



## Assignment #4: Review Article

A review is a piece of non-fiction writing that focuses on one specific product evaluating its quality and value.

Review articles are found in both traditional and new forms of media. These types of articles are featured in newspapers, magazines, online news platforms, as well as in video formats. Review articles are used to target specific consumers, while still providing enough fundamental information about a product to educate and appeal to the general public.

This type of article is both **fact AND opinion-based**. In the online sphere, both formal and informal reviews exist. Sites such as *Amazon* or *Rotten Tomatoes* feature review sections, where consumers and viewers can share their experience with a specific product or film. These types of reviews are informal and are generally based purely on a personal experience.

A formal review **first provides general information** about the product, such as the product's basic purpose or premise. It is not simply an unfiltered rant or rave. For example, a tech review of the newest iPhone may describe the phone's newest features and their functions. The review should **then assess the quality, value and validity** of the specific product, allowing the reader to determine their interest in the product itself.

### Steps for Writing a Review

#### 1. Choose a Topic

As always, the topic of your article should be related to the overall topic of your website. For this assignment, you will be focusing on a **specific product**. The type of "product" you review, will depend heavily on the overall topic of your blog. This will likely be one of the following: *Film, book, series, game, gadget, app/website, service, location, restaurant, experience, etc.*

#### 2. Start Brainstorming/Outlining

After you've decided on the "product" you want to review, you will need to gather basic information about its purpose, function, or general premise. *Then* you will need to test it out and determine your overall impressions. Consider the following guiding questions:

- What is the product used for (object)? What is the general storyline (film, book, etc.)?
- Who is the product intended for?
- Where is it purchased/used/experienced? When is it available?
- What made you want to review the product? Is it well-known?
- What was your honest first reaction?
- What issues or gaps might the product still have?
- Is the product enjoyable? Convenient? Educational? Did it solve a problem?
- Do similar products exist? Does this product improve upon the others (offer something new)?
- Does the product offer an innovative or original experience?
- Would you recommend this "product" to others?

### 3. Structuring Your Review Article

A review is separated into three separate sections, and includes an **introduction, body & conclusion.**

- **Title/Headline:**
  - Grabs your reader's attention and encourages them to keep reading
  - Identifies the product under review & suggests a point of view
    - *The Sweet Shoppe: Worth the Hype*
- **Introduction/Lead:**
  - Briefly describe the "product" you are reviewing (2-3 sentences)
  - States your **general impression** of the product (thesis statement).
    - *The Sweet Shoppe is small locally owned café and bakery located in Vancouver's Gastown. The restaurant features a wide variety of desserts and pastries, and caters to a range of dietary restrictions or preferences. **While the food appears humble, the flavours show remarkable depth, and this modest café can definitely hold its own in Gastown's ever growing cast of characters.***
- **Body (consider the questions under "Start Brainstorming" above):**
  - Body 1: Explanation of the product in detail (key facts, features, significant people, etc.)
  - Body 2-3: State and explain your opinions of the product and your experience with it
- **Conclusion:**
  - A brief summary of your assessment and general impressions of the product
  - A statement of whether or not you would recommend the product to others
  - A final rating (5 stars, 10/10, etc.)
    - *Overall, The Sweet Shoppe demonstrates enough diversity in its cuisine and flavours to appeal to a vast array of patrons; those passing through and those who call Vancouver home. I would highly recommend you stopping by (or going out of your way) to get a taste.*

#### \*\*\*Checklist

##### **My introduction includes:**

- |  |  |
|--|--|
| <input type="checkbox"/> Background information on product (what, who, etc.) | <input type="checkbox"/> A clearly stated thesis (Your opinion on the product) |
|--|--|

##### **The body section of my review includes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Specific facts, stats & examples        | <input type="checkbox"/> A clearly supported expert opinion (quote) |
| <input type="checkbox"/> Clear topic sentences & transitions     | <input type="checkbox"/> Descriptive language                       |
| <input type="checkbox"/> Correct Citations (for referenced info) |   |

##### **My conclusion includes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Restates key ideas & recommendation | <input type="checkbox"/> Final rating (stars, letter grade, etc.) |
|--|---|

##### **My overall article includes:**

- |   |  |
|---|--|
| <input type="checkbox"/> ~600-700 words                 | <input type="checkbox"/> At least two relevant images or videos                              |
| <input type="checkbox"/> Concise language               | <input type="checkbox"/> At least two relevant <b>#hashtags</b>                              |
| <input type="checkbox"/> Written in <b>THIRD PERSON</b> | <input type="checkbox"/> List of sources for all referenced articles & images written in MLA |

