

Noun Phrase Structures in English

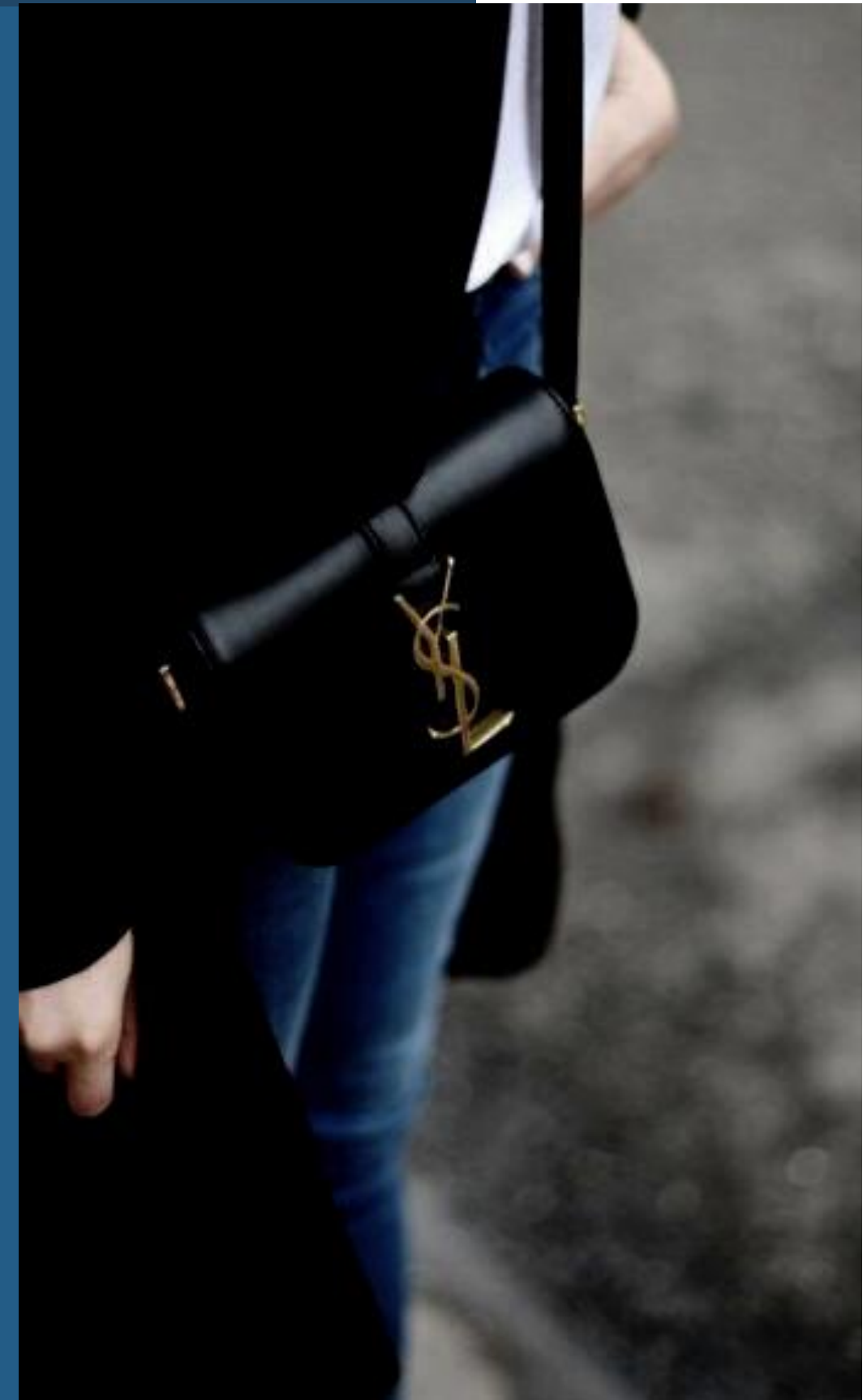
Online Advertisement

on Bags

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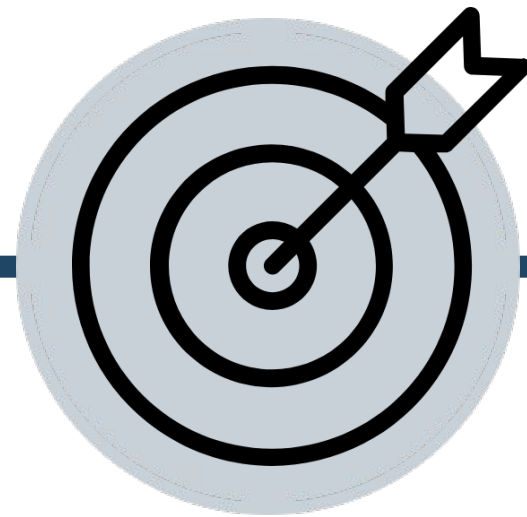
Suan Sunandha Rajabhat University



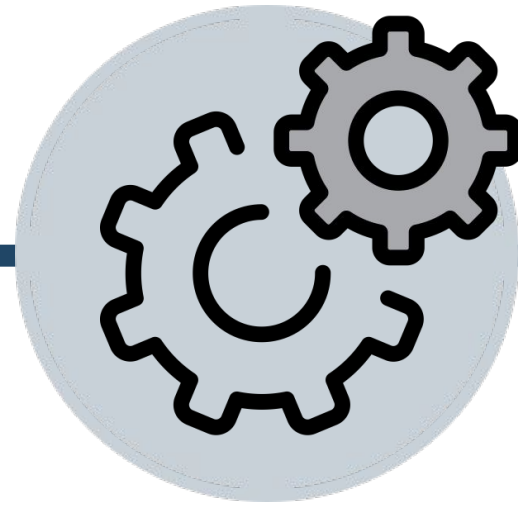
Outline



RATIONALE OBJECTIVES



PROCEDURE



RESULT



CONCLUSION

Rationales

- ❑ All companies need to employ advertisements to introduce their products.
- ❑ Understanding vocabulary and grammatical structures related to advertising can aid English as a foreign language (EFL) learners and teachers using advertisement as their teaching tools.
- ❑ Noun phrase seems to be a language structure that is normally used ads.

Objectives

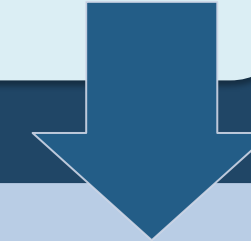
- ✓ To survey the frequency of vocabulary on nouns and adjectives related to the English advertisement of bags.
- ✓ To analyze noun phrase structures in English online advertisement of bags.

Methods

Collect 1,000 ads from 19 websites



Identify parts of speech by using TagAnt



Identify frequency by using AntConc



Classify the categories of vocabulary



Identify noun phrase
structures

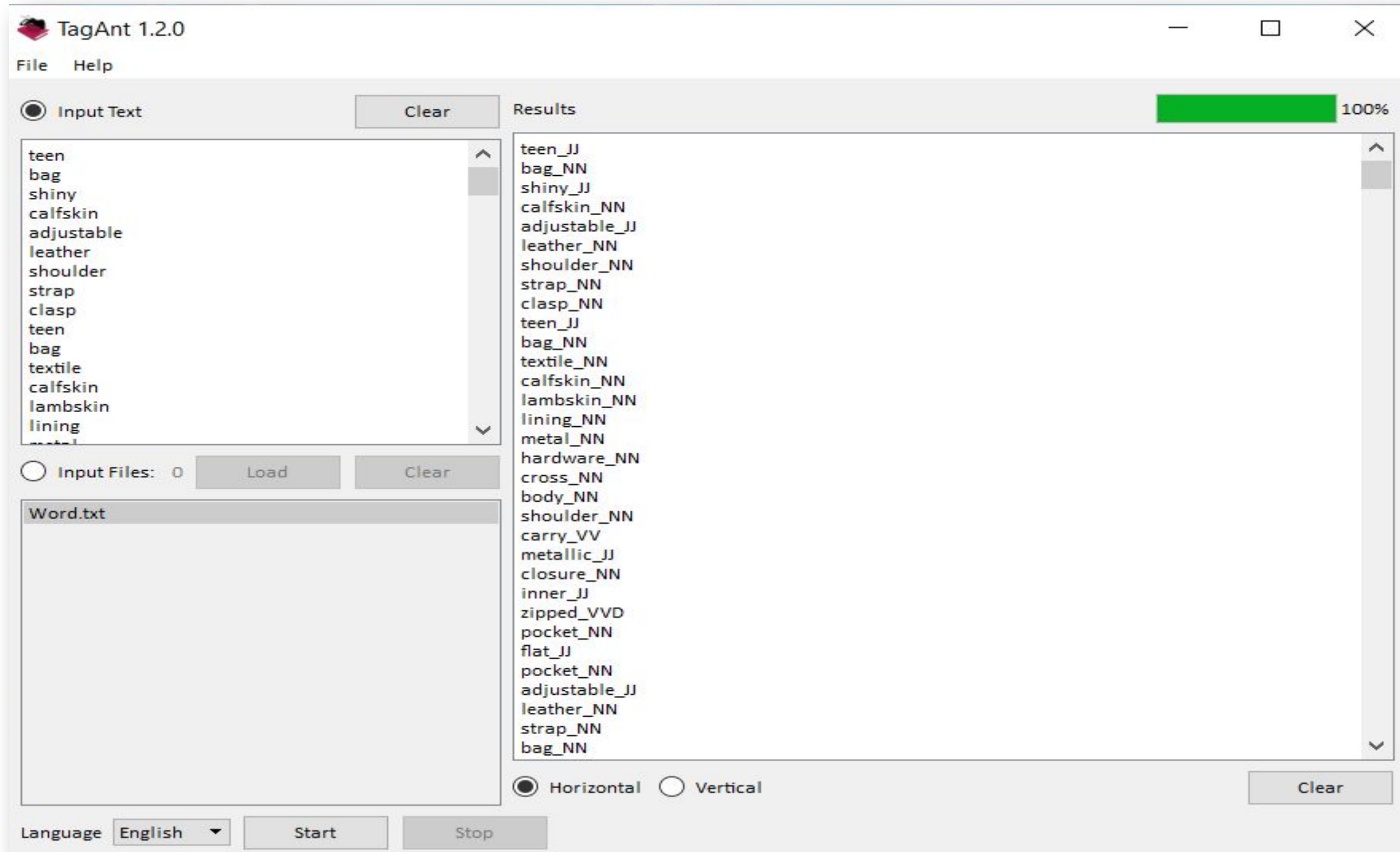
Collect 1,000 ads from 19 websites

19 brands



Website (URL)	No.	Brand	Advertisement
https://www.celine.com/en-us/celine-shop-women/bags/new/teen-triomphe-bag-in-textile-and-natural-calfskin-188882BGI.04LV.html	1	Celine	Teen Triomphe bag in shiny calfskin teen Triomphe bag in shiny calfskin with an adjustable leather shoulder strap and a Triomphe clasp.
https://www.celine.com/en-us/celine-shop-women/bags/new/teen-triomphe-bag-in-textile-and-natural-calfskin-188882BGI.04LV.html	2	Celine	Teen Triomphe bag in textile and natural calfskin 100% lambskin lining gold metal hardware cross-body and shoulder carry Triomphe metallic closure inner zipped pocket and flat pocket adjustable leather strap.

Identify parts of speech by using TagAnt program



Examples of word in the TagAnt program

NN = Noun

JJ = Adjective

VV = Verb

VVD = Verb, past tense



Identify frequency by using AntConc program



AntConc 3.5.8 (Windows) 2019

File Global Settings Tool Preferences Help

Corpus Files
Word.txt

Concordance Concordance Plot File View Clusters/N-Grams Collocates Word List Keyword List

Word Types: 1107 Word Tokens: 9391 Search Hits: 0

Rank	Freq	Word	Lemma Word Form(s)
1	506	bag	
2	476	leather	
3	257	strap	
4	206	shoulder	
5	137	adjustable	
6	133	metal	
7	92	chain	
8	92	closure	
9	92	tote	
10	91	handle	
11	90	pocket	
12	90	smooth	
13	85	detail	

Search Term ☒ Words ☐ Case ☐ Regex

Hit Location Search Only 0

Lemma List ☐ Loaded

Word List ☐ Loaded

Start Stop Sort

Sort by ☐ Invert Order

Sort by Freq

Clone Results

Total No.
1

Files Processed

Classify the categories of vocabulary from the ads

Brand	Advertisement	Noun Phrase	Structure	Word
Celine	Teen Triomphe bag in shiny calfskin teen Triomphe bag in shiny calfskin with an adjustable leather shoulder strap and a Triomphe clasp.	teen Triomphe bag	Adj+N+N	teen
				bag
		shiny calfskin	Adj+N	shiny
				calfskin
		adjustable leather shoulder strap	Adj+N+N+N	adjustable
				leather
				shoulder
				strap
		Triomphe clasp	N+N	clasp
Celine	Teen Triomphe bag in textile and natural calfskin 100% lambskin lining gold metal hardware cross-body and shoulder carry Triomphe metallic closure inner zipped pocket and flat pocket adjustable leather strap.	teen Triomphe bag	Adj+N+N	teen
				bag
		textile and natural calfskin	N+and+Adj+N	textile
				calfskin
		100% lambskin lining	Num+N+N	lambskin



11 Categories

Accessory

Attribute

Color

Component

Material

Number

Shape

Size

Style

Texture

Type

Identify noun phrase structures

Advertisement	Noun Phrase	Analyze
Teen Triomphe bag in shiny calfskin teen Triomphe bag in shiny calfskin with an adjustable leather shoulder strap and a Triomphe clasp.	Teen Triomphe bag in shiny calfskin	Pre-Post
	teen Triomphe bag in shiny calfskin with an adjustable leather shoulder strap and a Triomphe clasp	Pre-Post
Teen Triomphe bag in textile and natural calfskin 100% lambskin lining gold metal hardware cross-body and shoulder carry Triomphe metallic closure inner zipped pocket and flat pocket adjustable leather strap.	Teen Triomphe bag in textile and natural calfskin	Pre-Post
	100% lambskin lining	Pre-modifiers
	gold metal hardware	Pre-modifiers
	cross- body	Pre-modifiers
	shoulder carry	Pre-modifiers
	Triomphe metallic closure	Pre-modifiers
	inner zipped pocket	Pre-modifiers
	flat pocket	Pre-modifiers
	adjustable leather strap	Pre-modifiers
Boston bag in Triomphe canvas Boston bag in Triomphe canvas with two leather handles, an adjustable, removable shoulder strap and a double zip closure. The	Boston bag in Triomphe canvas	Pre-Post

Results

No.	Words	Freq. (%)	No.	Words	Freq. (%)
1	leather	12	11	smooth	2
2	strap	7	12	detail	2
3	shoulder	5	13	crossbody	2
4	adjustable	4	14	calfskin	2
5	metal	4	15	small	2
6	chain	3	16	print	2
7	closure	3	17	removable	2
8	tote	3	18	detachable	2
9	handle	3	19	finish	2
10	pocket	2	20	black	2

**Top 50 words with high
frequency**

Results

No.	Words	Freq. (%)	No.	Words	Freq. (%)
1	leather	14	11	crossbody	3
2	strap	8	12	calfskin	2
3	shoulder	6	13	print	2
4	metal	4	14	finish	2
5	chain	3	15	logo	2
6	closure	3	16	canvas	2
7	tote	3	17	shape	2
8	handle	3	18	clasp	2
9	pocket	3	19	monogram	2
10	detail	3	20	design	1

Top 50 nouns with high frequency

Results

No.	words	Freq. (%)	No.	words	Freq. (%)
1	adjustable	8	11	metallic	3
2	smooth	6	12	medium	3
3	small	5	13	soft	3
4	removable	4	14	large	3
5	detachable	4	15	structured	3
6	black	4	16	interior	2
7	gold	4	17	oversized	2
8	two	4	18	polished	2
9	mini	3	19	pebbled	2
10	iconic	3	20	classic	2

Top 50 adjectives with high frequency

Results

Categories of the vocabulary

No.	Categories	Examples of vocabulary
1	Accessory	bracelet, key, crystal, jewelry, diamond, star
2	Attribute	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, 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

Results

Types of Noun Phrase Structure

Pre-modification

**Post-modificati
on**

Pre-Post modification

Results

No.	Types	Freq. (%)	Example of Patterns	Example of Noun phrases
1	Pre-modification	29	Adj.+N.+N.	adjustable leather <u>strap</u>
			Det.+Num+N.+N.	the 30 Montaigne <u>collection</u>
			N.+Adj.+N.+N.+N.	ocean blue flat grain <u>leather</u>
			Det.+Adj.+N.	the removable <u>strap</u>

*** Det = Determiners

Num = Number

Results

No.	Types	Freq. (%)	Example of Patterns	Example of Noun phrases
2	Post-modification	2	Prep. Phrases	<p><u>Dreamer</u> with signature canvas blocking</p> <p><u>Swingpack</u> with pop-up pouch</p> <p><u>bag</u> with geometric flap decorated with the Fendi logo</p> <p><u>backpack</u> with metal handle shaped like the F is Fendi logo</p> <p><u>wallet</u> on chain in black calfskin with metal studs</p>

*** Prep. phrases = Prepositional Phrases

Results

No.	Types	Freq. (%)	Example of Patterns	Example of Noun phrases
3	Pre-Post modification	69	Adj.+N.+N.+Prep. phrases	teen Triomphe <u>bag</u> in shiny calfskin
				Nano belt <u>bag</u> in grained calfskin
				medium Antigona <u>bag</u> in smooth black box leather
				smooth <u>leather</u> with a brilliant metallic sheen
			N.+N.+Prep. phrases	Dreamer <u>wristlet</u> with snakeskin detail

*** Prep. phrases = Prepositional Phrases

Conclusion

- ✓ Variety of vocabulary and different structures of noun phrases.
- ✓ Significant for L2 learners' perception in language acquisition.
- ✓ Guidelines for practising language skills.
- ✓ Benefit for language learners.



THANK YOU