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"Global Goals, Local Actions: Looking Back and Moving Forward 2021"

## Noun Phrase Structures in English Online Advertisement on Bags

Pattarasaya Pitaktrairat<sup>1</sup>

Suwaree Yordchim<sup>2</sup>

Angvarrah Lieungnapar<sup>3</sup>

<sup>1</sup> E-mail: s60123405062@ssru.ac.th, Business English Program Student,

<sup>2</sup>E-mail: suwaree.yo@ssru.ac.th, <sup>3</sup>angvarrah.li@ssru.ac.th

<sup>2,3</sup> Business English Program, Suan Sunandha Rajabhat University

### Abstract

This study aims to 1) To survey frequency of vocabulary (nouns and adjectives) related to the English advertisement of bags; 2) To analyze noun phrase structures in English online advertisement of bags. The research method is qualitative with document analysis. Data are collected from 1,000 English ads, from nineteen websites. Identify parts of speech by using TagAnt program and classify the word frequency by using Antconc program. The results show that 1) The overall of three frequent words found from top 50 are leather (12%), strap (7%) and shoulder (5%), respectively. The top three frequent nouns are still leather (14%), strap (8%) and shoulder (6%). For adjectives found are: adjustable (8%), smooth (6%) and small (5%), respectively. There are eleven categories found: accessory, attribute, color, component, material, number, shape, size, style, texture, and type. 2) Three types of noun phrase structures were: The most complex one is Pre-Post modification at 69%, Pre-modifiers at 29% and Post-modification at 2%. There are varieties of noun phrase structures found including vocabulary categories. The study is the most useful for L2 of Business students in creating advertisements and other marketing materials.

**Keywords** Noun phrase structures, English advertisement, Online advertisement

### Introduction

It is undeniable that all companies in the world today need to employ advertisements to introduce their products. Advertisement is a form of communication between the creator of advertisement and the consumer (Lapanska, 2006:17). Since it is a form of communication, the concern about the language seems to be essential. Since advertisements are creative, understanding advertisements may stimulate learners' creativity and promote learners' motivations in studying languages. Moreover, it can be said that language awareness is likely to emerge from learning about languages, including English. This suggests that understanding



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vocabulary and grammatical structures related to advertising and aid English as a foreign language (EFL) learners and teachers using advertisement as their teaching tools.

A noun phrase is a phrasal constituent whose head is a noun. The simplest noun phrase consists of an article and a head. The head may be modified in two ways. It can be pre-modified or post –modified (Quirk, 1985, p.1238-1350). According to Heather Macfadyen (1994) “a phrase is a group of two or more grammatically linked words without a subject or predicate”. A noun phrase is defined as phrase that consists of a pronoun on noun with any number of associated modifiers, including adjectives (small, red, lovely) adjectives phrases, adjectives clause, possessive adjectives (my, his, her) adverbs (very, extremely) determiners (the, a, an) preposition phrases and other nouns in the possessive case. According to Hasselgard et al (1998: 2) there are two types of noun phrases: one is noun as the head of noun phrase; the other one is pronoun as the head of noun phrase. According to Bakken (2006), the head of a noun phrase is a noun or a pronoun. If the head is a noun, it may combine with determiners, pre modifiers and post modifiers. On the contrary, if the head is a pronoun, determiners will normally not occur, and even if modifiers occur these are usually post-modifiers (Cambridge Dictionary, 2020).

Noun phrases in English and in other languages can function as subjects, primary and secondary objects of prepositions (AL-Monem, 2018). British Council (2020) refers noun phrases to a noun or a pronoun which can be classified into two types: pre-modifiers and post-modifiers. Pre-modifiers go before the noun while post-modifiers go after the noun. However, there can be a combination between pre-and-post modification. The examples of the possible structures of pre-modification and post-modification are as follows:

### Pre-modification

Structures	Examples
Determiners + numbers + adj. + n.	These six young children
Determiners + quantifiers + adj. + n.	Their many young children
Determiners + numbers + n.	The six children
Determiners + n. + n.	A Thai children
Adj. + n.	young children
N. + n.	Thai children



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### Post-modification

Structures	Examples
Prep. phrases	a man <b>with a gun</b>
-ing phrases	the man <b>standing over there</b>
relative clauses	an eight-year-old boy <b>who attempted to rob a sweet shop</b>
that clauses	She got <b>the idea that people didn't like her.</b>
to infinitives	I've got no decent shoes <b>to wear.</b>

Source: British Council (2020); Noun phrases

Studying on English ads is essential for a Second Language learners (L2) especially business students because plenty of words (new words), phrases structures continuously created by ad agencies with the new collection products both online and offline. Studying on online products advertisements is a channel for L2 supportiveness and encouragement in digital era learning with the language used in real modern life.

### Objectives

The aims of the study are:

1. To survey frequency of vocabulary on nouns and adjectives related to the English advertisement of bags;
2. To analyze noun phrase structures in English online advertisement of bags.

### Scopes

This study focuses on the analysis of English nouns and adjectives and noun phrase structures in online advertisements from nineteen websites.

### Methodology

1. Survey the popular brands of bags appearing in the websites. Nineteen brands found are Bao Bao, BOYY, Burberry, Celine, Charles & Keith, Coach, Coccinelle, Dior, Fendi, Givenchy, Hermes, Kate Spade, Louis Vuitton, Michael Kors, Miu Miu, TED Baker, Tory Burch, Valentino and Yves Saint Laurent;
2. Collect 1,000 ads from the aforementioned 19 websites;
3. Identify parts of speech of vocabulary from the ads by using TagAnt program (Anthony, 2020);



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4. Identify the frequency of words from the ads by using Antconc program (AntConc, 2019);
5. Classify the categories of vocabulary from the ads;
6. Identify noun phrase structures.

## Results and Discussion

The results found the frequency of vocabulary and noun phrases structures from bags online advertisement as follows:

### 1. Frequency of Vocabulary

1.1 The top three highest frequent words found are leather (476, 12%), strap (257, 7%) and shoulder (206, 5%), respectively (see Table 1).

**Table 1** Top 50 words with high frequency

No.	Words	Freq. (%)	No.	Words	Freq. (%)	No.	Words	Freq. (%)
1	leather	12	18	detachable	2	35	design	1
2	strap	7	19	finish	2	36	flap	1
3	shoulder	5	20	black	2	37	handbag	1
4	adjustable	4	21	gold	2	38	zip	1
5	metal	4	22	logo	2	39	interior	1
6	chain	3	23	two	2	40	Italian	1
7	closure	3	24	canvas	2	41	style	1
8	tote	3	25	mini	1	42	hardware	1
9	handle	3	26	shape	1	43	wallet	1
10	pocket	2	27	iconic	1	44	zipper	1
11	smooth	2	28	metallic	1	45	oversized	1
12	detail	2	29	clasp	1	46	polished	1
13	crossbody	2	30	medium	1	47	compartment	1
14	calfskin	2	31	monogram	1	48	signature	1
15	small	2	32	soft	1	49	backpack	1
16	print	2	33	large	1	50	pebbled	1
17	removable	2	34	structured	1			



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### 1.2 The most frequency of nouns from top 50

The top three highest frequent nouns found are still leather (476, 14%), strap (257, 8%) and shoulder (206, 6%) (see Table 2). These top three words indicate the material (leather), component (strap), and attribute (shoulder).

**Table 2** Top 50 nouns with high frequency

No.	Words	Freq. (%)	No.	Words	Freq. (%)	No.	Words	Freq. (%)
1	leather	14	18	clasp	2	35	buckle	1
2	strap	8	19	monogram	2	36	clutch	1
3	shoulder	6	20	design	1	37	stud	1
4	metal	4	21	flap	1	38	bucket	1
5	chain	3	22	handbag	1	39	satchel	1
6	closure	3	23	zip	1	40	lock	1
7	tote	3	24	Italian	1	41	motif	1
8	handle	3	25	style	1	42	color	1
9	pocket	3	26	hardware	1	43	lambskin	1
10	detail	3	27	wallet	1	44	look	1
11	crossbody	3	28	zipper	1	45	satin	1
12	calfskin	2	29	compartment	1	46	suede	1
13	print	2	30	signature	1	47	edges	1
14	finish	2	31	backpack	1	48	trim	1
15	logo	2	32	silhouette	1	49	material	1
16	canvas	2	33	effect	1	50	tone	1
17	shape	2	34	pouch	1			

### 1.3 The most frequency of adjectives from top 50

The top three frequent adjectives found are: adjustable (137, 8%), smooth (90, 6%) and small (75, 5%), respectively (see Table 3). These top three words indicate the attribute (adjustable), texture (smooth), and size (small).



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**Table 3** Top 50 adjectives with high frequency

No.	words	Freq. (%)	No.	words	Freq. (%)	No.	words	Freq. (%)
1	adjustable	8	18	polished	2	35	stylish	1
2	smooth	6	19	pebbled	2	36	durable	1
3	small	5	20	classic	2	37	flat	1
4	removable	4	21	quilted	1	38	inspired	1
5	detachable	4	22	refined	1	39	tanned	1
6	black	4	23	compact	1	40	vintage	1
7	gold	4	24	magnetic	1	41	antique	1
8	two	4	25	double	1	42	functional	1
9	mini	3	26	versatile	1	43	long	1
10	iconic	3	27	white	1	44	modern	1
11	metallic	3	28	feminine	1	45	timeless	1
12	medium	3	29	top	1	46	essential	1
13	soft	3	30	embossed	1	47	exterior	1
14	large	3	31	new	1	48	front	1
15	structured	3	32	spacious	1	49	inside	1
16	interior	2	33	blue	1	50	shiny	1
17	oversized	2	34	sleek	1			

#### 1.4 Category of vocabulary from bag advertisement

It found ten categories; namely, accessory, attribute, color, component, material, number, shape, size, style, texture and type. As shown in Table 4.



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**Table 4** Categories of the vocabulary

No.	Categories	Examples of vocabulary
1	Accessory	bracelet , key, crystal, jewelry , diamond, star
2	Attribute	shoulder, adjustable, removable, detachable, new, spacious, compact, versatile, functional, durable, convertible, lightweight
3	Color	black, gold, white, blue, tan, beige, silver, yellow, pink, red, grey, green, taupe
4	Component	strap, closure, chain, handle, logo, clasp, flap, compartment, buckle, lock, zip
5	Material	leather, metal, calfskin, canvas, hardware, lambskin , satin, nylon, snakeskin, fabric
6	Number	two, double, three, triple, nine, tri, four
7	Shape	triangular, slim, round, trapezoid, rectangular, hexagon, oval, dome, curve, box, tube
8	Size	small, mini, medium, large, oversize, extra, big
9	Style	classic, elegant, vintage, antique, modern, timeless, stylish, casual, simple, pretty, charm, chic, daily, rich, luxurious
10	Texture	smooth, soft, polished, grainy, shiny, crinkled
11	Type	tote, pocket, crossbody, handbag, wallet, backpack, pouch, clutch, satchel, belt, luggage, shopping

## 2. Noun phrase structures

From 1,000 ads, there are three types of noun phrase structures found. The most one is Pre-Post modification at (1425, 69%), Pre-modifiers at (603, 29%) and Post-modification at (32, 2%). The Examples of structures and noun phrases are shown in Table 5.

Table 5 Noun phrase structures

No.	Types	Freq. (%)	Examples of Noun phrase structures	Examples of Noun phrase
1	Pre-modification	29	Adj.+N.+N.	adjustable leather <b>strap</b>
			Adj.+N.+N.	gold metal <b>hardware</b>
			Det.+Num+N.+N.	the 30 Montaigne <b>collection</b>
			N.+Adj.+ N.+N.+N.	ocean blue flat grain <b>leather</b>
			Det.+Adj.+N.	the removable <b>strap</b>
2	Post-modification	2	Prep. phrases	<b>Swingpack</b> with pop-up pouch
			Prep. phrases	<b>Dreamer</b> with signature canvas blocking
			Prep. phrases	<b>Mini Bag</b> with geometric flap decorated with the Fendi logo
			Prep. phrases	<b>backpack</b> with metal handle shaped like the F is Fendi logo
			Prep. phrases	<b>wallet</b> on chain in black calfskin, with metal studs
3	Pre-Post modification	69	Adj.+N.+N.+Prep. phrases	teen Triomphe <b>bag</b> in shiny calfskin
			Adj.+N.+N.+Prep. phrases	Nano belt <b>bag</b> in grained calfskin
			Adj.+N.+N.+Prep. phrases	medium Antigona <b>bag</b> in smooth black box leather
			N.+N.+Prep. phrases	Dreamer <b>wristlet</b> with snakeskin detail
			Adj.+N.+N.+Prep. phrases	smooth <b>leather</b> with a brilliant metallic sheen

In this study, we only studied 1,000 online bag ads from 19 brands. The samples used in the study were not from any additional sources. Hence, the diversity of information may not occur. Vocabulary, as one of the knowledge areas in language, plays a great role for learners in acquiring a language (Cameron, 2001). Nation (2001) further describes the relationship between vocabulary knowledge and language use as complementary: knowledge of vocabulary enables language use and, conversely, language use leads to an increase in



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vocabulary knowledge. Schmitt (2000) states that “lexical knowledge” is central to communicative competence and to the acquisition of a second language. These suggest that a researcher may study with a triangulation of other data sources such as a learner perspective to gain more promising findings for the next study.

## Conclusion

There is a variety of vocabulary and different structures of noun phrases appearing in English online bag advertisements. Those vocabulary and structures will be useful for L2 learners’ perception in language acquisition both reading and writing skill on ad creation. The positions of determiners, quantifiers, numbers, adjectives, nouns, etc. are the guidelines for practising language skills. Including some words do not frequently appear in normal texts but that are beneficial for language learners as an ad lexicon and a glossary of advertising terms on bags.

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