

## Review Writing

### **Task 1: Skim and scan manual pages 180-184, and attempt the MCQs provided below:**

**1. What is Rule 1.01 according to Paul Barrs' guide?**

- A. Write short reviews
- B. Always include videos
- C. Choose a high-quality product to review
- D. Focus only on expensive items

**2. Why is it important to include your 'qualification' in a review title?**

- A. To increase the product price
- B. To hide your real identity
- C. To help readers relate to and trust you
- D. To comply with advertising law

**3. What format is recommended for writing a review title?**

- A. Product name: Buy Now!
- B. Product name: Honest Thoughts
- C. Product name: Product Review by [Your Qualification]
- D. Best Product Review Ever!

**4. What section is considered the most important in a product review?**

- A. The title
- B. Your personal judgment of the product
- C. The product's URL
- D. The number of words

**5. How many bullet points should ideally summarize the product's promises?**

- A. 3-4
- B. Exactly 10
- C. No limit
- D. 7-9

**6. According to the article, honesty in product review is best because:**

- A. It reduces sales
- B. It violates policy
- C. It builds trust and transparency
- D. It hides your identity

**7. What should you avoid when writing a product review?**

- A. Being personal and relatable
- B. Sounding like a sales pitch
- C. Sharing learning difficulties
- D. Showing screenshots

**8. What is the main purpose of including screen captures or videos in your review?**

- A. To replace text
- B. To confuse readers
- C. To provide an insider look
- D. To avoid writing

**9. What is the danger of using too much 'sales flair' in a product review?**

- A. It makes the review too short
- B. Readers may mistake the review for a paid advertisement
- C. It increases your SEO ranking
- D. It makes the product look too expensive

**10. What is the main goal of a product review, according to Paul Barrs?**

- A. To entertain the reader
- B. To convince readers to buy the product
- C. To inform with a logical, balanced argument
- D. To show off your writing skills

**11. Why should reviewers avoid copying someone else's work?**

- A. It makes your review longer
- B. It could confuse your audience
- C. It damages originality and credibility
- D. It's allowed as long as you change the title

**12. What's the purpose of giving an "insider look" in your review (e.g., screen caps or videos)?**

- A. To reduce your writing time
- B. To promote your YouTube channel
- C. To help readers see the product before buying
- D. To replace text with visuals

**13. What is a good way to create an "insider look" for a physical product?**

- A. Describe the packaging in detail
- B. Take photos only
- C. Record yourself opening it and sharing your real reaction
- D. Use the company's marketing images

**14. What is the writer's suggested attitude toward publishing reviews?**

- A. Wait until you have reviewed many products
- B. Copy what works for others
- C. Start writing reviews now—don't wait
- D. Focus only on pre-launch products

**15. Why is originality emphasized in product reviews?**

- A. To impress your professor
- B. To increase page views
- C. To stand out and build loyal readership
- D. To write longer articles

**Task 2: Review Your Favorite App – Help Others Choose Wisely!**

**Scenario:** Imagine you've been asked by your university's tech club to contribute to their new digital magazine. Each month, students will submit reviews of apps or digital tools they actually use for study, productivity, creativity, or daily life. The goal is to help other students discover useful (or avoid useless) apps.

**Instructions:**

1. Choose an app you use regularly (e.g., Notion, Duolingo, Canva, ChatGPT, Forest, Grammarly).
2. Write a 500–700 words review that:
  - Introduces the app and its purpose
  - Describes its key features
  - Shares your personal experience (What works well? What could be better?)
  - Offers pros and cons
  - Gives a clear recommendation (Who is it for? Should they use it?)

### Task 3:

Liam recently purchased the "XTech Pro Noise-Cancelling Headphones" and decided to post a product review online. Below is his review:

I've been using the XTech Pro Headphones for about three weeks now. I needed a pair for remote work and daily travel. The noise-cancellation is effective—I barely hear background traffic when on calls. The sound quality is rich and balanced, especially for music with deep bass. The ear cups are soft and comfortable, even during long use.

However, the touch controls on the right ear cup can be overly sensitive—I've accidentally skipped songs just adjusting the fit. Also, they're not completely foldable, so they take up more space in my backpack. Overall, these headphones are great for professionals and casual listeners alike. I'd recommend them for people working from home or commuting. Just be careful with the touch panel. I'd rate them 4 out of 5 stars.

#### Multiple Choice Questions:

1. What type of introduction did Liam use in his review?
  - A. A technical description of the product's specifications
  - B. A personal context explaining his purpose for buying the product
  - C. A summary of customer ratings from different platforms
  - D. A comparison with other headphone brands
2. Which sentence from the review shows subjective experience supported by specific detail?
  - A. "I needed a pair for remote work and daily travel."
  - B. "I've accidentally skipped songs just adjusting the fit."
  - C. "They're not completely foldable."
  - D. "These headphones are great."
3. What makes Liam's review more credible to readers?
  - A. It's written using informal language.
  - B. It includes both positive and negative aspects of the product.
  - C. It lists multiple online retailers selling the product.
  - D. It gives the product a perfect 5-star rating.
4. Which of the following is the most appropriate revision for the vague sentence "These headphones are great"?
  - A. "These headphones are amazing and cool."
  - B. "They are okay for basic listening and nothing more."
  - C. "The sound quality is rich and balanced, especially for music with deep bass."
  - D. "I have heard better ones, but these are okay."
5. What is a minor flaw in the product Liam highlights?
  - A. Poor battery life
  - B. Uncomfortable ear cups
  - C. Oversensitive touch controls
  - D. Weak bass response
6. Which part of the review functions as the conclusion and final recommendation?
  - A. "I needed a pair for remote work and daily travel."
  - B. "The ear cups are soft and comfortable..."
  - C. "Just be careful with the touch panel."
  - D. "I'd recommend them for people working from home or commuting."
7. What would improve Liam's review the most?
  - A. Removing all negative comments
  - B. Adding more product specifications and technical terms

- C. Comparing it directly with a competing brand
- D. Using humor to entertain readers

8. Which of the following statements would be considered too general or vague for an effective review?

- A. "I barely hear background traffic when on calls."
- B. "The sound quality is rich and balanced."
- C. "The ear cups are soft and comfortable."
- D. "It's just nice."

9. What organizational pattern does Liam use in this review?

- A. Chronological order (step-by-step use)
- B. Cause and effect (explaining reasons for each feature)
- C. Point-by-point (features followed by opinions)
- D. Problem-solution format only

10. Why is the phrase "I'd rate them 4 out of 5 stars" helpful to the reader?

- A. It adds humor to the review.
- B. It signals that the reviewer is a professional critic.
- C. It provides a clear summary judgment of the product.
- D. It includes a price comparison.