direction. Reviewers will refer to the product in **present tense** when in 3rd person voice E.g. 'The film **takes** us on a journey' and in **past tense** when providing details about their own experience of and opinion about the product E.g. 'I **was spellbound** by the visual effects'. A combination of complex sentences, when providing details about the product and shorter, simple sentences or even questions directed at the audience may be used to further persuade the reader E.g. 'Looking for a family-friendly comedy?'

Structure and Organisation

Title and basic information	<ul style="list-style-type: none">• The title may give hints about the product or the way the reviewer feels about it E.g. Samsung's new smartphone hits the mark'.• There is usually some basic information listed at the beginning including the reviewer's name, the name of the product and other details, for example a film review might list the running time, names of the director and stars and what the film has been rated.
Introduction	Reviewers often begin by making a broad statement about the product and giving some insight into what people can expect from it, letting the reader know broadly what they think. They may talk about their first impressions and personal experience with it, leading them into the body where they will discuss some of the finer details.
Body paragraphs	<ul style="list-style-type: none">• Depending on the product, reviewers may like to include sub-headings. For example a review for a new car might include sections such as performance, fuel efficiency, safety features etc.• The purpose of the body paragraphs is to describe and highlight the features of the product and comment on their effectiveness. The reviewer may also make comparisons with similar products in order to let the reader know where they would rank it.
Conclusion	The conclusion may offer a recommendation or final criticism of the product and also a rating by the reviewer. This might be giving it a score out of 10 or out of five stars for example.

Exemplar Years 7 – 9

Exemplar Years 10 – 12