

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the data analysis and interpretation. The collocations used in English newspaper advertisements will be identified according to six categories of advertisements: Job classified advertisements, property advertisements, consumer product advertisements, tour and travel advertisements, service advertisement, and educational advertisements.

Data Analysis

The data analysis and interpretation are presented in descriptive analysis format. The co-occurrences of words are analyzed and classified into six types of collocations: Adjectives and nouns, nouns and verbs, nouns and nouns, verbs and prepositions, verbs and adverbs, and adverbs and adjectives.

In addition, the analysis also covers the co-occurrences of words that are based on three kinds of collocational restriction: Collocational restriction that is based on meaning wholly; collocational restriction that is based on range; and collocational restriction that is based on strictest sense.

Table 1*Number of Occurrences and Percentage of Types of Collocations Found in Six Categories of Advertisements*

| Types of Collocations | Job Classified | Advertisement Categories | | | | | | Total |
|------------------------|----------------|--------------------------|-----------|----------|-------------------|-----------------|------|-------|
| | | Property | Education | Services | Consumer Products | Tour and Travel | | |
| Adjectives and Nouns | 321 | 160 | 28 | 44 | 84 | 69 | 706 | |
| Verbs and Prepositions | 43 | 42 | 18 | 12 | 85 | 24 | 224 | |
| Nouns and Verbs | 16 | 2 | 14 | 14 | 18 | 29 | 93 | |
| Nouns and Nouns | 23 | 22 | 4 | 12 | 7 | 20 | 88 | |
| Verbs and Adverbs | 11 | 4 | 2 | 7 | 2 | 3 | 29 | |
| Adverbs and Adjectives | 1 | 14 | 5 | 1 | 3 | 4 | 28 | |
| Total | 415 | 244 | 71 | 90 | 199 | 149 | 1168 | |



According to Table 1, across the total 300 samples of newspaper advertisements, the collocation type adjectives and nouns occurs the most frequently (706 collocations); the type of collocations observed the second most (224 collocations) is verbs and prepositions; third is nouns and verbs (93 collocations); the fourth most common type is nouns and nouns (88 collocations); fifth is verbs and adverbs (29 collocations); and the type of collocation observed least is adverbs and adjectives (28 collocations).

Therefore, it can be concluded that the type adjectives and nouns appeared the most in the job classified category (321 collocations), followed by verbs and prepositions in consumer product advertisements (85 collocations). The third type of collocation is nouns and verbs in tour and travel (29 collocations); the fourth most frequent type of collocation is nouns and nouns in job classified (23 collocations), while adverbs and adjectives in property are fifth (14 collocations), and they are rarely found in job classified advertisements and service advertisements. Finally, the sixth type of collocation, verbs and adverbs could be found only 11 times in job classified advertisements.

Job Classified Advertisements

As Messmer (2007, p. 77) stated the advantage of job classified advertisement in newspapers; first, they are legally sound, as anyone can have access to a newspaper because it costs less than other media and is spread around such as book store, coffee café, etc. Second, job classified advertisements attract potential candidates who may not be focused on searching for job on

internet or other way. Finally, it is possible to certify that it can reach all minorities and age groups, which is the main purpose of advertisers' efforts to reach diverse readers.

Senior Manager - Factory Operation

Our company, a Japanese owned manufacturer of factory automated and laser machines is seeking an experienced senior manager to take responsibility for the day-to-day management of its factory operations and to assist the Managing Director in all areas of management.

Duties & Responsibilities

- Oversee the full spectrum of factory operations to ensure the efficient and smooth running of the plant.
- Responsible for production planning, factory profitability, cost control, timely production & delivery, store management and stock control.
- Maintenance of good safety standards and quality of products.
- Develop and oversee budgets, plans, programmes to ensure optimum utilization of equipment, space, facility and human resource necessary to meet manufacturing objectives.
- Develop and implement action plans to maximize production and prepare manufacturing facilities for future production demand.
- Supervise, coach and motivate team of workers and review their performance.
- Prepare monthly management reports on production output, stock, delivery etc. and provide input into other functional areas.
- Assist sales in providing technical support to customers.

Skills and Specifications

- Degree in Mechanical Engineering or Industrial Engineering.
- At least 10 - 12 years experience in similar position.
- Maturity with understanding of broad business issues.
- Project planning and management experience.
- Possess initiative and able to act decisively.
- Ability to organize and motivate a team of workers.
- Good interpersonal and communication skills.
- Thai National, able to speak and write in simple English

Applicants are to submit online at : hrkgrp@gmail.com
Or write to : Attn. Mr.Ying - Private and Confidential, Tel: 02-902-2668-71
Ataru Engineering (Thailand) Co., Ltd.
9/56 Moo 5 , Paholyothin Rd., Klongnueng, Klongluang, Pathumtani 1212

Figure 1 Job classified advertisement.

Note. From "Advertisement Page," 2010, June 7, by *Bangkok Post*, p. 3.

As shown in Figure 1, individual words or sequences of words collocate with certain groups of words in the context of job applications. Such typical patterns of collocations are normally used to identify potential candidates' skills, qualities, or competencies that are required for performing a job, for example, *good interpersonal and communication skills; ability to organize and motivate a team of workers*. It can be said that in job classified advertisements, the exact or certain words collocate with other words or sequences of words to convey the exact meaning in an attempt to attract the right candidates.

Collocations of the type adjectives and nouns are found the most frequently in job classified advertisements. These noun phrases in job classified advertisements are normally used to identify the qualities of abstract nouns, often of the candidates' qualifications required for each kind of job and some other aspects related to job application. Noticeably, the recurrences of some nominal collocations in job classified advertisements allow us to see the trend of particular adjectives that fit the context of the job application. Some distinctive examples of collocations of this type are as follows:

| | |
|--|--|
| <i>good command of spoken English</i> | <i>English professional experience</i> |
| <i>good command of written English</i> | <i>good command of English</i> |
| <i>excellent skills</i> | <i>excellent communication skills</i> |
| <i>excellent English skills</i> | <i>good interpersonal skill</i> |
| <i>strong communication skills</i> | <i>good computer skills</i> |

Pairs of verbs and prepositions are found the second most frequently in job classified advertisements. Most of the verbal phrases found in classified advertisements are commonly used phrases in which verbs are accompanied by typical prepositions to create a particular meaning in the context of job application. For example, in the verbal phrases like *looking for*, *submit to*, or *participate in*, only the prepositions *for*, *to*, and *in* can accompany the verbs *look*, *submit*, and *participate*, respectively, in order to fit the context of job application. Some examples of regular pattern of verbal phrases that are often found in classified advertisements are presented below:

| | | | |
|-----------------------|--------------------------|-----------------------|----------------------|
| <i>is looking for</i> | <i>join our team in</i> | <i>seeking for</i> | <i>working for</i> |
| <i>care for</i> | <i>be considered for</i> | <i>ask for</i> | <i>preparing for</i> |
| <i>deal with</i> | <i>gained from</i> | <i>integrate with</i> | <i>involve in</i> |
| <i>contribute to</i> | <i>respond to</i> | <i>submit to</i> | <i>matter to</i> |
| <i>participate in</i> | <i>apply on-line to</i> | <i>negotiate on</i> | <i>seek for</i> |

Collocations in the pattern of *a . . . of . . .*, or the type noun and noun, are found the third most frequently. Generally, collocations in noun and noun form are found in classified advertisements to describe the quality of something; for example, *the quality of life* means the standard of something when compared to other things like it; how good or bad something is Crowther (1995, p. 950), and in *a sense of ownership*, *sense* is a noun collocated with *ownership*, which is a noun meaning the feeling people have of being an owner.

| | | |
|---------------------------|------------------------------|------------------------|
| <i>form of the word</i> | <i>the quality of life</i> | <i>team of workers</i> |
| <i>quality of service</i> | <i>benefits of investing</i> | |

Moreover, a variety of collocations in the noun and verb form suggests some interesting collocations used in job classified advertisements, even though they are not found in a great amount. Apart from general verbs like *take* and *make* that are usually combined with nouns like *responsibility* and *a difference*, respectively. More specific verbs like *provide*, *build*, and *oversee*, for instance, are combined with specific nouns to specify particular or involved meanings of the context. Some more examples of the type of nouns and verbs are presented below:

| | |
|---------------------------------------|--------------------------------------|
| <i>take responsibility</i> | <i>provide full range</i> |
| <i>oversee budgets</i> | <i>review their performance</i> |
| <i>participate in the development</i> | <i>possess initiative</i> |
| <i>support the transition</i> | <i>make a difference</i> |
| <i>build relationship</i> | <i>establish vendor relationship</i> |
| <i>provide recommendation</i> | <i>make impact</i> |

As in other forms of advertising, good techniques are required for writing effective job advertisements. In job advertisements, the job is the product, and the aim of job classified advertisements is to attract job applicants' interest. Mostly, it is found that the writers use simple words or phrases, i.e. collocations that are easy to read and understand. However, sometimes the writers of advertisements choose collocations that best describe the characteristics of the jobs or the organizations. Moreover, the use of appropriate words or collocations makes the statements and descriptions credible.

Some outstanding examples of collocations used with an attempt to attract job applicants and make the jobs and the organizations special are presented in the quoted phrases or sentences:

A Leader in the global hospitality industry is looking for competent individuals and active professionals.

By choosing the word *global* to describe a noun like *industry*, the writer intends to persuade the job applicants to put their trust in the company or the organization. The word *global* can collocate with a number of words, whereas not many words can replace *global* in the *global industry* to convey the same meaning.

Other examples of collocations used to describe the specific qualities of the job candidates are presented in the quoted phrases or sentences below.

Pleasant personality with excellent track record in relevant field.

A Leader in the global hospitality industry is looking for competent individuals and active professionals.

Soneva Kiri by six senses is inviting applications from *eligible* candidates to fill the following *important positions*.

Words like *pleasant*, *excellent*, *competent*, *active*, and *eligible* are used frequently in the context of job applications to describe the characteristics of the applicants. Generally, such words can collocate with a number of words to describe various kinds of entities, whereas their synonyms rarely replace them to convey the same meaning in the context of job application.

Another technique used to persuade the job applicants is to offer them information about salary and other benefits the applicants would earn. There

is little or no variety in the use of words to describe the salary and benefits in job advertisements and many collocations found are also related to register or technical terms like *attractive salary, competitive salary, provident fund, maternity and dental allowance, housing allowance, contributory provident fund, medical and insurances benefits*, as in the following:

In addition to offering an *attractive salary and fringe benefits*, there is a *contributory provident fund, medical and insurances benefits*, together with *14 working days annual vacation*.

We offer a *good remuneration package* including *attractive salary, housing allowance, group life and medical insurance, provident fund, meal, maternity and dental allowance, uniform* and 5 working days/week to the right candidates.

Some outstanding collocations, whose collocational restrictions are based on the strictest sense of words that co-occur, are used extensively and recurrently in job classified advertisements, especially in phrases like *excellent interpersonal skills; excellent written, spoken, and presentation skills in Thai and English; good command of written and spoken both Thai & English; good computer skills (MS Office)*, etc. The word *excellent* normally collocates with a number of words or group of words, whereas the typical words or groups of words concerning the skills, qualities or competencies, like *interpersonal skills, command of written and spoken*, and *computer skills*, only collocate with *excellent* to convey the meaning of the highest or finest quality, i.e. the highest or finest skills, qualities or competencies that the employers are seeking. Substituting synonyms of *excellent* like *superior*,

outstanding, great, premium, superb, etc. is not possible in this context of job application. Nevertheless, the same terms for skills etc. are applicable with *good* or *fair*, as well.

An example of collocational restriction that is based on a range of meanings of words that co-occur is how a noun like *resume* collocates with certain verbs like *submit to*, *send*, and *email* to convey the meaning that the résumé should be sent to persons who are responsible for considering it. The three verbs *submit to*, *send*, and *email* have some things in common semantically, i.e. they refer to the channels to transfer documents or things in the same format.

The outstanding characteristic of the language in job classified advertisements is that the phrases are acceptable and idiomatic collocations. It is distinctive that typical patterns of sequences or groups of words are used to describe particular aspects or ideas extensively and recurrently by various firms. This significantly suggests that there are not many new words or collocations in this kind of advertisement. It may be presumed that there is no emergence of new words or collocations for this kind of advertisements. Most advertisements made by different firms share in common the same patterns of sequences or groups of words in their writing for job advertisements. Typical collocations are used in the lists of skills, qualities, or competencies that are likely to be required in most of the posts being advertised. This is because this kind of advertisements is aimed at the individual applicants who are normally interested in the job already. Therefore, there is no need for the advertisers to make an attempt to attract the

readers' attention. The advertisers' choice of collocation, then, suggests the nature of individual job classified advertisements. However, when some advertisers choose very persuasive words or collocations to present the characteristics of the organizations or the firms, they are trying to persuade the job applicants to have a positive attitude towards the firms and put their trust in the firm, presumably because the companies might be in need of the job applicants who really fit the organizations or the firms.

Finally, more collocations found in job classified advertisements can be categorized into five groups, as follows:

Adjectives and Nouns

| | |
|-------------------------------------|-----------------------------------|
| <i>automated and laser machines</i> | <i>manufacturing facilities</i> |
| <i>experienced senior manager</i> | <i>future production demand</i> |
| <i>day-to-day management</i> | <i>monthly management reports</i> |
| <i>managing director</i> | <i>production output</i> |
| <i>full spectrum</i> | <i>functional areas</i> |
| <i>efficient and smooth running</i> | <i>technical support</i> |
| <i>cost control</i> | <i>Mechanical Engineering</i> |
| <i>store management</i> | <i>Industrial Engineering</i> |
| <i>stock control</i> | <i>Similar position</i> |
| <i>good safety standard</i> | <i>broad business issues</i> |
| <i>optimum utilization</i> | <i>project planning</i> |
| <i>human resource</i> | <i>management experience</i> |
| <i>manufacturing objectives</i> | <i>simple English</i> |
| <i>action plans</i> | |

Verbs and Prepositions:

take responsibility for

assist the managing director in

assist sales in

Nouns and Verbs:

take responsibility

assist the managing director

oversee the full spectrum of factory operations

ensure the efficient and smooth running of the plant

develop and oversee budgets, plan programmes

ensure optimum utilization of . . .

meet manufacturing objectives

develop and implement action plans

maximize production

prepare manufacturing facilities for . . .

supervise, coach and motivate team of workers

review their performance

prepare monthly management reports on . . .

provide input into . . .

assist sales

providing technical support

possess initiative

organize and motivate a team of workers

Nouns and Nouns:

the efficient and smooth running of the plant

maintenance of good safety standards

quality of products

Verbs and Adverbs:

act decisively

Property Advertisements



Baan Ratchadamri

Own the ultimate freehold condominium on the block . . .

Don't miss this rare "freehold" opportunity with a supreme location and architectural excellence. Arguably the best Penthouse in the city - Freedom of the entire floor with 360 degree views and world class interiors that are unparalleled. Featuring spacious, family-oriented layouts with vibrant and sophisticated finishes. Overlooking the famed RBSC and in walking distance to the BTS, Central World and the airy Lumpini Park!

AVAILABLE NOW!!!
 Only 2 units
 Price: THB 60 - 135 Million
 Size: 266 - 422 Sq.m.
02 688 7555

Agents Welcome
Plus Agency
www.plus.co.th

Figure 2 Property advertisement.

Note. From "Advertisement Page," 2010, April 30, by *Bangkok Post*, p. 10.

As shown in Figure 2, colorful, emotional and dramatic collocations that arouse the potential buyers' desire for a specific accommodation are used extensively, mostly in sequences or groups of words. Such collocations, which are used to represent the characteristic qualities of the accommodation, are intended to establish their superior status over the competitors. Some examples of emotional collocations are as follows:

Freedom of the entire floor

rare freehold opportunity

supreme location and architectural excellence

featuring spacious, family-oriented layouts

Collocations found and observed in this sample are shown below.

Adjectives and Nouns:

ultimate freehold condominium

rare "freehold" opportunity

supreme location

architectural excellence

the entire floor

360 degree views

world class interiors

spacious, family-oriented layouts

vibrant and sophisticated finishes

walking distance

the airy Lumpini Park

Nouns and Nouns:

freedom of the entire floor

The type of collocation most often found in property advertisements is adjectives and nouns. It can be noticed that most of the adjectives used in property advertisements to describe both concrete and abstract nouns often collocate with other words that have something in common semantically, for instance, *contemporary style* and *contemporary designs*. Typical adjectives that are used to describe nouns are usually dramatic and colorful words, as the writers intend to attract the readers' attention. The outstanding examples of collocations of the type adjectives and nouns are as follows:

| | | |
|----------------------------|----------------------------------|-----------------------------|
| <i>spacious living</i> | <i>panoramic sea-view</i> | <i>contemporary designs</i> |
| <i>luxurious house</i> | <i>urban design</i> | <i>tailored services</i> |
| <i>urban elite</i> | <i>exclusive residences</i> | <i>perfect balance</i> |
| <i>charming villas</i> | <i>five star neighborhood</i> | <i>ample space</i> |
| <i>boutique living</i> | <i>beachfront villa</i> | <i>landmark location</i> |
| <i>boutique resorts</i> | <i>beachfront residence</i> | <i>yachting lifestyle</i> |
| <i>marina-front living</i> | <i>sophisticated environment</i> | |

Collocations of verbs and prepositions are found the second most frequently in property advertisements. A number of phrasal verbs are used variously, sometimes repeatedly, to fit different contexts. For example, in the verbal phrases *decorated with* or *equipped with*, only the preposition *with* can accompany the verbs *decorated* and *equipped* in order to create the specific meaning to fit the context. However, it can be seen that verbs like *located*

or *start* can be accompanied by other prepositions, as in *located in*, *located at*, *and located on*, *start at*, and *start from*.

Collocations of nouns and nouns are found the third most frequently in property advertisements. Like other types of collocations found in property advertisements, noun and noun collocations are combinations of dramatic and colorful words used in the writer's attempt to attract their readers' attention. The recurrent use of some words, like *the heart*, suggests the uses of weak collocations, as in *the heart of SATHORN*, *the heart of Bangkok*, and *the heart of the city*, where the words which *the heart* can be accompanied by are numerous. Other distinctive examples also include:

full range of facilities *contemporary of living style*
ultimate lifestyle of luxury and convenience

Furthermore, it is noteworthy that there are recurrent uses of collocations of typical adverbs and adjectives in property advertisements. Noticeably, an adjective like *furnished* often collocates with the adverb *fully* and is rarely found collocated with other emphatic verbs. A few examples of collocations of the type adjectives and nouns found are the following:

completely independent *completely private*
easily accessible *beautifully decorated*

In property advertisements, the accommodation is the product and the aim of property advertisements is to attract their target customers' interest. It is clear that the writers of this kind of advertisement use a great number of colorful and powerful words, especially words in superlative modes, which are used frequently to attract the readers' attention. Such words or collocations

in superlative modes create credibility in the products, i.e., the accommodations, and arouse the readers' interest. The nature of this kind of advertisement enables the readers to discover a number of unique collocations. Some outstanding examples are as follows:

Located directly on the Chao Phraya River in the midst of Bangkok's most exclusive and desirable areas.

Smart move. The most prestigious business address. The most intelligent business decision. Grade A offices for rent.

Soak up the views from the secluded Lamai beach at the private cliff top retreat with spacious pool villas and the island's only hydrotherapy spa.

Beachfront, Panoramic seaview at Koh Lanta Krabi

It is noticeable that the writers frequently use sequences or groups of words or collocations in this kind of advertisement. Words are collocated in an appropriate order to convey the exact meaning. Although a word like *midst* can be replaced by its synonyms, such as *center* or *middle*, the writer chooses to use the word *midst*, which is more powerful than the two other words. By choosing the verb *soak up* to collocate with the noun *the view*, the writer intends to arouse the readers' feeling and create a vivid image in the readers' mind in order to persuade the readers.

In respect of collocational restrictions, there are a number of collocations whose words or sequences of words co-occur based on the meaning of words that co-occur. In the collocational phrase *warmly welcome*, *warmly* and *welcome* have something in common semantically, i.e. part of the meaning of *warmly* is shared with that of *welcome*: The meaning of *warm* is concerned

with showing enthusiasm and/or affection or to have a friendly manner, whereas *welcome* means to be pleased that somebody has come or has joined an organization, activity, etc. or to be pleased to receive or accept something. Both *warmly* and *welcome* have the sense of being pleasant.

In property advertisements, very colorful and prominent words or collocations are used mainly for a persuasive purpose. The advertisers choose such prominent collocational phrases in an attempt to establish their superiority over other competitors. The trend of words or collocations used in this kind of advertisement reflects the fact that property advertisements are very competitive and the advertisers have to be very creative in choosing sequences or groups of words that are collocationally acceptable and idiomatic. It should be noted that the product of property advertisements is usually offices or accommodations, mostly the latter, such as condos and houses. The advertisers need to influence the potential buyers' attitudes by establishing confidence in their accommodations and the accommodation's security, to create a desire for their accommodations and facilities, for instance. By choosing the persuasive collocations, the advertisements are attempting to direct the potential buyers' mind into the thought of producing desired action. The advertisers might create new collocations to fit the specific context of advertisements.



Consumer Product Advertisements



CLINIQUE
Late night? Who has time these days to use an eye mask or put cold metal spoons on their eyes? You need to wake up and go. Clinique introduces its new All About Eyes Serum De-Puffing Eye Massage, an instantly cooling rollerball that deposits a liquid-gel serum to help massage and refresh puffy eyes on contact.

Figure 3 Consumer product advertisement.

Note. From “Supplementary Publications,” 2010, May 13, by *Bangkok Post*, p. 11.

Figure 3 is an example of a typical consumer product advertisement, full of collocations of register and jargon in which words co-occur in specific context and for specific purposes. Such collocations of register and jargon are invented or created particularly in response to the individual new emerging

technologies or to building brand image of individual products. This example also shows that sequences or groups of words that are collocationally acceptable play an important role in persuasive advertisements. Following are a good example of collocations of register and jargon in which words co-occur in sequences:

Clinique introduces its new All about Eyes Serum De-Puffing Eye Massage, an instantly cooling rollerball that deposits a liquid-gel serum to help massage and refresh puffy eyes on contact.

Collocations observed in this sample are given below.

Adjectives and Nouns:

| | | |
|----------------------------|-------------------------|--------------------------|
| <i>late night</i> | <i>eye mask</i> | <i>cold metal spoons</i> |
| <i>cooling roller ball</i> | <i>liquid-gel serum</i> | <i>puffy eyes</i> |

Nouns and Verbs:

use an eye mask
deposits a liquid-gel serum
put cold metal spoons on their eyes
massage and refresh puffy eyes on contact

Adverbs and Adjectives:

instantly cooling roller ball

The familiar phrases of the type verb and preposition (phrasal verbs) are found in a great number of consumer product advertisements. There is a great variety of uses of this type of collocation, as it can be seen that a typical verb like *start* can be accompanied by different prepositions, depending on the meaning involved, for example, *start from*, *start at*, or *start for*, etc.

Examples of collocations of this type are various and numerous, ranging from general verbs to more specific verbs. Here are some examples:

make of *put to* *put into* *turn into* *required to*
bring into *fitting in* *fits into* *ready to* *charge with*
focus on *subscribe by* *get started for* *enable to*
engaged in *committed with* *believe in* *submerged to*

Furthermore, collocations of adjectives and nouns, namely noun phrases, are also found nearly in the same amount as phrasal verbs. In consumer product advertisements, most of the adjective and noun collocations are the combinations of attractive and powerful words that encourage the prospective buyers to take a look at goods or products that are advertised. It is distinctive that most of the collocations of this type are the typical register and jargon of each kind of product, sometimes of each brand, in which a word or group of words co-occurs with a certain word or group of words. Adjectives and nouns collocations found in consumer products range from a combination of two words to a group of words. Some outstanding examples that best represent typical collocations used in consumer product advertisements are presented below:

new arrival *immediate delivery* *perfect shot*
economy rates *trendy lifestyle* *sustainable growth*
automatic upgrades *waterproof make up* *redness recovery*
eye-popping shades *glorious 3D images* *hygienic water tanks*
special interest rate *ultra-slim design* *stunning new look*
dynamic fitness centre *lighter cream texture* *first class quality*

extra long lasting formula

high quality transmission technology

198-page beautifully taken photo book

The Top Quartile Integrated Petrochemical Complex

free around-the-world air ticket

international pharmaceutical standards

leading plastic resin producer

high-pressure resistant plastic pipes

When it comes to collocations of the type nouns and verbs, it can be said that there is no variety in the uses of this type of collocations. The repeated uses of general verbs like *make* and *take* are found across this kind of advertisements. Some examples are presented below:

make a decision *make the possible* *fulfill its obligation*

ensure availability *manage storage resource*

simplify management *enhance production*

create opportunities *create product varieties*

completed your work life *preserve the balance of nature*

Make the world's greatest football tournament

receive a special interest rate

It can be seen that the main purpose of consumer product advertisements is to sell the products to the potential purchasers. The advertisers normally choose words that best describe or represent the characteristics or the qualities of the commodities. The more attractive and powerful the words are, the more persuasive the advertisement is. It is noticeable that there are a number of

persuasive words or phrases that are frequently used by advertisers, like *sale up to 30% discount, new arrival, on sale now, offer a 40% discount, special offers, hot promotion*, etc. Moreover, sequences or groups of words used for ranking things are used quite often by advertisers for the purpose of convincing the consumers that the products advertised have some qualities which make them superior to similar brands. The superlative modes then are used very often to draw the readers' attention. Some examples are as follows:

high quality transmission technology

The world's local bank

World's First 3D LED TV

first class quality

The world's first experience with precious, rich and realistic 3D images on LED screen

The Notebook that achieved the highest reliability score in research from Brand Age in 2010

The words like *the world, world's highest, best, first*, etc. are used frequently to describe the qualities or other aspects involving the products to strengthen the credibility of the products. Such words can collocate with numerous words, i.e., they can be used to describe almost everything; they are powerful words that have a strong influence on the readers' mind.

Choosing words or collocations in which these words are composed, therefore, is a good technique for the effective writing of advertisements. Additionally, in a sequence of words like *the highest reliability score*, the words are composed in order to place the relationship. *The highest* modifies *reliability*

score, as it collocates with *score*, whereas *reliability* modifies *score* and collocates with *score* at the same time.

However, using words like *highest*, *best*, and *first* is only one way to draw consumers' attention. Apart from using the superlative mode as a technique for creating credibility in the commodities, the advertisers may use another effective technique like drawing the credible research findings to claim the good characteristic of the products. Besides, another approach to persuasive advertisements is to convey the perception by using a given product. This technique may help an individual be more successful with some groups of readers or consumers. For example, even though other products are similar, a particular laptop might gain a reputation for being ideal for people with electronic products, and thus attracts a specific sector of consumers.

There are numerous kinds of products that are advertised. Collocations found across the consumer product advertisements vary from commonly used collocations to unique collocations, such as register or technical terms. Examples of such unique collocations that are probably invented with specific purposes in response to the new emerging technologies are as follows:

Green Spot is a major F&B manufacturer in Thailand, and at the heart of its operation is an enterprise resource planning (ERP) system, which manages financial info, sale transactions and logistic operations.

Finding its existing server infrastructure unsuitable to handle the demands of its ERP system as well as future growth, the IT team set about on a virtualization solution to prioritize needs while maximizing server resources for their robust ERP system.

They can easily move ERP system to run on other server in case of failures or maintenance with minimal fuss, reducing downtime by 75%.

The real smart phone from the real leader of hi-speed Mobile Internet.

Special offers for AIS Black Berry customers who subscribe the Black Berry Internet 50MB package will get special bonus of 100MB internet (1-31 May 2010) and get 50MB in the following month.

Bangkok Bank Union Pay credit card Thailand's first credit card offering you extra spending power and platinum privileges in China, Hong Kong, Macau and 31 other countries worldwide.

New soft drink bottle caps that are lighter and made from less plastic, high-pressure resistant plastic pipes, chemical additives that enhance production, are among many alternatives we offer to producers and consumers who care for the environment.

The co-occurrences of words that are based on the strictest sense of the meanings of words that co-occur are best illustrated by the new modern collocations that are invented to support the new emerging technologies, like *hi-speed Mobile Internet*, or in a register that is used in a specific context, like *platinum privileges*. In a noun phrase like *hi-speed Mobile Internet*, a few words are combined collocationally based on the strictest sense and involving neither meaning nor range. Thus it might be said that, since *mobile* means able to move freely or be easily moved (Cambridge Dictionaries Online, n.d.), we can use the term *mobile phone* to mean a telephone that can be easily carried anywhere, but not “a dynamic phone” or “moveable phone”.

The lack of variety and choice indicates that there is one word to refer to the quality of being moveable when used with a phone.

Individual product advertisements use different persuasive techniques to draw the target customers' attention and entice them into purchasing the products. Consumer product advertisements are directed and intended for individuals and families. Interestingly, advertisers use adjectives to build up the brand, as adjectives convey moods and emotions. Sequences of words or phrases that are collocationally acceptable then contribute greatly to the addition of value to the products and the brands. Therefore, the collocations with adjectives and nouns are used extensively and purposefully in consumer product advertisements, sometimes to introduce new emerging products and, sometimes to re-introduce products. Consumer product advertisements then allow the new emerging or modern-day collocations that are invented particularly to support products with interesting innovations.

Tour and Travel Advertisements



A HAVEN OF TRANQUILITY
FOR THAI RESIDENTS

River Escape
offer from
THB 3,000
per night*

Located along the Chao Phraya River, The Peninsula Bangkok offers a serene retreat and haven. Enjoy the River Escape offer including daily breakfast, 25% off at any of the hotel's restaurants and bars, plus your choice of one value-added benefit:

- Upgrade to a Deluxe Suite
- Set dinner for two at River Cafe and Terrace
- 50-minute Aromatherapy Body Massage for two at The Peninsula Spa by ESPA

For reservations or more information, please contact us on (02) 861 2888.

THE PENINSULA
BANGKOK

Figure 4 Tour and travel advertisement.

Note. From "Advertisement Page," 2010, May 26, by *Bangkok Post*, p. 5.

Figure 4 provides a good example of tour and travel advertisements. Obviously, the use of colorful, dramatic, or emotional sequences of words or collocational phrases in travel advertisements suggests the nature of tour and

travel business; advertisers try to present their outstanding characteristics in order to appear superior to others. By choosing typical colorful sequences or groups of words that are collocationally acceptable, the advertisers intend to arouse the potential clients' interest. Nevertheless, although colorful and dramatic sequences of words or collocations are preferably used in this kind of advertisements, collocations of register and jargon are used regularly to capture with exactness and economy precise meanings, like *one value-added benefit, upgrade to a Deluxe Suite*, for instance.

Following are collocations found and observed in the above sample.

Adjectives and Nouns:

serene retreat the river escape offer daily breakfast
25% off one value-added benefit deluxe suite
set dinner more information
50-minute aromatherapy body massage

Verbs and Prepositions:

located along upgrade to contact on

Nouns and Verbs:

offer a serene retreat and haven
enjoy the River Escape offer
plus your choice of . . .
upgrade to a Deluxe Suite

Nouns and Nouns:

a haven of tranquility

Most of the collocations found in tour and travel advertisements involve the register of travel advertisements. They are mainly used to represent scenic beauty, services, hospitality, and travel events. In tour and travel advertisements, collocations of adjectives and nouns are found the most frequently. Distinctively, a great number of dramatic and colorful adjectives are found, mostly to describe the characteristics of accommodations and facilities.

In addition, collocations of nouns and verbs are found the second most frequently. It is found that typical general verbs, such as *have* or *make*, collocate with various particular nouns, for example, *have fun*, *have a deal*, *make a difference*, *make new friends*, and *make reservation*. The more specific verbs like *enjoy* or *discover* collocate with particular nouns to specify the meaning involved, for instance, *enjoy a stopover*, *enjoy the best fares*, *enjoy great deal*, *discover the rest of your life*, *discover true warm*.

Phrasal verbs are found the third most frequently, even though they are not found in a great number. Most of the phrasal verbs found are used repeatedly in different advertisements. Verbs that are found the most are verbs that can be applied with different prepositions, e.g., *start from*, *work for*, *arrive at*, *pay for*, etc.

The types of collocations that are found rarely in tour and travel advertisements are nouns and nouns, verbs and adverbs, and adverbs and adjectives. Examples of each type of collocations are shown below.

Nouns and Nouns:

round of golf *free of charge* *master of the waters*
heart of wild Pattaya *land of safaris* *a haven of tranquility*

Verbs and Adverbs:

gloriously late *basically beautiful* *easily blended*

Dramatic and colorful words are used extensively in this kind of advertisement, mainly to describe the characteristics of the accommodations, facilities and activities in tourism in an attempt to persuade the target customers. This is because such dramatic and colorful words can easily arouse the readers' interest. Collocations provide the writers or the advertisers ways of representing the accommodations, facilities, or any other things they wish to describe. The writers choose words or collocations that convey the exact meaning. Some examples of dramatic and colorful words are presented below:

And with 6 unique Anantara Thailand retreats just waiting to be explored, this summer offers the ultimate friends and family escape.

Revel in a third complimentary night, creating a total saving of up to 70%.

Savour delicious benefits with a 20% discount on food and beverage.

Until June 30, "Holiday Escape" is priced from US\$479 (around 17,000 baht) net per night . . .

Where you can lose yourself on a wide stretch of unspoiled beach yet always find us at your service. Where every room radiates the vibrant



colours of a coral reef, every texture is truly inspired and every moment has the serenity of the calm blue water outside.

It can be said that the recurrent uses of the same words or collocations in various advertisements in the tour and travel field suggest the nature of the co-occurrences of such words. The words like *luxury* or *escape*, for example, are found across the samples of tour and travel advertisements. Such words are used to collocate with so many different words in the context of travel.

The colorful statement “*We provide the most affordable rooms in the central heart of most attractive landmarks*” is an outstanding example for showing that collocations play an important role in persuasive advertisements. In the sequences of words or groups of words like *the most affordable rooms*, *the most*, which is a superlative, serves as an adjective and is used to modify the word *affordable rooms*, whereas *affordable* can also modify *rooms*, as it collocates with *rooms* at the same time. It can be said that the advertiser chose this collocation with the intention to convey that the room is not expensive, especially in such a location, which the advertiser labels as *in the central heart of most attractive landmarks*. Furthermore, the use of the collocation in the pattern of *a . . . of . . .*, as in *the central heart of most attractive landmarks*, significantly indicates that the advertiser chose the appropriate collocation to arouse the readers’ feeling for the persuasive purpose. The syntax, i.e., the order of words in the sequence of words, however, establishes the relationship of words involved. The superlative word *most* serves as an adjective and is used to modify *attractive landmarks*, whereas *attractive* modifies *landmarks* and collocates with it at the same time.

In addition, *central* serves as an adjective to modify *heart* as it collocates with *heart* at the same time. Interestingly, it is the co-occurrence or the combination of words or phrases that precede *of* and one that comes after *of* that plays an important, influential role. This best illustrates that advertisers' use of appropriate collocations contributes greatly to the approach to persuasive, effective advertisements.

The nature of this kind of advertisements reflects the great use of sequences of words or phrases with a persuasive purpose. A varied use of colorful and dramatic collocations is found in this kind of advertisements. Colorful and dramatic collocations build up the good image of the outstanding characteristics of the products advertised, i.e. the colorful and emotional collocations build the brands and enable the readers to recognize the products. It can be said that the advertisers' choices of collocations play an important role in the effective and persuasive advertisements.

Service Advertisements



BLUE SKY BAR & DINING

Blue Sky, a whole new perspective from a birds eye view over the City of Angels, is located on the top of the hotel with a 360° panoramic view over Bangkok's Skyline. It offers a dazzling range of cocktails, wines, spirits and beers along with delicious Tapas, Western and Asian menus. The perfect place to meet friends, have a romantic rendezvous, entertain guests or just relax and enjoy the view.

SOFITEL
LUXURY HOTELS
CENTARA GRAND BANGKOK

- Open daily from 18.00 to 2.00 hrs.
- For reservations, call 02 541 1234 ext. 4603



Figure 5 Service advertisement.

Note. From "Advertisement Page," 2010, May 31, by *Bangkok Post*, p. 13.

Figure 5 shows that sequences of words or collocations vary according to types of services being advertised. There is no such typical pattern or exact format for service advertisements. Figure 5 is an example of a typical advertisement, where dramatic and emotional words are chosen to collocate purposefully to create specific meaning in specific context of advertisement in an attempt to arouse the target clients' interest and desire. Interesting examples of collocations are as follows:

Blue Sky, a whole new perspective from a bird's eye view over the City of Angels, is located on the top of the hotel with a 360° panoramic view over Bangkok's Skyline.

The perfect place to meet friends, have a romantic rendezvous, entertain guests or just relax and enjoy the view.

Collocations found and observed in the above sample drawn from service advertisements are given below.

Adjectives and Nouns:

a whole new perspective a 360° panoramic view

a dazzling range the perfect place a romantic rendezvous

Nouns and Verbs:

It offers a dazzling range of cocktails, wines, spirits...

have a romantic rendezvous

entertain guests

enjoy the view

Nouns and Nouns:

the City of Angels

the top of the hotel

Verbs and Adverbs:

open daily

The type of collocation that is found most frequently in service advertisements is adjectives and nouns. Specific adjectives are used mostly to describe abstract nouns, e.g., the advantages or the benefits of the services, and related ideas in the context of service advertisements. The use of specific adjectives rather than general adjectives offers a wide range of collocations for the readers and hence a chance to communicate the message precisely. For example, in the pair of adjectives and nouns like *nutritious breakfast*, only the adjective *nutritious* fits with the noun *breakfast* in order to convey the specific meaning. Some examples of adjectives and nouns found in service advertisements are presented below:

| | | |
|---------------------------|---------------------------|-----------------------------------|
| <i>extensive menu</i> | <i>dessert lovers</i> | <i>botanical garden</i> |
| <i>wonderful delicacy</i> | <i>ultimate lifestyle</i> | <i>homemade chocolate</i> |
| <i>superb cuisine</i> | <i>popular tunes</i> | <i>conventional buffet</i> |
| <i>panoramic view</i> | <i>competitive price</i> | <i>medical condition</i> |
| <i>sweet lover</i> | <i>funky area</i> | <i>comprehensive care service</i> |

Interestingly, nominal collocations, which are combinations of jargon and register of specific fields, are found across various service advertisements that were observed. Examples of such nominal collocations are below:

Expatriate Medical Insurance

health insurance requirements

the Joint Commission International, Bangkok Heart Hospital

innovative treatment methods

off-pump coronary artery bypass surgery

Collocations of nouns and verbs are found the second most frequently, mostly in specific context. A variety of kinds of services offer a great number of collocations of nouns and verbs. The most frequent combination is verb (transitive) + abstract noun.

In *deliver your shipment*, transitive verbs can go together with the concrete nouns or transitive verbs, which can go together with the abstract nouns.

Noticeably, the combination of nouns and verbs is found in four different patterns: Transitive verbs + abstract nouns, transitive verbs + concrete nouns, intransitive verbs + abstract nouns, and intransitive verbs + concrete nouns. Some distinctive examples of the four patterns are presented below:

discover true warmth

offers comprehensive care services

deliver your shipment

Vibhavadi Hospital extends our heartfelt appreciation to you.

Don't miss the opportunity to visit this premier event!

Once their DNA is damaged beyond repair . . . they die.

A group of cells grows uncontrollably, invading and destroying healthy tissue, accumulating into an abnormal tumor mass, and sometimes spreading to other locations in the body.

In the collocation *discover the warmth* and *extend the heartfelt appreciation*, the verbs *discover* and *extend* can co-occur with a number of nouns, i.e., concrete and abstract nouns, while in the collocation *deliver shipment*, which means to take a large amount of goods to people's houses or places of work, the verb *deliver* cannot be replaced by the word *carry*, *convey*, and *transport* to give the same meaning.

Two types of collocations-nouns and nouns, and verbs and prepositions are found rarely in service advertisements. Some examples are as follows:

city of angels *king of fruits* *decades of reputation*
dazzling range of cocktails
complete harmony of the potential of Man and Technology

Since there are different types of services that are advertised, different techniques are used in order to persuade potential customers. Therefore, there is a variety of collocations used by the advertisers in service advertisements. It can be seen that the advertisers most of the time use words in a straightforward manner. Words or collocations found most often in this type of advertisement are quite simple and straightforward. Familiar collocations are often used, whereas collocations of register and jargon are used individually, so sometimes they are understood by specific groups of people. Sequences or groups of words that co-occur are found extensively in various types of services advertised.

Don't let your medical condition affect your financial status.

Make Bangkok Heart Hospital your trusted partner in healthcare.

Our 30-minute classes are designed for women to burn maximum calories in minimal time.

Chef Hong will prepare the noodle dishes in front of you in various styles in addition to the extensive international buffet served daily.

In this kind of advertisement, a service is the product of the advertisement. However, the advertisers' use of collocations varies according to kinds of services that are advertised. Some interesting examples of colorful and dramatic words or collocations are presented in the statements below:

Blinding heat . . . dripping sweat . . . praying for a cool breeze . . . and, the sweltering summer is upon us.

Award-winning Amburaya Spa at the Sheraton Pattaya Resort will rejuvenate your senses with 25 per cent discount on treatments until the end of May.

Apart from the use of such colorful and dramatic words, which is normally aimed to attract the readers' attention by making it noticeable to the readers, the use of powerful words or collocations like *award-winning* is then an approach to a persuasive advertisement. In a familiar collocation *award-winning*, the word *winning* cannot be replaced by its synonyms like *gaining*, *achieving*, *obtaining*, *receiving* to convey the same meaning. This is because *award-winning* is a combination of the words *award* and *winning*, of which the collocational restriction is based on the strictest sense.

The innovations of new products and services enable the advertisers to create new collocations for specific contexts. Although these collocations of register and jargon in some fields are not recognized by the majority of readers, the co-occurrence or combination of words are collocationally acceptable. The newly invented and modern-day collocations, therefore, suggest the increase in new technologies and innovations in new products and services. The use of collocations by advertisers, however, varies according to the kinds of services being advertised. In some kinds of services, for which jargon is necessarily required for a persuasive approach, the advertisers choose words or collocations that establish the credibility of the services. The advertisers, however, focus on the content and other persuasive techniques. The analysis reveals that the sequences or groups of words in which words co-occur collocationally contribute to the effective and persuasive approach. Choosing the right pairs or sequences of words convey the exact meaning intended by the advertisers and influence the readers' interest.

Education Advertisements

World-class Education Far From Urban Turmoils

PTIS
Chiang Mai, Thailand

The Prem
COMMUNITY FOR LEARNING

www.premcenter.org
Telephone 053 301 500

- One of the leading international boarding schools of Asia
- PTIS is located on a safe, secure and serene campus in the foothills north of Chiang Mai ... yet with direct daily flights to Bangkok and regional Asian cities
- Teaching tomorrow's global citizens today
- PTIS is a fully-accredited IB World School
- A comfortable "home-away-from-home" boarding environment
- Facilities designed to encourage families to visit and to participate with their loved ones
- Professional sports training academies for tennis, golf, cricket and football
- A superb Art House, an organic farm and Cooking School, and facilities for drama, yoga, dance ...
- Academic and sporting scholarship are now available for suitable candidate

Please join us for
an Informal
Information Evening
The Rembrandt Hotel
Sukhumvit Rd Bangkok
Thursday 13 May
5.00 pm - 8.00 pm
PH 053 301 500 Xtn 5031
to reserve your place



Figure 6 Education advertisement.

Note. From "Advertisement Page," 2010, April 30, by *Bangkok Post*, p. 10.

As shown in Figure 6, it appears that collocations that sound authoritative and weighty are used frequently in education advertisements, particularly to claim their status in international market. The recurrent use of such sequences or collocations that sound authoritative and weighty suggests that the advertisements are attempted to stress that the educational institutions or

program is trustworthy ones and superior to their competitors, for example, the advertiser claims that the school is *one of the leading international boarding schools of Asia*; *PTIS is a fully-accredited IB World School*; and *Teaching tomorrow's global citizens today*. Furthermore, sequences or groups of words that are collocationally acceptable are also used extensively and purposefully in an attempt to establish the approach to persuasive advertisement. Following are some examples drawn from Figure 6:

A superb Art House, an organic farm and Cooking School, and facilities for drama, yoga, dance . . .

Facilities designed to encourage families to visit and to participate with their loved ones.

Following are collocations found and observed in the above sample.

Adjectives and Nouns:

foothills north direct daily flights regional Asian cities

loved ones A superb Art House Cooking School

an organic farm tomorrow's global citizens suitable candidate

a full-accredited IB World School

professional sports training academies

Academic and sporting scholarship

the leading international boarding schools

a safe, secure and serene campus

A comfortable "home-away-from-home" boarding environment

Verbs and Prepositions:

PTIS is located on . . . encourage families to . . . please join us for . . .

Nouns and Nouns:

the foothills north of Chiangmai

one of the leading international boarding schools of Asia

Like other categories of advertisements, collocations of the type adjectives and nouns are found the most frequently, although not in a great number. In a strong collocation like *world-class business school*, the phrase *world-class* cannot be replaced by its synonym or any other words to give the same meaning. Interestingly, most adjective found in education advertisements are powerful words that are used for the purpose of persuasion. Some distinctive examples of collocations of this type are as follows:

beautiful environment foremost authority exclusive guided field trips

spacious campus top school top university

major goal global reputation intensive program

Collocations of verbs and prepositions are found the second most frequently. Typical collocations found and observed in education advertisements are those in which verbs are accompanied by certain prepositions but rarely by other prepositions to convey the same meanings. Examples of verb and preposition collocations are as follows:

drawn from contributed to awarded to prepare for

offered to invites to look forward to

The type of collocation that is found the third most frequently is the noun and verb type, where familiar verbs are often found collocated with certain groups or types of words. Examples of collocations of nouns and verbs are as follows:

reach the top *class held evenings and weekends* *submit you*
application *build partnerships* *gain entry*
change the world *launches futures earning money*
impart knowledge

Collocations of the other three types-nouns and nouns, verbs and adverbs, and adverbs and adjectives-are rarely found in education advertisements.

Examples of these three types of collocations are as follows:

well prepared *fully accredited* *officially accredited*
globally recognized

Although the purpose of education advertisements is the same as that of other forms of advertisements, most writers tend to use simple words, i.e. familiar collocations rather than colorful or dramatic words. However, it can be seen that there is frequent use of technical terms and registers in this kind of advertisement. Collocations that are technical terms or formal register are quite unique, in which one or more of the words that are combined cannot be replaced by different words or their synonyms. Some examples are as follows:

The British International School, Phuket is a co-educational day and boarding school.

TCIS offers a PreK-12 curriculum that is drawn from the United States.

TCIS offers a number of Advanced Placement (AP) courses Application submission period.

Webster is an American global university network with its home campus in St Louis, Missouri, USA and transferable network of campuses

around the world including USA, UK, Switzerland, The Netherlands, Austria, China, Japan, Mexico, and Thailand.

Certificates of Achievement by Chulalongkorn University will be given to all students completing the courses.

It can be said that most of the proper nouns, i.e., the names of the programs or the courses offered, are collocations that are created based on the predictability of the words that co-occur. The aim of educational collocation is to build the credibility of the institutes, i.e., schools, universities, colleges, etc. Therefore, the advertisers tend to use words or collocations that have strong influence on the readers' decision. Some examples are as follows:

Start an international Bachelor, Postgraduate or Master program in one of the leading Hospitality management institutions.

Industry hiring managers rank Glion and Les Roches among the top 3 hospitality management schools in the world for an international career.

Like other kinds of advertisements, words like *the leading*, *the top*, *global*, and *high* are used extensively by institutes to claim their characteristic qualities or status in the specific area. The writers choose words or collocations in which these words are composed as they try to persuade or convince the readers to believe in what they claim. Some examples are as follows:

KIS guides students to be engaged global citizens and lifelong learners by offering a broad and balanced international curriculum of high academic standards.

The Only World-class Business School in Thailand, Sasin has now officially been accredited not only by AACSB, but also by EQUIS which are the world's most demanding accreditation bodies.

Mentor International is a leading overseas educational consultancy representing over 40 UK, 12 Australia and many US universities, and a whole range of private high schools and English language schools

A world-class, international MBA programme which focuses on you as a leader from the very beginning.

The University of Leeds is a dynamic and successful centre of higher education with a global reputation for high quality teaching and research in a wide range of disciplines.

In addition, the advertisers often use emphatic expressions, in which adverb intensifiers are used to emphasize verbs. The writers tend to use typical adverb intensifiers like *highly* and *widely*, as in “*The SISB adopts the highly acclaimed and widely respected Singapore curriculum*”. Adverb intensifiers *highly* and *widely* are used to emphasize specific verbs like *acclaim* and *respect* to create emphatic expressions. These combinations of intensifier and verb are considered strong collocations. This suggests that the use of such collocations is actually a technique for effective and persuasive advertisements.

Interestingly, the combinations of verb and adverb or adverb and adjective are used frequently for persuasive purposes. The adverb *officially*, for example, can collocate with a number of verbs to convey the specific meaning: Formally and in a way agreed to or arranged by people in positions

of authority; as stated or accepted by people publicly but not privately or in reality; or in or relating to a position of responsibility that you hold (Cambridge Dictionaries Online, n.d.). A few examples of collocations where the adverb *officially* is used to convey such a meaning are as follows:

Sasin has now officially been accredited not only by AACSB, but also by EQUIS which are the world's most demanding accreditation bodies.

SISB is officially registered as iGSLE exam center in Thailand.

Sasin has now officially been accredited not only by AACSB, but also by EQUIS which are the world's most demanding accreditation bodies.

Distinctively, in education advertisements, persuasive words and collocations are used greatly and extensively. It can be said that an advertiser's choice of collocations greatly contribute to the persuasive approach to advertisements. There are numerous examples of persuasive words and collocations:

Apply now and look forward to a bright and successful future in schools that provide outstanding facilities and educational excellence within safe and secure learning environments

We are concerned that our students and staff are in a safe and accessible environment.

Prove your ability and reap the rewards.

Feel free to contact us to find out more about exciting programmes, first-class facilities, diverse and multicultural campus, comfortable university accommodation, excellent student support services, and of course the vibrant and bustling city centre.

Located in a safe and beautiful environment conducive to learning and producing Leaders for Tomorrow.

KIS lives and breathes the IB philosophy, offering a high-quality education, encouraging international-mindedness, and instilling a positive attitude to learning.

It is the only public international program that maintains an inclusive liberal arts focus, promoting a culture of learning that prepares its students to meet the challenges of living and working in a diverse and globalized world.

Often, the co-occurrences of words or groups of words in education advertisements are based wholly on the meanings of words or groups of words that co-occur. For instance, in the noun phrase *a diverse and globalized world*, part of the meaning of *globalized* is derived from its root, *globe*, which means the world, whereas the derivational affix *-ized* is attached after the other affix *-al* in sequence and in linear order to form the adjective *globalized*, part of whose meaning is also related to that of *diverse* to convey the meaning “to (make a company or system) spread or operate internationally” (Cambridge Dictionaries Online, n.d.).

Sequences of words or phrases that are collocationally acceptable enable the target markets to arrive at the meaning that the advertisers wish to convey. In the phrase *officially accredited*, which is intended to represent the credibility of some institutions or educational programs, the combination of the words *officially* and *accredited* are based on the strictest sense of the meaning of the two words. The word *officially* cannot be replaced by a synonym, such as *formally*, to convey the same meaning.

Education advertisements are directed and intended to convince the target markets, most of whom are students, as well as their parents. The advertisers tend to use words or collocations that establish credibility and trust in the institutions, e.g. schools, colleges, university or language institutions. Colorful, dramatic or exciting words or collocations that arouse the readers' feelings are hardly used in this kind of advertisement. Mostly, they are powerful collocational phrases that are used extensively in education advertisements in an attempt to claim that the institutes or organizations have an international reputation.

Summary

The data analysis and identification of the occurrence of collocations are presented in this chapter. The findings of the data analysis and co-occurrence reveal that all types of collocations were well-represented: Adjectives and nouns, nouns and verbs, nouns and nouns, verbs and prepositions, verbs and adverbs, and adverbs and adjectives. In total, 1168 pairs of words were found. Adjectives and nouns co-occurred the most (706 collocations across 50 samples from each category of advertisements), followed by verbs and prepositions (224 collocations across 50 samples of each category), then nouns and verbs (93 collocations across 50 samples of each category), nouns and nouns (88 collocations across 50 samples of each category), and finally verbs and adverbs (29 collocations across 50 samples of each categories).