

## CHAPTER 3

### METHODOLOGY

This chapter identifies the types of collocation that will be analyzed based on collocation restrictions. It gives the reason why newspaper advertisements released in the *Bangkok Post* are selected to be studied and also includes a sampling of the newspaper advertisements to be analyzed.

#### Selecting Materials

Newspaper advertisements are not only a source of information about products and services, but also a medium that represents people's cultures and lifestyles at the time that advertisements are produced or released. Moreover, words, phrases, and sentences used in advertisements usually reflect the popularity or the trend of using words, idioms, and phrases at the time. Newspaper advertisements, therefore, should be a corpus of English vocabulary and English collocations from a certain period. The reason why the researcher has chosen advertisements from the English daily newspaper the *Bangkok Post* is that it is Thailand's leading English daily newspaper, reaching a broad readership, especially English-speaking readers in Thailand. In addition, the selection of advertisements from different locations in the newspaper and from the supplementary publications allows diversity in

the data. To categorize the advertisements into six groups may reveal the prominent features of collocations chosen in each category.

### **Data Collection**

Newspaper advertisements are selected as the data of this study, and the samples will be selected randomly from different locations in the *Bangkok Post* and its supplementary publications. Fifty newspaper advertisements will be selected from each category of advertisement. The total number of samples, therefore, will be 350. The classification of advertisements into six categories is based on the researcher's consideration, as follows: Job classified advertisements, property, consumer products, tours and travelling, services, and education. The organization of the data analysis will be based on six types of collocations: Adjective and noun; noun and verbs; noun and noun; verb and preposition; verb and adverb; and adverb and adjective.

### **The Research Methodology**

Data analysis will be in a descriptive analysis format. The researcher will investigate the total samples of newspaper advertisements to discover collocations used in them. The collocations will be classified into six types of collocation: Adjective and noun; nouns and verb; noun and noun; verb and preposition; verb and adverb; and adverb and adjective. The co-occurrence of words will be analyzed and interpreted based on the collocational restrictions,

which fall into three kinds: Collocational restriction that is based on range, collocational restriction wholly based on the meaning, and collocational restriction based on the strictest sense. Besides, the frequency of occurrences of collocations will be counted, based on type of collocation mentioned earlier. The expectation of the study is to look for the trend of collocations employed in the advertisements of each category. However, this study will cover the areas responding to the research questions mentioned earlier in chapter 1.

The sub-problems or research questions are as follows:

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 advertisements?

## **Summary**

To answer the research questions, the analysis of data obtained from newspaper advertisements will be presented descriptively in detail. The researcher will examine each advertisement to discover the types of collocations in the text. The identification and the analysis of the collocations will be presented based on the type of collocation. Furthermore, the interpretation of each type of collocation will be interpreted based on three

kinds of collocational restrictions: Restrictions that are based on the meaning of the words that co-occur, restrictions that are based on the matter of range, and restrictions that are concerned with the “strictest sense” and involved with neither meaning nor range.