

CHAPTER 1

INTRODUCTION

This chapter provides the background of the study. It also states the problems in the analysis of collocations in newspaper advertisement. The purposes of the study, delimitation of the study, and definition of terms are also included.

Background of the Study

Communication is a human activity that plays a major role in people's daily life. Language is used as a medium for communication. Treece (1994, p. 5) also suggested that there are three main purposes of communication, which are to inform, to persuade, and to entertain. All intentional communication is persuasion in the sense that sender wishes a receiver to understand a certain message and to accept or be influenced by that message.

Effective communication is usually two ways communication in which a message is understood by a receiver and, perhaps, a specific message is agreed (Martin & Kroitor, 1980, p. 4). Language is a means of communication that uses symbols to share ideas, insight, and feelings. Quirk and Widdowson (1985, p. 1) noted that English has been more widely spread and become the main language of more countries than any other language is or ever has been.

The quick advancement in communication technology enables people all over the world to communicate with each other using English as an international language.

DeVito (2000, p. 2) divided human communication into five types: Intrapersonal communication, interpersonal communication, small group communication, public communication and mass communication. Mass media usually involves huge companies. The purpose of mass media is to entertain, inform and persuade a large number of people.

Newspaper is a form of print media that contains feature editorials, letters to the editor, movie listing, horoscopes, comics, sports, film reviews, classified ads, and a host of other material (Dominick, 2005, p. 101). Crystal (1997, p. 84) explained that newspaper is not only an international media: They play an important role in the identity of a local community.

Advertising is a form of communication intended to persuade readers to take some action to buy a product or service; mass production had increased the flow of goods and fosters competition, so consumer purchasing power is growing, and new printing techniques provide fresh display possibilities. Weilbacher (1984, p. 12) suggested that the primary purpose of advertising and communication is to persuade the customer or listener that this information is beneficial. Successful advertising represents successful communication with the consumer. Besides, advertisements are presented as sources of information in order to enable the consumer to make educated choice between products. Aaker and Myers (1975, p. 307) said that the communication process in advertising reflects some changes in the general knowledge,

feelings and image of the consumers; it has significant power to influence an internal change of behavior.

An advertisement in newspapers is called an ad or a classified ad. The first newspaper with commercial advertising was *The Daily Mail*, and the first advertisement was placed in the late nineteenth century. Fill (1995, p. 302) said that advertising can be done through print media, broadcast, new media, and so on. Russell and Lane (1993, p. 268) revealed that newspapers are a basic local medium, with all the advantages of local media for the national advertiser: (1) freedom to advertise to a widespread audience when and where desired, and (2) the ability to conduct a national campaign, adapting the headline to each city market or running test ads in a number of markets.

People believe what they read in newspapers because the purpose of a newspaper is to report news. Book and Schick (1990, p. 113) said that the other advantage of newspapers is credibility because most television, radio, and magazine advertising is presented as a tool of entertainment, while newspapers are a source of information and news. The language used in newspaper advertisements is usually persuasive language aimed at creating memorable and impressive image of products, in order to create special effects. The correct choice of words, phrases or sentences to be used in advertisements greatly contributes to the creation of images and conveys information, in order to influence audience's thinking and attitudes. Persuasive language in advertisements is usually filled with powerful, meaningful and colorful words. A definition of persuasion defined by Simon (as cited in O'Keefe, 2002, p. 2) is that persuasion is communication for changing people's attitudes.

Therefore, for those advertisers who are non-native speakers of English, English newspaper advertisements should be an important corpus of English vocabularies, specifically English collocations. As Muller (2006, p. 3) explained that collocation refers to the expression and words which are often used together, so non-native speakers using two or more words together often have problems when using English language.

Statement of the Problem

There is high competition in the commercial world, so advertising is a medium that greatly concerns every company. Arens and Bovee (1994, p. 6) defined advertisements as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process. Therefore, advertisements try to convey information and influence the behavior of consumers, so an advertiser is the one who has a major role to create the text on advertising. The advertising has some message, which provides information about the product. It may be descriptive information about the product when under the general category of text or other text that in the purpose tends to catch the readers' attention and persuade them to buy.

Collocation is the way words combine in language to produce natural-sounding speech and writing. Most collocations can be called *word collocations*, which are correct words that are combined together. For example, in the phrase *small fortune*, the word *small* cannot be changed to *little*, even though

word *small* and *little* are the same in meaning. Furthermore, there is another form of collocation, which might be called *category collocation*, in which a word can combine with any word from a set of words, which can be predicted by the set of words. For example, with the word *passport*, the possible collocates include Canadian, Mexican, Swiss, etc., predicting that any nationality may be used with the word *passport* (Francis & Poole, 2009, pp. 5-7). It can be seen that most of non-native speakers of English make collocation errors at times because of their lack of knowledge, and because they often learn vocabulary word by word. The problems non-native speakers may have with English vocabulary use include the appropriate combinations of words; it is an aspect of language called *collocation* because non-native speakers have a more limited experience and may frequently collocate words in a way that sounds strange to native speakers. Besides, the problem for the English language learner is that there are no collocation rules that can be learned; on the other hand, the native English speaker strategies make the correct collocation, based on a lifetime's experience of reading and hearing the words in set combinations of words. Therefore, it is interesting to study collocations.

Therefore, this study was conducted to examine newspaper to discover collocations used in different advertisement categories.

Non-native speakers often fail to choose the correct combination of two or more words due to their unawareness of collocation properties in the words. The identification of different types of collocations was investigated in this study. Furthermore, the researcher investigated collocations in term of how words co-occur in various categories of advertising as follows: Tours and

travelling, educations, property, consumer product, and services; she also examined types of collocation: Adjectives and noun, nouns and verbs, noun and noun, verbs and expressions with prepositions, verbs and adverbs, and adverbs and adjectives because these collocations are often used in each category of advertising. The researcher also analyzed how two or more words are combined together and interpret the collocations based on the collocational restrictions to persuade the consumers.

Purposes of the Study

The data of the study was analyzed with three specific purposes:

1. To explore collocations used in newspaper advertisements to discover different types of collocations.
2. To analyze the co-occurrence or combination of words under collocational restrictions.
3. To establish a conceptual framework drawn from the analysis of collocational restrictions.

Research Questions

To accomplish the purposes stated above, which are relevant to the analysis of collocations of the study, three primary research questions were proposed in this study:

RQ1. What are the types of collocations used in newspaper advertisements?

RQ2. How do words in collocations co-occur based on collocational restrictions?

RQ3. What are the trends of co-occurrences of words used in English newspaper advertisement?

Delimitation of the Study

Several types of advertisements (job classified, tours and travel, educations, property, consumer products, and services), which were printed in English newspapers during March to May 2010, were selected for this study. This study limited its scope to the analysis of collocations. Collocations to be found in this study were analyzed based on the researcher's interpretation; they fall into six types of collocation: Adjective and nouns, noun and verbs, noun and noun, verbs and expressions with preposition, verbs and adverbs, and adverbs and adjectives, as categorized by McCarthy (1990, p. 12). They appear in advertisements, but logos, web sites, price, telephone or fax numbers, e-mail, branches of manufacturers, and office hours were not included. Besides, any service advertisements which have repeated content were not included in this study. The advertisement must be written in English. Newspapers and supplements will be collected by using random sampling technique.

Importance of the Study

This research was conducted for non-native speakers of English who have problems with English vocabulary use, particularly collocations used in advertising, and those language learners who want to do writing at an advanced level and want to increase the range of their English vocabulary in order to help their language be more natural and more easily understood. Combley et al. (2010, p. 7) stated that collocation is a central feature of language, when learners are speaking or writing, so it is as important as grammar. Moreover, most common words in English have more than one meaning, and collocation contributes to meaning. When non-native speakers use words, they have to use the surrounding context to point to the meaning intended. Non-native speakers need alternative and richer ways of expressing themselves, in order to make an impression in their writing and speaking. Finally, it is easier to remember and use language in chunks or blocks rather than as single words.

This study will also provide guidelines for the effective use of language and how to use some words together by using the notion of types of collocations in several categories of newspapers advertisements.

Finally, this study would be beneficial to non-native speakers wanting to employ appropriate word combinations in order to sound natural and accurate.

Definition of Terms

Significant terms related to the study are defined as follows:

Collocation

Collocation refers to a combination of two or more words together (McCarthy & O'Dell, 2005, p. 4). Collocations combined properly sound right to native English speakers, who use them all the time. On the other hand, other combinations may be unnatural and sound wrong.

Lexical Collocation

Lexical collocation refers to a type of construction where a verb, noun, adjective or adverb forms a predictable connection with another word.

Collocational Restrictions

Collocational Restrictions refer to the co-occurrences are determined both by the meaning of the individual words and by conventions about how words collocate with other words which there is no exact borderline between collocations that is predictable from the meanings of the individual words suggested by Palmer (1976, p. 96).

Collocational restrictions based on range. Refers to the restrictions on the co-occurrences of words based on the range of the meanings of the words that co-occur.

Collocational restrictions based on meaning. Refers to the restrictions on the co-occurrences of words that are based on the meanings of the words that co-occur.

Collocational restrictions based on strictest sense. Refers to the restrictions on the co-occurrences of words that are based on the strictest sense of words that co-occur.

Registers

Registers refers to language varieties used by speakers which are considered to be appropriate for different occasions and situations of use.

Persuasion

Persuasion refers to a communicative process meant to alter the beliefs, attitudes, intentions, or behavior of another by the conscious or unconscious use of the words and nonverbal message (Ilardo, 1981, p. 3).

Summary

This chapter discusses how newspaper advertisements play an important role in the lives of readers, especially certain types of newspaper advertising, which are full of persuasive language that is interesting to many people. The objectives of this study are as follows: First, to identify types of collocation; secondly, to analyze how words of collocations found in newspaper advertisements are combined or co-occur based on the collocational

restrictions; and lastly, to establish a conceptual framework to be drawn from the analysis of collocations based on the collocational restrictions. Finally, it mentions the importance of the study: How advertisement writer combine words by using the notion of types of collocation in several categories in newspaper advertisements for the effective use of advertising language.