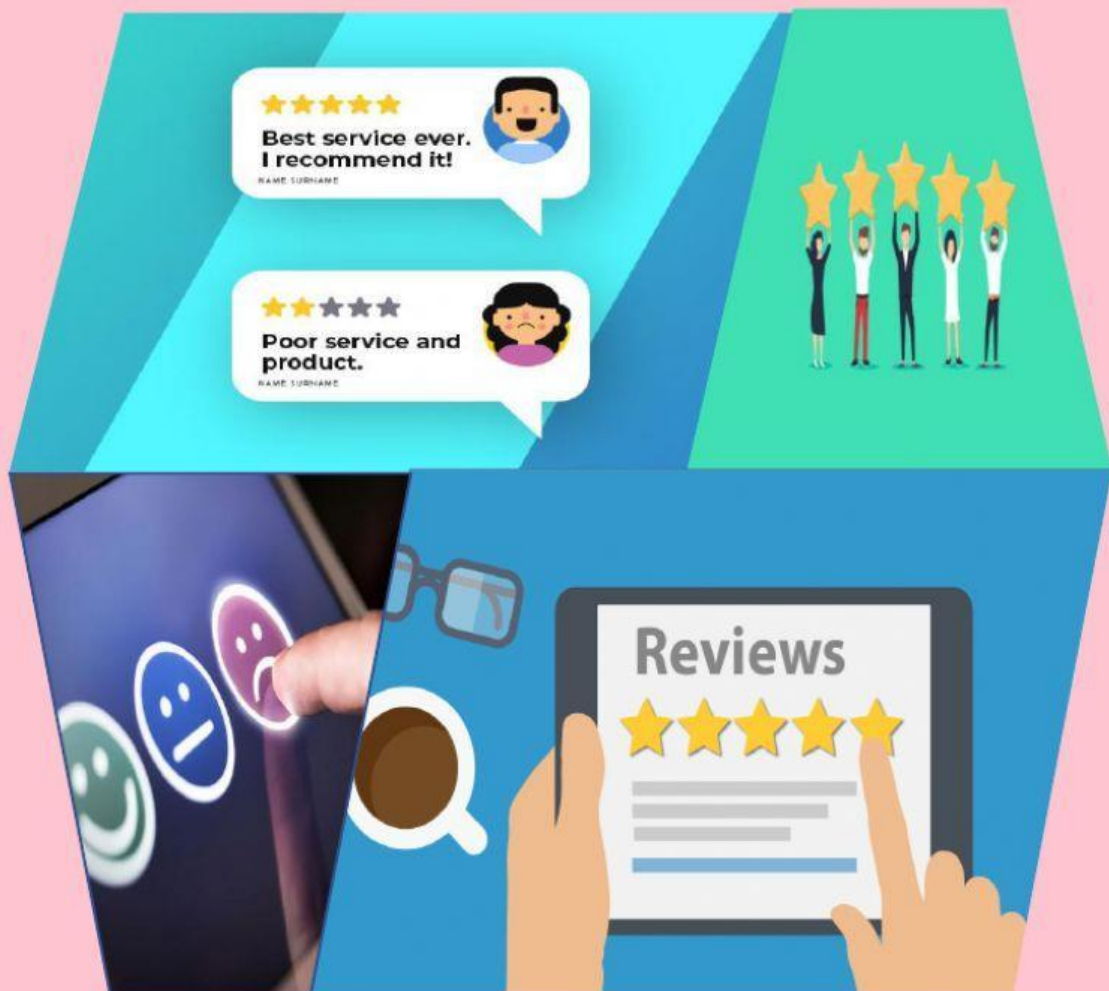


English Learning Through Digital Media

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.

The screenshot shows an email from Amazon.co.uk asking for a review. It includes the product name 'Womens Short Sleeve Black* Pleated* Skater Block Shift Audrey* Peter Pan Collar Dress (8) (New)', the estimated delivery date '20 October 2017 - 25 October 2017', and a rating scale from 1 (Awful) to 5 (Excellent). It also asks if the product met expectations and provides helpful links like 'View Order Details' and 'Contact the Seller'.

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.

The collage includes a quote from Quintin Lake about WordPress and Google SEO, a screenshot of a 5-star review for Kalya Thai Kitchen, and a row of five photos showing people sleeping in beds. Below the photos are social media-style avatars and names. The text 'Over one million sleepers and counting' is centered above the photos.

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 adjective+ly. Some adverbs have irregular forms like followings:

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

[About](#) [Photo](#)

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!

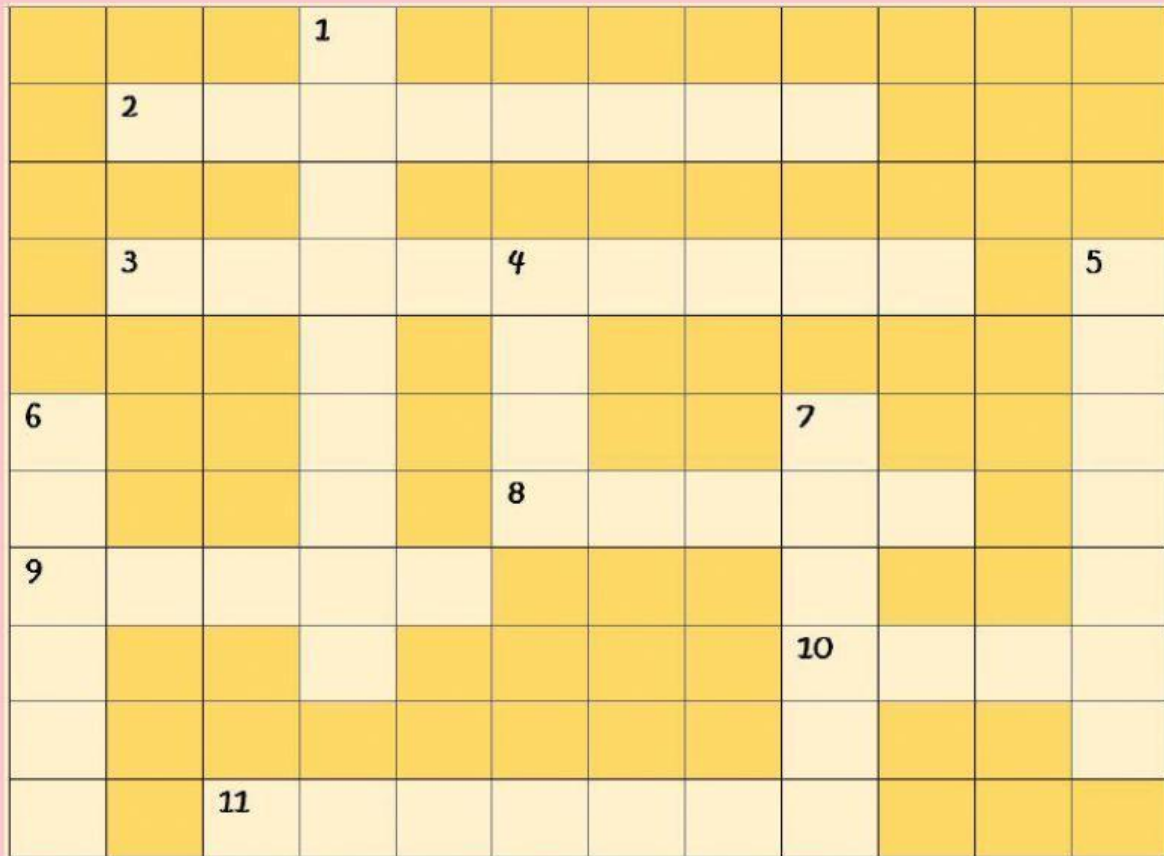
[About](#) [Photo](#)

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		
Downtown 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.**

The screenshot shows a web browser window with a search bar and navigation links (You, Search, Images, Maps, Play, YouTube, News, Gmail, Documents, Calendar, More). The main content area displays a review for "Benny's Diner 30 Dalberg Road". The reviewer is Erin Lindqvist, who reviewed 3 weeks ago. The rating is 4/5. The review text is: "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." There are buttons for "Your Review", "Log in", "About", and "Photo".

The screenshot shows a web browser window with a search bar and navigation links (You, Search, Images, Maps, Play, YouTube, News, Gmail, Documents, Calendar, More). The main content area displays a review for "Downton Youth Hostel 567 City Road". The reviewer is Gerard Garcia Martinez, who reviewed 3 weeks ago. The rating is 0/5. The review text is: "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!" There are buttons for "Your Review", "Log in", "About", and "Photo".

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

[Home](#) [Stockholm](#) [Hotels](#) [Things to Do](#) [Restaurants](#) [Things to Do](#) [Best of 2011](#) [More](#) [Write a Review](#)

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 *****



1. 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	=