

Abstract:

This presentation starts with different definitions of Reviews as important genres in many domains. In Academic Reviews, the concept of face is central, as it is peer-to-peer communication. Today, double blind peer reviews are standard in many disciplines, but open reviews are particularly interesting for empirical comparison. In Consumer Reviews, especially Review Answers, emotional intelligence is important for the professional side, as this is a special type of professional-to-customer communication.

This talk introduces central concepts, illustrates them by current examples and ends with student exercises to let them explore current professional digital practices themselves.