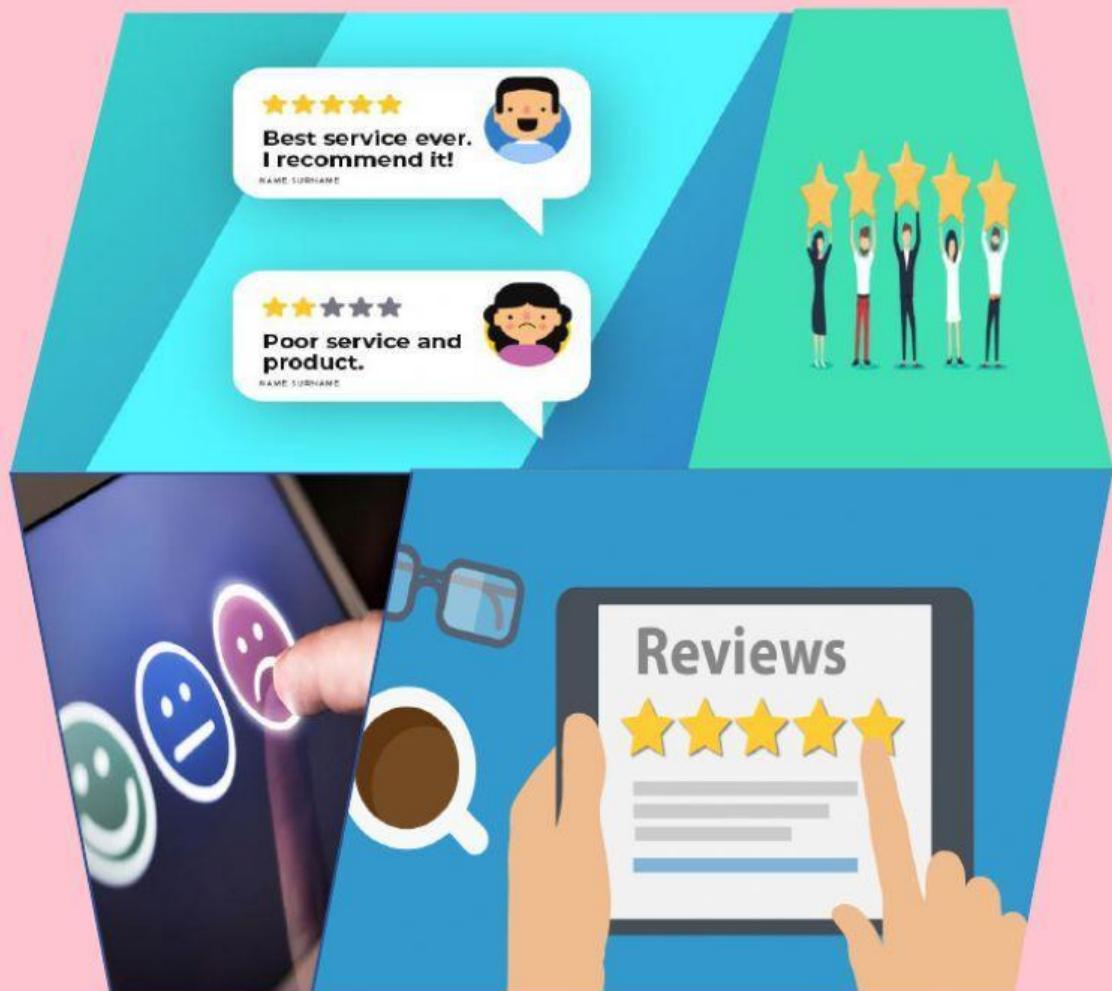


English Learning Through Digital Media

Unit 5 Online Review



Getting Started

Online shopping is a quick, convenient way to buy almost any product you can imagine. When it comes to buying things on the Internet, online reviews can really come in handy. For example, if you purchase an item on Amazon, you will often receive a follow-up email days later with some questions about the product and/or the delivery process.



Online Reviews are comments made by online visitors or customers about a product or service. Online reviews also build brand trust and social proof. If potential customers know that other people had positive experiences with the product /service, they're more likely to trust you're the product/service. And that's especially true for ecommerce sales when shoppers can't ask store associates for product information before buying. Business have to provide the online reviews for the customers. There are different kinds of online reviews such as quote, Peer review sites, Social media, Case studies, Blog posts, User-generated content, Brand ambassadors, and so on.

A screenshot of a WordPress.com review page for 'Kalaya Thai Kitchen'. At the top, a quote from Quintin Lake (@theperimeter.uk) says: 'WordPress.com works really well with Google for a great SEO ranking. I can also embed YouTube videos, Google Maps, and other content easily and without any coding ability.' Below this, a review by 'Kiao Z.' from Philadelphia, PA, dated 8/13/2019, with 1187 reviews, says: 'This restaurant officially received the highest praise from my Thai friend: "I think I'll bring my dad here for dinner."'. The review lists dishes: 'Moo: main fish dish, sautéed cabbage, purple dumplings', 'Meh: mango sticky rice, eggplant, papaya salad, chicken wings, raw shrimp salad', and 'Missed out: chicken dish'. The review continues: 'Kalaya is by far one of the best Thai restaurants I've had in recent years that I just can't seem to stop thinking about. This restaurant opened just a few months ago, and it is already selling out, fortunately, the owners said the same food is served lunch and dinner. My only caveat for this place is that due to its notoriety, it is very well-attended and thus can be very loud and cramped. The staff does a great job in communicating with you throughout your entire experience and the main chef even came out multiple times just to say hi and mingle, adding to the wonderful experience.' The review concludes: 'In terms of must get's, you have to get the fish dish, it is an entire fish (head, eyes and all) and is fantastic. It's spicy, flavorful, fresh, and burns in all of the good ways. We tried almost one of everything and truth be told, they should all be excellent. The eggplant and fish dish offers a taste of Thailand from the chef's childhood and culinary expertise. Of the other dishes, the moo: was such a wonderful, simple dish. It was just done perfectly, with the innate sweetness of the vegetables that was accentuated with the oil and spices. The eggplant, papaya and shrimp salad were spicy, but a bit too salty for my taste. The fried chicken wings was decent, but dry and tough. The chicken dish was nice but not really memorable.' Below the review, a summary box says 'Over one million sleepers and counting' and shows five small images of people sleeping. At the bottom, there are links for 'Was this review...?' and 'Useful 14', 'Funny 5', 'Cute 11'.

The ways to leave reviews include leaving comments, using hashtag (#), clicking on rating stars, or sending emails.

Exercise 1: Match words in the boxes with correct phrases or sentences.

comment

Online Review

quote

rate

trust

1. A product or service comment written by a customer who has used the service or purchased the goods.
2. You have confidence in them or that you place your hope or faith in them..
3. To enclose (words) within quotation marks
4. To value the worth of something.
5. To express an opinion or reaction about something

Language focus

The adverbs and the adjectives in English

Adjectives tell us *something about a person or a thing*. Adjectives can modify nouns (here: girl) or pronouns (here: she).

Adverbs tell us *in what way someone does something*. Adverbs can modify verbs (here: drive), adjectives or other adverbs.

adjective

Mandy is a careful girl.

She is very careful

adverb

Mandy drives carefully.

She drives carefully.

Mandy is a **careful driver**. This sentence is about Mandy, the driver, so use the **adjective**.

Mandy drives **carefully**. This sentence is about her way of driving, so use the **adverb**.

Most adverbs end in *-ly*, it is formed by *adjectively*. Some adverbs have irregular forms like followings:

adjective	<i>ly</i> endings adverbs	adjective	irregular adverbs
dangerous	<u>dangerously</u>	good	well
careful	<u>carefully</u>	fast	fast
nice	<u>nicely</u>	hard	hard
horrible	<u>horribly</u>	late	late
easy	<u>easily</u>	early	early
electronic	<u>electronically</u>	daily	daily
		straight	straight
		wrong	wrong

Exercise 2: Read the reviews below then answer the questions.

Benny's Diner 30 Dalberg Road  Your Review Log in

Erin Lindqvist reviewed 3 weeks ago  

Rating: 4/5

I took my niece and nephew to Benny's for dinner last week. The food was really good, although my fries were quite cold. The kids enjoyed their burgers and milkshakes.

Our waiter was really friendly but the service was quite slow. We had to wait nearly half an hour for our food.

Overall, I would recommend Benny's Diner. The menu is good and not too expensive.

Downton Youth Hostel 567 City Road  Your Review Log in

Gerard Garcia Martinez reviewed 3 weeks ago  

Rating: 0/5

I stayed at the Downton Youth Hostel for two nights. This hostel is the worst place I have ever stayed! The service is absolutely terrible – there is no one to clean the rooms, and the manager is really rude. The price for two nights was \$50, which is expensive for a hostel in this city. The only good thing about this hostel is that it is quite quiet – probably because no one wants to stay there!

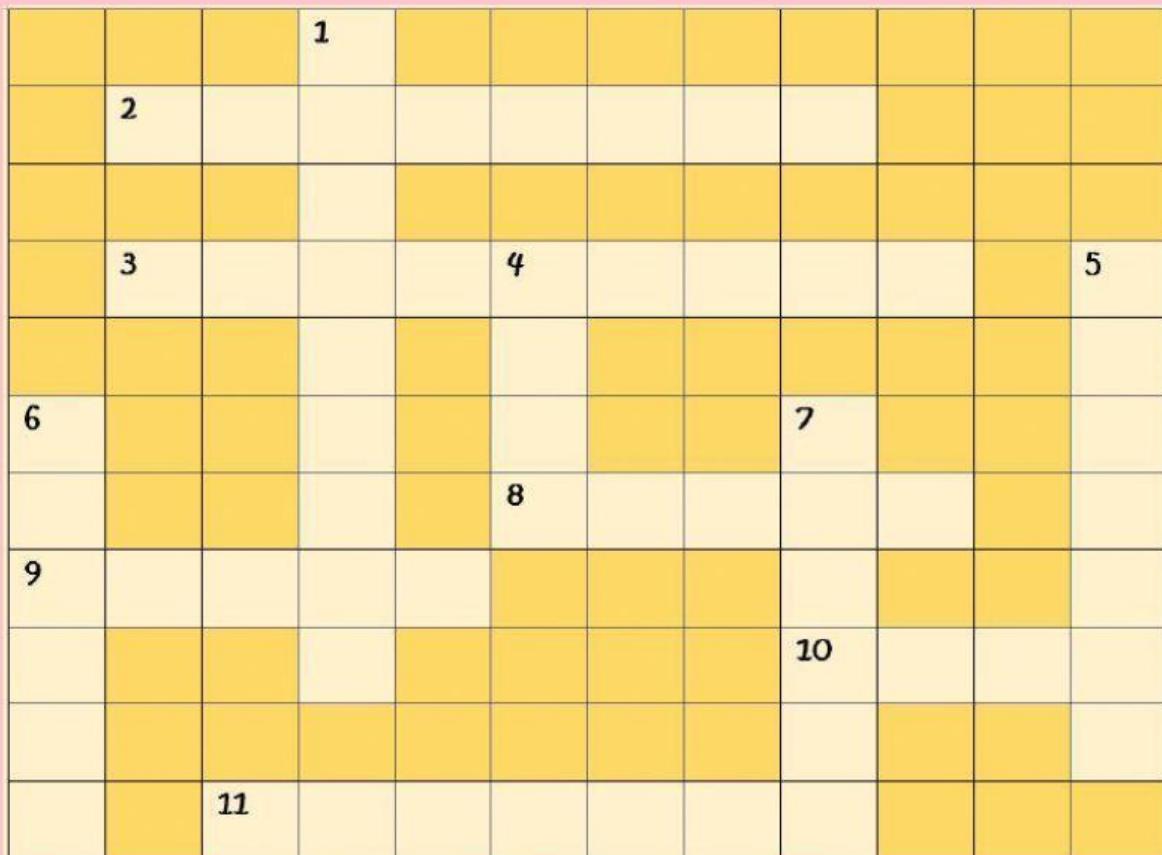
Unfortunately, I would have to give this hostel 0/5!

1. What kind of restaurant is Benny's dinner?
2. What is a 'rating'? Is 0/5 a good rating?
3. What does Gerard mean when he says 'the service is absolutely terrible'?
.....

Exercise 3: Complete the table with good points and bad points from each review.

	Good points	Bad points
Benny's Diner		
Downton Youth Hostel		

Exercise 4: Change adjectives given below into adverbs then fill in the crossword.



Across

2. probable 3. careful 8. True

9. sad 10. good 11. happy

Down

1. correct 4. fast 5. angry 6. busy 7. slow

When you review something, you can use adjectives to describe it.

- >> The hotel was nice.
- >> the food was bad.
- >> The service was terrible.

You can modify (change) the meaning or show the degree of the adjectives by putting adverbs in front of it.

- >> The hotel was quite nice. (It was OK.)
- >> the food was really bad. (really = very)
- >> The service was absolutely terrible. (absolutely = completely)

**Exercise 5: Read the reviews from the Reading section again.
Underline the adverb + adjective combination.**

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 **Erin Lindqvist** reviewed 3 weeks ago About Photo

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Unfortunately, I would have to give this hostel 0/5!

Exercise 6: Unjumble these sentences:

1. food / restaurant / terrible / was / The / in / the / absolutely

.....

2. quite/ restaurant / at / the / food / The / nice / was

.....

3. Youth / The / great / was / really / Hostel

.....

4. very / service / good / at / local / is / my / café' / The

.....

5. clean / is / hotel / That / quite

.....

6. like / I / restaurant / Thai / really / that

.....

Exercise 7: Read the hotel review below and answer the questions.

Waterview Inn, Boston, MA

'Great location and great price too!'

Reviewed 14 April 2012 by TwosCompany

My girlfriend and I hadn't stayed in Boston before and were recommended the Waterview Inn by a friend who told us he had always had great service there. Our room was clean, comfortable and good value for money. When we arrived, we were initially disappointed by the size of the room until we opened the curtains to a fantastic view across the harbour, which we would have happily paid a lot more money for!

The hotel is ideally located for sightseeing around Boston. It is next to the Metro, very close to Quincy Market, and the Freedom Trail starts nearby too.

Staff at the hotel were kind, helpful and happy, and because it was quite a small place we felt that we were getting personal service. We'd definitely stay there again.

Value ***
Location ****
Sleep Quality***

Rooms ****
Cleanliness ****
Service ****



7. Would you stay at this hotel? Why?

2: Find five adverb + adjective the reviews and translate them in your language:

initially disappointed =
happily paid =
ideally located =
starts nearby =
definitely stay =