**Attributes of a Review of a Product, Location, Service**

Below are specific characteristics of these reviews. While reading a few reviews, analyze how each text exemplifies these characteristics in preparation to show proficiency in the learning target, “Use exemplar texts to accomplish a writing task.”

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| --- | --- | --- | --- |
| **Text title:** | | | **Subject:** |
| **Tone**: On the review itself, I underlined all of the sentences/phrase that have a pejorative tone and boxed all of the sentences/phrases that have a sycophantic tone. All sentences that have a neutral tone and are basically informative expository writing, I left alone. | | | |
| **Attribute** | **Example** | **Text words** | **Effect on the reader** |
| **Hyperbolic language** | “Best ever”  “Hundreds of”  “Never before” |  |  |
| **Alliteration, assonance, consonance** | “Bigger, bold”  “Always awesome”  “kick, pluck, stack” |  |  |
| **Connect to reader, sometimes using second person** | **You** will encounter the vacation relaxation of **your** dreams here |  |  |
| **Metaphors** | The buckets of sunshine pour from this product |  |  |
| **“Expert” opinions** | Most moms agree that… |  |  |

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