



lingoda

# Writing a public review online

SKILLS

LEVEL  
Advanced

NUMBER  
C1\_4018S\_EN

LANGUAGE  
English





## Goals

- Can recognise and explain the important elements of a public online review.
- Can express an educated opinion on a service or product in a written review.



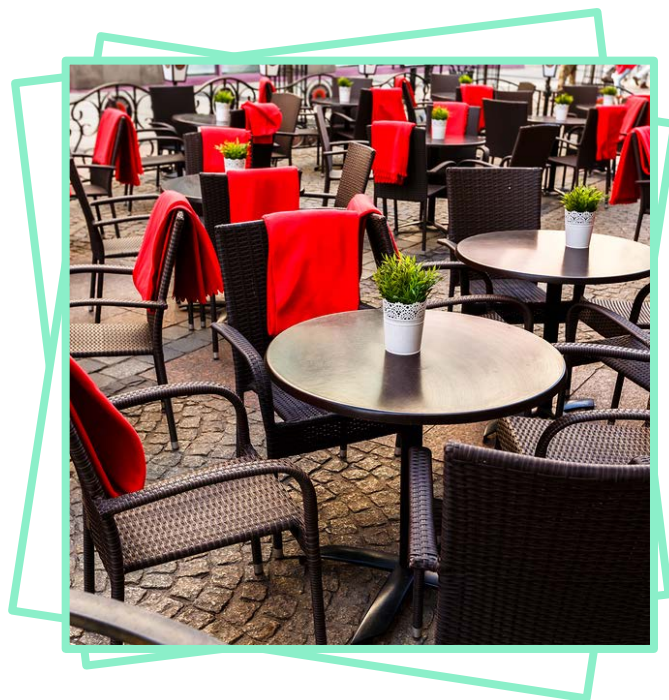




## Reviews

**Make a list of all of the things that people might write online reviews for.**

A blank sheet of lined paper with a spiral binding on the left side, intended for writing a list of things people might write online reviews for.

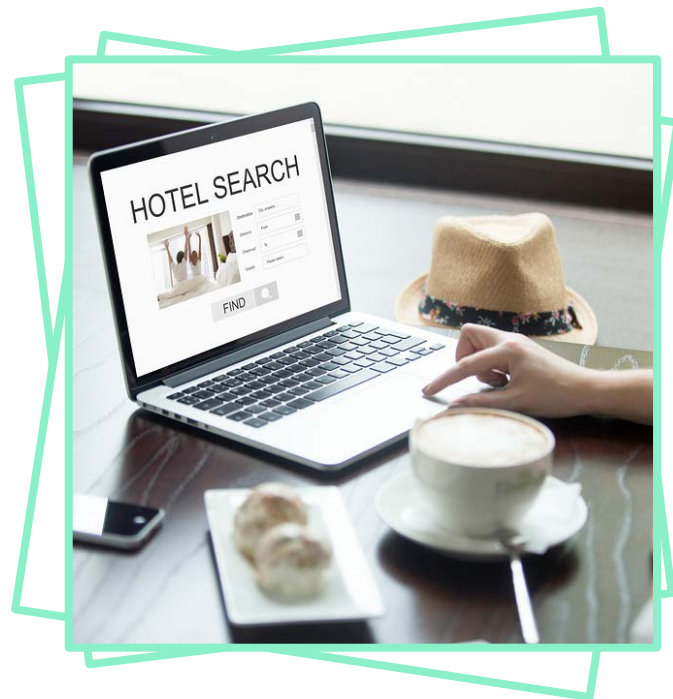




## Reading reviews

When do you normally read  
**reviews**?

Are there any **internet sites**  
you **trust** more than others to  
give **unbiased** reviews?





## Writing a review

**Have you ever written a review of anything? If yes, what for and why did you write it?**

**If not, would you ever write a review? Explain your answer.**





## How to write a review

- The next few pages are going to look at what it is **important** to think about when **writing a review**.



I had high hopes.

## The goal of writing a review

The **reason** why we **write reviews** is to help **other people** decide if they want to **buy a product** or **use a service**.

A secondary **goal** is to **express** our **gratitude** or **dissatisfaction** with a company or service.



Unfortunately, I **cannot recommend** this restaurant.



## Polite criticism

If you are writing a **negative review**, make sure the **language** you use is **polite** and **objectively** describes what was negative in the product or service you received. Don't use **insulting** or very **extreme** language.

Remember that the review might be seen by **a lot of people**.

Little that I saw in the restaurant convinced me that the good reviews were **justified**.

## Be fair

## Provide concrete arguments

Don't criticise things that are **beyond the scope** of the price you paid or of what can **reasonably be expected**. For example, the job of a receptionist is not to bring your luggage to your room, so you can't complain about this not happening.

When you do have something to **complain** about, provide good reasons as to why it was a **negative experience**. For example, merely stating that there were no double beds in a hotel might not mean much to many people. However, **pointing out** that the hotel **markets itself** to couples and yet doesn't provide double beds **holds more weight**.

Although this tablet is **marketed at** the older generation, the resolution is low, making it difficult for those without perfect eyesight to see the screen.

## Use the description as a reference

Use the **provider's description** of the **product** or **service** as a **reference**. This way, people know whether or not to **trust** the seller.



The laptop is **exactly as described**.



The hotel **is described as being** within easy walking distance of the city centre, but it is in fact a 15 minute taxi ride.

## Overall satisfaction

At the end of your **review**, you should express your **overall satisfaction** with the product or service. This is useful to companies when they are looking for **feedback**, especially if the company is not very well-known.



Overall, my experience was unfortunately **more negative than positive**.



## Criticisms

**Look at the criticisms below and decide how you would change them to be more polite, fair or objective.**

1. That brand of chocolate sucks – too sugary and sweet.
2. The soda was too fizzy and it tasted disgusting.
3. The car I hired was much smaller than I had expected.
4. In our hotel in Asia we couldn't drink the tap water – unacceptable!



## Your favourite soft drink

What is your favourite soft drink and why? Try to persuade the other students of your point of view, being polite and fair.







## Speaking

Share your thoughts about your phone with your teacher or classmates.

Do they think you are being **fair** and **objective**?







## A phone review

I recently bought the *Smartphone 22*, a new product released just two weeks ago. **I must admit** that **I wasn't expecting** to like it due to its low price point and relatively unknown manufacturer. However, it has **exceeded my expectations** in nearly every way. It is responsive and easy to use, and has great storage capacity. The only thing that could be improved is the front facing camera, which doesn't have a very high image resolution – a definite downside for those who like taking selfies. However, it has a good **price-performance ratio** and is a great phone for the casual user.





## Vocabulary

**I must admit**

**I must admit** that I wasn't looking forward to using this product.

**I wasn't expecting**

**I wasn't expecting** it to be as good as other products.

**to exceed expectations**

The laptop **exceeded my expectations**.

**price-performance ratio**

Overall, it has a good **price-performance ratio**.



## Speaking

**Talk with your teacher or classmates about something you have recently bought.**

**Use some of the phrases on the previous page to describe it.**





## A hotel review



The Hotel Ville in Nice is a little **off the tourist trail**. My **first impression** was that the hotel could do with a bit of an update. Although the room was **exactly as described**, with comfortable beds and a sea view, it was a little shabby and the bathrooms definitely need modernising. However, the staff were wonderful, particularly the night porter who was helpful and friendly.

My **personal highlight** in this hotel was the restaurant, which serves authentic cuisine from the region and really is a must for anyone who wants to eat traditional French food in this rather touristy city. I can **highly recommend** eating lunch or dinner there.

**All in all**, I would say that a stay in this hotel is **worthwhile** as our experience was **more positive than negative**.



## Vocabulary

**off the tourist trail**

The restaurant is **off the tourist trail**.

**first impression**

My **first impression** was that the staff were friendly.

**exactly as described**

The amenities were not **exactly as described**.

**personal highlight**

My **personal highlight** was the dessert.



## Vocabulary

to highly  
recommend

I can **highly recommend** a stay at this hotel.

all in all

**All in all**, my impression was a positive one.

worthwhile

A visit to the restaurant is **worthwhile**.

more positive  
than negative

There were **more positive than negative** points about my experience.



## Holiday accommodation

**Think about a hotel or other accommodation that you have stayed in recently. Make notes on its good and bad points.  
Try to include some of the phrases on the previous pages.**

first impression

worthwhile



A lined notebook page with horizontal ruling lines and faint circular icons (a pencil, a notepad, and a magnifying glass) scattered across the page.



## Vocabulary

to come highly  
recommended

The lunch menu **came highly recommended**.

to have high  
hopes

I didn't **have high hopes** for this very reasonably priced laptop.

to live up to  
expectations

It certainly **lived up to our expectations**.

nothing special

Unfortunately, the bedrooms were **nothing special**.

overpriced

I found it extremely **overpriced**.

overrated

The phone turned out to be **overrated**.





## Fill in the gaps with words from the previous page

This restaurant **came** \_\_\_\_\_  
**recommended** on a popular review site so we  
**had high** \_\_\_\_\_. Firstly, on the positive  
side, the service was excellent. The waiters were  
attentive and efficient and we felt well taken care  
of. However, the restaurant didn't **live**  
\_\_\_\_\_ **to our expectations** in any other  
way. Firstly, the bread served to every table at  
the beginning of the meal is not complimentary  
as in many restaurants, and we were not told this  
until we received our bill. My partner and I both  
ordered fish dishes as a main course, but the  
sauce was bland and the fish itself overcooked.  
The dessert was \_\_\_\_\_ **special** and all in  
all we felt that the restaurant was **overpriced**  
and **over** \_\_\_\_\_. Unfortunately, we cannot  
recommend it.





## Speaking

**Answer the questions with your teacher or classmates.**



1

Do you usually only go to restaurants that come highly recommended?

2

Have you ever had high hopes for a restaurant and been disappointed?

3

What would you do if you thought a restaurant was nothing special and overpriced?



## Writing a review

**Now choose either a piece of technology, a hotel or a restaurant that you would like to write a review about.**

- Look back at the tips from the first half of the lesson.
- Remember that most reviews are balanced, so try to show positive and negative sides.





## Your review

**Share the review you have written with your teacher or classmates. Do they think it is balanced, objective and fair? Have you given reasons for your praise or criticism?**

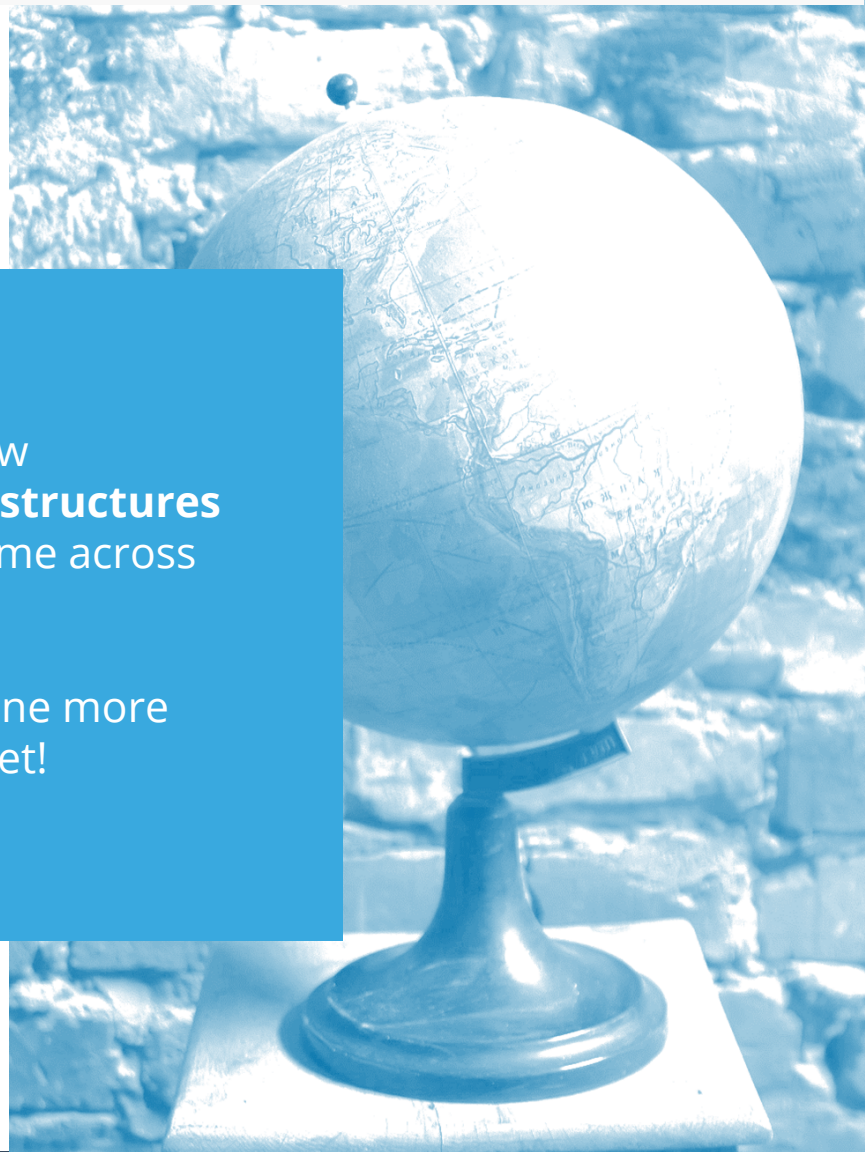




## Reflect on this lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

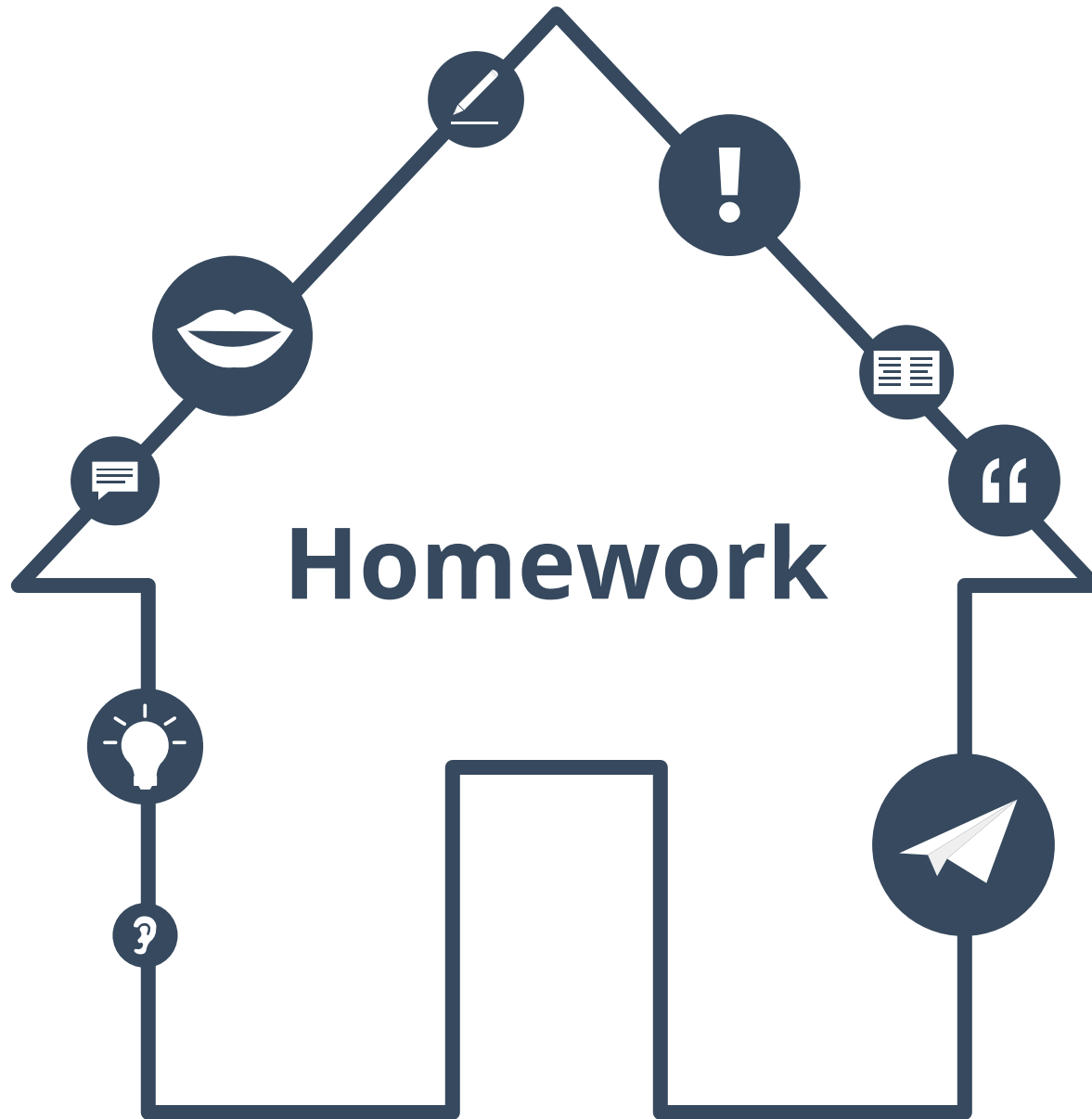
Review them with your teacher one more time to make sure you don't forget!





## Answer key

**Exercise p. 25**  
highly, hopes, up, nothing, [over]rated





## Complete the sentences

**Complete the sentences with your own ideas.**

1. My favourite restaurant in my city is \_\_\_\_\_ because...
2. The worst airline I've ever flown with is \_\_\_\_\_ because...
3. The shop in my city with the best service is \_\_\_\_\_ because...
4. A product I would never buy again is \_\_\_\_\_ because...





This image shows a single sheet of white paper designed for writing. On the left side, there is a vertical blue margin line. To the left of this margin line are ten circular punch holes, evenly spaced vertically. The main body of the page contains ten horizontal blue ruling lines, which are parallel to each other and extend across most of the width of the page. These lines provide guides for handwriting practice or general note-taking. The entire sheet is set against a plain black background.



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