

**THE RHETORICAL STRUCTURE AND  
EVALUATIVE LANGUAGE OF RESTAURANT  
REVIEWS IN *I.M.* MAGAZINE**

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**2019**

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# **THE RHETORICAL STRUCTURE AND EVALUATIVE LANGUAGE OF RESTAURANT REVIEWS IN *I.M.* MAGAZINE**

## **ABSTRACT**

The purpose of this research is to conduct a genre analysis on restaurant reviews from one particular print magazine, which is *I.M.* Magazine. The 18 restaurant reviews that were selected were analyzed using an adapted/analytical framework, combining two frameworks, Kathpalia's (1992) framework as well as Hou's (2012) Moves for Newspaper Restaurant Reviews in order to identify the rhetorical moves of the restaurant reviews. This study also looks into the linguistic features present in the reviews, specifically evaluative language, focusing on the use of certain lexico – grammatical features that are prominently used throughout the reviews. According to Moir (2007), restaurant reviews help determine dining decisions and restaurateurs believe that it may affect their sales both negatively and positively. From the analysis, it can be seen that the communicative purpose of restaurant reviews is informative in nature, as there are only a few promotional elements identified. Consequently, this research will hopefully garner more information that may be useful in ESP pedagogy for students to write effectively, and to the food and restaurant industries in general.

**Keywords:** genre analysis, restaurant reviews, print magazine, evaluative language

# **STRUKTUR RETORIK DAN BAHASA EVALUASI YANG TERKANDUNG DI DALAM ULASAN RESTORAN MAJALAH *I.M.***

## **ABSTRAK**

Objektif utama penyelidikan ini adalah untuk menjalani kajian analisis genre ke atas ulasan restoran khususnya daripada majalah bercetak, '*I.M.*' 18 ulasan restoran dari majalah *I.M.* telah dipilih untuk dikaji dan kajian dijalankan menggunakan rangka kerja yang telah diadaptasi dari dua rangka kerja yang lain, iaitu dari Kathpalia (1992), dan juga Hou's (2012) 'Moves on Newspaper Restaurant Reviews.' Rangka kerja yang telah diadaptasi ini digunakan bagi menganalisa struktur retorik yang terkandung di dalam ulasan restoran *I.M.* Kajian ini juga mengenalpasti ciri - ciri linguistik yang terkandung di dalam ulasan restoran, khususnya bahasa evaluasi yang memberi fokus kepada ciri - ciri nahu yang terserlah penggunaannya di dalam ulasan restoran majalah ini. Menurut Moir (2007), ulasan restoran dapat menentukan pilihan pembaca/pengguna di dalam memilih restoran, dan para pemilik restoran bersetuju bahawa ulasan restoran dapat mempengaruhi hasil pendapatan restoran mereka, dari sudut negatif dan positif. Dapatan daripada kajian juga menunjukkan tujuan komunikasi ulasan restoran, khususnya dari majalah *I.M.* adalah lebih kepada penyampaian maklumat, dan bukan untuk tujuan promosi. Hal ini disebabkan ciri - ciri promosi di dalam ulasan restoran majalah ini sangat terbatas. Oleh itu, diharap kajian ini dapat menyumbangkan maklumat terutama sekali di dalam aspek pedagogi, dan dapat membantu para pelajar menulis dengan lebih efektif serta memberi manfaat kepada industri restoran secara umumnya.

**Keywords:** analisis genre, ulasan restoran, majalah bercetak, bahasa evaluasi

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## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

The food industry has been an integral part in society today, especially Malaysia, where the culture is known for its exquisite dishes and a range of food that reflects the different ethnic backgrounds. People have been dining out and exploring different cuisines not only as a leisure activity, but it has shifted to being a central feature in the community. Even in this period of economic downturn, people still dine out, especially to celebrate special occasions, such as birthdays, anniversaries or promotions. However, people tend to spend prudently. Therefore, people nowadays depend on restaurant reviews to provide them with relevant information in helping them choose a suitable restaurant to dine in. These reviews also save them a lot of time and are very practical.

Although the internet and social media is a very practical tool and is widely accessible nowadays for reviewers and people who seek reviews, the print genre is still relevant as reported in a study conducted by [www.freeportpress.com](http://www.freeportpress.com) (2014). From the survey, it was found that 25% of the respondents read 5 or more magazines each month, as compared to only 1.8% of the same group having read online sources. Therefore, exploring this persuasive discourse in its print medium from a genre perspective may garner some information on how the restaurant reviews are written as a whole.

### **1.2 Background of The Study**

One of the emerging discourses today is that of food and cooking which surrounds our everyday life and communication among friends, family and sometimes even when triggering a conversation. There is a new trend in the food culture today where dining out is not considered merely as a leisure activity, but a must as it has become so common today. According to Angelsmith News Blog (2012) which conducted a survey

regarding how restaurant goers choose restaurants in America in 2012, 52% of the respondents reported that they dine out between 2 and 4 times per week. In the Malaysian context, more than 64% of Malaysians eat at least one meal outside per day, with 12.5% of them have at least one meal that they purchased outside, as reported by a study to observe the eating habits and food cultures of the Malaysian population conducted by the Malaysian Food Barometer (2014). Therefore, we may see nowadays how restaurant reviews have become more and more prevalent and are now commonly found in coffee-table print magazines.

According to the 2005 Editor and Publisher of the International Year Book in the US, 58.4% of the nation's 1450 daily newspapers published a food review section in featuring a restaurant or eatery, at least once a week and more than 50 million adults were regular readers of the section (Lallande, 2005). The study conducted in the United States can be related to our local context, where our local dailies are also publishing regular columns on food reviews, such as the "Eat and Drink" sector published in the Star Online.

### **1.3 Statement of the Problem**

A study conducted by Euromonitor (2014) reported that Malaysia's food service sector was valued at just under US\$10billion in 2012. Euromonitor (2014) also claimed that,

"Between 2008 and 2012, the market recorded a compound annual growth rate (CAGR) of 4.6% and is expected to continue expanding with a CAGR of 5.3% until 2017, reaching total sales of US\$12.9 billion".

The foodservice sub-sectors consist of full-service restaurants, fast food, cafés/bars, street stalls/kiosks, self-service cafeterias, and home delivery/takeaway. Full-service

restaurants were the dominant sub-sector in 2012, representing over one third of the total market. Therefore, the genre of restaurant reviews is relevant as the food industry in Malaysia has been flourishing since 2008. It also shows how Malaysians value dining out, and how it has contributed significantly to the gastronomic industry's growth. Consequently, people are growing more dependent on reviews as it may help them gather information on where and what to dine, where it saves them a lot of time.

Therefore, this study hopes to analyze the rhetorical structure and strategies that are employed in the genre of restaurant reviews, that make up the communicative purpose of the discourse and how it may influence the dining decisions of customers, as well as indirectly affect the sales of a particular restaurant.

#### **1.4 Research Objectives**

The objective of this study is to conduct a genre analysis of restaurant reviews of a print magazine. It analyses the rhetorical structure and how visuals, as a move, play an important role in conveying vital information in the reviews. These detailed analyses of the restaurant reviews will enable the realization of the communicative purposes as well as the rhetorical strategies that are employed in the genre.

#### **1.5 Research Questions**

In relation to the above objectives, this study aims to address the following research questions:

1. What are the communicative purposes of restaurant reviews found in print magazines?



2. What are the typical rhetorical moves of restaurant reviews in print magazines?
3. What are the linguistic features that make up the rhetorical strategies that realize the rhetorical moves in the restaurant reviews?

### **1.6 Significance of The Study**

The influence of restaurant reviews help to determine what we value in dining out and the reviews are an important source of restaurant information for potential consumers (Dornenburg and Page, 1998 p: xvii). According to Moir (2007), restaurant reviews help determine dining decisions which restaurateurs believe may affect their sales, both negatively and positively. Druce (2010) also conducted a survey with 2000 customers where more than half (58%) of them said that if they saw a bad review on a restaurant, they were most likely to avoid it. Grindy (1998) also explains that unlike film or theatre reviews, restaurant reviews may have a profound effect on the audience, as they may last for years even though there may be modifications done to the restaurant's kitchen, menu and ownership. Meanwhile, stories and reports on restaurants shutting down as a result of negative reviews, are legendary in every city (Dornenburg and Page, 1998 p: 125). Therefore, restaurant reviews pose a great influence on restaurants and their owners as well as the customers in various dramatic ways.

Although there are an abundance of studies conducted on restaurant reviews, especially in the online medium, very few has addressed this issue in the Malaysian context, as well as in the print form. Therefore, this study hopes to unravel the strategies used in restaurant reviews specifically in a Malaysian setting as well as focusing on print genres.

From the pedagogical perspective, restaurant reviews may be suitable teaching modules for English for Specific Purposes (ESP) lessons especially for students of the Culinary Arts School. This study will also help highlight on how restaurant reviews may be used positively as a promotional genre, if the reviewers are mainly giving positive reviews on the restaurants and their food and drinks. This will not only enhance their knowledge in professional English, but they may also gain useful insights on the gastronomic industry as a whole, which is vital to them.

As such, it is important that this genre be explored further to determine its communicative purposes: by analyzing its rhetorical structure and the strategies employed. Past studies that are conducted in the field of Genre Analysis, specifically on reviews, focused on discourses, such as book blurbs on Amazon.com (Onder, 2013) as well as product reviews on consumer opinion websites (Pollach, 2006). Meanwhile, for the print form, book reviews in English and Brazilian Portuguese (Junquiera, 2013) were analyzed.

From the synthesis of literature above, it can be clearly seen that most of the studies conducted which involves both print and online genres rarely highlights the function of restaurant reviews, and how reviews may exert a tremendous effect to the restaurants. This study also attempts to unravel how restaurant reviews from a particular magazine, operate by analyzing its move structure and rhetorical strategies that are employed and how it aids in the achievement of the communicative purpose. Hence, this study also analyses the use of visuals as moves, to convey the main intent of the discourse. Visuals play an important role in a genre, whether in print or digital form. From the linguistic perspective, this study aimed to address both the textual and multimodal

features that make up the reviews, which looks into the interplay of genre and multimodality to convey the main intent of the discourse.

Therefore, this research will hopefully garner more information that may be useful in ESP pedagogy for students. It may also contribute to the editorial field and copywriters. In addition, this research aims to add to existing knowledge by investigating the genre of reviews in the print form, by looking at the rhetorical moves and strategies that realize the communicative goals.

Consequently, as stated earlier, this current study will take into account both the textual and the visual aspects of the discourse by analyzing the moves structure of a genre and taking into account the visuals, as part of the move to establish a specific communicative purpose, in a Malaysian context. Hence, it will bridge the gap within areas that are minimally addressed.

### **1.7 Scope of The Study**

As there is a wide range of restaurant reviews, especially in this era, where there is an abundance of reviews in the print form, the restaurant reviews that are analyzed are only from one specific magazine, that is, I.M. Magazine, in the print form. In order to have a specific focus on the data, only 18 restaurant reviews from this magazine will be analyzed. Therefore, the findings does not apply to other restaurant reviews in a different form and context. Secondly, the restaurant reviews are also limited to the Malaysian context, where the restaurants are all situated in Malaysia and it does not involve a universal audience or context. The audience of this particular magazine are mainly catered to young, urban Malaysians. Consequently, as the target audience is only from a specific age group and backgroud, the findings may not apply to a wider and a

more general audience.

## **1.8 Organization of Dissertation**

This dissertation is composed of 5 chapters. The first chapter has discussed the introduction, background of the study, statement of the problem, objectives and research questions, the significance as well as the limitations. The theoretical framework of this study is discussed in the next chapter. The research methodology is then discussed in Chapter Three, where the research methodology will also be presented. In Chapter Four, the analysis and findings will be presented, while the final chapter will conclude the research alongside recommendations.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

In order to garner a better understanding of the research, the concepts that are present in this study will be discussed in this chapter; the definition of genre, genre analysis, promotional genres as well as reviews as a genre. The framework that has been adopted in this study will also be explained. As the Product and Service Promotional Move Structure Framework by (Kathpalia 1992; Bhatia, 2004) has been selected to analyze the data, it will be discussed in detail. Finally, related studies and their findings will also be further reviewed.

### **2.2 Genre**

According to Swales (1990), a particular genre is made up of a set of communicative events, where the members share a set of communicative purposes. The communicative purposes are recognized by the expert members of a particular discourse community, consequently forming the rationale of the genre. This rationale shapes the schematic structure of a discourse, therefore constraints and influences choice of content and style.

Swales (1990:58) also highlighted that,

The Communicative purpose is both a privileged criterion and one that operates to keep the scope of a genre as here conceived narrowly focused on comparable rhetorical action. In addition to purpose, exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content and intended audience. If all high probability expectations are realized, the exemplar will be viewed as prototypical by the parent discourse community. The genre names inherited and produced by discourse communities and imported by others constitute valuable ethnographic communication, but typically need further validation.

The above definition can be explained by taking a linguistic article research as a genre. Genre is made up of a particular representation and exchange of information, referring to a class of communicative events. The shared set of communicative goals or purposes are the main reason these information in these linguistic research articles are exchanged and reviewed by the members of the discourse community, which comprises of linguists or language professionals.

The people in the community have a common aim or goal, that is to keep up with changes and developments in the linguistic field. The basis of the recognized content, established by the expert members of the discourse community, comprises of specialized and distinct information exchanged in the linguistic articles. These linguistic articles are written in a very peculiar manner, recognized and understood by only those in the discourse community (linguists). These individuals form the experts of the parent discourse community. The formation of the schematic structure of the discourse refers to this particular event, where members or individuals of a particular group, share the same aim, exchange commonly shared information, where the information is mutually understood by the discourse community.

Meanwhile, Bhatia (1993:13) describes professional and academic genre as:

A recognizable communicative event characterized by a set of communicative purposes(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often it is highly structured and conventionalized with constraints on allowable contributions in terms of their intent, positioning, form and functional value. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purposes.

Bhatia (1993), states that academic and professional genres can be distinguished by the aim or purpose of the communicative event that takes place. The members of this

professional and academic community have a mutual understanding towards each other as they share a common background, known expectations and have shared knowledge. Bhatia (1993:13) concluded that a genre is highly structured, which indicates that it has a regularized or standardized style, typically used by the discourse community. This structure contains regularities in their aim, form and function. For instance, legal documents can only be comprehended by members of the legal sector, while medical reports are only comprehensible by medical professionals. Each genre is exclusive of their own form and function.

Bhatia (1993) added further that a shared set of communicative purpose(s) configures the genre and gives it its internal structure. Bhatia also states that expert members of any professional or academic community are also familiar with the communicative goals of their community and the structure of the genres in which they usually participate as part of their daily work. Bhatia further explains that although the members of a particular academic/ professional genre has the freedom to write utilizing linguistic resources, they must still abide to standardized practices within the limitations of a particular genre. The members of a particular discourse community have a better idea and understanding of the conventional purpose(s), the construction and use of the specific genre than non-specialists or members outside of the circle.

Finally, Bhatia (1993) concluded that genre is a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discourse resources.

### **2.3 Communicative Purpose**

Swales (1990) and Bhatia (1993) both emphasized on how important it is to identify the communicative purpose of each genres that has been created to fulfill and that is the main key to genre identification.

Swales states that:

It is communicative purpose that drives the language activities of the discourse community; it is... the prototypical criterion for genre identity, and it...operates as the primary determinant of task.

(Swales 1990: 10)

According to Bhatia (1993), the main communicative purpose of every genre is realized through the realizing of additional communicative purposes. These communicative purposes are established and represented by a structural description in terms of move. Therefore, the study of genre analysis has been deemed as important as the identification of moves in every genre contributes to the ultimate communicative purpose of a specific genre. This is established by the structural description in terms of moves which is most likely assigned.

This is then further demonstrated by Bhatia (1993) using both a sales promotion letter and a job application letter. The communicative purpose of both of the discourse is to persuade or get the reader to take action. However, in order for the communicative purpose to be realized, other communicative purposes in terms of the structural description of the moves is required.

In a sales promotion letter, the communicative purposes is realized by the structural moves which consists of capturing the attention of the potential customers, appraising the products/services, providing enough details of the products/services and initiating business relations between potential customers and prospective seller (Bhatia, 1993).

For a job application letter, the moves Bhatia (1993) identified were establishing credentials, introducing candidature, offering incentives, enclosing documents, soliciting response, using pressure tactics and ending politely.



According to Bhatia (1993) as well, the sales promotion letter and job application letter is considered to be in the same genre which is known as the promotional genre, as they both share the same communicative purpose, which is to promote a product or service. The sales promotion letter promotes a product/service, while the job application letter promotes the job applicant. Both are using persuasive elements and utilizes almost the same form. However, they are different in one particular aspect, where the sales promotional letter is usually unsolicited, while job application letters are a direct response to a job advertisement.

## **2.4 Moves**

Wales (in Teo, 2008) describes a move as the smallest significant unit in a discourse. This definition was taken from the discourse analysis model created by Sinclair et al. (1975) which built on the research of Bellack et al. (1966). Wales highlighted that these moves are very important in teacher-pupil exchanges.

Sinclair (1975) mentions a whole unit which consists of three parts; initiation, response, and feedback that is referred to as “exchange”, and each of the individual parts is known as moves. It is almost the same with Bellack’s moves of soliciting, responding and reciting. This is almost likened to what is expressed in genres, where each utterance does not stand alone, and instead, it links back to what has been said and forward to what is about to be said. It builds upon each other.

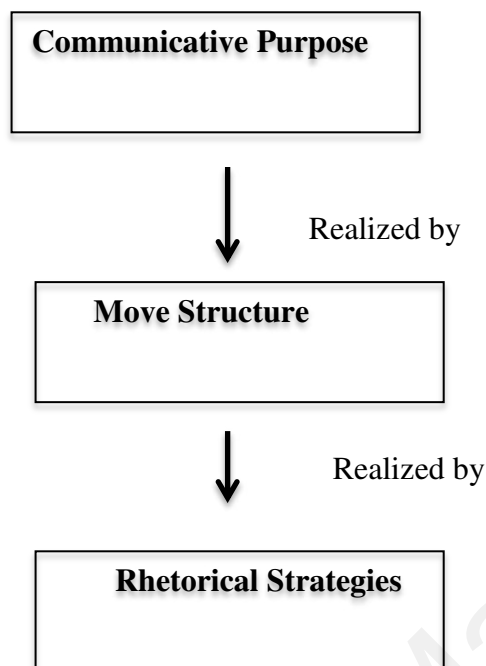
A move ranges from sentence to a paragraph, but not usually longer than a paragraph. It depends on the writer’s purpose and linguistic features of the move, where a move is made to be different from one another. A move is made up of acts and is related closely to every contribution by the speaker (Azirah, 1996).

Swales was the first to use the term “moves” in his study of article introductions. Many researchers followed suit and have analyzed texts in accordance to moves (Azirah, 1996). Bhatia (1993) used “moves” in the study of sales promotional letters and also job application letters where he discovered different moves relating to the promotional genre. Prior to Bhatia, Kathpalia (1992) found a nine move structure in straight sell advertisements.

## **2.5 Genre Analysis**

Genre analysis is commonly known as the contextual linguistic behaviour in a particular academic or professional institution, and is projected in terms of its typification of rhetorical actions (Miller, 1984; Bazerman, 1994; Berkenkotter and Huckin, 1995), their goal oriented processes (Martin, Christie and Rothery, 1987; Martin, 1993) as well as the consistency of their communicative purposes (Swales, 1990; Bhatia, 1993). Meanwhile, Dudley– Evans (1987:2) suggests that the aim of genre analysis is to provide the medium of classifying a particular genre or sub-genre. For example, a research paper genre can have several sub–genres, such as the survey paper, the conference paper, research notes and the letter.

Swales (1990) defines genre analysis as a system of analysis that can reveal the patterns of organization of the genre and the language used to express those patterns. These elements are illustrated by Swale’s (1990) three level genre model as illustrated in the diagram below, where the communicative purpose is realized by the move structure, and the move structure is realized by the rhetorical strategies as they are interdependent to describe the aspects of genre.



**Figure 2.1: Swales' Three Level Genre Model**

Throughout the years, genre analysis has evolved since Swales' definition where Bhatia also extended his research and ventured into the professional domain.

According to Bhatia (2004: 22-23),

Genres are recognizable communicative events, characterized by a set of communicative purposes identified and mutually understood by members of the professional or academic community in which they regularly occur.” This statement by Bhatia clearly depicts the essence of the study of Genre Analysis, where a particular discourse or field has its own sets of common events that work to achieve a common goal and is mutually understood by a particular community of practice. For instance, the culinary industry has its own set of jargons that may not be comprehensible to a group of legal professionals, and vice versa, which draws the line between two different genres and community of practice. Consequently, genres reflect the disciplinary and organizational cultures as well as the social construct of a specific discourse community”

(Bhatia, 1993:43)

(Bhatia, 1993:43) stated that genre analysis highlights the communicative purpose of a particular text genre and it gives an explanation for the convention of genre construction and interpretation. From a professional discourse perspective, Bhatia also extended his research to promotional genres in business settings, such as sales promotion letters (Bhatia, 1993) and came up with a move structure framework for service or product promotion that he revised from Kathpalia (1992 in Bhatia, 2004). This present study utilised an adaptation of Kathpalia's (1992) and Bhatia's (2004) framework in analysing the data.

One study highlighting the notion of genre analysis is that of Henry and Roseberry (2001), where they conducted a corpus analysis of moves and strategies of genres on Letter of Applications. The researchers were concerned on how the findings may contribute to the effectiveness of teaching and learning, specifically for teaching the Letter of Application by English for Specific Purposes (ESP) practitioners. In their study, a corpus of 40 letters that consist of 1895 words by native English (American, British, Canadian, New Zealand and Australian) speakers, was created. The letters were compiled from a department of English language and applied linguistics in a South East Asian university; 13 from a science department in a British university; nine from a personnel department in a British horticultural company; and seven from a legal firm in the United States of America.

The obligatory and optional moves were identified, following Bhatia (1993). The different strategies used to achieve each move were also identified. The results indicated that 11 moves were identified from the business letters and there were 3 moves that were common to all the letters, which were Opening, Polite Ending and Signing Off, where the most wide-ranging move in terms of linguistic features was the Promotion move (encompasses Bhatia's (1993) moves of Establishing Credentials and Offering

Incentives). The move Pressure Tactics were not evident at all from the corpus, as it may be due to the fact of the nature of jobs being applied. The researchers found 4 moves that were absent from Bhatia's (1993) move structure, which were: Referring to a Job Advertisement, Stating Reasons for Applying, Naming Referees, and Stipulating Terms and Conditions. This shows that context plays a crucial role in determining which moves are optional and which were obligatory. Meanwhile, looking at the linguistic strategies employed throughout the text, the most frequent words utilized was the word 'I', as the frequent use of 'I' acts as

A cohesive device enables the genre as a whole to lack the wide range of cohesive ties found in other genres, such as essay introductions and endings where a full range of cohesive ties can be found

(Henry & Roseberry, 1997)

From the research conducted, it can be concluded that the research demonstrated the effectiveness of strategies, as compared to moves or genre registers. It has also revealed that within a move of the genre, a range of discourse and syntactic features can be identified, where it provides more detailed genre-specific information and is deemed useful for ESP learning and teaching.

## **2.6 Promotional Genres**

For promotional genres, it usually comprises of detailed product descriptions or services. According to Bhatia (2004), there are various levels of generalizations for members of this genre. The group of promotional genres may include advertisements or the more subtle annual reports or reviews. Among studies done on promotional genres are that of Bhatia (2004), where he examined two book blurbs, one for a fiction book and one for an academic book. Bhatia suggested a six move schema, which includes

headlines, justifying the book, appraising the book, establishing credentials, endorsements and targeting the market. He pointed out that the two blurbs were similar in terms of its communicative purposes and lexico-grammatical realizations, but different in terms of the linguistic features, such as adjectives.

Another contrastive study conducted on promotional genres is a research looking at the discourse strategies of Italian and English sales promotion letters by Vergaro (2004). A corpus of 43 Italian and 26 English authentic sales promotion letters were analyzed by looking at the interaction of macro as well as micro textual choices in achieving the communicative purpose of that particular genre. The macro level of the texts were analyzed by referring it to the notion of ‘move’ (Bhatia, 1993; Longacre, 1992; Mauranen, 1993b; Swales, 1990), while the micro level features of the text are those regarding the use of reference (personal pronouns), mood and modality as well as metadiscourse. The results indicated that for the macro level, the only significant difference that can be found was the order or presentation of the moves. This can be explained by the difference in the way the central moves of the text are organized in both languages. ‘Central’ in this context refers to the moves that make up the propositional content of the sales promotion letters, where these moves include the Introduce the Product/Service/Offer move, the Detail the Offer move and the Enhance the Offer move.

These moves are presented in a very detailed manner in English, whereas in Italian, it is presented in a more simplified way. English users tend to use positive politeness from the beginning of their letters, while Italian users start theirs with negative politeness. This means that Italians have a higher level of formality in certain ‘moves’ of the corpus gathered. This is projected through the “Detail” and “Enhance The Offer” moves. It shows that in the Italian letters, the order of the moves at the beginning of the text is

somehow inverted. English writers look for solidarity and cooperation right from the beginning of their letters, and they try to achieve this in every possible way.

Looking at the results of the micro textual level analysis, Vergaro (2004) found that:

- 1) A subject line is used in Italian to initiate a claim;
- 2) Based in a writer-responsible culture, English writers tend to lead the readers through the moves, while Italian writers serves a similar purpose in leading the readers through the moves by giving the background for the information provided;
- 3) Mood and modality in Italian expresses negative politeness, whereas in English it is an indicator of positive politeness; and
- 4) Features of metadiscourse are not present in both Italian and English promotion letters.

From the research, it can be concluded that even though two cultures share the same rhetorical or schematic structure of a 'sales promotion' genre, they still differ in how the discourse patterns are organized. The micro level analysis also reinforces this conclusion where Vergaro (2004) noted that Italian writers tend to show prominent use of negative politeness, as opposed to English writers, as English writers prioritize solidarity and cooperation from the start and are trying to establish this in every way possible throughout the text.

Another recent study conducted was on the promotional language in press releases by Maat, (2007). This study uses a new coding system, which analyzes a corpus of 89 press releases, and how promotional language in corporate press releases is dealt with when the release is managed in different journalistic genres. Promotional language is prominent in these releases, especially those presenting new products or services.

Meanwhile, another study conducted on promotional genres is that of Ng (2015), where she conducted a study on formula milk pamphlets and sample boxes. Kathpalia's (1992) move structure was applied to analyze the data. Besides informing the readers of the product, the pamphlet also served the purpose of promoting the product itself.

Next, is a study looking at how new media influences the impact of persuasive language. Cheung et al. (2008), conducted a genre analysis based study by employing a modified move scheme, where the conceptual framework looks at language as a social interaction, focusing on how meaning is established in the text and context.—The researcher integrated the theories of *social discourse analysis* (Van Dijk, 1997) and *genre analysis* (Bhatia, 1993; Swales, 1990), titled the ‘Lingual - Belief Interaction Model’.

This particular framework was to aid at the analysis of sales email as a type of persuasive communication, from three different levels of belief, text and context. A total of 861 email corpus, and 670 print corpus were analyzed, where the results indicated that there were similarities in the frequencies of occurrence of all the move types across the texts. The results support the genre-based hypothesis, as it predicts that texts written for similar goals or communicative purposes may project similarities in its discourse structure, putting aside grammatical restrictions. New media (emails) has also made an impact as it affects the overall interaction and social strategy of reliability, as well as the persuasive aspect in the context of the sales promotion in the three major aspects (belief, text and context).

## **2.7 Reviews as Genres**

According to Price & Feick (1984), “in general, consumers are influenced by and rely on what others say about a product before they buy it”.

This implies that if there is insufficient available information regarding a certain service or product from other sources, the risk involved for the buyer is therefore high. Therefore, consumers rely heavily on product or service reviews in order to make a



more informed decision. For instance as claimed by Moir (2007), restaurant reviews help determine dining decisions and restaurateurs believe that reviews may affect their sales both negatively and positively. Reviews can exist in various forms, mainly in print and online forms.

### **2.7.1 The Communicative Purpose of Restaurant and Book Reviews**

One of the most prominent studies related to restaurant reviews is that of Hou (2012). Adopting a corpus approach to discourse analysis, she found that the communicative purpose of restaurant reviews was to inform the public of the type of food and standards that they can expect at a particular restaurant. The readers expect to feel like they have also experienced the restaurant themselves and they are dependent on the reviewer's opinion on whether or not they should visit that particular restaurant. In the past, consumers used to refer to other people's opinion regarding a certain product or service. This method is commonly known as word-of-mouth (WOM) in the marketing literature. In general, word-of-mouth is defined as informal, non-commercial, oral, person-to-person communication about a brand, a product or a service between two or more consumers (Arndt, 1967). WOM among consumers integrates three different activities. Firstly, information is sought for immediate use aimed at risk reduction. Secondly, information is stored and saved for future usage. Thirdly, information is shared in order to influence other people's decisions (Lambert et al., 1975: p.337). WOM reviews are used when customers have insufficient information necessary to perform a purchase, or when they see potential risks associated with what they intend to invest on or buy (Haywood, 1989). It has been discovered that customers rely on their personal contacts for consolation: reassurance: loose contacts for their expertise (Duhan et al., 1997).

Another study relating to print reviews is a recent study conducted by Junquiera (2013), where cross-cultural rhetorical patterns of applied linguistics book reviews in English and Brazilian Portuguese using the move structure by Motta – Roth (1998) are examined. Motta - Roth (1998) was the first scholar to come up with the move structure of book reviews written in English.

She adhered to the move analysis approach developed by Swales (1990) for the analyses of rhetorical arrangement of texts from various genres. Motta – Roth's (1998) study of 180 academic book reviews in English across three fields (chemistry, economics and linguistics) disclosed that the book reviews genre is usually organized in predictable moves and steps where it was easily recognized in the three fields that were analyzed. From the rhetorical patterns identified, a typical book review is usually composed of four moves: (1) Introducing the book, (2) Outlining the book, (3) Highlighting parts of the book, and (4) Providing closing evaluation of the book.

According to Motta–Roth (1998), the rhetorical structure of book reviews “is a stretch of discourse (extending for one or more sentences) that realizes a specific communicative function and that represents a stage in the development of an overall structure of information that is commonly associated with the genre” (p. 3).

Book reviews perform various functions in academia, one of it is introducing new books to a specific domain and analyzing “how valuable their contribution may be to the development of the field” (Suárez & Moreno, 2008, p. 147). Swales and Feak (2004) state that because of the public and evaluative nature of book reviews, writers “must exercise discretion” and “should very carefully consider their broader journal audience, purpose and strategy so as to display familiarity with the field, expertise, and intelligence” (p. 182). This means that the writers of book reviews should display familiarity with the book's particular discourse and genre as a whole.

From the cross-cultural rhetorical patterns of applied linguistics, book reviews in English and Brazilian Portuguese research as conducted by Junquiera (2013) show that by applying the move analysis approach by Motta-Roth (1998), the results indicated that the reviews of Brazilian Portuguese books have more variation in length and moves as compared to the reviews in English, which are more systematic and standardized. This may be due to the submission guidelines required by the respective journals, where it allocates a certain number of words allowed for the reviews. Meanwhile, it was also found that from the reviews, the Brazilian Portuguese books portray elements of recommending the books without listing any shortcomings, while books in English listed out the shortcomings prior to the recommendations.

### **2.7.2 Online Genres**

In the past, consumers used to talk to other consumers when seeking opinions on a particular brand, product, or company. This was widely known as Word Of Mouth (WOM) in marketing literature. With the advancement of technology, these interactions shifted towards the WWW (world wide web) where reviews are made online, and consumers could engage with each other, expressing their opinions about a certain brand or service via electronic word-of-mouth (eWOM). This online-based product reviews is considered as a new genre altogether, and consumers are willing to consider the opinions of other consumers regarding a product or service on the opinion websites. It is interesting and insightful to look at why people contribute and participate in this genre, both through WOM and eWOM and how it impacts the consumers and business.

Usually, during exchanges in the offline world, it is discovered that consumers offer advice and information regarding a certain product or service without being told to do so. The reason for the consumer's participation in consumer opinion websites is that the

websites motivate the desire of the consumers to share what they know of a certain service or product that they regard themselves to have a generous knowledge on (Nah et al., 2002). On the web, as opposed to in real life, consumers may have the upper hand, which sometimes they are not able to claim in the real world, as the anonymity policy does not prohibit individuals to post bogus reviews on products they have not even come across at all (Gelb and Sundaram, 2002).

A study related to this is a study conducted on reviews by Pollach (2006), where she analyzed a corpus of 358 product reviews on consumer opinion websites. She utilized two approaches, qualitatively, where the reviews were read multiple times manually and quantitatively, using the WordSmith Tools software and a spreadsheet package. She found out that all the reviews contained positive, negative or neutral information about the products. Apart from that, there are also some irregularities found in the research. Most of the reviews contained evaluations, comments and personal stories of the product reviewed. Apart from those features, one distinct feature discovered were the use of hyperlinks. These links direct readers or consumers to the stores where the items can be bought, or even to their own online photo album, flaunting their newly bought goods.

Another study looking at reviews as a genre, is a research conducted by Jong and Burgers (2013), 'Do Consumer Critics Write Differently from Professional Critics? A Genre Analysis of Online Film Reviews'. This study conducted a genre analysis of online film reviews by distinguishing the moves and strategies of online film reviews composed by professional and consumer critics. Many consumers' selection of products are mostly risky and uncertain, as the quality of the goods, for example, films, eateries and hotels, are only assured after the experience or utilization of a certain product (Shapiro and Varian. 1999). Therefore, to avoid uncertainty and risk, consumers often

gather information regarding the product or service that is readily available prior to the purchase, as the basis of selection (Gemser et al., 2007).

With the advancement of technology, the internet has become a prominent tool to disseminate information, especially when it comes to product information. The consumers may base their choices in selecting a product by looking up the readily available information regarding the price and how the product may be ordered. However, the most crucial element of online consumer behaviour is the availability and content of the online reviews where the other consumers deliberate on their product or service experience. (Fagerstrøm, 2011).

Looking at the results of the study by Jong and Burgers (2013) on 'Do Consumer Critics Write Differently from Professional Critics? A Genre Analysis of Online Film Reviews', the results were obtained by applying both quantitative and qualitative methods. The quantitative results project how often some moves and strategies are utilized by both of the groups in criticizing the film, while the qualitative results indicate which ways these moves and strategies are explained in the text, and if the two groups of critics employ different writing styles to do so. The results indicated that professional film criticism differed from consumer film criticism in some cases. The first difference can be seen by the types of moves utilized by both groups of critics.

The consumer group applied more evaluative moves, as compared to the professional critics. The difference was also prominent when looking at two specific evaluative moves, (4) 'giving criticism' and (5) recommending the movie to the reader (Jong and Burgers, 2013). The professional critics were more interested to present the movie to the readers while consumer critics usually gave their take and opinion on the movie. Consumer critics therefore use more evaluative language, (Hunston, 2004; Martin and White, 2005), while professional critics tried to be succinct in their reviews. The

qualitative analysis also showed a variation in the utilization of moves between both groups. Consumer critics will usually use the first person pronoun to directly express what they feel about the movie. In contrast, professional critics utilize the third person pronoun to express their opinion in a more factual and objective manner. According to (Bhatia, 1993; Swales, 1990), “subtle differences can be observed when comparing professional and consumer reviews.”

Looking at the second research question of the research, it questions the use of strategies and how it differed between the two groups. One of the prominent difference is the text written by both professional and consumer critics. For example, the strategies of the first move (1) ‘giving practical information’ was used differently by both groups. For instance, professional critics disseminated information on the number of movie theatres that actually screened the movie. Meanwhile, for consumer reviews, more personal information regarding the reviewers themselves was shared.

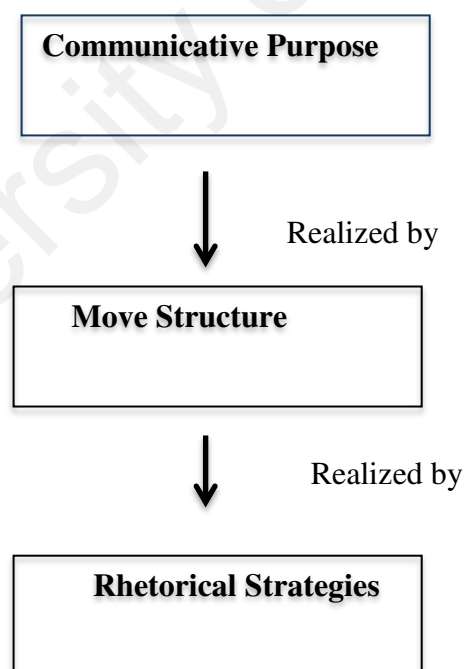
This particular research gave a lot of insights not only on how the two groups of critics write differently, but also how the reviews themselves also differ. Professional critics write in a more neutral manner, and provide more information about the movie. On the other hand, consumer critics are more inclined to write in a more personal manner, subsequently offering a more intimate response towards a certain movie.

## **2.8 The Theoretical Framework**

For this particular study, the move analysis is applied in order to analyze the data. As mentioned in the earlier section of this chapter, Swales (1990) introduced a system of analysis that can reveal the patterns of organization of the genre and the language used

to express those patterns. These elements are illustrated by Swales (1990) three level genre model, where the communicative purpose is realized by the move structure, and the move structure is realized by the rhetorical strategies as they are interdependent to describe the aspects of genre. Swales (1990) first applied this framework for his research on introductions, and it was later refined and adapted to be applied for the study of promotional letters and advertisements as well as sales promotional letters by both Kathpalia (1992) and Bhatia (1993).

These elements are illustrated by Swale's (1990) three level genre model as illustrated in the diagram below, where the communicative purpose is realized by the move structure, and the move structure is realized by the rhetorical strategies as they are interdependent to describe the aspects of genre.



**Figure 2.2:**

**Swales' Three Level Genre**

**Model**

The term move is defined as a language unit, which contains the writer's purpose as stated by McKinlay (in Azirah, 1996). The researcher may recognize a certain move

based on a specific semantic criteria and it may be realized by one or more sentences (Swales, 1990).

### **2.8.1 Bhatia's 1993 Framework**

Bhatia (1993) proposed a framework to analyze promotional letters in a business setting. He states that the main communicative intent or purpose of a sales promotional letter is to persuade a particular response from its readers. Meanwhile, the main intent of advertising is to promote and publicize a certain product or service to a specific target audience. Consequently, both serve similar purposes therefore this framework may also be used to analyze advertisements.

Bhatia's (1993) framework consists of 7 moves. These moves are:

#### **1. Establishing Credentials**

There are two methods of establishing credentials:

- (i) By looking at the expertise of the company to fulfil the needs of the prospective customer.
- (ii) By referring to the positive image or reputation of the company in the market by pointing out the achievements, and conveying that the company may fulfill the customers' needs.

#### **2. Introducing the offer**

This move is the most obligatory part of the sales effort.

- (i) Offering the product of service



Identifying and notifying the customer regarding the product/service which may satisfy the needs of the customer.

(ii) Essential detailing of the offer

- Imparting crucial information of the product/service (i.e. what it consists of, when can it be offered, the cost, etc.)

(iii) Indicating value of the offer

- Giving “an adequately relevant, positive and a good indication of its value to its intended audience (Bhatia, 1993: 66), (i.e. emphasizing the thoroughness, flexibility and that the product/service can be tailored to suit the customer’s requirements).

3. Offering incentives

- This move is used to make the offer more appealing by offering an incentive. This requirement may seem more cultural than universal (Bhatia, 1993: 52), such as bargaining in certain business cultures.

4. Enclosing documents

- More detailed information of the product/service is usually not enclosed in the letter, but included in the form of brochures, leaflets, pamphlets, etc.

5. Soliciting response

- This move functions to initiate new business opportunities or strengthen existing ones.

- This move also functions to encourage the reader to continue further communication with the company or to keep in touch. This is done by including the contact information of the person in charge who will answer queries that the reader may be curious about regarding the product or service.

#### 6. Using pressure tactics

- This move is to prompt the “already inclined or half – inclined” customer into making a rapid decision on purchasing/using the product/service.
- It is commonly realized in the form of an offer of some additional offer or gains if the customer results in buying the product/service before a specific deadline.

#### 7. Ending politely

- A formality of ending the communication on a pleasant note.
- The writer ends the letter in a positive and courteous manner in order to sever ties with the customer/reader, for the business to flourish.

In Bhatia’s study, he found that some moves are obligatory, meaning that the moves mandatorily exist in the texts. These moves include Establishing Credentials, Introducing the Offer, Soliciting Response and Ending Politely. Meanwhile, for Offering Incentives, Enclosing Documents, and Using Pressure Tactics are optional. He also discovered that the moves are not specifically sequenced in a regular pattern, and the moves may be situated irregularly.

### 2.8.2 Kathpalia’s (1992) Nine Move Structure

Kathpalia (1992) conducted many extensive researches on print advertisements from

various sources She has divided her research as follows, straight-lines / straight-sale advertisements, picture caption advertisements, image building advertisements, testimonials advertisement, sweepstakes and lucky draws (Choo, 1999).

There are 9 moves structure altogether that was established by Kathpalia (1992):

1. Attracting attention

This move functions to capture the readers' attention to continue reading the advertisement

2. Targeting the market

A particular genre (in example advertisements or letters) is constructed with a specific target market or audience in mind.

3. Justifying the product or service

This move is to influence the potential buyer into believing that the product is specifically for them:

- (i) By demonstrating the importance or need of the product or service, this is achieved by rationalizing out the need for possessing / owning the product/service.

- (ii) By establishing a niche

4. Appraising the product or service

- (i) By identifying / establishing the product or service - introducing the product/service

- (ii) By describing the product or service - giving a detailed description of the attributes of the product/service

(iii) by indicating the product or service's value or worth

- This sub-move is achieved in two ways, “by a straightforward evaluation or by translating the chief features of the product/service into concrete consumer benefits” (Kathpalia, 1992: 187 – 188).
- A positive evaluation / assessment of the product or service can further convince the prospective consumer.

#### 5. Establishing credentials

This move promotes the company that is manufacturing or supplying the product/service in order to secure and gain the prospective buyers'/consumers' trust in the product/ service. This can be gained by:

- (i) Announcing the achievements of the company (to establish its reputation)
- (ii) Providing the company profile

#### 6. Celebrity or typical user endorsement

This move substantiates the message more by making use of a third person to support the product/service, and can be achieved by:

- (i) Presenting the testimonials or statements of renowned authorities
- (ii) Presenting the official or public citation of achievements and endorsements
- (c) Presenting reviews by previous consumers

#### 7. Offering incentives

This move attempts to persuade the potential consumer into purchasing the product/service by the manner of giving discounts, free gifts, etc.

## 8. Using pressure tactics

This move aims to speed up the purchasing decision by enforcing a constraint on the product/service in the form of:

- (i) Time constraint on the offer or availability of the product/service
- (ii) Quantity constraint on the availability of stocks
- (iii) Emotional blackmail on a particular market segment

## 9. Urging action

This move attempts to convince the potential consumer to take immediate action. This move is realized based on whether it is a hard sell advertisement or soft sell advertisement. For hard sell advertisements, imperatives are utilized and it forces the customers to take immediate action. Meanwhile, soft sell advertisements influences the customers to get in touch with the company and to find out more about the services or products offered. This is to convince them about the product/service, and to ensure that the product/service is the right one for them (Kathpalia, 1992). This framework has been applied by different researchers across Malaysia and Singapore to analyze and study advertisements.

For this specific study, however, the 9 moves structure by Kathpalia (1992), as revised by Bhatia (2004) will be applied to analyze the data.

### **2.8.3 Hou's (2012) Framework on Newspaper Restaurant Reviews**

Hou (2012) conducted a corpus approach to discourse analysis on newspaper restaurant reviews. Based on the data, she came up with an analytical framework

adapted from the BCU Approach (Biber Connor Upton Approach) for move analysis (Upton & Cohen, 2009). In the framework, 5 moves are present, along with their sub-moves.

### 1. Detailed descriptions of the chosen restaurant

This move gives out detailed information of the restaurant visited. This move is established by 4 sub – moves:

- (i) Introduce the chef's/owner's experience
- (ii) Introduce what was in this space before
- (iii) Introduce the neighbourhood/location
- (iv) Introduce the history of the restaurant

### 2. Description of entering

This move describes what to expect when entering a particular restaurant, which is further described by the sub – moves:

- (i) Getting a reservation
- (ii) Check – out the façade
- (iii) Describe the ambiance; music; décor; lighting; crowd, etc,
- (iv) Discuss the service while entering
- (v) Describe the menu

### 3. Establish the dining experience

This particular move describes the experience when dining at the restaurant, and is further explained by the following sub-moves:

(i) Describe the food – appetizers, entrees, desserts (integrated with price, value, presentation, preparation, freshness, variety, and originality)

(ii) Mention other meals served

#### 4. Mention unpleasant experiences

This move mentions negative experiences during a visit to a particular restaurant. This may include the food, service, price, and ambiance.

#### 5. Wrap up

This move concludes and summarizes the overall dining experience, if it is value for money, and if it is recommended/worth a second visit.

Therefore, for this particular research, an analytical framework is established, adopting Kathpalia's (1992) framework and Hou's (2012) framework to analyze the restaurant reviews, as the combination of both move structures shows a more comprehensive framework for the present research's data.

### **2.8.4 Related Studies In Print Advertisements**

Kathpalia's research in 1992 analyzed 355 straight-sell advertisements where she identified that the 9 move structure that she established was relevant to the data. Kathpalia (1992) discovered that the main moves of straight-sell advertisements are headlines and appraising the product/service, where both had the frequency of occurrence of 98%. The moves that least occurred were 'using pressure tactics' (4%)

and 'targeting the market' (2%).

Other studies that employed Kathpalia's (1992) nine – move structure was Lee (1995) that conducted a research on luxury advertisements which was focusing on watch and car advertisements. Lee (1995) collected her data from credit card magazines, and she discovered that only five moves were obligatory moves from Kathpalia's (1992) move structure. The obligatory moves were Headlines, Targeting the Market, Appraising the Product/ Service, Establishing Credentials and Endorsement/Testimonials. Another related study is Howe's (1995), where the study was conducted on car advertisements. Howe (1995) analyzed 20 advertisements for each 'luxury', 'normal' and 'small' cars, by monitoring the actual market price. The structure was able to detect differences of sub-categories by looking at the differences of the frequency of occurrences in each sub-category. All categories prominently showed the three moves which were Headlines, Targeting the Market and Product Appraisal.

Meanwhile, Teh (1999 in Yong, 2001) analyzed 20 home advertisements that were taken from 'The Star' newspaper. From the analysis, it showed that the 9 move structure by Kathpalia (1992) can be employed where each move possess characteristics that are distinguishable. Choo (1999) found identical results that justifies Howe's (1995) and Kathpalia's (1992) analysis. Choo (1999) documented a 100% frequency of occurrence for headlines in Bungalows sub-category and 95% in the remaining subcategories. She noted that headlines played an important role in property advertisements.

For the Targeting the Market move, Choo (1999) highlighted that the advertisement aims a specific group of people that were deemed suitable for the product/service. Later, she discovered that Justifying the Product is also vital in the advertisements, where it is not notable in other studies. This is due to the fact that in property advertisements, the



location of the project may influence the price and value of the product. Consequently, the Justifying the Product move is essential in the property advertisement.

Another research conducted by Teo (2008), analyzed skin care products on 10 different brands with 30 advertisements. She highlighted that all the prominent moves that she discovered that were Targeting the Market, Justifying the Product, Appraising the Product/Service, Establishing Credentials, Endorsement/Testimonials, Urging Action were found to be similar the results of Kathpalia's (1992), Howe's (1995) and Choo's (1999). However, her research added two moves that were also notable, that were Establishing Credentials, and Endorsement/Testimonials which were not prominent in past studies. This may be due to the fact that Teo (2008) analyzed skin – care products and people were influenced based on the feedback of other consumers and the reliability as well as the credibility of the manufacturer selling the product.

## **2.9 Linguistic Features**

As illustrated by Swales (1990) in the three level genre model, he defined genre as a system of analysis that can reveal the patterns of organization of genre and the language used to express those patterns. The three level genre model, which comprises the communicative purpose, is realized by the move structure, and the move structure is then realized by the rhetorical strategies as they are interdependent to describe the aspects of genre. This is meant to say that the communicative purpose of a specific genre is also dependent on the language or rhetorical strategies that are present within the discourse.

Bhatia (2004 : 23) also claims that:

Genre essentially refers to language use in a conventionalized communicative setting

in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which give rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discursal resources.

The statement above clearly shows how language and the usage of specific lexico-grammatical features establishes a communicative setting within a particular genre, hence, distinguishing them from other discourse communities making them unique.

Hence, Genre Analysis represents the study of situated linguistic behaviour in academic and professional establishments.

### **2.9.1 Evaluative Language**

One of the earliest studies to account for evaluative language is that of Biber et al. In a series of papers (Biber and Finegan 1988, 1989; Conrad and Biber 2000), where they described stance as the expression of a speaker's attitudes, feelings and judgment as well as their commitment towards the message conveyed. Stance in the sense of evaluative language, includes evidentiality (commitment towards the message) and affect (positive and negative evaluation).

The initial focus (Biber & Finegan 1988) of stance in terms of linguistic features were on adverbials (personally, frankly, unquestionably, apparently). Later on, they added other features which included adjectives, verbs, modal verbs and hedges as markers of evidentiality and affect (Biber & Finegan 1988).

Meanwhile, Hunston and Thompson (2000a) propose that there are two aspects of evaluative language: modality and stance (where the terms are interchangeable with evaluation and appraisal). Modality acts as an expression of opinions in regards to propositions (such as *it may be a good start*). Evaluation, on the other hand, expresses

opinions on entities. Evaluation, although not exclusively, is mostly expressed through adjectives.

Hunston and Thompson (2000a, page 6) proceeds to point out that evaluation has three major functions:

- To express the speaker's or writer's opinion
- To construct and maintain relations between the speaker and listener, or the writer and reader
- To organize the discourse

The first two functions mainly expresses on how the writer or speaker manipulates or summarizes the information. The third feature however, which has been given less attention in research is said to be that of an argumentation (Hunston & Thompson 2000a). A writer does not merely express their opinion and engage with their readers, but they are also presenting their points or arguments across with a certain organization. Evaluation at the end of paragraphs indicates that a point is made, where the readers accepts the point by the writer. Hunston and Thompson argues that evaluation is expressed as much in text, just as it is expressed through individual lexico-grammatical items.

Evaluation aspects of language allows us to express feelings, assessments of people, situations and objects, where we could share those opinions with other speakers. (Benamara, Taboada & Mathieu 2017). In a more recent research entitled "Evaluative Language Beyond Bags of Words: Linguistic Insights and Computational Applications", the researchers (Benamara, Taboada & Mathieu 2017) explains how evaluative language plays a major role in computational linguistics and how the study of evaluative language is still untapped in terms of linguistics.

(Benamara, Tabaoada & Mathieu 2017) also states that:

In computational linguistics, evaluative language is used as an umbrella term that covers a variety of phenomena including opinion, sentiment, attitude, appraisal, affect, point of view, subjectivity, belief, desire, and speculation.

Most computational linguists commonly agree that evaluative language is a subjective feature of language expressed by a holder (a person, a group or institution) towards a target or topic (an object, person, event or action). An important element to highlight in the definition of evaluative language is that an evaluation or evaluative expression is related to a polarized scale associated with positive or negative norms (good vs. bad, love vs. hate). (Benamara, Tabaoada & Mathieu 2017)

Let's look at 2 different examples which demonstrates the definition of evaluative language:

Example (1): The café serves aromatic and divine coffee

Example (2): I adore the barista

Example (1) is evaluative as the speaker/writer expresses their positive evaluation of the coffee. Meanwhile, example (2) is not deemed as evaluative as it only expresses an emotion and cannot be categorized in a polarized scale.

Consequently, from the studies discussed above, we can conclude that evaluative language exists not merely through lexico-grammatical features in isolation, but also in texts as a whole. Evaluative language is used by a holder, in order to make a stance towards their target audience. It is also used to organize a particular discourse.

### **2.9.2 Hou's (2012) Rhetorical Signals and Word Frequency as a Guide to Evaluative Language**

Various linguistic features contribute to the writer's development of an appropriate

relationship with his or her readers as the demonstration of absolute truth, empirical evidence or flawless logic. Linguistic features also contribute to this relationship as writers shape their texts to the expectations of their audience (Bazerman, 1988; Hyland, 2000; Swales, 1990).

Consequently, this study analyzes the evaluative language present in the restaurant reviews, particularly looking at the linguistic features. These linguistic features are important in realizing the positive and negative opinions of the writers in the restaurant reviews. As mentioned by (Biber & Finegan 1988), the initial focus of stance in terms of linguistic features were on adverbials (personally, frankly, unquestionably, apparently). Later on, they added other features which included adjectives, verbs, modal verbs and hedges as markers of evidentiality and affect (Biber & Finegan 1988).

In order to analyze the evaluative elements, this study will employ Hou's (2012) Rhetorical Signals and Word Frequency as a guide. Hou (2012) found typical lexico-grammatical features in restaurant reviews of 5 leading newspapers in the United States in 2010. The evaluative language is subsumed under these prominent linguistic features, where it plays a role in the construction of positive and negative opinions or reviews found in the 18 restaurant reviews chosen for this analysis. The features are:

- Nouns (eg. food, bar, cup)
- Adjectives (eg. sweet, sour, etc)
- Numbers (eg. one, two, both)
- Emphasis (eg. too, also, very)
- Verbs (eg. like, served, come)
- Adverbs (eg. just, first, along)

Therefore, we know that restaurant reviews contain specific linguistic features that realizes the communicative purposes of the reviews.

## **2.10 Visuals**

The role of visuals have become more and more prevalent today, as advertisers employ different persuasion tools and techniques to get their messages across, especially to their target audience. In this context, visual elements become vital tools of advertisements , especially using visual figures as rhetorical devices in order to communicate their intent in a much more accurate and effective manner, Köksal (2013). She added that it masks their main intent of selling and promoting products/services and adds value to their product/service by the artwork.

Bulmer and Oliver (2006:55) states that:

Visual rhetoric can be described as a form of communication that uses images for creating meaning or constructing an argument. Hence, an analysis of visual rhetoric considers how images work alone and collaborate with other elements to create an argument designed for moving a specific audience.

According to Messaris (1998) visuals aid in making the advertisement believable, disseminating messages that are hard to convey verbally, it attracts the intended audience, and persuades the target audience to continue reading the headlines and copy.

Crystal (1987) also claims that:

“In most cases, it is the visual content and design of an ad that makes the initial impact and causes us to take note of it”

Crystal emphasized that both visuals and language are vital as they combine to convey a single ‘brand image’ of a product. Meanwhile, Spitzer (1962) also claimed that good artwork may give readers the illusion of being in the scene in which the product is being showcased.

Bhatia, Flowerdew and Jones (2008) adopts the notion of multi-perspective genre analysis. This notion states that genre analysis does not only involve contextual analysis, but it also includes elements of multimodality and context. Consequently, this study will also adopt this notion by analyzing the visuals present in the review.

However for this study, the visuals will be analyzed strictly from the perspective of move structure, and not looking at it as a multimodality strategy. This is supported by Angelicia’s (2017) study where she analyzed food reviews in a Malaysian online dining guide. The multimodal elements found in her study strictly focuses on visuals as a rhetorical move and the significant roles they play in a review. The layout, saliency and modality are not analyzed and are considered off the research parameters. Angelicia (2017) also mentioned that the roles of visuals are not restricted to realizing a particular rhetorical move, as they may be classified as a move on its own, to a certain extent.

## **2.11 Conclusion**

This chapter has explored the prominent and important notions to support this study, such as genre, genre analysis, promotional genres, reviews as a genre as well as the framework that will be applied to analyze the data, that is by utilizing Kathpalia’s (1992) Framework. Previous studies that have addressed related issues especially on promotional elements and reviews have also been discussed in this chapter.

Consequently, the researcher will explain in further detail the analytical framework that will be used to analyze the data for this particular research.

University of Malaya



## **CHAPTER 3: METHODOLOGY AND DATA COLLECTION**

### **3.1 Introduction**

This chapter discusses the methodology, analytical framework and how the data is collected using the framework selected. For this particular research, an analytical framework is applied, adapted from that of Kathpalia (1992) and Hou (2012). It also explains how the data is analyzed and later the findings presented.

### **3.2 Description of the Data**

The data from this research consists of a corpus of 18 restaurant reviews from I.M. Magazine. The reason why only 18 restaurant reviews were selected and is sufficient is due to the availability of the reviews based on the set criteria, and within the time frame of the data collection on which the data is collected and analyzed.

#### **3.2.1 Instruments**

##### **3.2.1.1 Data Selection**

For this research, the magazine selected is I.M. Magazine, a local magazine. The rational behind the selection is because the theme of the magazine focuses on ideas, people, food and places where it provides an abundance of information on where to go, where to dine as well as opinions from the readers themselves. In the Malaysian context, restaurant reviews are also given less attention in the field of research. The target audience is catered towards the young urban Malaysians, where this can be defined as young adults from the age range of 20 to 40, according to Erikson (1997) a psychoanalyst. Consequently, as the target audience is only from a specific age group 20 to 40, the findings may not apply to a wider and a more general audience. The data selection is also in line with the pricing of the magazine, which costs only RM4.90, which can also be related to the wider readership/audience of this magazine. Only

magazines from the 2012-2013 issues are selected mainly because the food industry in Malaysia was blooming at a rapid pace during that period, according to Euromonitor (2014), where the Malaysian food sector was valued just under US\$10 billion.

#### **3.2.1.2 Questionnaires**

A questionnaire on readers' opinion on restaurant reviews was disseminated to 60 respondents, which were selected from the age groups of 20 – 40, in relation to the age group of the magazine readers, as well as potential readers/customers of the magazine and restaurants. The questionnaire was disseminated in order to gather information on how diners feel about restaurant reviews, whether restaurant reviews are helpful and if the genre was easily comprehensible to them. The results were later calculated and analyzed to project the opinions of the readers on what they deemed as how a complete review should be made of, as well as what could be improved in the content of a restaurant review. The results were later used to triangulate the data analysed and findings obtained. The findings from the questionnaire are also presented and explained as information to take note when producing effective reviews, as well as for future studies and recommendations. The questionnaire and data tabulated can be viewed in Appendix B.

#### **3.2.2 Subjects and Respondents**

The respondents for this study (questionnaire) were randomly selected from different professions but within the range of 20 to 40 years old, as it takes into account the audience of the magazine selected.

### **3.3 Data Collection Procedures**

#### **3.3.1 Selection of Restaurant Reviews**

For the criteria of selection of the reviews, all of the reviews (18 reviews) from February 2012 to September 2013 issues were selected, where the magazines are published bimonthly.

There are about 2 to 3 restaurant reviews per edition and the reviews are usually inclusive of photos on the ambiance and location of the places that the reviewers have visited.

As mentioned earlier in 3.2.1.2, A questionnaire on readers' opinion on restaurant reviews was disseminated to 60 respondents, which were selected from the age groups of 20 – 40, in relation to the age group of the magazine readers, as well as potential readers/customers of the magazine and restaurants. The questionnaires were created using Google forms, and were later distributed online through various channels such as Facebook, Email and Whatsapp. The results were later tabulated using the Google form's data tabulation.

### **3.4 Theoretical Framework**

For this particular study, the framework that will be used to analyze the data is an adapted framework from Kathpalia's (1992) move structure, as well as Hou's (2012) move structure of restaurant reviews. An analytical framework is adapted in relevance to the data analyzed, where the combination of both move structures shows a more comprehensive framework for the present research's data.

### 3.4.1 Kathpalia's (1992) Framework

This particular model which consists of 9 moves is selected as restaurant reviews may have a promotional intent. As mentioned by Bhatia (2004), promotional genres exist in a continuum, from the very clear cut advertisements, to the more subtle discourses, such as annual reports or reviews. Therefore, this move structure established by Kathpalia (1992) is relevant to be applied to the data, as restaurant reviews may have a subtle promotional element in them.

There are 9 moves structure altogether that was established by Kathpalia (1992):

#### 1. Attracting attention

This move functions to capture the readers' attention to continue reading the advertisement

#### 2. Targeting the market

A particular genre (in example advertisements or letters) is constructed with a specific target market or audience in mind.

#### 3. Justifying the product or service

This move is to influence the potential buyer into believing that the product is specifically for them.

i. By demonstrating the importance or need of the product or service, this is achieved by rationalizing out the need for possessing / owning the product/service.

ii. By establishing a niche

#### 4. Appraising the product or service

- i. By identifying / establishing the product or service - introducing the product/service
- ii. By describing the product or service - giving a detailed description of the attributes of the product/service
- iii. By indicating the product or service's value or worth

- This sub-move is achieved in two ways, "by a straightforward evaluation or by translating the chief features of the product/service into concrete consumer benefits" (Kathpalia, 1992: 187 – 188).

- A positive evaluation / assessment of the product or service can further convince the prospective consumer.

#### 5. Establishing credentials

This move promotes the company that is manufacturing or supplying the product/service in order to secure and gain the prospective buyers'/consumers' trust in the product/ service. This can be gained by:

- i. Announcing the achievements of the company (to establish its reputation)
- ii. Providing the company profile

#### 6. Celebrity or typical user endorsement

This move substantiates the message more by making use of a third person to support the product/service, and can be achieved by:

- i. Presenting the testimonials or statements of renowned authorities
- ii. Presenting the official or public citation of achievements and endorsements
- iii. Presenting reviews by previous consumers

#### 7. Offering incentives

This move attempts to persuade the potential consumer into purchasing the product/service by the manner of giving discounts, free gifts, etc.

#### 8. Using pressure tactics

This move aims to speed up the purchasing decision by enforcing a constraint on the product/service in the form of:

- i. Time constraint on the offer or availability of the product/service
- ii. Quantity constraint on the availability of stocks
- iii. Emotional blackmail on a particular market segment

#### 9. Urging action

This move attempts to convince the potential consumer to take immediate action.

This move is realized based on whether it is a hard sell advertisement or soft sell advertisement. For hard sell advertisements, imperatives are utilized and it forces the customers to take immediate action. Meanwhile, soft sell advertisements influences the customers to get in touch with the company and to find out more about the services or products offered. This is to convince them about the product/service, and to ensure that the product/service is the right one for them (Kathpalia, 1992).

### **3.4.2 Hou's (2012) Framework on Newspaper Restaurant Reviews**

Hou (2012) conducted a corpus approach to discourse analysis on newspaper restaurant reviews, where based on the data, she came up with an analytical framework, adapted from the BCU Approach (Biber Connor Upton Approach) for move analysis (Upton & Cohen, 2009). In the framework, 5 moves are present, along with their sub – moves.

#### **1. Detailed descriptions of the chosen restaurant**

This move gives out detailed information of the restaurant visited. This move is established by 4 sub – moves:

- (i) Introduce the chef's/owner's experience
- (ii) Introduce what was in this space before
- (iii) Introduce the neighbourhood/location
- (iv) Introduce the history of the restaurant

#### **2. Description of entering**

This move describes what to expect when entering a particular restaurant, which is further described by the sub – moves:

- (i) Getting a reservation
- (ii) Check – out the façade
- (iii) Describe the ambiance; music; décor; lighting; crowd, etc,

(iv) Discuss the service while entering

(v) Describe the menu

### 3. Establish the dining experience

This particular move describes the experience when dining at the restaurant, and is further explained by the following sub – moves:

(i) Describe the food – appetizers, entrees, desserts (integrated with price, value, presentation, preparation, freshness, variety, and originality)

(ii) Mention other meals served

### 4. Mention unpleasant experiences

This move mentions negative experiences during a visit to a particular restaurant. This may include the food, service, price, and ambiance.

### 5. Wrap up

This move concludes and summarizes the overall dining experience, if it is value for money, and if it is recommended/worth a second visit.

#### **3.4.3 Analytical Framework**

As mentioned earlier, an analytical framework is established, adapted from both Kathpalia's (1992) and Hou's (2012) move structure frameworks. The analytical framework for the present study is as follows,



### 1. Attracting attention

This move functions to capture the readers' attention to continue reading the advertisement.

### 2. Targeting the market

A particular genre (in example advertisements or letters) is constructed with a specific target market or audience in mind.

### 3. Justifying the product or service (the uniqueness of the restaurant)

This move is to influence the potential buyer into believing that the product is specifically for them:

(i) By demonstrating the importance or need of the product or service, this is achieved by rationalizing out the need for possessing / owning the product/service.

(ii) By establishing a niche

### 4. Description of entering

This move describes what to expect when entering a particular restaurant, which is further described by the sub – moves:

(i) Getting a reservation

(ii) Check – out the façade

(iii) Describe the ambiance; music; décor; lighting; crowd, etc,

(iv) Discuss the service while entering

(v) Describe the menu

#### 5. Appraising the product or service

(i) By identifying / establishing the product or service - introducing the product/service (introducing the food served in the restaurant)

(ii) By describing the product or service - giving a detailed description of the attributes of the product/service (the detailed description of the food served)

(iii) By indicating the product or service's value or worth (the price, the taste of the food)

- This sub-move is achieved in two ways, "by a straightforward evaluation or by translating the chief features of the product/service into concrete consumer benefits" (Kathpalia, 1992: 187 – 188).

- A positive evaluation / assessment of the product or service can further convince the prospective consumer.

#### 6. Establishing credentials (the restaurant's reputation/chains established)

This move promotes the company that is manufacturing or supplying the product/service in order to secure and gain the prospective buyers'/consumers' trust in the product/ service. This can be gained by:

(i) Announcing the achievements of the company (to establish its reputation)

(ii) Providing the company profile

#### 7. Offering incentives (the restaurant offers other services)

This move attempts to persuade the potential consumer into purchasing the product/service by the manner of giving discounts, free gifts, etc.

#### 8. Mention unpleasant experiences

This move mentions negative experiences during a visit to a particular restaurant. This may include the food, service, price, and ambiance.

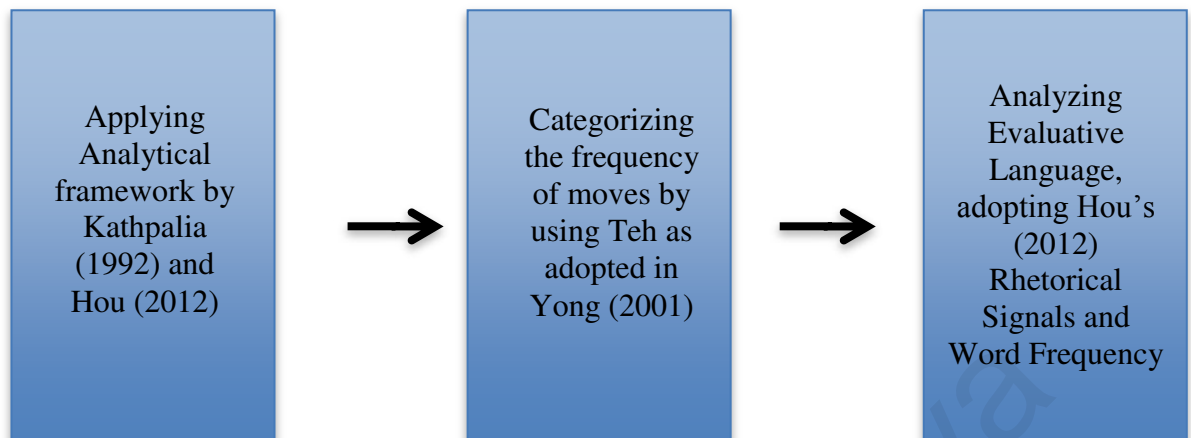
#### 9. Wrap up

This move concludes and summarizes the overall dining experience, if it is value for money, and if it is recommended/worth a second visit.

#### 10. Providing Information of the restaurant (location, contact number, social media links)

This move attempts to convince the potential consumer to take immediate action or get in touch by providing the company's contact information (i.e. address, telephone number(s), email address, link to social networking sites, personnel to contact, etc.)

### 3.5 Data Analysis Procedure



**Figure 3.1: Data Analysis Procedure**

For this study, a qualitative approach is utilized as the corpus of the 18 restaurant reviews from I.M. Magazine is manually analyzed using the analytical framework, adapted from Kathpalia's (1992) and Hou's (2012) move structure looking at the rhetorical structure. Recurring moves are then analyzed using Teh's (1999 in Yong, 2001) as a basis for the categorization as shown in table 1. The linguistic features, was then analyzed using Hou's (2012) Rhetorical Signals and Word Frequency, as a guide, to identify the features of Evaluative Language.

**Table 3.1: Strength Level Categorisation by Teh (1999) as Adopted in Yong, 2001**

<b>Frequency of Move Occurrence = X no. of samples it appears x 100/ no. of samples</b>	<b>Level of frequency of Move Occurrence</b>
$75\% \leq f \leq 100\%$	Most obligatory
$50\% \leq f \leq 75\%$	Obligatory
$25\% \leq f \leq 50\%$	Optional
$0\% \leq f \leq 25\%$	Not obligatory

To calculate the Frequency of Move Occurrence (%):

- a. The X number of samples the move appears, is divided by the number of samples (18 restaurant reviews) in this study.
- b. The percentage is then obtained by multiplying the frequency of moves by 100.

A description of the moves is included in the data analysis. The analysis is done to identify the role and significance of each move in the restaurant reviews of the magazine.

Teh's (1999 in Yong's 2001) four level system is then applied to categorise the frequency of the move occurrence, where it is used to trace the general pattern and structure in the frequencies of occurrences of the moves.

### 3.5.1 Analysis of Rhetorical Strategies (Evaluative Language)

As mentioned in the research questions in Chapter 1, this current study also aims to address the rhetorical strategies, specifically the evaluative language present. The evaluative language is subsumed under the linguistic features identified in the restaurant reviews.

Various linguistic features contribute to the writer's development of an appropriate relationship with his or her readers as the demonstration of absolute truth, empirical evidence or flawless logic. Linguistic features also contribute to this relationship as writers shape their texts to the expectations of their audience (Bazerman, 1988; Hyland, 2000; Swales, 1990).

Consequently, this study analyzed the linguistic features present in the restaurant reviews, particularly looking at the Evaluative Language. In order to analyze the evaluative elements, this study employed Hou's (2012) Rhetorical Signals and Word Frequency as a guide to identify the features of evaluative language.

Hou (2012) found typical lexico-grammatical features in restaurant reviews of 5 leading newspapers in the United States in 2010. The features are :

- Nouns (eg. food, bar, cup)
- Adjectives (eg. sweet, sour, etc)
- Numbers (eg. one, two, both)
- Emphasis (eg. too, also, very)
- Verbs (eg. like, served, come)
- Adverbs (eg. just, first, along)

The evaluative language is subsumed under these linguistic features, where it plays an imperative role in the construction of positive and negative reviews found in the 18 restaurant reviews chosen for this analysis. Therefore, we know that restaurant reviews contain specific linguistic features that realizes moves, and eventually the communicative purposes of the reviews. The examples and the frequency of occurrence of each of the linguistic features were then counted and recorded in a table. The frequency of occurrence of a particular linguistic feature is calculated the same way the frequency of occurrence of a particular move is calculated as shown in table 3.1.

Calculation for the frequency of occurrence of a particular linguistic feature:

$$\frac{\text{X number of reviews which contain a particular linguistic feature} \times 100}{\text{Total number of reviews}}$$

The number of reviews which contain a particular linguistic feature is divided by the number of restaurant reviews in the study (18 reviews). The total is then times by a 100 to obtain the percentage of the frequency of occurrence of the linguistic features in the reviews.

Two inter – raters, a lecturer from the English department, as well as a graduate student, also participated in the linguistic analysis as to ensure the reliability of the data.

### **3.6 Conclusion**

This chapter has discussed the description of the data, data collection procedures, the analytical framework as well as the methods of data analysis. The analysis of the data will be discussed in the next chapter.

## CHAPTER 4: FINDINGS AND DISCUSSION

### 4.1 Introduction

This chapter discusses the findings of the research by tabulating the findings found in the corpus of the 18 restaurant reviews of I.M. Magazine. The analysis of the restaurant reviews are synthesized and presented in this section. Excerpts from the restaurant reviews are shown in this chapter and the full version can be viewed in Appendix A.

### 4.2 Communicative Purpose of Restaurant Reviews in I.M. Magazine

From the analysis of the rhetorical moves as well as rhetorical strategies in I.M. Magazine, it is identified that the communicative purpose of Restaurant Reviews in I.M. Magazine is similar to Hou's (2012) study, where the restaurant reviews main intent is to inform the readers of the type of food and standards that they may expect at a particular eating establishment. Hou (2012) also stated in her study,

The readers expect to feel like they have experienced the restaurant themselves and they also anticipate the reviewer would provide opinions of whether they should go to the particular restaurant.

An example that can be extracted from this particular study can be seen below,

**“What we love about Puzzini is its unpretentiousness, which is the first thing that comes to mind when you step right into their restaurant. Serving food in a simple ambiance that welcomes families and individuals who don't mind tucking in without fancy furnishings. Dining at Puzzini is akin to dining in a friendly cafeteria”** Review 14, Appendix A

As mentioned in chapter 2, in the past, consumers are also dependent on other people's opinion regarding a certain product or service. This method is commonly known as word-of-mouth in the marketing literature. Word-of-mouth is generally



defined as informal, non-commercial, oral, person-to-person communication about a brand, a product, or a service between two or more consumers (Arndt,1967).

It can be seen from the analysis, that almost all of the reviews contain details of information on the concept of the restaurant when entering and the type of food served, the restaurant's menu, how the food was prepared, the price range, as well as the evaluation of the dishes. There are also instances where the reviewer mentions the unpleasant experience or provides negative feedback of the restaurant. The restaurant's information such as the location, phone number as well as the email address are provided as well. As stated by Moir (2007), restaurant reviews are important in providing relevant information on unfamiliar or overlooked cuisines. They help determine dining decisions and restaurateurs believe in the power of restaurant reviews to affect their sales positively or negatively.

Meanwhile, the analysis also indicates that there are very few promotional elements present in this study, as most of the contents of the reviews do not abide to the specific promotional moves under Kathpalia's (1992) move structure. The reviews are presented in a way so that the author/reviewers do not impose their judgment or opinion to the readers. Looking at the overall rhetorical structure of the restaurant reviews, the reviewers are providing truthful information. Furthermore, the reviewers are not endorsing the restaurant as they are genuinely reviewing the restaurant as consumers themselves, where they also pay for their own experience. Hence, the genre of restaurant reviews, under this particular study, is deemed as more informative and evaluative, rather than promotional.

### **4.3 Rhetorical Structure of Restaurant Reviews in I.M. Magazine**

From the data collected, it is found that the rhetorical structure of restaurant reviews in I.M. Magazine contain the following 10 moves:

Move 1: Attracting Attention (AA)

Move 2: Targeting the Market (TM)

Move 3: Justifying the Product (JP)

Sub – Move 3.1: Demonstrating the need or the importance of the product or service (IP)

Sub – Move 3.2: By establishing a niche (EN)

Move 4: Description of Entering (DE)

Sub – Move 4.1: Getting a reservation (GR)

Sub – Move 4.2: Check out the façade (CF)

Sub – Move 4.3: Describe the ambiance (DA)

Sub – Move 4.4: Discuss the service while entering (DS)

Sub – Move 4.5: Describe the menu (DM)

Move 5: Appraising the Product (AP)

Sub – Move 5.1: Introducing the food served at the restaurant (IF)

Sub – Move 5.2: Detailed description of the food served (DF)

Sub – Move 5.3: Indicating the worth or value of the food served (VF)

Move 6: Establishing Credentials (EC)

Sub – Move 6.1: Announcing the achievements of the company (AC)

Sub – Move 6.2: Providing the company profile (PP)

Move 7: Offering Incentives (OI)

Move 8: Mention Unpleasant Experience (MUE)

Move 9: Wrap Up (WU)

Move 10: Providing Information of The Restaurant (PIR)

From the analysis of restaurant reviews, it can be seen that some moves are embedded in each other, where a single statement or sentence can comprise of two different moves. For instance,

“ Ben’s General Food store **specializes** in wood – fire pizzas”

This excerpt from Review 13, Appendix A contains both the JP and AP move. The JP move functions to highlight the importance of possessing the product by reasoning out the needs, where it shows that the restaurant specializes in a cuisine that may not be present in other restaurants. While the AP move introduces the type of food served at that particular restaurant and gives a heads up to the readers. Another example is,

“ The coffee beans which are said to be **Arabica** is aromatic and “**kao**” as we locals call it”

This example which can be viewed in Review 1 Appendix A also encompass the JP and AP move, where the JP move stresses on the value of the Arabica coffee beans which is said to be “kao” (having a kick). The AP move on the other hand, gives an

introduction of the type of coffee beans used, and describing how it tastes.

Another example of moves that are embedded in each other is the TM move and JP move. The TM move focuses on a specific audience or target market in mind. The JP move, as mentioned earlier, describes the importance of possessing the product or service, and by establishing a niche. The example extracted from the analysis that can be viewed in Review 1 Appendix A is as follows,

“This place positioned itself as a **Middle Eastern influenced café**”

This statement encompass the TM move in a sense that people who favours or are a fan of Middle Eastern cuisines may choose to dine at this particular café. On the other hand, the JP move functions to describe the café’s specialization and unique food range.

The Most Obligatory moves ( $75\% \leq f \leq 100\%$ ) identified from the restaurant reviews are AA, JP, DE, AP, WU, and PIR. The Obligatory moves ( $50\% \leq f \leq 75\%$ ) are absent for this particular analysis. Meanwhile, there are only three Optional moves ( $25\% \leq f \leq 50\%$ ) present, which are the TM, OI and MUE move. The EC move is categorized into the Not Obligatory move ( $0\% \leq f \leq 25\%$ ).

From the analysis, it can be seen that all of the restaurant reviews start with the AA move, where it functions to obviously attract the reader’s attention on the restaurant being reviewed. The moves that come after the AA move are then sequenced in no particular order. It will usually be followed by the JP move or AP move. The WU move will usually be at the closing line of the review, and the PIR move is situated as the final information provided, separately from the review’s paragraph.

### **Move 1: Attracting Attention (AA)**

For this particular move, it serves to attract the reader’s attention, by using prominent

and enlarged fonts or visuals, as well as catchy phrases. This move is present in every restaurant review, where it encompasses of a catchy title, or the name of the restaurant itself and even the use of visuals. This move also functions to prompt the readers to continue reading on the subject matter.

Examples of Attracting Attention:



Review 14, Appendix A

This move is realized by a catchy phrase and very prominent fonts to attract the reader's attention. We can see how the phrase attracts attention as it rhymes and showcases the restaurant's specialization in Swedish cuisines.

Another example of Attracting Attention, using prominent fonts and phrases:



Review 4, Appendix A

This particular example appears in large fonts and in capitals with a dark bold colour, where the readers would not miss the Headline.

From the analysis as well, it can be seen that enlarged and high modality visuals are used to compliment the headline, and it usually depicts the concept or the dining experience that the restaurant wishes to offer:



#### Review 6, Appendix A

This review of the Bulgogi Brothers restaurant triggers excitement and curiosity in the headline by using the word **“Yippy!”** where the word is usually associated with excitement, positivity and looking forward to a particular event.

Other examples are:



#### Review 10, Appendix A

This review on the Entrée Restaurant attracts attention by projecting the visuals of the cuisines that are served in that particular restaurant. This will prompt the readers to know more about the restaurant review as the picture of the mouth-watering food is positioned with the headline.



#### Review 5, Appendix A

This example shows how the name of the restaurant “**Annalakshmi**” is included in the headline of the review, to attract attention as well as highlighting the cuisine served in the restaurant, which is vegetarian.

## **Move 2: Targeting the market (TM)**

This move functions when a particular discourse is constructed with a specific target market or audience in mind. In other words, it is to obtain the attention of a specific group of people to the product or service being offered, therefore increases the chance of the product or service being sold (Kathpalia, 1992).

The TM move is found to be one of the two Optional move present from the analysis. Unlike previous studies like that of Choo (1999), where she found that the TM move in her study is the most crucial move amongst the 6 prominent moves in her study. She states that this move plays an important role in promoting a product and also to trigger curiosity to the prospective customers to continue reading on the advertisements.

As restaurant reviews have very few promotional elements, this study identifies that the TM move is not prominent and does not play a significant role in the reviews. In this context when the move is present, it is more to give a heads up on what the potential customers should expect if they choose to dine at that particular restaurant.

The examples of the TM move found throughout the analysis are:

“This place positions itself as a Middle Eastern influenced café. Although you may find some dishes foreign and not something you’ve ever had the chance to try before, you can always ask the friendly people working there,”



The above excerpt from Review 1, Appendix A shows that the café specializes in Middle Eastern cuisines and may appeal to a certain audience, especially those who are fans of Middle Eastern delicacies. It also highlights how some dishes are foreign, therefore it may attract adventurous consumers who would want to indulge in something different than what they have ever tasted before, or even giving a heads up to potential customers who are not up to try middle eastern dishes.

Another example of the TM move is found embedded in the AA move, and is also found in the headline of the review, as shown below in Review 5, Appendix A:



This shows that the author highlighted the target market of the restaurant first thing, through the headline. It shows that the restaurant specializes in Indian Vegetarian cuisines/banana leaf and it may appeal to those who are vegetarian, and may not appeal to those who are not a fan of vegetarian cuisines.

It attracts attention as not many restaurants specializes in both vegetarian and Indian cuisines at the same time. Some restaurants may only offer vegetarian cuisines, while some may only provide banana leaf cuisines, not both. It also uses a strong visual of the food served at the restaurant and what the readers can expect of the food served there.

The table below highlight the other examples of the TM move:

**Table 4.1: Examples of Targeting the Market**

Examples	Description	Reference
“The “brothers” in question is actually a restaurant that specializes in Korean cuisine and Bulgogi (hence the name),”	It shows how the restaurant may appeal to Korean food lovers.	Review 6, Appendix A
“Enter Puzzini Swedish Pizza, the only place that offers Swedish food in Malaysia”	It boasts as the only restaurant serving Swedish Pizza in Malaysia, therefore, might grab the attention of people who were always on the look for Swedish Pizza.	Review 14, Appendix A
“A restaurant that supposedly specializes in classic European, French and Italian dishes can be clearly identified from the dishes indicated in the menu”	This excerpt clearly states that the restaurant specializes in classic European cuisines, and it may capture the attention of those who are compelled to European styled dishes.	Review 18, Appendix A

**Table 4.1, continued**

### **Move 3: Justifying the product or service (JP)**

This move functions to influence the potential consumer that the product or service is made specifically for them, where according to (Kathpalia, 1992), the communicative purpose of the JP move is to influence the importance of possessing the product or service to the potential consumers. For restaurant reviews of this particular study, it is identified that the JP move is one of the Most Obligatory move. This is because it is important for the reviewers to justify why should the potential customers visit that particular restaurant, and why is it worth their visit. They have to present the information as truthful as possible. The reviewers will also state what is unique about the restaurant that may affect the reader's decision to dine there. However, unlike Kathpalia's (1992), and Teh's (2000) study, they found that the JP move was a non-obligatory move.

As mentioned earlier in this chapter, this move is categorized into two sub – moves:

Sub – move 3.1: Demonstrating the the importance of the product or service (IP)

Sub – move 3.2: By establishing a niche (EN)

#### **Sub – Move 3.1: Indicating the Importance or Need of the Product or Service (IP)**

One of the examples of IP is a review of the ambiance of a particular restaurant, as shown below:

“What we love about Puzzini is its unpretentiousness, which is the first thing that comes to mind when you step right into their restaurant. Serving food in a simple

ambiance that welcomes families and individuals who don't mind tucking in without fancy furnishings. Dining at Puzzini is akin to dining in a friendly cafeteria” Review 14, Appendix A

This justifies the reason why one should visit Puzzini café, as it does not only provide delicious food, but also a comfortable environment to dine in.

Another example that indicates the IP sub – move is:

“What I like about this place? The ambiance and the vibe. Unlike a commercial café like Starbucks, this place reminds me of a neighbourhood café you’d find on a quiet street in London,” Review 1, Appendix A

This excerpt also justifies the need to visit the café as it offers an ambiance that’s different unlike your everyday, commercial café.

The third example of this move is shown from the excerpt below:

“What we like best about this place is its no frou – frou and honest to goodness food. Most places you frequent will give you hits or miss, but here at the Haute Food, everything down to its desserts is delicious.” Review 2, Appendix A

The excerpt above shows the author providing a solid reason why the potential consumers should visit this café, where it will never disappoint.

From the analysis as well, it is identified that the JP move is also embedded in the WU move, where it shows if the visit to the restaurant is worthwhile and their verdict overall.

### **Sub – Move 3.2: Establishing a Niche**

Some of the examples of this move can be seen from the examples below:

“Ben’s General Food Store specializes in wood – fire pizzas.” Review 13, Appendix A

This shows that the restaurant has it’s own unique way of preparing their pizza,

which may differ from other restaurants way of preparing it, and sets them apart.

Another example of this particular move is:

“The coffee beans which are said to be Arabica is aromatic and “kao” as we locals call it” Review 1, Appendix A

This also shows that the restaurant has a different thing to offer as they only use Arabica coffee beans as compared to other restaurants.

The third example can be seen from the excerpt below:

“Marufuku Udon, as the name suggests, specializes in handmade udon and is freshly delivered every day.” Review 4, Appendix A

This statement also shows what sets them apart from other restaurants offering udon, as they make their udon from scratch and where it is delivered freshly every day.

#### **Move 4: Description of Entering (DE)**

This move functions to describe what to expect when entering a particular restaurant. From the analysis, it is found that this move is one of the Most Obligatory move where its occurrence is the second highest after the AA move. This move is also the top 3 most occurring moves from Hou’s (2012) study on newspaper restaurant reviews. This move is important as it gives a first impression to the reviewer, where it may influence the dining decisions of the readers. It also manages the expectations of the readers on the restaurant’s service overall.

This move is further described by the sub-moves:

Sub – Move 4.1: Getting a reservation (GR)

Sub – Move 4.2: Check out the façade (CF)

Sub – Move 4.3: Describe the ambiance (DA)

Sub – Move 4.4: Discuss the service while entering (DS)

Sub – Move 4.5: Describe the menu (DM)

#### **Sub – Move 4.1: Getting a reservation**

This move's intent is to inform the readers on whether the particular restaurant would need reservations beforehand or they could just walk in and dine. An example from the review where it projects this move indirectly:

“One Sunday morning, after visiting one of the weekly bazaars that usually happens every Sunday at Publika we popped in over for brunch. **We had to wait to be seated because the place was packed**” Review 11, Appendix A

Another example is,

“**There's always a long queue outside** and the price of a buffet is quite reasonable by my standards” Review 9, Appendix A

This example clearly shows that the potential customers who decides to visit that particular restaurant on a weekend should make reservations beforehand, as it is packed during that time. This gives the readers a heads up and they can plan their visit in the future.

#### **Sub – Move 4.2: Check out the façade (CF)**

This move describes the appearance or the exterior of the restaurant. It is an important feature to the reviewer as it is a factor that attracts the consumers to dine at the establishment. This shows that the dining experience does not only include the taste and presentation of the food, but the exterior or location of the restaurant as well.

For instance:

“With Thai inspired wooden frames at it’s entrance, and an usher greeting customers entering the establishment with a smile, we looked forward to our dining experience”

Review 15, Appendix A

Examples of Check out the façade:

**Table 4.2: Examples of Check Out the Facade**

Examples	Description	Reference
“We recalled seeing a quaint new restaurant appearing in the quiet street of Taman Tun behind Sids Pub”	This shows that the appearance and location caught the attention of the reviewer and they chose to dine there.	Review 12, Appendix A
“Located at Brickfields’ Jalan Berhala, the Temple of Fine Arts is an unsuspecting place to house a restaurant”	This example also portrays that the reviewer did not expect the restaurant to exist in that particular area.	Review 5, Appendix A
“Walking around Jaya	This also indicates that	Review 4, Appendix A

One, one would barely notice an udon shop hidden at the corner amidst restaurants and pubs”	the reviewer does not expect a restaurant to be located in that particular area.	
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#### **Sub – Move 4.3: Describe the ambiance (DA)**

According to Hou (2012), this move serves to describe the ambiance of the restaurant, which includes the music, décor, lighting and crowd. This particular sub-move is present in most of the reviews, where the reviewers will give a detailed description of the restaurant they visit. This can be seen in this example:

“Entering the premises, you would notice flowers and plants in tin buckets placed in around the restaurant. Wooden racks and stools displaying a variety of handmade items such as notebooks, antique key chains and necklaces, bags and cute little dolls peeking out from their boxes” Review 8, Appendix A

Other examples of Describe the ambiance are as follows:

**Table 4.3: Describe the Ambiance**

Examples	Description	Reference
“We had to wait to be seated because the place was packed.”	This example describes the crowd of the restaurant.	Review 11, Appendix A
“Upon entering the cosy interior of Entrée Café, I found myself	The reviewer explained the interior of the restaurant in detail where	Review 10, Appendix A



Examples	Description	Reference
drawn to their walls, I couldn't take my eyes off the seemingly chalk drawings of trees, birds and vintage lampposts.”	it really caught her attention.	
“Apart from the food, what we ‘oohed’ and ‘ahhed’ over was PAPER+TOAST’s fine ambiance. Conceptualised as a co-working space where you can have meetings, events or even rent a space for your own business”	This example also described how intrigued the reviewer was with the space where they also found that the restaurant serves as a co-working space as well.	Review 16, Appendix A

**Table 4.3, continued.**

#### **Sub – Move 4.4: Discuss the service while entering (DS)**

This move’s communicative purpose is to describe the service while entering the restaurant. This provides information to the readers if the restaurant is self-service, or there will be people taking your orders, or ushering you in the restaurant. This can be seen in this particular example:

“With Japanese type benches, we sat expecting someone to take our order. However, the waitress gestured us to come over to the counter where we had to order by

ourselves. That was when we realized it was self-service” Review 4, Appendix A

Examples of Discuss the service while entering:

**Table 4.4: Examples of Discuss the Service while Entering**

Examples	Description	References
“Just a point to note, this is a self-service café. But all you need to do is place your order by the counter.”	This example shows that the reviewer is informing the readers that the café is self-service.	Review 4, Appendix A
“With Thai inspired wooden frames at its entrance, and an usher greeting customers entering the establishment with a smile, we looked forward to our dining experience”	This example shows that you are ushered into the restaurant when entering.	Review 15, Appendix A

**Sub – Move 4.5: Describe the menu (DM)**

This sub-move’s purpose is to describe the menu of a particular restaurant. This move is present in some of the reviews where the reviewer describes what to expect on the menu, and if there are a variety of food to choose from. This informs the readers of what to expect especially in the range of food served and the variety of choices.

The example can be seen as follows:

“Flipping through the menu, you can find a smorgasboard of Swedish cuisine – some tweaked to cater to the local palates while some stay true to the Swedish flavours.”

Review 14, Appendix A

The other examples of the Describe the menu move are listed below:

**Table 4.5: Examples of Describe the Menu**

Examples	Description	Reference
“If you’re a morning person, then you should try to make it in time for their breakfast menu. Omellettes and the usual breakfast fry-ups.”	This describes the menu for breakfast and what the customers can expect.	Review 2, Appendix A
“Interestingly, the recommended drinks on the menu often have the most unlikely combinations.”	This example gives a heads up on the drinks provided in the menu.	Review 8, Appendix A
“Going through their menu, I could see why they would face such a problem. A handful of their dishes contain ingredients not commonly	This particular example shows that this restaurant serves unique dishes that could be a new experience to the readers.	Review 18, Appendix A

Examples	Description	Reference
found in hypermarkets or grocery stores.		

**Table 4.5, continued.**

### **Move 5: Appraising the Product (AP)**

This move functions to provide the potential consumers with more elaborate information of the product or service (Kathpalia,1992). This particular move, is categorized under the Most Obligatory move and has the highest occurrence of moves alongside the AA move.

According to (Dornenburg and Page, 1998 p: xvii), restaurant reviews help to determine what we value in dining out and the reviews are an important source of restaurant information for potential consumers. Therefore, the abundance of information provided regarding the restaurant and the high occurrence of this move in all the restaurant reviews is due to the fact that it carries the reputation of the restaurant in a way, where the experience of a particular consumer is written down and described in the review and it may influence the dining decision of the potential consumers.

Moir (2007) explained that restaurant reviews help determine dining decisions and restaurateurs believe that it may affect their sales both negatively and positively. This move is characterized into three sub – moves, and can be represented in terms of the description of the food served at the restaurants as well as the use of visuals to further highlight the reviewer’s experience:

Sub – Move 5.1: Introducing the food served at the restaurant (IF)

Sub – Move 5.2: Detailed description of the food served (DF)

### Sub – Move 5.3: Indicating the worth or value of the food served (VF)

From the analysis, what can be observed is that all the sub – moves are arranged and written accordingly in order. Firstly, the product or service is identified or introduced, for instance, a specific cuisine, then the dish is described, such as the flavor, or the price of the dish. Finally, the value or the quality of the product is stated. These can be seen from the examples below:

If you are super hungry, you may want to opt for their generous portion of **Entrée Chicken Curry (RM 12.80)**. The thick curry coated chicken comes with an omelette, papadums, acar and pandan fragrant rice. This dish is quite a standard fare but as Malaysians we can never resist Chicken curries.

Review 10, Appendix A

Other examples are:

My personal favourite, was their famous French Toast. It's served with caramelized sliced bananas and strawberries with a small pouring of maple syrup. The toast is yummy because it has a bite in them from the crunchy almond shavings that's held together with eggs. A must try!

Review 11, Appendix A

Moving on to soup, we had the **Tom Yam Talay (Tom Yam soup with seafood; 2 pax firepot- RM25)** and had both the red version and clear version. The clear soup was spicy and tangy, and surprisingly sweet. The red one, with added coconut milk and turmeric for Malaysians who like a bit of colour in their food, is rich and creamy, although not as spicy. Personally I prefer the "Malaysianised" one for its familiar taste, but both soups were equally appreciated.

#### Review 15, Appendix A

The AP move would introduce the dish, describe its components or price, and a verdict would be given on how the dish tastes and if the author would recommend it to the readers.

The use of visuals are also prominent and acts as a AP move as well, as it gives more detail to the restaurant or dishes reviewed, and gives the readers an idea of what the restaurant has to offer. The examples are shown below:



#### Review 5, Appendix A



#### Review 10, Appendix A

Meanwhile, some of the visuals will also have their own captions or labels, which gives a more clear description of the visuals:

- 01 Whimsical casual seating area
- 02 From left; Thai Iced Coffee, Thai Iced Tea and Mango Mam Smoothie
- 03 The interior of Thai Thai
- 04 Pla Dok Foo (Mango salad with crispy catfish)
- 05 Goong Ob Woosen (Claypot glass noodle with baked river prawn)
- 06 Clockwise from top; Claypot Glass Noodles, Chicken Green Curry and Thai Fish Cakes

#### Review 15, Appendix A

The description of the visuals.





Review 15, Appendix A

The visuals labeled.

### **Move 6: Establishing credentials (EC)**

This particular move is a non – obligatory move as it occurs only 2 times out of the 18 reviews (11%). This move functions to establish the consumer’s trust and confidence towards the product or service (Kathpalia,1992). Unlike other previous studies such as that of Teh (1999), where Teh (1999) found that this move is a prominent move where developers want to gain the confidence of buyers through associating with established and well-known companies for that particular industry (property).

One possible explanation for the non – obligatory occurrence of the move is because some of the restaurants shown are new establishments or operate in a small-scale



manner. Therefore, they are not that established and well – known. The examples are shown below:

“Although they started operations only half a year ago, Entrée Café is an excellent addition to an area known for its abundance of good eateries.”

Review 10, Appendix A

“We recalled seeing a quaint new restaurant appearing in the quiet street of Taman Tun behind Sids Pub”

Review 12, Appendix A

This also shows the lack of promotional elements in the reviews where the restaurant’s reputation is based on the consumer’s experience and the reviews itself.

The two examples found from the reviews can be seen below:

“Since their first outlet opened in 2006, Gang – Nam, Korea, this Korean chain has opened some 35 restaurants including 2 in the Philippines” Review 6, Appendix A

This shows that the restaurant has established quite a reputation with outlets opening across the globe. Therefore, it somehow projects a positive image of the restaurant to the consumers, that the restaurant is trustworthy.

The second example is shown below:

“Benjamin Yong has done it again. With already twenty – two restaurants under his wing, he embarks on another amazing food adventure leaving taste palates wanting more” Review 13, Appendix A

This shows that the owner of the restaurants is well – known and has created a

reputation of his own, as well as having 22 restaurant chains under his supervision, this no doubts creates an image that is positive and worthy for potential consumers to give the restaurants a try.

### **Move 7: Offering incentives (OI)**

This move is an optional move, as it only makes up only 27% of the reviews. This move serves to persuade the potential consumers into purchasing the product by means of giving other benefits such as discounts, free – gifts, amongst other things. For this particular study, the examples are shown below:

“From the start, we were offered warm or cold water which is free” Review 5, Appendix A

This example describes how the restaurant provides complimentary drinks when dining at the restaurant.

The following example is shown below,

“Tokyo Kitchen also has an upstairs area that is available for rent to organize any events such as parties and mini concerts” Review 8, Appendix A

It shows that the restaurant does not only provide a place to dine, but also attempts to provide a venue for personal events that may give the consumers a reason to come by again.

Another example of this move can be seen from the excerpt below:

“What’s great about this place is that with every main meal you order, you get to

choose a side salad to go with it” Review 13, Appendix A

It shows that the restaurant offers more than just your average order, but you can also choose a side salad to enjoy with your meal, where usually, you have to order a salad separately with your meal and it costs more.

The third example of this move is:

“Conceptualised as a co – working space where you can have meetings, events or even rent a space for your own business AND enjoy great grub and coffee, **PAPER+TOAST** definitely has things down to pat.”

Review 16, Appendix A

Similar to the first example, this restaurant does not only offer a dining experience, but also a space where you may rent out for your personal business and events.

### **Move 8: Mention Unpleasant Experience (MUE)**

According to Hou (2012), this move’s communicative purpose is to mention unpleasant or negative experiences during a visit to a particular restaurant. This may include the food, service, price, and ambiance. For this particular research, this move is categorized under the optional move, where it occurs in 8 instances out of the 18 reviews. As mentioned previously in the communicative purpose of restaurant reviews, the reviewers are giving truthful information as they are paying for their own food and they are not endorsed to eat at a particular restaurant.

This move is clearly described by Schroeder (1985), where reviewers group their evaluation based on three categories; food, service and environment with food being the

most important element. Within this category, everything is fair game for critical assessment.

The example of the move can be seen below:

“The chicken salad which was topped with generous amount of seasoned chicken was a tad salty and had to be eaten with the greens” Review, Appendix A

The other examples are as follows:

**Table 4.6: Examples of Mention Unpleasant Experience**

Example	Description	Reference
“The flavouring was too strong for me as it reminded me of drinking Yakult with salt. But like Yakult, some may dislike it and others but others love it. So this is one of those drinks where you’ll either love it or hate it.”	The reviewer gave her honest opinion on how the drink tasted and described the taste in detail. The reviewer also directly stated that you will either love or hate the drink.	Review 5, Appendix A
“I was preparing my cringe-face in anticipation of a very asam pedas tasting dish but it turned out to be more on the sweet side instead of sour and not quite as spicy as I	The reviewer clearly stated that the taste of the dish was not to his preference.	Review 10, Appendix A

Example	Description	Reference
would have liked.”		
“To be honest, we were a little disappointed by this dessert that tasted like mashed bananas. At RM5, we felt it was overpriced for the serving size and ingredients used.”	The reviewer critically commented on the dish that was not value for money.	Review 17, Appendix A

**Table 4.6, continued.**

### **Move 9: Wrap Up (WU)**

This move concludes and summarizes the overall dining experience, if it is value for money, and if it is recommended/worth a second visit (Hou,2012). In this particular study, the WU move is most obligatory, as it occurs 16 times over the 18 restaurant reviews. This move is important as it is the selling point or verdict on whether or not the reviewers suggests for another visit, and if the whole dining experience was overall worth it.

From the analysis, it is also identified that the verdict of the whole dining experience includes not only the food, but the ambiance and atmosphere as well. This is similar to the study conducted by Tits et al. (2004), through the content analysis of newspaper restaurant reviews from 5 different cities in the United States, showed that critics focused their comments on the quality of food, ambiance and atmosphere. When an

exception occurred during the dining experience, the critic would discuss price, service, and other exceptions to their expectations.

One of the examples is shown below:

“All in all this café was definitely worth my visit. I enjoyed everything from the music, to the interior, and of course, the food. I’ll be going back again for sure,” Review 18, Appendix A

The reviewer clearly recommends another visit to the restaurant. The overall dining experience was positive.

The other examples are as follows:

**Table 4.7: Examples of Wrap Up**

Examples	Description	Reference
“Cross-Legged Café makes for a great venue to hang out with friends but if you’re a foodie who’s picky about your food, then maybe this isn’t the place for you.”	This example clearly shows the reviewer giving an honest opinion on the overall dining experience, where they would not recommend it for picky eaters.	Review 17, Appendix A
“All in all, we enjoyed our meal, serenaded by Thai fusion music and the ambiance provided by the	The reviewers describes the overall dining experience as enjoyable where the ambiance played	Review 15, Appendix A

Examples	Description	Reference
décor really set the scene.”	an important role as well.	
“Entrée Café is an excellent addition to an area known for its abundance of good eateries. I believe they will do well because of their creativity and versatility when it comes to their food and café interior. A rare find indeed.”	The example portrays the reviewer happy with the whole dining experience and suggests that the café will go big in the future.	Review 10, Appendix A

**Table 4.7, continued.**

### **Move 10: Providing Information of The Restaurant (PIR)**

This move is categorized under the Most Obligatory move as it occurs in the 15 out of 18 restaurant reviews. This move attempts to convince the potential consumer to get in touch by providing the company’s contact information (address, telephone number(s), email address, link to social networking sites, personnel to contact, etc.)

This move is important for a particular product or service as it provides the potential consumer with contact information such as the location, address, telephone number, email or even a link to their official website, so that the consumers can get in touch for future references.

For the restaurant reviews, the PIR move is usually positioned at the end of the review where the location and address, as well as the telephone number of the restaurant and the opening hours are provided. Some of the restaurants also have Facebook links.

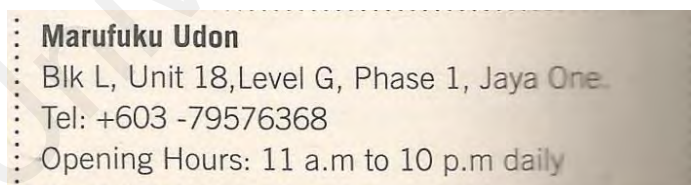
The examples are shown below;



Review 5, Appendix A



Review 10, Appendix A



Review 4, Appendix A

As a summary, the frequency of the data collected is displayed in the table below:



**Table 4.8 The Frequency of Occurrence of Each Move**

<b>Number</b>	<b>Restaurant Reviews</b>	<b>Attracting Attention</b>	<b>Targeting the market</b>	<b>Justifying the product</b>	<b>Description Of Entering</b>	<b>Appraising The Product</b>
1.	Mukha Café	✓	✓	✓	✓	✓
2.	The Haute Food Co	✓	-	✓	✓	✓
3.	Pleasantly Surprised @ Movida Puchong	✓	-	-	-	✓
4.	An Udon Obsession	✓	-	✓	✓	✓

5.	Vegetarian Enjoyment of Annalakshmi	✓	✓	✓	✓	✓
6.	Yippy for Bulgogi!	✓	✓	✓	-	✓
7.	Allo Paris	✓	-	-	✓	✓
8.	Surprise in Disguise at Tokyo Kitchen	✓	-	✓	✓	✓
9.	Suki-ya at Tokyo Street	✓	-	-	✓	✓
10.	Start Your	✓	-	✓	✓	✓

	Meal with an Entrée					
11.	The Red Beanbag	✓	✓	✓	✓	✓
12.	Topshelf @ Taman Tun	✓	✓	✓	✓	✓
13.	Ben's General Food Store	✓	-	✓	✓	✓
14.	A 'Swede' Surprise	✓	✓	✓	✓	✓
15.	A Thai Experience	✓	-	-	✓	✓
16.	Sandwiches	✓	-	✓	✓	✓

	Galore!					
17.	Cross – Legged Café	✓	-	✓	✓	✓
18.	Life is Art	✓	-	✓	✓	✓
	<b>Total Number of Reviews it Occurred in</b>	<b>18</b>	<b>6</b>	<b>14</b>	<b>16</b>	<b>18</b>
	<b>Percentage (%)</b>	<b>100</b>	<b>33</b>	<b>77</b>	<b>88</b>	<b>100</b>

<b>Number</b>	<b>Restaurant Reviews</b>	<b>Establishing Credentials</b>	<b>Offering Incentives</b>	<b>Mention Unpleasant Experience</b>	<b>Wrap Up</b>	<b>Providing Information Of The Restaurant</b>
1.	Mukha Café	-	-	-	-	✓
2.	The Haute Food Co	-	-	✓	✓	✓
3.	Pleasantly Surprised @ Movida Puchong	-	-	-	✓	✓
4.	An Udon Obsession	-	-	-	✓	✓
5.	Vegetarian Enjoyment	-	✓	✓	✓	✓

	of Annalakshmi					
6.	Yippy for Bulgogi!	✓	-	-	✓	-
7.	Allo Paris	-	-	-	-	✓
8.	Surprise in Disguise at Tokyo Kitchen	-	✓	-	✓	✓
9.	Suki-ya at Tokyo Street	-	-	-	✓	-
10.	Start Your Meal with an Entrée	-	-	✓	✓	✓

11.	The Red Beanbag	-	-	-	✓	✓
12.	Topshelf @ Taman Tun	-	-	✓	✓	✓
13.	Ben's General Food Store	✓	✓	✓	✓	✓
14.	A 'Swede' Surprise	-	✓	-	✓	-
15.	A Thai Experience	-	-	✓	✓	✓
16.	Sandwiches Galore!	-	✓	-	✓	✓

17.	Cross – Legged Café	-	-	✓	✓	✓
18.	Life is Art	-	-	✓	✓	✓
	<b>Total Number of Reviews it Occurred in</b>	<b>2</b>	<b>5</b>	<b>8</b>	<b>16</b>	<b>15</b>
	<b>Percentage (%)</b>	<b>11</b>	<b>27</b>	<b>44</b>	<b>88</b>	<b>83</b>

**Table 4.8, continued**



#### 4.4 The Evaluative Language of Restaurant Reviews in I.M. Magazine

As mentioned in chapter 3, this study analyzed the linguistic features present in the restaurant reviews, particularly looking at the evaluative language, which realizes the moves of the discourse.

In order to analyze the evaluative elements, this study employs Hou's (2012) Rhetorical Signals and Word Frequency as a guide to identify the features of evaluative language. Hou (2012) found typical lexico-grammatical features in restaurant reviews of 5 leading newspapers in the United States in 2010 which consists of:

- **Nouns**
- **Adjectives**
- **Numbers**
- **Emphasis**
- **Verbs**
- **Adverbs**

The evaluative language is subsumed under these linguistic features, where it plays an important role in the construction of positive and negative reviews found in the 18 restaurant reviews chosen for this analysis. In Hou's (2012) study, she found that **adjectives, nouns, verbs and adverbs** make up the largest proportion in terms of the lexico-grammatical features.

Therefore, in order to identify the typical lexico-grammatical features which make up the restaurant reviews in I.M. Magazine, a frequency analysis was conducted where all the words were quantified in accordance to their lexico-grammatical features or word types.

**Table 4.9: The Frequency of Occurrence of Each Linguistic Features which Makes Up The Evaluative Language**

Number	Restaurant Reviews	Nouns	Adjectives	Numbers	Emphasis	Verbs	Adverbs
1.	Mukha Café	38	15	1	-	35	12
2.	The Haute Food Co	58	36	1	-	44	18
3.	Pleasantly Surprised @ Movida Puchong	46	28	-	-	46	5
4.	An Udon Obsession	53	37	1	-	48	10
5.	Vegetarian Enjoyment of Annalakshmi	70	50	-	-	56	8
6.	Yippy for Bulgogi!	65	23	8	-	34	11
7.	Allo Paris	41	32	-	-	29	11
8.	Surprise in Disguise at Tokyo Kitchen	94	67	6	-	62	28
9.	Suki-ya at Tokyo Street	60	13	8	-	43	22
10.	Start Your Meal with an						

	Entrée	92	56	5	-	83	23
11.	The Red Beanbag	46	25	-	-	35	16
12.	Topshelf @ Taman Tun	44	27	1	-	47	14
13.	Ben's General Food Store	92	48	2	-	46	16
14.	A 'Swede' Surprise	67	25	1	1	37	7
15.	A Thai Experience	114	69	-	2	76	21
16.	Sandwiches Galore!	66	30	2	-	43	9
17.	Cross-Legged Cafe	65	41	3	-	51	9
18.	Life Is Art	78	44	3	-	58	24
	<b>Total Number of Reviews it Occurred in</b>	<b>18</b>	<b>18</b>	<b>13</b>	<b>2</b>	<b>18</b>	<b>18</b>
	<b>Percentage (%)</b>	<b>100</b>	<b>100</b>	<b>72</b>	<b>11</b>	<b>100</b>	<b>100</b>
	<b>Frequency</b>	<b>1189</b>	<b>666</b>	<b>42</b>	<b>3</b>	<b>873</b>	<b>264</b>

**Table 4.9**, continued

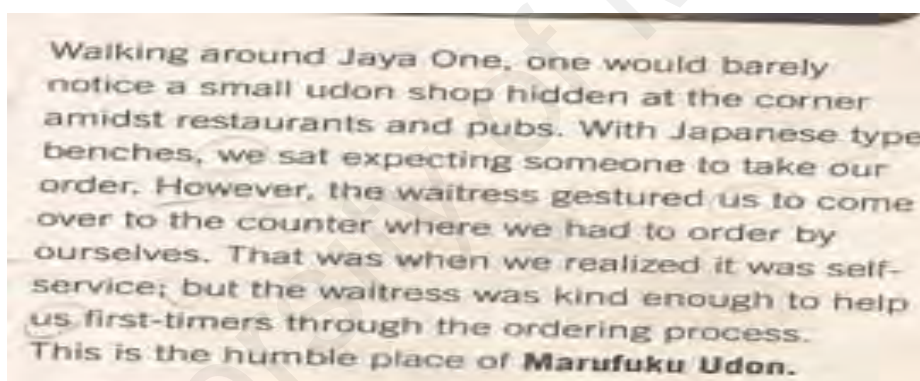
From the table above, it can be seen nouns, verbs, adjectives and adverbs are the top 4 prominent lexico-grammatical features. **Nouns** make up the largest proportion in terms of the lexico-grammatical features (**1189 words**). This is then followed by verbs (**873 words**), **adjectives (666 words)** and **adverbs (264)**.

This supports the study by (Biber & Finegan 1988) mentioned in chapter 2. They pointed out that the initial focus of stance in terms of linguistic features were on adverbials (personally, frankly, unquestionably, apparently). Later on, they added other features which included adjectives, verbs, modal verbs and hedges as markers of evidentiality and affect (Biber & Finegan 1988). They described stance as the expression of a speaker's attitudes, feelings and judgment as well as their commitment towards the message conveyed. Stance in the sense of evaluative language, includes evidentiality (commitment towards the message) and affect (positive and negative evaluation).

It can be seen that nouns occur the most frequent as most of the reviews highlight the name of the cuisines, as well as the description of the restaurant's ambiance and atmosphere. Verbs make up for the second largest occurrence as the reviewers are usually describing their actions when they are visiting the restaurant; what took place as they bring their readers along in their gastronomic journey. This can be seen from the excerpts below,

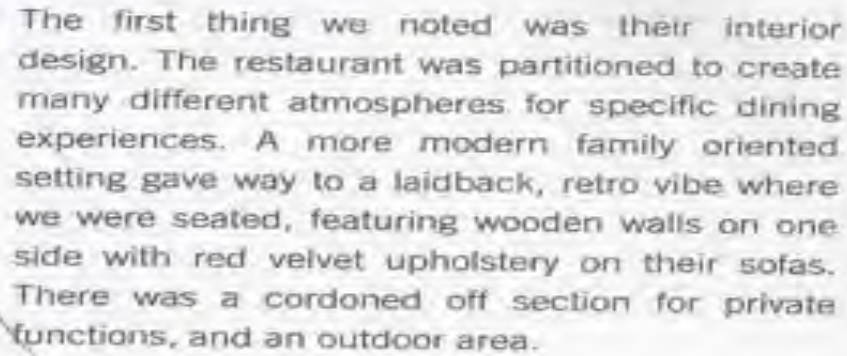


The review above shows how the reviewer showcased the name of each of the dishes ordered, describing their features in detail and what went on during the experience. (Review 10, Appendix A). This can also be seen in another example below,



Review 4, Appendix A

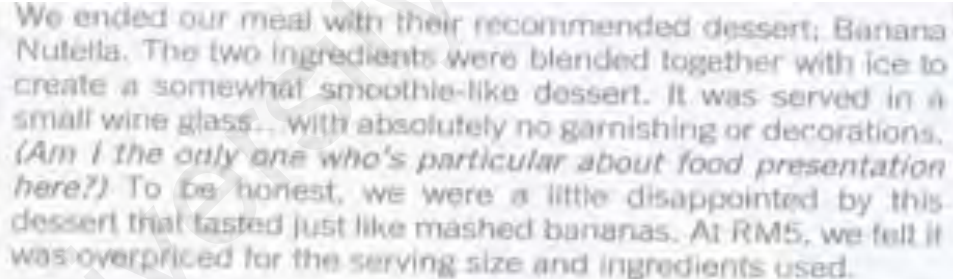
The next example shows how the reviewer describes their experience, the ambiance and surroundings of the restaurant visited. The reviewer described the interior, which includes the atmosphere, setting, the furniture as well as the areas.



The first thing we noted was their interior design. The restaurant was partitioned to create many different atmospheres for specific dining experiences. A more modern family oriented setting gave way to a laidback, retro vibe where we were seated, featuring wooden walls on one side with red velvet upholstery on their sofas. There was a cordoned off section for private functions, and an outdoor area.

#### Review 15, Appendix A

Meanwhile, the occurrence of adjectives and adverbs accounts for the positive and negative descriptions or reviews by the reviewers. The adjectives and adverbs aid in describing the dish or the experience. From this study, it is identified that the reviews were neutral in a sense that both positive and negative opinions of the reviewers are put forth, with no promotional intent. This can be seen from the examples below,

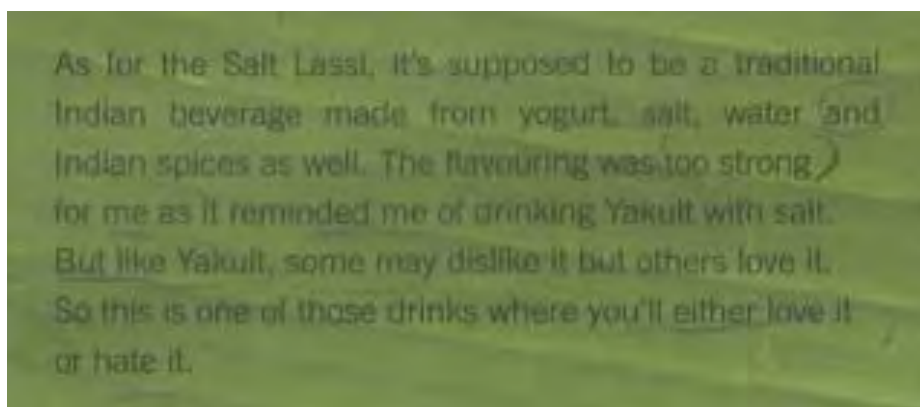


We ended our meal with their recommended dessert: Banana Nutella. The two ingredients were blended together with ice to create a somewhat smoothie-like dessert. It was served in a small wine glass... with absolutely no garnishing or decorations. *(Am I the only one who's particular about food presentation here?)* To be honest, we were a little disappointed by this dessert that tasted just like mashed bananas. At RM5, we felt it was overpriced for the serving size and ingredients used.

Cross-Legged makes for a great venue to hang out with friends but if you're a foodie who's picky about your food, then maybe this isn't the place for you. **LMA.**

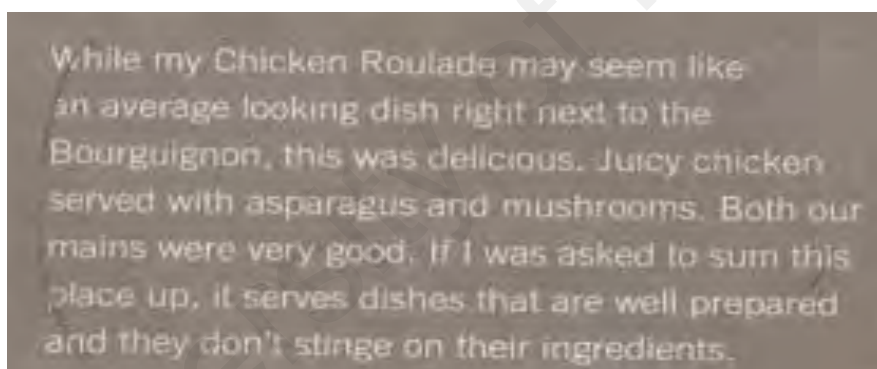
This review clearly describes the dessert as disappointing and overpriced. It is also not recommended for people who are picky eaters. (Review 17, Appendix A)

Another example is shown in the excerpt below,



The reviewer clearly describes the drink by using the adjective “strong” where he or she clearly came to a judgment that the drink as either being a beverage you will turn to love or hate. (Review 5, Appendix A)

Meanwhile, an example of a positive review is shown below,



The reviewer described the dish as looking average but delicious. The reviewer also concluded that the dishes served at the restaurant were well prepared and they don't sting on their ingredients. (Review 12, Appendix A)

The positive and negative judgments presented by the writers through the lexicogrammatical features clearly projects evaluative language. This is supported by (Hunston & Thompson 2000a). They stated that a writer does not merely express their opinion and engage with their readers, but they are also presenting their points or arguments across with a certain organization. Evaluation at the end of paragraphs

indicates that a point is made, where the readers accepts the point by the writer. Hunston and Thompson argues that evaluation is expressed as much in text, just as it is expressed through individual lexico-grammatical items.

From the examples extracted and shown above, it also shows that this study supports Hou's (2012) study of the typical lexico-grammatical features identified in restaurant reviews, where the main linguistic features identified were: nouns, adjectives, verbs and adverbs. Secondly, all of the 4 prominent linguistic features mentioned occurs in all of the 18 restaurant reviews, which makes up 100% of the occurrence.

The use of these specific lexico-grammatical features in this study establishes the evaluative language of restaurant reviews, where these features are markers of evidentiality and affect (Biber & Finegan 1988).

Hou (2012) stated in her study,

Clearly, adjectives with general meanings make up the largest proportion in terms of word types. In addition, nouns, verbs and adverbs play an important role in restaurant reviews.

This realizes the positive and negative evaluation of the reviews, where it projects the writer's opinion and establishes a relationship with the reader. Benamara, Taboada & Mathieu (2017) also stated that an important element to highlight in the definition of evaluative language is that an evaluation or evaluative expression is related to a polarized scale associated with positive or negative norms (good vs. bad, love vs. hate).



**Table 4.10: Examples of Evaluative Language (subsumed under Linguistic Features)**

Linguistic Features	Examples
Nouns	Eggs, sausages, dessert
Adjectives	Fluffy, crispy, sautéed
Numbers	Both, one, two
Emphasis	Too, also, very
Verbs	Baked, stuffed, cook
Adverbs	Partially, generously, slightly

Apart from the linguistic features identified which supports Hou's (2012) Rhetorical Signals and Word Frequency, the researcher identified another distinctive linguistic feature, which is the use of localized or native words to evaluate the dishes, even though the magazine is that of an English medium.

As the restaurant reviews are from a Malaysian magazine, it is targeted to a Malaysian audience where they are able to comprehend the localized terms.

The example is shown below:

"The creamy pasta sauce doesn't make you feel 'jelak' after a few mouthful and has just the right portion to not make you feel sleepy after" Review 2, Appendix A.

The example above specifically uses the malay term *jelak* which does not really have a direct translation in English. What the reviewer is trying to explain is how the dish is not that rich or creamy, that could easily put you off after taking a few mouthfuls. The usage of this term can only be comprehended and is unique to audiences of a multilingual community, and in this context, the Malaysian readers.

Another example is shown below,

“Essentially, the jackfruits are cut and deep fried ‘ala popiah’ style” Review 10, Appendix A

This sentence describes the dish and likens it to the preparation of a popular Malaysian pastry known as *popiah*.

#### 4.5 Other Findings

From the data collected on “Reader’s Opinion on Restaurant Reviews” questionnaire, which can be viewed in Appendix B, 90% of the respondents agreed that restaurant reviews were helpful. This is further justified by 63% of the respondents agreeing that restaurant reviews provides them with a second opinion on what to eat, where to dine, the price of the meals, location and ambiance of the restaurant. Other reasons provided by the respondents is that restaurant reviews help them decide whether the restaurant is worth visiting or otherwise.

These findings further supports the communicative purpose of restaurant reviews in I.M Magazine, which supports Hou’s (2012) study, where the restaurant reviews’ main intent is to inform the readers of the type of food and standards that they may expect at a particular eating establishment. Hou (2012) also stated in her study,

The readers expect to feel like they have experienced the restaurant themselves and they also anticipate the reviewer would provide opinions of whether they should go to the particular restaurant.

The findings also supports the justification of the most obligatory moves which was found in the study, which are the AA, JP, DE, AP, WU, and PIR moves. The AP and WU plays an important role in describing the dining experience and evaluating the restaurants from the ambiance, food and also the value for money.

#### **4.6 Conclusion**

The analysis of the data gives us a better understanding of the communicative purpose of restaurant reviews specifically in I.M Magazine, where the dining decisions of the readers are influenced by the evaluation of the reviewer's dining experience. A summary of the findings will be presented in chapter 5.

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## **CHAPTER 5: CONCLUSION**

### **5.1 Introduction**

This study is an analysis of the rhetorical structure and evaluative language of restaurant reviews in a Malaysian Magazine, known as I.M. Magazine. This particular magazine is chosen as it provides an abundance of information on where to go, where to dine as well as opinions from the readers themselves. Furthermore, restaurant reviews in a Malaysian context is given less attention in the field of research. Only 18 restaurant reviews were selected due to the availability of the reviews based on the set criteria and within the time frame of the data collection.

Chapter 1 provides an introduction to this particular research and justifies why this study is conducted. It also states the 3 research questions this study wishes to address.

Chapter 2 reviews the related literature. This chapter also defines the main concepts and terminologies used within this study, such as genre, genre analysis, promotional genres, and most importantly, reviews as a genre.

Chapter 3 describes the methodology adopted for the research and the necessary processes involved from the selection of the magazine corpus to the collection of the data. The analytical framework used to analyze the moves is also described in detail.

Chapter 4 discusses the findings of the study conducted. It also compares and relates it with the past studies .

Finally, chapter 5 summarizes the whole research and answers the research questions posed in the first chapter. This chapter also explains the significance and implications of this study. Recommendations or suggestions for future studies are also included.

## 5.2 Summary of the Study

This particular study conducted on 18 restaurant reviews in a Malaysian Magazine adopted the analytical framework of Kathpalia (1992) and Hou (2012). This framework is selected as restaurant reviews may have a promotional intent, which are realized by specific moves within Kathpalia's (1992) framework, whereas Hou's (2012) framework is adapted as her framework was established by studying the moves of newspaper restaurant reviews, where the data type is similar to this particular study.

The most obligatory moves identified from the restaurant reviews are the AA, JP, DE, AP, WU, and PIR moves. These moves are essential in conveying the communicative purpose of the restaurant reviews, where it agrees to the study conducted by Hou (2012) which discovers the restaurant reviews main intent is to inform the readers of the type of food and standards that they may expect at a particular eating establishment.

It can be seen from the analysis, that almost all of the reviews contain details of information on the concept of the restaurant when entering and the type of food served, the restaurant's menu, how the food was prepared, the price range, as well as the evaluation of the dishes. There are also instances where the reviewer mentions the unpleasant experience or provides negative feedback of the restaurant.

Both the AA and AP moves are the most prominent moves found in the reviews. The AA move attracts the attention of the reader, and is present in all the restaurant reviews. It is usually comprised of a catchy title, or the name of the restaurant itself, and even the use of attractive visuals. Meanwhile, the AP move is important as the readers are dependent on the detailed description of the dining experience, especially the description of the food served at that particular restaurant and if it was value for money.

### 5.3 Research Questions

The research questions will be stated again here, where the answers of the questions are given based on the findings of the study.

1. What are the communicative purposes of restaurant reviews found in print magazines?

The communicative purpose of restaurant reviews found in print magazines is to inform the readers of the dining experience (the good and the bad) that they may expect at a particular restaurant. This may include the food served, the price range the ambiance, the location, and most importantly, if the visit was worthwhile. The restaurant reviews acts as a second opinion to the readers on whether or not they should dine at that particular restaurant.

2. What are the typical rhetorical moves of restaurant reviews in print magazines?

The typical rhetorical moves of restaurant reviews found in the magazine from the most obligatory to the non-obligatory are:

Attracting attention (100%), Appraising the product (100%), Description of entering (88%), Wrap up (88%), Providing information of the restaurant (83%), Justifying the product or service (77%), Mention unpleasant experience (44%), Targeting the market (33%), Offering incentives (27%) and Establishing credentials (11%).

Therefore, the most obligatory moves found in restaurant reviews in print magazines are attracting attention, appraising the product, description of entering, wrap up, providing information of the restaurant and justifying the product. All

of these moves establishes the communicative purpose of restaurant reviews, which is to inform the readers neutrally of the dining experience.

3. What are the linguistic features that make up the rhetorical strategies that realize the rhetorical moves in the restaurant reviews?

There are specific lexico-grammatical features that make up the rhetorical strategies that realize the rhetorical moves in the restaurant reviews. The reviews are made up of 4 prominent linguistic features; nouns, adjectives, verbs and adverbs. This is established through linguistic features that carry markers of evidentiality and affect (Biber & Finegan 1988). These particular linguistic features make up the evaluative language of restaurant reviews, where it contributes to the positive and negative judgments/stance of the reviewers as well as the rhetorical moves of reviews.

As discussed in chapter 2, computational linguists commonly agree that evaluative language is a subjective feature of language expressed by a holder (a person, a group or institution) towards a target or topic (an object, person, event or action). An important element to highlight in the definition of evaluative language is that an evaluation or evaluative expression is related to a polarized scale associated with positive or negative norms (good vs. bad, love vs. hate). (Benamara, Taboada & Mathieu 2017)

Therefore, from the analysis, it can be seen that the evaluative language subsumed under the linguistic features realizes the rhetorical moves. The rhetorical moves then establishes the communicative purpose of the restaurant reviews; which is to inform the readers of the dining experience (good and bad) and it acts as a second opinion for them and influences their dining decisions.

Evaluation at the end of paragraphs indicates that a point is made, where the readers accept the point by the writer. (Hunston & Thompson 2000a).

#### **5.4 Significance and Implications of the Study**

This study is significant as it contributes to our understanding of the communicative purpose, rhetorical structure as well as the rhetorical strategies of restaurant reviews in a print magazine.

As mentioned in chapter 1, although there are an abundance of studies conducted on restaurant reviews in the online medium, very few have addressed this issue in a Malaysian context, as well as in the print form. Therefore, this study has unraveled the strategies used to structure a restaurant review specifically in a Malaysian setting, focusing on the print form.

This study has also highlighted the evaluative features of restaurant reviews, where it is subsumed under prominent lexico-grammatical features present in the restaurant reviews. The evaluative language contributes to the construction of the negative and positive opinions expressed in the reviews by the writers, informing their readers of their stance.

From the pedagogical perspective, restaurant reviews may be suitable teaching modules for English for Specific Purposes (ESP) lessons especially for students of the marketing majors. This study will also help highlight on how restaurant reviews may be used positively as a promotional genre, if the reviewers are mainly giving positive reviews on the restaurants and their food and drinks. This will not only enhance their knowledge in professional English, but they may also gain useful insights on the gastronomic industry as a whole, which is important to them. It may also improve how



reviewers write their reviews where they can convey their dining experience more effectively to the readers, and help inform them better.

### **5.5 Limitations of the Study**

This study only analyzed restaurant reviews from one specific printed magazine, which is I.M. Magazine. Only 18 restaurant reviews were analyzed in order to obtain a more specific focus of the data. As the magazine is a Malaysian based magazine, all the restaurant reviewed are situated in Malaysia. Therefore, it does not involve a universal audience.

The audience of this particular magazine are mainly catered to young, urban Malaysians. Consequently, as the target audience is only from a specific age group and background, the findings may not apply to a wider and a more general audience.

### **5.6 Recommendations for Future Studies**

For future studies, the researcher suggests that studies on restaurant reviews in a Malaysian context should be conducted more, where it will help in the contribution of literature for future studies.

More studies should also involve other printed sources, such as restaurant reviews in newspapers and other lifestyle magazines, where the findings can be compared to better understand the significance and communicative purpose of restaurant reviews.

As social media and marketing is on the rise, it is also wise to apply the study in an online context through different mediums such as online review through blogposts, Instagram, Twitter, Facebook and other platforms to identify the rhetorical structure and

strategies used, which realizes the communicative purposes.

## **5.7 Conclusion**

It is identified that the communicate purpose of restaurant reviews supports the study conducted by Hou (2012), where the restaurant reviews main intent is to inform the readers of the type of food and standards that they may expect at a particular eating establishment.

This study established an analytical framework which combined both Kathpalia's (1992) and Hou's (2012) framework where it is found to be applicable in the printed restaurant reviews . The most obligatory moves found in restaurant reviews in print magazines are attracting attention, appraising the product, description of entering, wrap up, providing information of the restaurant and justifying the product. In addition, specific linguistic features are also identified (adjectives, verbs, adverbs, nouns, emphasis and numbers) which establishes the evaluative language of restaurant reviews, where the writers inform the readers through their opinions/stance.

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University of Malaya

## APPENDIX A

INDULGENT / 31



# MUKHA CAFÉ @ TAMAN TUN DR ISMAIL

## THE CONTRIBUTOR'S PROFILE

contributor: mohd idzwan  
occupation: architect  
i.m...still trying to find the meaning of life.



Is it just me or is there more and more cafés sprouting up? Looks like either more people are appreciating their coffees or they probably just want to be an entrepreneur. One café I constantly go for coffee is Mukha Café located in Taman Tun behind the busy rows of bars and pubs.

This place positions itself as a Middle Eastern influenced café. Although you may find some dishes foreign and not something you've ever had the chance to try before, you can always ask the friendly people working there and they're more than happy to help you select your order. Just a point to note, this is a self-service café. But all you need to do is place your order by the counter, referring to the chalkboard menu and they'll serve you your order after.

Because I frequent this place for its coffee after work just to wind down, I haven't had the chance to savour their main meals but have often times had the chance to spy on what others are eating on the tables beside me.

**“ The coffee beans which are said to be Arabica is aromatic and “kao” as we locals call it. ”**

I usually bring along a book or magazine and park myself at a corner totally immersed in my own world together with my cuppa and book.

When I'm there with a friend, I would order some snacks or cakes to go with our coffee. What I like about this place, the ambiance and vibe. Unlike a commercial café like Starbucks, this place reminds me of a neighbourhood café you'd find on a quiet street in London. If you're one for good coffee and desserts plus adventurous enough to try Middle Eastern infused dishes, then do check out this place. It's even got a Shisha counter in front, usually I'd see more people enjoying their shishas at night. **LM**

**Mukha Cafe**  
15, Lorong Rahim Kajai 13  
Taman Tun Dr Ismail  
60000 Kuala Lumpur

**Operating Hours:**  
Mon – Thurs: 12pm–10pm  
Fri :2pm–12am; Sat: 12pm–12am  
Closed Sundays.



## THE HAUTE FOOD CO



01

### THE CONTRIBUTOR'S PROFILE

contributor: janette wee  
occupation: finance  
i.m...picky when it comes to food.

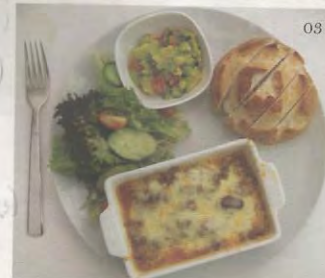
Although I've been frequenting this place quite a few times lately, the name still baffles me because I can't seem to pronounce it correctly. The easiest way for me to tell my friends about meeting up here is to call it "HOT FOOD" which is pronouncing it the way it's spelt.

Now that it's become one of my favourite breakfast joint, we've made the effort to pronounce it correctly - 'oht' or 'öt' or to make things simpler just call it 'oat' and you're fine. If you're a morning person, then you should try to make it in time for their breakfast menu. Omelettes and the usual breakfast fry-ups. My favourite on the list is the **Salmon and Cheese omelette** and I must add that the coffee is good too. Add a scoop of ice cream to your ice latte when you're having a bad day and all will be forgotten.

The good thing about this place is its unexpected meals it dishes out for lunch, written on a chalkboard both on the inside and outside of this quaint little blue café. Here



02



03

## REVIEW 2 (CONTINUED)

INDULGENT / 33

Captions for the photos:

- 01 Sandwich at Haute Food
- 02 Chicken Salad
- 03 Lasagna with garden salad
- 04 Inside Haute Food Co
- 05 Cheesecake
- 06 Salmon Pasta
- 07 Scones and baked goods



are some of the items we had during lunch on a workday; **salmon pasta, lasagna and chicken salad** which was on the chalkboard.

**Fettuccine** with generous amount of smoked salmon. The creamy pasta sauce doesn't make you feel 'jelak' after a few mouthful and has just the right portion to not make you feel sleepy after.

The **lasagna with garden salad** on the sides and a bread with some sort of dip which we can't remember what it was now was really delicious. Each layer of the lasagna was generously

spread with sauce and cheese. Not a dish for those looking after their waistline.

The **chicken salad** which was topped with generous amount of seasoned chicken was a tad salty and had to be eaten together with the greens. Sandwiches here are also fresh and you can select the type of bread you'd like, whether white or toasted. The sides of salad here is also really fresh, unlike some pathetic looking greens that look like they're withering.

Desserts are a must! But if you're too full, you should share a slice of cake at

least. Even the cakes are different each day, feast your eyes on them at the cake counter up in the front. One of my all time favourites is the **Hedgehog**. Give it a go if you're a choc-addict.

What we like best about this place is its no frou-frou and honest to goodness food. Most places you frequent will give you hits or miss, but here at Haute Food everything down to the desserts is delicious. Do try their **scones** when you visit, crumbly and scrumptious with its **homemade jam**. The only gripe about Haute Food is that it doesn't serve fresh juices, so that's something I avoid ordering when I'm there. **LM**



### The Haute Food Co

H-0-2, Block H, Plaza Damas,  
60, Jalan Sri Hartamas 1,  
Kuala Lumpur, Malaysia, 50480.  
T: +603 6201 3168

### Operating Hours

Mon/Wed-Fri: 10am to 5pm  
Sat and Sun: 9am to 5pm  
Tues: Closed

Breakfast is served to Midday.  
Kitchen closes at 4:30pm



## REVIEW 3

34 / INDULGENT

# PLEASANTLY SURPRISED @MOVIDA, PUCHONG



### THE CONTRIBUTOR'S PROFILE

contributor: jeremy kwong  
occupation: analyst  
i.m...looking forward to the new year

HAVING BEEN TO THE SUNWAY GIZA OUTLET FOR HAPPY HOURS, I SUGGESTED ONE DAY TO MY COLLEAGUES IF WE WANTED TO TRY OUT THEIR FOOD INSTEAD AT THEIR NEW OUTLET IN PUCHONG NEARBY OUR OFFICE.

Armed with zero expectations, we decided on al fresco dining because it was such a nice sunny day out. **Movida Signature Soft Shell Crab Salad (RM20)** as entrée to share was marinated with just the right amount of flavor and complimented the greens really well. The sesame dressing didn't overpower the dish too. I tend to stay away from fishy tasting crab but this dish was fresh and it was such a delight to start off our meal with it.

I had the **Oatmeal Coated Salmon (RM34)** for my mains. Yes you read right, oatmeal coated

salmon. Before you start squirming, I'll have you know that this was really delicious! The medium cooked salmon coated with oatmeal and then fried wasn't oily and was served fully cooked on each side but still slightly rare in the middle just like a sashimi coated with oatmeal. The aromatic flavour from the oatmeal enhanced the flavour of the salmon. With a dash of sesame dressing on the side, this dish is a must-try. There was a generous amount of potatoes, broccoli and mushrooms on the side too.

My other colleague had the **Grain Fed Ribeye**

with **Bone Marrow (RM45)** with beer mushroom sauce. To savour this dish you'll need to first extract the marrow from the bone with the knife and empty it on the steak. The juicy medium well steak eaten with the marrow and beer mushroom sauce was the type of dish you would find at a steakhouse like *Jake's*. What better way to enjoy this dish than with a mug of beer.

To add to the variety of dishes we were all enjoying, another friend ordered the **Signature Unagi Pizza (RM38)** with thin crust. With toppings like unagi, bonito flakes, green peppers,

Movida @ IOI Boulevard, Unit G-2 & G-3, Grd Flr, IOI Boulevard, Jln Kenari 5, Bandar Puchong Jaya, 47100 Puchong, Selangor. **Operating Hours:** 12pm - 1am daily

## REVIEW 3 (CONTINUED)



03



Captions for the photos:

- 01 Grain Fed Ribeye with Bone Marrow
- 02 Signature Soft Shell Crab Salad
- 03 Chocolate Brownie and ice cream
- 04 Oatmeal Coated Salmon
- 05 Signature Unagi Pizza

tomatoes, half cooked egg, drizzled with wasabi mayo, the pizza was full of flavour. The generous topping atop the thin crust could actually give *Pasta Zanmai* a run for its money. That's how good it was. Although we would have preferred if the eggs were slightly runnier.

As we rub our stuffed tummies from over-indulging, we shared a plate of **Chocolate Brownie and ice cream (RM9)** while discussing what we'll be ordering on our next visit. *Ahhh*, life's simple pleasures. *LMA*.

"WHAT WAS MEANT TO BE A SIMPLE WORK DAY LUNCH, TURNED OUT AS A PLEASANT TREAT."



04



05



That calls for a **Carlsberg**



34 / INDULGENT

# THE CONTRIBUTOR'S PROFILE

name: charlotte lee  
occupation: writer  
i.m... full of surprises =p

- 01 Curry Udon
- 02 Nebayaki Udon
- 03 Mapo Udon



# AN UDON OBSESSION

Walking around Jaya One, one would barely notice a small udon shop hidden at the corner amidst restaurants and pubs. With Japanese type benches, we sat expecting someone to take our order. However, the waitress gestured us to come over to the counter where we had to order by ourselves. That was when we realized it was self-service; but the waitress was kind enough to help us first-timers through the ordering process. This is the humble place of **Marufuku Udon**.

For drinks, we had green tea, both hot and cold, for only **RM1**. Like all Japanese restaurants, the tea is refillable. Customers would have to get the tea from the jugs and dispensers found opposite the counter. What is good is that they do not let their hot tea run cold as it is always kept warm by the dispenser while ice is replenished constantly into the jug for cold green tea. **Marufuku Udon**, as the name suggests, specializes in handmade

udon and is freshly delivered every day. So, first up we had the **Mapo Udon** which is a set meal that comes with green tea and 2 pieces of Karaage, deep fried boneless chicken.

The mapo sauce is rather spicy for a Japanese dish as it builds up every time you take a bite. I highly recommend this for spicy eaters as the sauce complements the springy and chewy udon. Karaage was really crispy and hot, a nice side dish to add on to the vege **Mapo Udon**. All this for a mere **RM 8!**

On the other hand, the **Curry Udon (RM 8)** didn't feel spicy at all, which is great for those of us who can't take spicy food. It also carries a hint of herb-like taste that's unique. The sauce is also cooked together with chopped carrots and onions as well, making it an appetizing blend.

The **Nebayaki Udon (RM 10)** comes in a soup along with other toppings such as mushrooms, prawn tempura, bean curd skin, a seafood dumpling and an egg. It is very filling with the big serving of udon together with the variety of toppings. Even the soup tasted a bit sweet from all the other ingredients that were adding flavour to it.

Verdict: **Marufuku** is the place to go to settle your noodle cravings with a nice bowl of hot udon. Simple still seems to be the best way to your tummy. **Marufuku** offers simplicity in ordering what you like, tax free and serving affordable dishes at the same time. Hmm...Now I'm hungry for some udon.... **LMA**

**Marufuku Udon**  
Blk L, Unit 18, Level G, Phase 1, Jaya One.  
Tel: +603-79576368  
Opening Hours: 11 a.m to 10 p.m daily



## REVIEW 5

36 / INDULGENT

### THE CONTRIBUTOR'S PROFILE

name: charlotte lee  
occupation: writer  
l.m...a tv series addict

## Vegetarian Enjoyment at Annalakshmi

In an area noisy with cars and people alike, in the town centre near KL Sentral station, one wouldn't have guessed that Brickfields holds a hidden secret. Located at Brickfields' Jalan Berhala, the Temple of Fine Arts is an unsuspecting place to house a restaurant (that follows the banana leaf concept no less). With the scent from the incense in the air, the people of Annalakshmi Vegetarian Restaurant ushered us into a classy and posh dining area.



Vadai



What can we say,  
we love variety

## REVIEW 5 (CONTINUED)



Chilli

From the start, we were offered warm or cold water which is free. But feeling inquisitive, we ordered the **Masala Tea (RM 4)**, **Apple Juice (RM 4)** and **Salt Lassi (RM 3)**. The Apple Juice was refreshing as you could tell it came straight from the blender. On the other hand, although the Masala Tea came in a small unique looking metal cup, it tasted like plain teh tarik when sipped from the tea spoon. Somehow, we found that drinking a bigger gulp straight from the cup allowed us to taste some of the Indian spices.

As for the Salt Lassi, it's supposed to be a traditional Indian beverage made from yogurt, salt, water and Indian spices as well. The flavouring was too strong for me as it reminded me of drinking Yakult with salt. But like Yakult, some may dislike it but others love it. So this is one of those drinks where you'll either love it or hate it.

Food wise, we chose to eat it **buffet style** which costs **RM12 per person**. With a few helpful lady attendees, we held our metal plates and scouted the row of food. The overall food choices were not wide but then again it's not a hotel we are talking about. What they do have is an array of vegetables dishes from **Bitter Gourd Raw Mango Hot Curry**, **Brinjal Kulambu**, **Long Beans Taufu Saute to Paneer Devil Curry**. Sauces also came in abundance like **Dhal**, **Tapioca Payasam** and **Raita** to name a few. **White or Pulav rice** was also offered as well along with **Papadum** and **Vadai**.

### Annalakshmi Vegetarian Restaurant

Temple of Fine Arts, Jalan Berhala,  
Brickfields Kuala Lumpur

Tel: +603 - 2272 3799

Opening Hours: Tuesdays to Sundays. Closed on Mondays

Lunch 11.30 a.m. to 3 p.m. | Dinner 6.30 p.m. to 10 p.m.

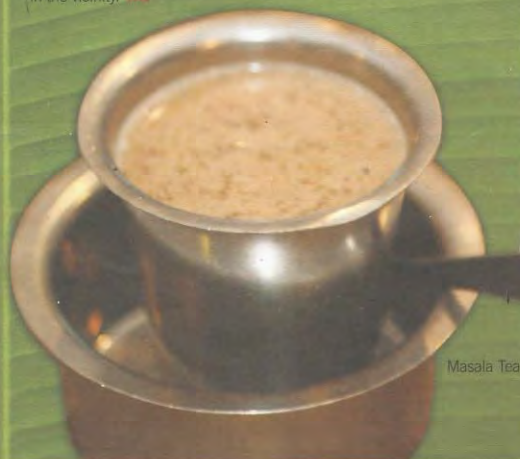
INDULGENT / 37

I was pleasantly surprised that most of the dishes were not spicy. I can't really take spicy dishes but I do like Indian food so this is a plus point for me. Having said that, spicy food lovers would love the Bitter Gourd Raw Mango Hot Curry, which is a mix of bitter gourd and mango in spicy curry. Really a fusion of flavours. Besides that, the Paneer Devil Curry is actually a mix of cauliflower, taufu and very red looking curry sauce. It turned out to be nice but kind of oily.

My preferred dish was the Brinjal Kulambu that's cooked with curry and spices together with onion and garlic. It went nicely together with the aromatic Pulav rice. Additionally, the crunchy Papadum added satisfaction to our meal. Dipping it with Dhal or the Mint Chutney sauce is definitely one of the highlights of eating any Indian food.

Of course a meal won't be complete without some dessert, that's where the Vadai comes in. I haven't eaten Vadai in a long while so I was pleased to see it offered as part of dessert. The soft, small, round donut-like shape snack, made of potato, flour and a mixture of some spices brought our meal to an end as we savoured the local delight.

With friendly and helpful staff, a pleasant ambience and great food, I'll be dropping by Annalakshmi next time I'm in the vicinity.



Masala Tea



## REVIEW 6

38 / INDULGENT

### Yippy for Bulgogi!

#### Do you know of the Bulgogi Brothers?

Har, what is that ar? That's a likely response you would get from a Malaysian. However, if you were to ask a Korean, the answer would be vastly different. The "brothers" in question is actually a restaurant that specializes in Korean cuisine and bulgogi (hence the name), or otherwise known as marinated barbecued meat. For Korean fans out there who know their Korean Pyongan dialect, the word itself means "fire meat". Since their first outlet opened in 2006, Gang-Nam, Korea, this Korean chain has opened some 35 restaurants including 2 in the Philippines.

We Malaysians, will have the chance to dine at one of Korea's most popular food chains. Earlier on in February, we had the opportunity of witnessing the signing ceremony of a license agreement between Bulgogi Brothers and Chaswood Resources Sdn Bhd.

Now, for the burning question – is the food good? Honestly, I'm not a regular Korean food diner but the food is really good. For starters, we had the Hobak Juk, which is pumpkin porridge. Well, it doesn't really look like porridge but bears a similar resemblance of Tong Sui (sweet dessert soup).

However, its texture is thick but smooth along with a strong pumpkin flavour. Off to a pleasant start-er. In between, the waiters and waitresses served us with 5 panch'an (side dishes). Among them included spinach, pumpkin and kimchi.

Next up was the Sogogi Naengchae, a salad with barbecued beef. For an appetizer, the serving of the beef strips is a large portion. It's just so tender and sweet with every bite (feels exaggerated, I know, but it's true!) That, with fresh vegetables and tomatoes earns praise from us. For the main course, the Seoulsik Bulgogi is beef cooked with mushrooms and onions. The pot of beef that appeared before us is large enough for two. Similar to the salad, the beef is soft and sweet; the beefy taste is absent by the abundant amount of onions in the pot.

And that's just a preview of what Bulgogi Brothers have to offer when they hit our shores later this year. Chaswood has agreed to open a total of 20 restaurants in 4 countries (Malaysia, Singapore, Thailand and Indonesia), starting with the first outlet in Malaysia. If this is just a taste of it, I can't wait to get more! **LM.**

Seoulsik Bulgogi



Chanbu Jeong  
Master Chef of Bulgogi Brothers



Hobak Juk



Sogogi Naengchae

## REVIEW 7

INDULGENT / 35



01



02



03

- 01 Lamb loin served with an egg and yam puree
- 02 Mentaiko pasta
- 03 Breaded yellow fin tuna loin

### Allo Paris

Ritze Perdana 2, No 3, Jalan PJU  
8/1, Damansara Perdana, Petaling Jaya.  
Tel: 03-7732 9909  
facebook.com/alloparis.my



### THE CONTRIBUTOR'S PROFILE

contributor: aloysius tan  
occupation: financial planner  
i.m...hard at work creating a masterpiece.

**Sacre bleu!** The phrase that came into my head when I looked through the menu at this place, this isn't a French restaurant...The food consists of dishes such as 'breaded yellow fin tuna loin with ginger and wasabi sauce, chicken katsu with green curry' and other non-French sounding dishes.

What I like best about this place is the reasonable prices coupled with the interesting creation of its fusion dishes. The interior of the place seems rather unembellished, like a no-frills café. We had the **Breaded yellow fin tuna loin** with ginger and wasabi sauce (RM15.90). The tuna was just slightly seared on the outside while the insides were still a tad raw. The combination was quite good, the breaded layer, fish and sauce complemented each other really well. Slightly moist on the inside with a bit of bite on the outside, I would definitely order this again.

We sampled a variety of main dishes across the few of us, from **Mentaiko pasta** (RM12.90) creamy pasta cooked in marinated roe, **chicken katsu** (RM12.90), **chicken roulade** (RM17.90) and a **lamb loin** served with an egg and yam puree (which was pretty much mashed yam) (RM24.90). When they served us the lamb loin topped with a 'telur mata kerbau' we sneered at the weird looking dish and wasn't quite sure what it would taste like, plus the unappealing look of the egg. But this was definitely a great combination. Each mouthful of lamb that was cooked to perfection (according to your request) eaten with a slice of egg dipped in the parsley and caper sauce was simply delicious.

Although I've yet to understand the real meaning behind the name when they don't seem to serve anything French, I guess it makes for easy recall. Or perhaps the owners just simply love Paris! **LM**



## REVIEW 8

36 / INDULGENT

### THE CONTRIBUTOR'S PROFILE

contributor: charlotte lee  
occupation: writer  
i.m...never going to give up

## Surprise in Disguise at Tokyo Kitchen

I'd have to admit that I may have whipped out my prejudgment too soon. Tokyo Kitchen does not look like a typical Japanese restaurant as I was expecting. Entering the premises, you would notice flowers and plants in tin buckets placed in around the restaurant. Wooden racks and stools displaying a variety of handmade items such as notebooks, antique key chains and necklaces, bags, and cute little dolls peeking out from their boxes. But there is also the most important aspect of all – the food. We shall see what Tokyo Kitchen has to offer.

Interestingly, the recommended drinks on the menu often have the most unlikely combinations. We had the **Fairy Tale** (RM 7), a mixture of vanilla ice cream shake and mango. The two flavours did find their happily ever after as the smooth vanilla complemented the heavy mango taste, making it refreshing but not too sweet at the same time.

The **Ice Blended Matcha Sesame** (RM 7), possessed a strong sesame taste while the matcha was rarely present. The drink was

also rather smooth as matcha usually contains some rough bits for the extra "kick". Another pleasant combo was the **Earl Grey Milk Tea** (RM 6). Sipping this hot beverage is actually a warm welcome while the rain keeps pouring outside.

For the set lunch menu (available from 12 p.m. to 3 p.m.), we were offered 6 choices, with price ranging from RM13.80 to RM19.80. We had the first set which comes with a Chicken Teriyaki Don, a bowl of Hot Udon, Agedashi Tofu, Chawanmushi and a choice of Ice Lemon Tea



Salmon Cheese Roll



Magic Sushi Balls



Fairy Tale

## REVIEW 8 (CONTINUED)

or Green Tea. Our set was priced at RM 13.80 which was of great value. Other set lunches also include Mixed Tempura Don, Salmon Sashimi, California Maki and etc. For small eaters, you can even share the set lunch! The udon was the simple soup version. The chewy and springy udon just adds on the delight to every bite.

**Chicken Teriyaki Don** comes with tender chicken slices served with teriyaki sauce on rice. I like that it wasn't too oily and the rice is not really sticky. **Agedashi Tofu** is tofu with soy sauce while the **Chawanmushi** is the fluffy steamed egg with bits of mushroom, chicken bits and ginkgo. Both make a good choice as side dishes to the udon and chicken teriyaki.

Our food came pretty quick so kudos to the staff for their quick service! As for the sushi, we tried the **Salmon Cheese Roll** which comes in 8 pieces per plate at RM24.80. The fresh salmon particularly possessed strong flavour that went well with the mayonnaise, cheese and crabstick. However, the sushi was not packed tightly enough and it fell apart easily.

Next in line was nothing short of magical, introducing the **Magic Sushi Balls** (RM 11.80)! In turn, these 3 magic balls were tightly packed with salmon, red and white tuna covering each of the rice balls respectively. Other than the huge sushi rice portion, the toppings especially the salmon slice was thicker than usual. Seeing us eating the sushi, the owner of Tokyo Kitchen, **Joi**, was kind enough to provide us with a little

fun fact that they use 20 gram sashimi slices for their sushi instead of the usual 10 gram served elsewhere. No wonder, the salmon had so much bite to it!

Another category that caught my attention was the **Creative Sushi** (RM 4.30 per piece). Try the **Salmon Mango**. As the name says, it's salmon with a piece of ripe mango. And I have to say, mixing the sweetness of the salmon and mango... is actually refreshing. We also had the **Ebi Cheese** which is prawn topped with baked cheese and teriyaki sauce. Prawn with cheese and teriyaki? It's made for each other. Enough said.

For dessert we ordered specially made ice creams by the chef, **Black Sesame and Green Tea Ice Cream** (RM 7 each). The almond slices on the ice cream added a nice touch to the dessert. While both flavours are concentrated, the ice cream melts quickly so better dig in quick.

On a side note, Tokyo Kitchen also has an upstairs area that is available for rent to organize any events such as parties and mini concerts. With a warm and cosy environment, friendly staff and quick service and most importantly, good food, Tokyo Kitchen is well worth your visit. **LAL**

### Tokyo Kitchen

C-01-G Sunway Giza Mall, Jalan PJU5/14, PJU5, Kota Damansara, 47810 Petaling Jaya.  
Tel: +603- 6151 1268  
Operating Hours: 12 p.m. to 12 a.m. daily



Set lunch

Advertisement



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47810 Petaling Jaya,  
Malaysia.

Tel: 03-6150 5126

Operating hours:  
Tue - Sat: 12:00-22:00  
Sun: 10:00-20:00

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# SUKI-YA AT TOKYO STREET

INDULGENT / 31

## THE CONTRIBUTOR'S PROFILE

contributor: limkarloon  
occupation: engineer  
i.m... a food hunter

I've been eyeing this place for quite a while now, merely for 2 simple reasons; there's always a long queue outside and the price of a buffet is quite reasonable by my standards. So a few weekends back, I dragged along my girlfriend bright and early on a Saturday morning for brunch at Suki-ya so we won't be stuck in a long line just to get in.



The lunch buffet will set you back **RM29.80++** per person while the dinner costs **RM39.80++**. What is served in Suki-ya is a buffet version of sukiyaki or shabu-shabu as some may prefer calling it. Although it's a buffet, you are only given 2 hours to enjoy your meal. Each subsequent **15 minutes**, you'll be charged **RM3.50**.

What's great about this place is the choices of the soup base, you get to pick 2 out of 4 types from shabu-shabu, sukiyaki, miso and kimuchi. Seeing this was my first time there, I opted for the Suki-yaki and kimuchi broth. I preferred the Suki-yaki broth over the kimuchi because it wasn't quite as spicy as I'd imagine.

First up, they'll fill your pot with your selected broth and serve you with your meat preference, a choice of chicken, beef or lamb. Both the beef and lamb were thinly sliced just like tissues so they would cook really fast. A double swish is all it takes, and a dip in your dipping sauce, choose from their variety of different sauces from ponzu

(shoyu with vinegar), gomatare (sesame sauce) or misotare (bean paste sauce) and right into your tummy.

On the buffet table, you'll find plenty of vegetables and udon noodles to accompany your meat slices. Between the three meats, I liked the beef best. Fresh eggs are also provided for you to dip your meat slices, otherwise some may cook them in the soup. If you've still got room for dessert after all the shabu-shabu, head for the ice cream corner. You have an option of chocolate or Japanese rice flavoured ice cream.

After 2 whole hours and 10 plates of sliced meat between the both of us, we were suffering from a meat coma. This place is definitely value for money, I heard for dinner they even have sushi on the buffet counter. I'll be returning but not anytime soon, we'll need to work out all that meat consumed and try out the other 2 types of broth. Oh and a word of caution, you'll come out smelling of meat and shabu-shabu. **L.M.**





01



02

*Start Your Meal with an Entrée*



03



- 01 Beef Lemongrass Shooters
- 02 Rangoon Street Laksa
- 03 The interior of Entrée Café
- 04 Grilled Prawns on Wholemeal Toast
- 05 Entrée Chicken Curry
- 06 Jackfruit Springrolls
- 07 Mozzarella Cheese and Mushroom Stuffed Chicken

#### THE CONTRIBUTOR'S PROFILE

contributor: charlotte lee  
occupation: writer  
i.m....happy with what i have

Upon entering the cosy interior of Entrée Café, I found myself drawn to their walls, I couldn't take my eyes off the seemingly chalk drawings of trees, birds and vintage lampposts. This was accompanied by cut out paper love shapes and butterflies stuck to the wall. At the time, I wondered if these chalk drawings were real. I made a mental note to ask the boss about it later but before that, I need to eat!

The **Lemongrass Ginger Tea (RM3.50/hot and RM 3.80/cold)** I had was refreshing with the fusion of ginger and lemongrass. The ginger taste was strongly present but it blends well with the mild and sweet lemongrass.

As the name suggests, everything starts with an entrée, or else known as starters. The **Grilled Prawns on Wholemeal Toast (RM10.80 for 5 pieces)** looks interesting as the prawns were grilled with *asam pedas* and served on slices of baguette. I was preparing my cringe-face in anticipation of a very *asam pedas* tasting dish but it turned out to be slightly more on the sweet side instead of sour and not quite as spicy as I would have liked.

Another entrée is the **Beef Lemongrass Shooters (RM 9.80 for 3 pieces)**. The beef were served in shot glasses, hence the name, with a lemongrass stuck into the beef making it look like servings of drumlets. You may have to use your fork instead

of the lemongrass as usually it doesn't quite stick to the beef. Nevertheless, the Thai hot chilli dipping sauce made the juicy and tender beef all the more appetizing.

Next up was the **Famous 46<sup>th</sup> Rangoon Street Laksa**. It is one of six choices from the set lunch menu, varying from rice, noodles to pasta, all for the price of RM 9.80 which includes a Lemongrass drink. I couldn't help but be curious as to the sudden appearance of a Burmese laksa and why is it so famous on 46<sup>th</sup> street?

The owner of Entrée Café, Mr. Simon, explained that the recipe of this laksa originated from a stall on the 46<sup>th</sup> Rangoon Street. While he was staying in Rangoon (now more commonly known as Yangon in Myanmar) he noticed that many people lined up to eat the Burmese laksa. Fortunately, his mom managed to obtain the recipe and they decided to share this unique delicacy with us. He added that the recipe has

## REVIEW 10 (CONTINUED)

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been tweaked to suit our Malaysian taste buds. Served with shredded chicken, *tofu pok*, beansprouts, prawns and crispy beancurd skins, the Rangoon Street Laksa looks rich and abundant in a bowl. Rich in taste with its coconut gravy and not overly spicy like some of our local curry laksas, this dish is one to savour. I like that they used the thin pan mee noodles instead of the usual yellow mee. I can see why people were actually queuing up to get a taste of this on Rangoon Street.

If you are super hungry, you may want to opt for their generous portion of **Entrée Chicken Curry (RM 12.80)**. The thick curry coated chicken comes with an omelette, papadums, acar and pandan fragrant rice. This dish is quite a standard fare but as Malaysians we can never resist Chicken curries.

Alternatively, you can try out the **Mozzarella Cheese and Mushrooms Stuffed Chicken with**

**Brown Sauce (RM 18.80)** if you are looking for something western. This unique dish is put together by combining the piece of chicken with cheese and oyster mushrooms, then fried with batter and lastly coated with a layer of thick brown sauce. The creamy, tasty sauce made this dish one of my favourite on that day.

For dessert, we had the **Jackfruit Springrolls (RM 10.80 for 2 pieces)**. Essentially, the jackfruits are cut and deep fried ala popiah style. Drizzled with passion fruit sauce with a side of sweet ripe mango and 2 scoops of ice cream equalled a 3 in 1 guilty pleasure. Although it's a tad pricy, it's still a good choice for those looking to be adventurous plus it's a price you pay to compliment the chef for coming up with quirky and creative food ideas.

Before leaving, I had to ask Simon about the chalk drawings. Turns out that they are real! He explained that the chalk drawings enabled them

to change the setting every season and that the current theme is a fairy tale and valentine mix. Although they started operations only half a year ago, Entrée Café is an excellent addition to an area known for its abundance of good eateries. I believe they will do well because of their creativity and versatility when it comes to their food and café interior. A rare find indeed. *L.M.*

### Entrée Café

No. 33, Jalan SS21/56 B, Damansara Utama (Uptown), 47400 Petaling Jaya.

Tel: +603-7732 8540

Operating Hours: 10 a.m. to 10 p.m. daily

Website: facebook.com/entreecafe





# THE RED BEANBAG

## THE CONTRIBUTOR'S PROFILE

contributor: salina hamid  
occupation: slave hunters  
i.m...counting down the days to my next holiday

The Red Beanbag prides themselves in being a modern contemporary Australian-inspired café and from looking at the menu there really are quite a number of dishes you would usually find in an Australian café. One Sunday morning, after visiting one of the weekly bazaars that usually happens every Sunday at Publika we popped over for brunch. We had to wait to be seated because the place was packed.

We each ordered a variety of breakfast meals. The Red Beanbag's Signature which is more commonly known as the big breakfast I guess. It consists of your choice of eggs, bacon or sausages, hash brown, mushrooms and tomatoes. Portion isn't entirely big but the taste is not too bad.

Most of our neighbouring tables ordered baked eggs and were seen slurping them up and wiping the dish clean with their toast. I will probably return sometime soon to give this a try. We weren't really in the mood for eggs that day.

My personal favourite, was their famous French Toast. It's served with caramelized sliced bananas and strawberries with a small pouring of maple syrup. The toast is yummy because it has a bite in them from the crunchy almond shavings that's held together with eggs. A must try!

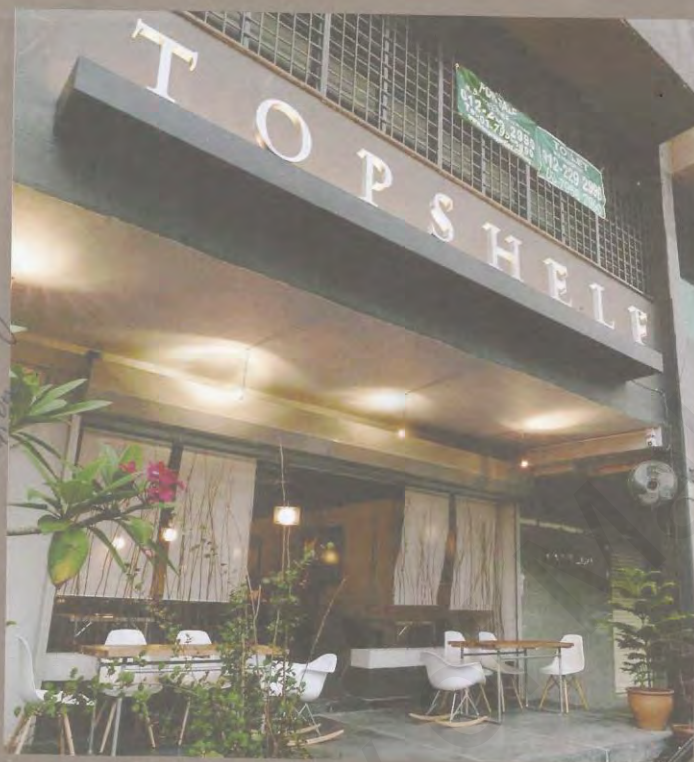
Another friend of mine decided on fluffy pancakes, nothing to rave about but rest assured they're not ready-made pancakes or at least they

didn't taste like it. The other dish we tried was the bacon French toast. This was quite good because of the generous amount of eggs used on the toast. Coffees all round was the only way to end our meal. Not quite robust but still pretty good. I'll be dragging my family here the next time to try out their dinner menu. *LM*

**The Red Beanbag**  
Lot A4-1-8, Solaris Dutamas,  
Jalan Dutamas 1, 50480 Kuala Lumpur  
Tel: +603-6211 5116  
Business Hours:  
Tuesday - Friday :10 a.m. - 10 p.m.  
Saturday - Sunday : 9.30 a.m. - 10 p.m.  
[www.facebook.com/theredbeanbag](http://www.facebook.com/theredbeanbag)

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attracting attention



#### THE CONTRIBUTOR'S PROFILE

contributor: Justin Lim  
occupation: self-employed  
i.m...eagerly awaiting my next vacation

## Topshelf @ Taman Tun

On a rainy night, my girlfriend and I were cracking our heads over what to have for dinner. We recalled seeing a quaint new restaurant appearing in the quiet street of Taman Tun behind Sids Pub.

A restaurant that supposedly specializes in classic European, French and Italian dishes can be clearly identified from the dishes indicated on the menu. For starters we ordered a Peking duck that was served with Chinese pancakes, spring onions, cucumbers and hoisin sauce. Although the pancakes to wrap the duck in was freshly steamed, we felt the shredded duck was a little on the dry side.

What would a French meal be without snails? We had ourselves half a dozen escargots prepared with butter and herbs. I still prefer my snails

drenched in butter and garlic. For our mains I had the Chicken Roulade while my girlfriend ordered a Boeuf Bourguignon, all because she's obsessed with the dish after reading 'Julie & Julia.' You don't find a Boeuf Bourguignon very often here in KL, probably because it takes a while to prepare in order for the beef to absorb all the exquisite stock. This dish was divine. Tender beef accompanied by shell pastas drenched with a generous amount of sauce that was simmered with red wine.

While my Chicken Roulade may seem like an average looking dish right next to the Bourguignon, this was delicious. Juicy chicken served with asparagus and mushrooms. Both our mains were very good. If I was asked to sum this place up, it serves dishes that are well prepared and they don't sting on their ingredients.

Although it really didn't seem like we had any room left for dessert, we wanted to try their Crème Brulee. The flambéing on the top was done just right, not bitter and burnt with the insides still cold and not overly sweet. Exactly what we needed to end this sweet meal. While we promise to return to try out their other dishes on the menu, ever so often I still dream of their Boeuf Bourguignon. **LAL**

#### Topshelf Restaurant @ TTDI

61, Lorong Rahim Kajai 13,  
Taman Tun Dr Ismail, Kuala Lumpur.  
Tel: 03-7727 7277  
Business Hours: Open daily. (Lunch is local/  
Western fare, while dinner is French/Italian)

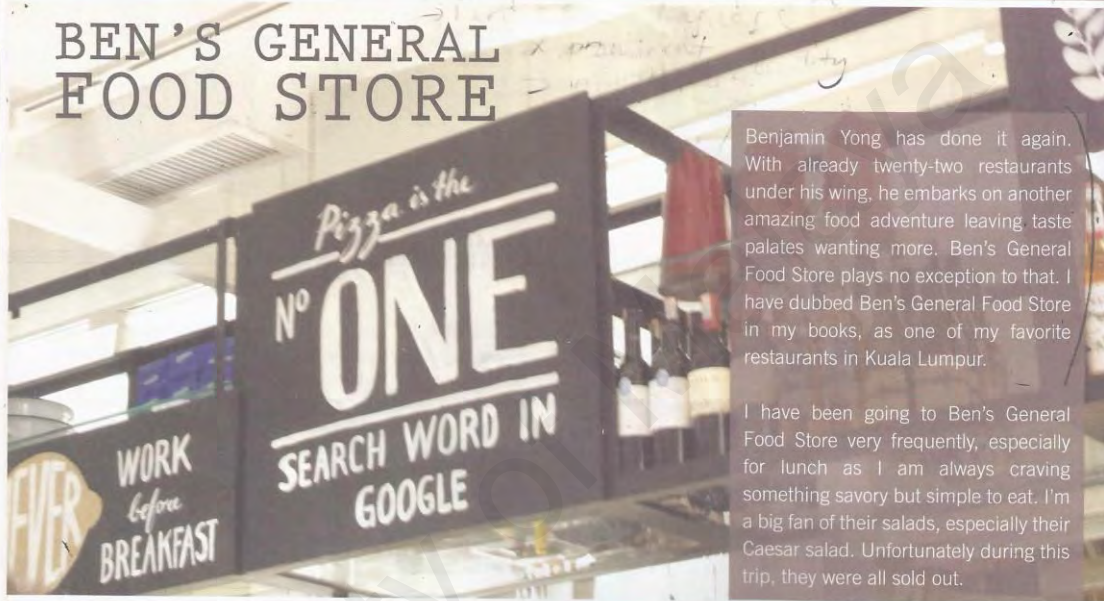


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THE CONTRIBUTOR'S PROFILE

contributor: alison khong  
occupation: student  
i.m...an aspiring music journalist who wants to attend every concert in the world.

## BEN'S GENERAL FOOD STORE



Benjamin Yong has done it again. With already twenty-two restaurants under his wing, he embarks on another amazing food adventure leaving taste palates wanting more. Ben's General Food Store plays no exception to that. I have dubbed Ben's General Food Store in my books, as one of my favorite restaurants in Kuala Lumpur.

I have been going to Ben's General Food Store very frequently, especially for lunch as I am always craving something savory but simple to eat. I'm a big fan of their salads, especially their Caesar salad. Unfortunately during this trip, they were all sold out.

The restaurant reminds me of a cafeteria with its long tables and metal chairs. You sit so close to the other patrons on the same table that it is possible to hear every conversation going on. Ben's General Food Store specializes in wood-fire pizzas. The simple one page menu also covers the likes of salads, hot deli items and the infamous desserts.

What's great about this place is that with every main meal you order, you get to choose a side salad to go with it. Ben's General Food Store is popular for their variety of salads and with the amount of times I have been there, I think I have pretty much tried everything in the salad window. With the weather these days, with blazing summer heat, I wanted to have something sweet and cold. I ordered the Chunky Monkey milkshake (RM9.90), which was made with bananas, chocolate chips, milk and vanilla ice cream. The only downside to a milkshake is that it is really, really filling. It could be a meal on its own! But the banana and sweetness of the chocolate all blended together made it too hard to resist. >>



01

## REVIEW 13 (CONTINUED)

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**Ben's General Food Store Bangsar Village I,**  
G17 & G18, Ground Floor, No 1, Jalan Telawi  
Satu Bangsar Baru 59100 Kuala Lumpur  
Tel: 03 2284 8790 [www.thebiggroup.co](http://www.thebiggroup.co)  
Open daily, 10.30am - 10.30pm

**The B.I.G Lasagna (RM23.90)** is big indeed, with layers of cheese and meat between lasagna slices drenched in pasta meat sauce. What ultimate comfort food! I'm usually not such a huge fan of lasagnas as I feel it gets too filling too quickly. But this is a must try.

For the side salad we chose orrechiette pasta salad with grilled chicken covered in pesto. I don't think that this is in their usual menu as I have not seen it before but for me as long as it is a pasta salad, anything goes!

Because there were so many of us, we finally got the chance to order the **Spring Roasted Chicken (whole) with two side salads (RM42.90)**. I had always wanted to try this but I recommend going with a larger crowd, as the portion is really huge. This was probably the best dish of the night as the chicken was roasted to perfection but the meat still managed to stay juicy and tender. Kudos to the chef who keeps watch over the oven!

Next we ordered my personal favorite pizza on the menu, which was, **Salmone E Spinaci**, made with mozzarella, mascarpone, dill, and spinach and cured salmon (**RM31.90**). For one, I am not a huge fan of tomato sauce based pizzas as personally I find the flavor too rich. But if you are a salmon lover then this is a must try. Just squeeze the lemon all over the pizza and knock yourselves out. The mascarpone goes amazingly well with the salmon as it enriches the flavor all together.

**The Breakfast Pizza (RM23.90)** is one of their best sellers. With tomatoes, mozzarella, beef bacon, chicken sausage, and tomato sauce and egg, it is as if you are having a whole breakfast platter on just one slice of bread. The pizza was the crowd pleaser of the night.

Ben's is definitely changing the whole restaurant scene today by keeping it minimalist while serving amazing quality food. It is also starting a healthier trend

by encouraging customers to order a salad with their main meal. Not forgetting the thin crust pizzas that make it less than a chore to finish a slice. With a healthy choice for a decent price, give Ben's General Food Store a try if you're craving for that slice of pizza. You will not be disappointed. **LAM**



02



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01. The B.I.G Lasagna  
02. Spring Roasted Chicken

03. The Breakfast Pizza  
04. Salmone E Spinaci



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THE CONTRIBUTOR'S PROFILE

contributor: foodpanda.my  
occupation: foodie  
i.m....always on the hunt for food!

Photos courtesy of Pamela + Jerry  
malaysianfoodie.com

# A 'SWEDE' SURPRISE



Enter Puzzini Swedish Pizza, the only place that offers Swedish food in Malaysia. At Puzzini, food enthusiasts are given the choice to savour 'safe' international favourites such as pizza or dive into Swedish flavours.

What we love at Puzzini is its unpretentiousness, which is the first thing that comes to mind when you step right into their restaurant. Serving food in a simple ambience that welcomes families and individuals who don't mind tucking in without fancy furnishings. Dining at Puzzini is akin to dining in a friendly cafeteria.

Flipping through the menu, you can find a smorgasbord of Swedish cuisine – some tweaked to cater to the local palates while some stay true to the Swedish flavours. For dinner, we feasted on a variety of pizzas and gratins. We had the Fiskgratäng Med Skaldjur (RM23.50), a creamy medley of white fish and shrimps baked in dill sauce with lots of cheese, served with sides of mash and coleslaw. At first bite, it resembles a creamy fish pie and the dill sauce truly brings out the light flavours of the shrimp and fish, which were tender and juicy, making it a delight to eat!

Our attention shifted to Puzzini's selection of pizzas, which were 2 pages long if we might add! We ordered a Pizza Fungi (RM25), a thin-crust pizza topped with marinated chicken, mushrooms, and oodles of cheese. Simple in flavours and ingredients but it was a hit at our table! Pizza Karl Gustav (RM27.80), a Swedish top-seller, followed soon after with generous topping of beef kebab, spicy kebab sauce, tomatoes, onions and black olives. Biting into a slice of Karl Gustav really tasted like having a kebab on pizza – spicy, meaty and tangy, all at once.

Our last order was Puzzini's pizza (RM25). Marinated pepperoni, pineapples, onions, tomatoes, mushrooms and capsicums piled generously atop a crunchy pizza crust, it was not too bad a pizza. We marvelled at Puzzini's generosity as they didn't skimp on ingredients. Each bite was a pleasure, fully loaded with meat, vegetables and cheese. Although we weren't ready for a genuine Swedish fare, we will definitely go back for another feast (burp)! LM



Here's a voucher for all our readers to enjoy about 30% discount on your Food Panda orders. It's only for those trying this out for the first time!

Voucher Codes

im5 (RM5 off a minimum spend of RM15)  
im10 (RM10 off a minimum spend of RM30)  
im15 (RM15 off a minimum spend of RM40)

Keen to give Puzzini Swedish Pizza a try?  
Order it online at  
Foodpanda.my





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#### THE CONTRIBUTOR'S PROFILE

contributor: elvina lee  
occupation: student  
i.m....waiting on the world to change

## A Thai Experience

*Thai Thai*, a restaurant by the Sea Cuisine Group, recently reopened, having undergone renovations. Seeing as I've never had the pleasure of eating at one of the Sea Cuisine's Thai restaurants, I was eager to give it a try. Its prime location in the Sunway Pyramid shopping mall made it all the more easy to access. With Thai inspired wooden frames at its entrance, and an usher greeting customers entering the establishment with a smile, we looked forward to our dining experience.

The first thing we noted was their interior design. The restaurant was partitioned to create many different atmospheres for specific dining experiences. A more modern family oriented setting gave way to a laidback, retro vibe where we were seated, featuring wooden walls on one side with red velvet upholstery on their sofas. There was a cordoned off section for private functions, and an outdoor area.

We ordered a **Thai Iced Tea (RM10)**, a **Thai Iced Coffee (RM10)** and their special **Mango Mama Smoothie (RM15)**. The tea and coffee came in layers of gula Melaka, milk and then tea or coffee, and we stirred the drinks to our preferred level of sweetness. The best part about the gula Melaka was that it did not overwhelm the taste of the tea and coffee. The Mango Mama Smoothie however, straddled the line between having the consistency of a freshly blended drink and tasting like concentrate.

The first starter that arrived was the **Thod Man Pla (5 pieces of Thai fish cake served with sweet chilli sauce- RM13.90)**. The fishcake was chewy and had a pleasant spongy texture, without being soggy. The second starter was the **Thoon Thung (6 pieces of royal money bag served with Thai chilli sauce- RM10.90)**. The filling included sweet corn, which brought out the flavour of the meat.





## REVIEW 15 (CONTINUED)

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We ordered **Pla Dok Foo (Mango salad with crispy catfish- RM18)**, which consisted of raw mango slices, peanuts, onions and chilli, topped off with slices of crispy catfish. The salad was refreshingly tart, and made a good palate cleanser for our main dishes. It was somewhat plainer than mango salads that I've tried previously, but literally what you see is what you get!

Moving on to soup, we had the **Tom Yam Talay (Tom Yam soup with seafood; 2 pax firepot- RM25)** and had both the red version and clear version. The clear soup was spicy and tangy, and surprisingly sweet. The red one, with added coconut milk and turmeric for Malaysians who like a bit of colour in their food, is rich and creamy, although not as spicy. Personally I prefer the 'Malaysianised' one for its familiar taste, but both soups were equally appreciated.

The **Goong Ob Woosen (Claypot glass noodle with baked river prawn- RM32.90)** had glass noodles with just the right amount of springiness and a lovely smokiness to it, without being too oily. The river prawns were plump and juicy, and most importantly fresh.

We also ordered the classic **Gaeng Keaw Wan (Chicken green curry- RM16)**. You can't go wrong with green curry! This one did not disappoint. It was rich and smooth, best eaten with fragrant **Thai jasmine rice (RM3)**. It was probably the top dish of the day.

Dessert consisted of the popular **Khaw Niaw Ma Moung (mango with sticky rice- RM12)**. The mango was slightly under ripe, but the rice was sweet and chewy, and eaten together with the coconut sauce, it was smooth and heavenly (if only the mango was sweeter!). We also ordered a **Tab Tim Krob (Iced water chestnut with coconut milk topped with jackfruit- RM8)**. The portions were generous and the chewy tapioca flour coating the chestnuts melded with the sensation of crunchiness from the water chestnut. My only complaint would be that there was not nearly enough jackfruit slices!

All in all, we enjoyed our meal, serenaded by Thai fusion music and the ambience provided by the decor really set the scene. Look out for the Coca Cola fridge behind the bar and the London-style clock, as well as the modern art on their walls! **Love.**

### Thai Thai

Lot G1-135, Oasis Boulevard, Sunway Pyramid,  
3, Jalan PJS 11/15, Bandar Sunway, 46150 P.J.  
Tel: 03 7491 9428  
Open daily: 10 am - 10 pm



**Colour Blind Goggles:** What the red wall would appear to a person who is unable to detect the colour red (**Protanopia**).

- 01 Whimsical casual seating area
- 02 From left; Thai Iced Coffee, Thai Iced Tea and Mango Mam Smoothie
- 03 The interior of Thai Thai
- 04 Pla Dok Foo (Mango salad with crispy catfish)
- 05 Goong Ob Woosen (Claypot glass noodle with baked river prawn)
- 06 Clockwise from top; Claypot Glass Noodles, Chicken Green Curry and Thai Fish Cakes





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# THE CONTRIBUTOR'S PROFILE

contributor: foodpanda.my  
 occupation: foodie  
 i.m....always on the hunt for food!  
 Photos courtesy of Goh Soo Yin of  
 foodeverywhere.wordpress.com

## PAPER+TOAST

A-0-5, One Residency, No.1, Jalan Nagasari  
 Off Raja Chulan 50200 Kuala Lumpur.  
 Monday – Friday: 8am to 8pm  
 Saturday – Sunday: 10am to 4pm

## SANDWICHES GALORE!

Just recently, a furry team of pandas organised a bloggers' event at the premises of **PAPER+TOAST** in **Jalan Nagasari, KL** where everyone got a taste of one of the world's most commonly consumed food – sandwiches from **PAPER+TOAST** and Simply Sandwiches.

Apart from the food, what we 'oohed' and 'ahhed' over was **PAPER+TOAST's** fine ambiance. Conceptualised as a co-working space where you can have meetings, events or even rent a space for your own business AND enjoy great grub and coffee, **PAPER+TOAST** definitely has things down to pat. Expect clean lines, relaxing ambiance and elegant simplicity when you walk into their café cum co-working space.

As everyone knows, sandwiches can be as simple as slapping on strawberry preserve or a slice of cheddar cheese, but as two food joints show us...sandwiches can become a lot more complicated, or become works of art, really. We started our journey into sandwiches with offerings from Simply Sandwiches, a home-grown idea. We were treated to BBQ Chicken Sandwich (RM8), Tuna Sandwich (RM7.50) and Egg Sandwich (RM6). We were bowled over by the BBQ Chicken Sandwich as you could really taste the smoky edge in the spicy yet sweet chicken chunks, all of which melded well with greens sandwiched between slices of well-seeded bread. The Tuna Sandwich and Egg Sandwich also didn't disappoint as they had simple flavours and you could tell they were freshly-made which earned them brownie points.

**PAPER+TOAST** on the other hand, served up some of their new additions that we could picture ourselves eating at our work desks. Aptly named Sloppy Joe (RM23.40), this limited edition baby (only for July) captured our attentions as it was made with Australian minced beef in black pepper sauce, served on toasted corn bread. A sloppy but drool-worthy mess, we say! We also got a taste of Uptown (RM18), an interesting combination of Cajun spiced chicken married with avocado and roasted tomatoes. We then ended on a sweet note with the star of the day: French Toast with a Twist (RM22), thick chunks of French toast served with Pear Compote, which we induced feelings of guilt as we simply couldn't stop eating!

So, if you're bored of munching on uninspiring sandwiches, try **PAPER+TOAST** and Simply Sandwiches. Check out **PAPER+TOAST** on [foodpanda.my](http://foodpanda.my) or at their premises as they have more than just sandwiches – cakes, pastries and freshly-brewed coffee too. Simply Sandwiches on the other hand, can only be ordered online at [foodpanda.my](http://foodpanda.my) or on their Facebook page at [facebook.com/SimplySandwiches](https://www.facebook.com/SimplySandwiches). **LMA**.



01



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keen to give these food  
 a try? order it online at  
[foodpanda.my](http://foodpanda.my)



- 01 Simply Sandwiches' Egg Sandwich
- 02 Sloppy Joe
- 03 French Toast with a Twist

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### Voucher Codes

- im5 (RM5 off a minimum spend of RM15)
- im10 (RM10 off a minimum spend of RM30)
- im15 (RM15 off a minimum spend of RM40)



mark lover

I contributor: georgia c.

## Cross-Legged Café

INDULGENT // 45

i.m... always on the hunt for good eats!

This little family-owned café was pretty difficult to spot during the hectic lunch hour at The Strand Kota Damansara, what with its small signboard on the first floor. But after a few rounds of circling in my car, my friends and I finally managed to find it. Our hungry tummies couldn't wait to be filled after all the good reviews we'd read and heard.

We understood the reason behind the unusual name as soon as we entered the café. It was quiet and comfortable, the perfect place to cross your legs and enjoy a cuppa either alone or with friends. The café is rather new and is still expanding its menu so there weren't too many options to choose from when we were there. In the end, my friends and I decided to order and share 3 different set lunches- Lemongrass Chicken Pasta, Cream Chicken Potato Pasta and French Toast. Each set was RM12 and came with a glass of ice lemon tea.

The first to arrive on our table was the Lemongrass Chicken Pasta. The scent of lemongrass filled the air and we couldn't wait to dig in! The flavours of the dish reminded us strongly of tom yam. Not surprising I suppose, considering lemongrass is also a star ingredient in tom yam. Don't worry though, as the dish isn't really spicy. So if you're looking for a Thai-Italian fusion styled pasta minus the heat, this could be it.

Next came the Cream Chicken Potato Pasta. Macaroni was cooked together with potato and bits of chicken, and finally sprinkled with raw carrots for garnishing. You can definitely taste more of the potato than the cream in this one. I did like how the potatoes created a thick chunky sauce that wrapped each piece of macaroni. Still, overall the dish was only so-so. Could do with a little more colour in its presentation, in my opinion.

Our final main was the French Toast; the one that I had the highest expectations for. As with all French toasts, the bread was coated in eggs, fried and then glazed with some sweet maple syrup. But there's a twist to Cross-Legged's version. Sausages and tomatoes sit atop the egg-coated bread, giving it a savoury touch. The bread was nice and fluffy on the inside but sadly, the eggy coating was a little burnt for our preference.

We ended our meal with their recommended dessert, Banana Nutella. The two ingredients were blended together with ice to create a somewhat smoothie-like dessert. It was served in a small wine glass...with absolutely no garnishing or decorations. (Am I the only one who's particular about food presentation here?) To be honest, we were a little disappointed by this dessert that tasted just like mashed bananas. At RM5, we felt it was overpriced for the serving size and ingredients used.

Cross-Legged makes for a great venue to hang out with friends but if you're a foodie who's picky about your food, then maybe this isn't the place for you. **LNN**

### Cross-Legged Café

1st Floor, 67-1 Jalan PJU 5/1,  
The Strand, Kota Damansara,  
Petaling Jaya

Tel: 013- 212 7713

#### Opening hours:

Tue - Fri : 12pm-2pm, 6pm-9pm

Sat : 11am-9pm

Sun : 11am-3pm

Dabirah  
on, staff  
go there  
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48 // INDULGENT

I contributor: ming

That is the concept that Exhibit Café holds firmly on to. The food we eat, the clothes we wear, the chairs we sit on all stem from an artful idea or thought. Walking up the stairs and into the wide glass doors of this cafe-cum-concept store, it was evident that they took their belief seriously. Calming jazz music filled the background, creating the perfect mood to match its minimalistic yet comprehensive décor. Most of the furniture in the café is for sale and I must say, I was extremely tempted to leave with more than just a full tummy when I went there.

It being the Raya holiday season, the food selection was limited as they had trouble sourcing ingredients from their suppliers. Going through their menu, I could see why they would face such a problem. A handful of their dishes contain ingredients not commonly found in hypermarkets or grocery stores. Some of which I'd never even heard of!

But anyway, on to the food! The first dish I tried was the **Nicoise Sandwich** which came in a set together with the **Clam in Spicy Tomato Soup** (RM23). Generous amounts of tuna, hard-boiled egg, French beans, olives and potatoes were stuffed into a fresh and crispy baguette. Their baguettes are made and partially baked in France. The baking process is then completed at Exhibit Café and served fresh right before you. The portion may be slightly small for a big-eater but it certainly was a delicious meal. The **Clam in Spicy Tomato Soup** which accompanied it was also a winner. There were about 10 clams just in one small bowl! The flavour of the clams was strong but not overpowering, with the help of the spicy tomato base toning it down.

Next, I had the **Chicken Thigh Sautéed with Homemade Tomato Sauce** (RM25). The chicken was fried with its skin to a deep golden brown crisp and then served with a tasty homemade tomato sauce. I normally don't like eating chicken with its skin but this one was particularly crispy and rich in flavour that I didn't mind it at all. In fact, I savoured every bite. I was also really surprised at how juicy and tender the chicken meat was. Cooked to perfection, really. I did, however, feel that it was a little bit on the pricey side.

For my drink, I decided to go for one of their more unique options: **Caramelised Apple Latte** (RM15). What came was a rich and milky coffee-based beverage with a slight hint of apple flavouring: just enough to tease your taste buds but not enough to confuse it.

Exhibit Café also has a fairly large range of pastries and cakes. Reminiscing on my days in Paris, I just had to have the **Pain Au Chocolat with Belgian Chocolate** (RM5). And for that 'something different', I tried the **Japanese Red Bean with Poppy Seed** (RM3). I was left impressed with both! The pastry was light, fluffy and crispy when bitten into. Best of all, there was plenty of filling in every 'chomp'.

All in all, this café was definitely worth my visit. I enjoyed everything from the music, to the interior, and of course, the food. I'll be going back again for sure and next time, I really may end up leaving with more than a full tummy! **LAL**

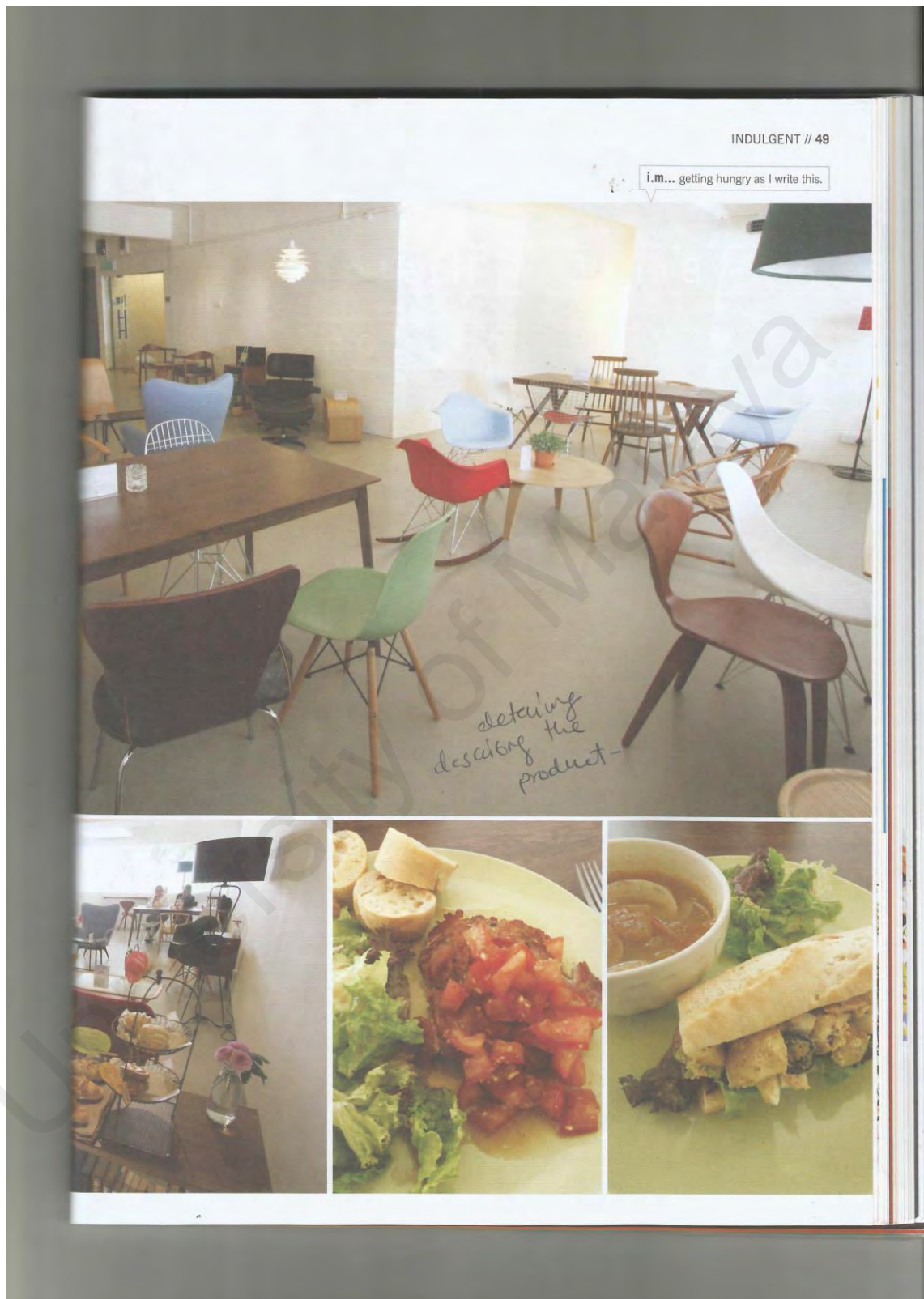
Exhibit Café

86A, Jalan Burhanuddin Helmi,  
Tmn Tun Dr Ismail,  
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Tel: 03-7731 3311

Life is Art



## REVIEW 18 (CONTINUED)



## APPENDIX B

### Questionnaire on Reader's Opinion on Restaurant Reviews

Age:

Gender:

1. Do you often dine out?

Yes ( )

No ( )

2. How often do you read (bought and/or free) print magazines?

Usually ( )

Occasionally ( )

Rarely ( )

Not at all ( )

3. Do you depend on restaurant reviews in making decisions on where to dine?

Usually ( )

Occasionally ( )

Rarely ( )

Not at all ( )

4 (a) Do you think restaurant reviews are helpful?

Yes ( )

No ( )

4 (b) If 'yes', in what aspect?

Saves time ( )

Provides relevant information ( )

Provides second opinion (what to eat, where to dine, the price, location, ambiance ( )

Others:

5. What do you think are the most vital information that must be provided / included in a particular restaurant review?

The price of food ( )

Contact details (phone number, email) ( )

The variety of food served ( )

The restaurant's overall service ( )

The quality of the food ( )

Value for money ( )

The ambiance of the restaurant ( )

The location / accessibility ( )

6. What other types of information, in your opinion, must be included in a restaurant review, besides the ones mentioned above?

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6. Do you think visuals play an important role in restaurant reviews?

Strongly agree ( )      Disagree ( )      Neutral ( )

Agree ( )      Strongly disagree ( )

7. How do you think visuals aid in the dissemination of information in restaurant reviews?

Attracts attention ( )      Validates the information given ( )

Gives additional information ( )

8. Does the length of the review matter?

Yes ( )      No ( )



9. Would you prefer:

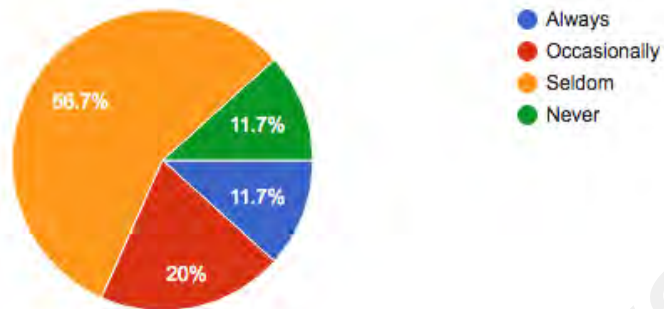
A long winded, informative review ( )      A Short and concise review ( )

Both ( )      No Review ( )

University of Malaya

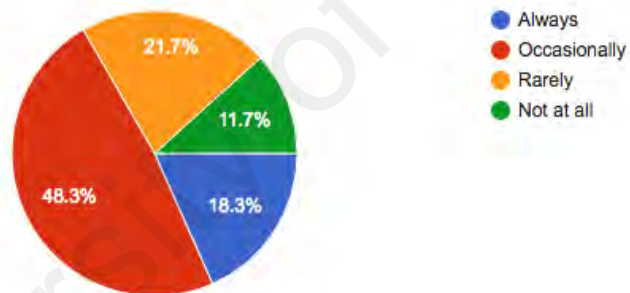
## 2. How often do you read (bought and/or free) print magazines?

60 responses



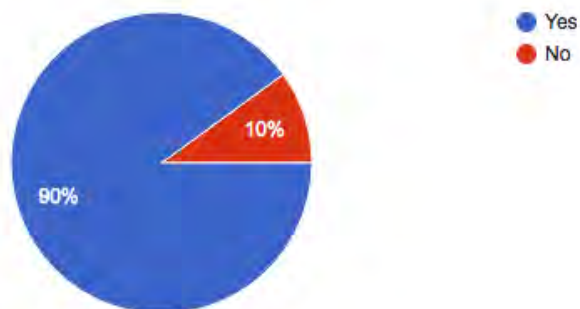
## 3. Do you depend on restaurant reviews in making decisions on where to dine?

60 responses



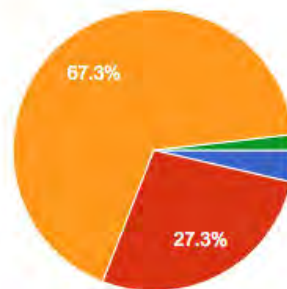
## 3. (a) Do you think restaurant reviews are helpful?

60 responses



### 3. (b) If 'yes', in what aspect(s)?

55 responses



- Saves time
- Provides relevant information
- Provides second opinion (what to eat, where to dine, the price, location, ambiance)
- You are fucking stupid!

### Other aspects (please specify):

10 responses

Gives a glimpse of what the restaurant is all about

I rarely eat at restaurant. So review will help me how they do their order, how to take food, how to cook eg in Seoul garden

It helps us as customers decide whether the restaurant is worth visiting or not, and gives us an idea of what to eat there.

satisfaction guaranteed

Whether it's worth queuing up for and whether the hype justified

Taste

i like to eat tomato

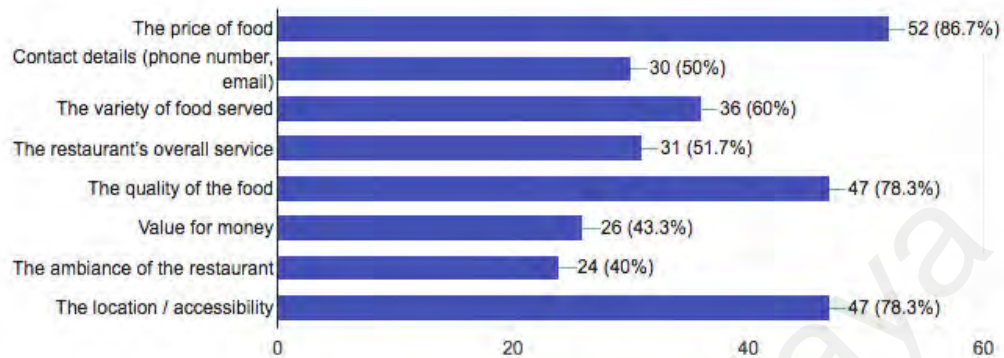
Helps to generally decide whether the restaurant is worth to visit especially if its far from home

Hygiene

Environment and price

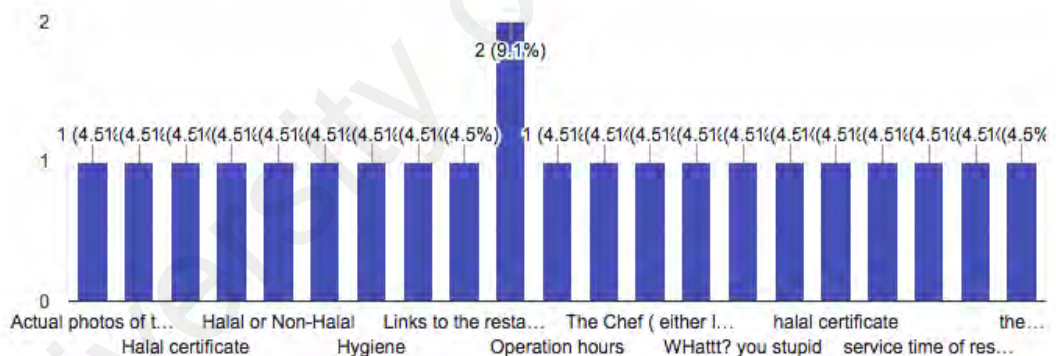
4. What do you think are the most vital information that must be provided / included in a particular restaurant review? (You may tick more than one option)

60 responses



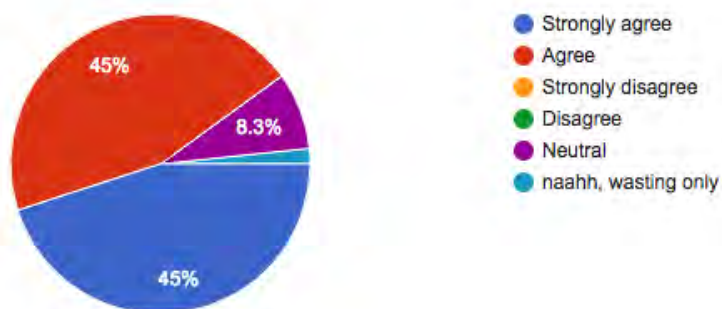
5. What other types of information, in your opinion, must be included in a restaurant review, besides the ones mentioned above?

22 responses



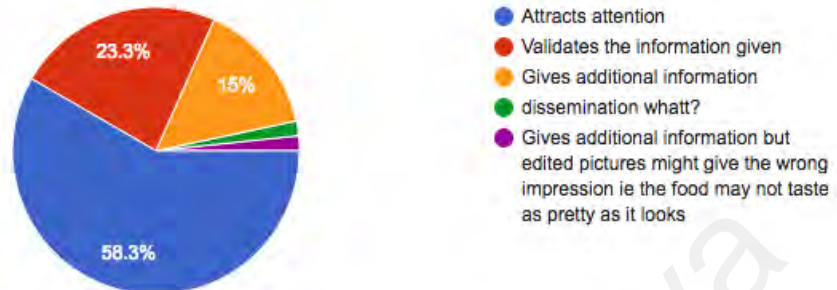
6. Do you think visuals play an important role in restaurant reviews?

60 responses



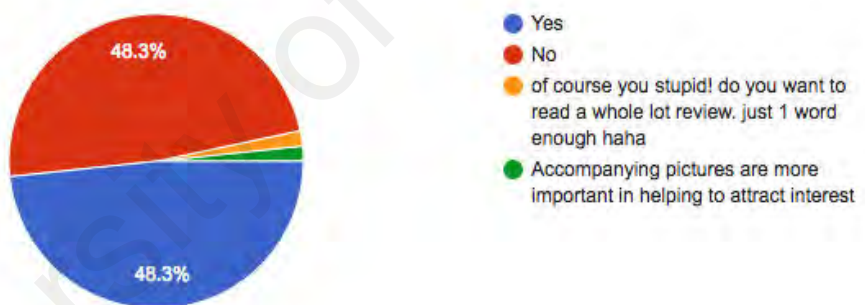
## 7. How do you think visuals aid in the dissemination of information in restaurant reviews?

60 responses



## 8. Does the length of the review matter?

60 responses



## 9. Would you prefer:

60 responses

