

# CORPUS ON MARKETING AND ADVERTISING

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## QUANTITATIVE ANALYSIS

### 1. The most frequent 200 words used in the corpus.

		[1] the 414
[2] of 253	[3] to 235	[4] and 204
[5] a 196	[6] is 167	[7] in 138
[8] product 107	[9] or 93	[10] are 89
[11] it 76	[12] marketing 73	[13] that 69
[14] as 65	[15] be 64	[16] advertising 62
[17] for 62	[18] on 55	[19] by 52
[20] price 51	[21] market 48	[22] goods 42
[23] with 42	[24] they 41	[25] this 39
[26] products 36	[27] an 31	[28] can 30
[29] their 30		[31] will 28
[32] people 27	[33] how 26	[34] what 25
[35] has 24	[36] pricing 24	[37] should 24
[38] consumers 23	[39] have 23	[40] but 22
[41] services 22	[42] use 22	[43] not 21
[44] other 21	[45] research 21	[46] service 21
[47] some 21	[48] which 21	[49] often 20
[50] one 20	[51] at 19	[52] sales 19
[53] also 18	[54] used 18	[55] distribution 17
[56] all 16	[57] customers 16	[58] demand 16
[59] important 16	[60] promotion 16	[61] such 16
[62] there 16	[63] customer 15	[64] do 15
[65] information 15	[66] make 15	[67] most 15
	[69] may 14	[70] consumer 13
[71] many 13	[72] more 13	[73] new 13
[74] public 13	[75] quality 13	[76] time 13
[77] where 13	[78] example 12	[79] from 12
[80] its 12	[81] strategic 12	[82] these 12
[83] through 12	[84] about 11	[85] based 11
[86] brand 11	[87] buy 11	[88] companies 11
[89] into 11	[90] like 11	[91] out 11
[92] size 11	[93] tv 11	[94] very 11
[95] called 10	[96] channel 10	[97] company 10
[98] decisions 10	[99] different 10	[100] firms 10
[101] groups 10	[102] promotions 10	[103] selling 10
[104] well 10	[105] ads 9	[106] any 9
[107] data 9	[108] end 9	[109] firm 9
[110] form 9	[111] large 9	[112] long 9
[113] number 9	[114] prices 9	[115] strategy 9
[116] them 9	[117] way 9	[118] you 9
[119] benefits 8	[120] business 8	[121] change 8
[122] cost 8		[124] good 8

[125] if 8	[126] marketers 8	[127] mix 8
[128] need 8	[129] no 8	[130] process 8
[131] retailers 8	[132] right 8	[133] shop 8
[134] so 8	[135] than 8	[136] then 8
[137] while 8	[138] without 8	[139] competitive 7
[140] either 7	[141] high 7	[142] include 7
[143] low 7	[144] management 7	[145] means 7
[146] media 7	[147] name 7	[148] non 7
[149] only 7	[150] particular 7	[151] physical 7
[152] potential 7	[153] producers 7	[154] refers 7
[155] segment 7	[156] shopping 7	[157] shops 7
	[159] term 7	[160] those 7
[161] three 7	[162] we 7	[163] when 7
[164] would 7	[165] your 7	[166] advertisers 6
[167] another 6	[168] been 6	[169] before 6
[170] best 6	[171] buyers 6	[172] commercial 6
[173] economic 6	[174] even 6	[175] expensive 6
[176] first 6	[177] however 6	
[179] involves 6	[180] known 6	[181] life 6
[182] making 6	[183] markets 6	[184] order 6
[185] own 6	[186] place 6	[187] plan 6
[188] point 6	[189] population 6	[190] production 6
[191] promotional 6	[192] questions 6	[193] reach 6
[194] sell 6	[195] store 6	[196] too 6
[197] type 6	[198] up 6	[199] us 6
[200] web 6	[201] who 6	

2. What are the **most significant items** in that list?  
(for example, verbs, tenses, aspect, gender, personal pronouns, auxiliaries, modals, etc.)
- Personal pronouns** – It (76); They (41); You (9); We (7).
- Nouns** – Terms that are typical of the specific semantic field: product (107)/ products (36); marketing (73); advertising (62); price (51)/ pricing (24)/ prices (9); market (48); goods (42); consumers (23)/ consumer (13); services (22)/ service 21; research (21); distribution (17); customers (16)/ customer (15); promotion (16)/ promotions (10); demand (16); quality (13); companies (11)/ company (1); brand 11.
- Verbs**
- Auxiliaries - is (167); are (89) ; has (24); have (23)
  - Modals – can (30); should (24); may (14); would (7); will (28).
  - Verbs – Simple present ( ); future (28) ; conditional (45), infinitive, present perfect(15),
  - Passive voice, mainly simple present
3. If it is the case, enlarge your range of frequency, and consider the first 200 / 400 / 500 or 1000 most frequent words in your corpus in order to be able to carry on the following task.

4. Create a **core vocabulary** of the target specialised language for each of the four word classes, i.e. nouns, verbs, adverbs and adjectives. (Just copy, paste the list, then delete all but the verbs, nouns, etc.)

	[6] is 167	
[8] product 107		[10] are 89
	[12] marketing 73	
	[15] be 64	[16] advertising 62
[20] price 51	[21] market 48	[22] goods 42
[26] products 36		[28] can 30
		[31] will 28
[32] people 27		
[35] has 24	[36] pricing 24	[37] should 24
[38] consumers 23	[39] have 23	
[41] services 22	[42] use(7)/use(15) 22	
	[45] research 21	[46] service 21
		[49] often 20
		[52] sales 19
	[54] used 18	[55] distribution 17
[56] all 16	[57] customers 16	[58] demand 16
[59] important 16	[60] promotion 16	
	[63] customer 15	[64] do 15
[65] information 15	[66] make 15	
	[69] may 14	[70] consumer 13
		[73] new 13
[74] public 13	[75] quality 13	[76] time 13
	[78] example 12	
	[81] strategic 12	
		[85] based 11
[86] brand 11	[87] buy 11	[88] companies 11
	[90] like(1)/like(10) 11	
[92] size 11	[93] tv 11	[94] very 11
[95] called 10	[96] channel 10	[97] company 10
[98] decisions 10	[99] different 10	[100] firms 10
[101] groups 10	[102] promotions 10	[103] selling 10
[104] well/well 10	[105] ads 9	
[107] data 9	[108] end(8)/end(1) 9	[109] firm 9
[110] form(8)/form 9	[111] large 9	[112] long 9
[113] number 9	[114] prices 9	[115] strategy 9
	[117] way 9	
[119] benefits 8	[120] business 8	[121] change 8
[122] cost(6)/cost 8		[124] good 8
	[126] marketers 8	[127] mix 8
[128] need(2)/need 8		[130] process 8
[131] retailers 8	[132] right 8	[133] shop 8
		[136] then 8
		[139] competitive 7

	[141] high 7	[142] include 7
[143] low 7	[144] management 7	[145] means(5)/means 7
[146] media 7	[147] name 7	
[149] only/only 7	[150] particular 7	[151] physical 7
[152] potential 7	[153] producers 7	[154] refers 7
[155] segment 7	[156] shopping 7	[157] shops 7
	[159] term 7	
[164] would 7		[166] advertisers 6
	[168] been 6	
[170] best 6	[171] buyers 6	[172] commercial 6
[173] economic 6	[174] even 6	[175] expensive 6
[176] first 6	[177] however 6	
[179] involves 6	[180] known 6	[181] life 6
[182] making 6	[183] markets 6	[184] order(1)/order 6
	[186] place 6	[187] plan(4)/plan 6
[188] point(5)/point 6	[189] population 6	[190] production 6
[191] promotional 6	[192] questions 6	[193] reach(5)/reach 6
[194] sell 6	[195] store 6	[196] too 6
[197] type 6		
[200] web 6		

Legend ▲ nouns ▲ verbs ▲ adjectives ▲ adverbs

5. The **minimal core vocabulary**, that is a limited number of items that are essential in the target variety of language, is the final outcome of the quantitative analysis carried on so far. **It tells you what is used, but not how it is used.**

### Qualitative Analysis

The first aim of this analysis is to understand in what ways the target language is different from everyday language. In order to accomplish this task, at least at a basic level, here are some further hints.

1. Focus on some of the most frequent words of your list, for example technical or semi-technical vocabulary, modals, verbs, connectors, etc.
2. Start observing their collocation.
3. Is there any **linguistic pattern** that is typical of the target language?  
(examples: In everyday language we might say:  
*The girl swam very fast / **so** / she was tired.*  
The same concept in a scientific text might be expressed as follows:  
*The fast swim of the girl across the pool / **resulted in** /tiredness )*

The public donates goods to the shops – people give stuff/things ...  
if they purchase the product – if they buy the product  
general public – people  
underpin – to give support or strength to

To carry out marketing – to do...

4. What are the most common forms of nominalization (if any)?  
(Nominalization refers to a process of transforming the grammatical structure of an idea expressed in a particular part of speech (e.g., a verb, an adjective, etc.) of a word into a noun. In scientific and technical language nominalization is often used to replacing or summarizing a group of ideas expressed with a noun, e.g., Advertising; pricing; selling; branding; distribution; promotion; production; information.
5. From the observation of certain items, can you detect the presence of specific **language functions** essential in the target language?

Ex: Observing the collocation of words such as “because,” “therefore,” and “as a result of”, will probably allow us to identify cause and effect relationships in our texts, and so we will be able to collect real examples of a function that may be essential in this variety.

Ex: the presence of words such as “first,” “next,” “lastly,” “finally,” “second,” and “additionally” will guide us in finding examples of the rhetorical function of sequencing the flow of a process or of an argument.

Cause and effect relationships

People will buy a premium priced product **because**: they believe the high price is an indication of good quality; they believe it to be a sign of self worth - "They are worth it" - It authenticates their success and status - It is a signal to others that they are a member of an exclusive group...

But, **because** it has successfully attained a brand franchise among consumers, it is frequently used as a generic term.

Advertising is regarded as a branch of commerce **because** of its important assistance it gives trade...

**The more** competitive the industry, **the less** flexibility we have.

**The greater** the uncertainty surrounding a product, **the more** consumers depend on the price/quantity hypothesis and the more of a premium they are prepared to pay

Concessive value

**However** it is much more than just a physical object.

**However**, Bénavent's work enables us to isolate three main fields

It won't give; **however**, any hint as to how markets might react, it mostly overlooks markets and products...

Market research sometimes continues, **however**, even after a product has been on sale for some time...

A distinction is necessary, **however**. In fact, marketing research is distinguished

**However**, in professional usage the term has a wider meaning.

Purpose

Advertisers often attempt to associate their product with desirable things, **in order to** make it seem equally desirable.

In this way the firm can take advantage of comments and complaints **in order to** improve the product.

...continuity over time **in order to** ensure long-term relationships and stronger links between supplier and customer,  
Producers, wholesalers, retailers and also transport, banking and insurance companies, advertise **in order to** give information about their goods or services...  
Advertisers use several recognizable techniques **in order to** better convince the public to buy a product.

### Sequencing

**First**, you need to find the right group of people to ask the questions to. **Then** you need to introduce the product in a way that is similar to how you plan to do it in reality.

**First**, there's an appalling lack of data on the buying habits of minorities, making it hard to make good marketing decisions. **Then** there's the economic slow down.

### 6. Are there any passive forms? How often are they used and when?

There are about 133 passive forms, mainly expressed through the use of present (105), but also present perfect (15), can, should, will ect.

The price floor **is determined** by production fact

Price **is influenced** by the type...

The product **is supported** by extensive advert

...in other entertainment media **is known** as product placement regardless of whether it **is** actually **produced** by Coca-Cola

A large shop **is called** a superstore

Marketing techniques **are** also **applied** in politics

to the maximum that customers **are prepared** to pay

A brand franchise **can be established**

a product is anything that **can be offered** to a market

these activities **should** always **be focused** on

more women than men **will be interviewed**

These forms are often used throughout the text in order to express impersonality and formality of the discourse. They also call the readers' attention to an action or the result of an action rather than to the performer.

### 7. What are the most common verbal tenses to be found?

Simple present, future (will), present perfect; use of modals (can, may, should and would); infinitive.

Modals –

**May** - expressing possibility

These **may** include: repetition

one **may** add that all consumers are no

the target market segment **may** change

**Should** – suggesting the best thing or the right thing to do

It **should** be the start of a marketing

what sort of payments **should** be accepted?

A well chosen price **should** do three things:

**should** distribution be exclusive or...

**Would** – statements having general validity

such efforts **would** require them to move

some advertisements **would** present hidden messages...

### 8. Can you detect compound noun phrases that are typical of this variety, (i.e. nominal phrases)?

(Ex: The plant safety standards committee discussed recent air quality regulation announcements.)

Compound noun phrases: a product differentiation strategy

It is also a key variable in microeconomic price allocation theory

Profit maximization pricing

A penetration pricing strategy

Transfer pricing consideration

Product life cycle considerations

A price skimming strategy

Customer price sensitivity and elasticity issues

Retail price maintenance

Joint product pricing considerations

Consumer sales promotions

Trade sales promotions

Mass-market advertising format

## **Conclusions**

- A. What are some typical functions often to be found in these texts?  
How are they expressed?

Cause and effect relationships

Concessive value

Reason and consequence

Purpose

Sequencing

See the examples above

- B. What are the most frequent verbs, nouns, adverbs and adjectives?

Terms that are typical of the specific semantic field, marketing and advertising:

**Nouns** – product (107)/ products (36); marketing (73); advertising (62); price (51)/ pricing (24)/ prices (9); market (48); goods (42); consumers (23)/ consumer (13); services (22)/ service 21; research (21); distribution (17); customers (16)/ customer (15); promotion (16)/ promotions (10); demand (16); quality (13); companies (11)/ company (1); brand 11.

**Adjectives** – strategic (12); competitive (7); potential (7); commercial (6); economic (6); expensive (6); promotional (6).

**Verbs** a. Auxiliaries - is (167); are (89); has (24); have (23)

b. Modals – can (30); should (24)(suggesting the best thing to do); may (14)(to express possibility, while might or could express smaller possibility); would (7); will (28).

Passive voice, mainly simple present.

**Adverbs** – first (69); often (20); very (11); then (8); even (6); however (6); too (6).

- C. What are the most common verbal tenses?

Simple present (referring to both active and passive voices); future (28); conditional (45), infinitive, present perfect (15),

- D. What are some common phrases often found in your target language?

Retail price maintenance

Consumer sales promotions

Trade sales promotions

The price is determined/influenced by...

Marketing deals with...

Marketing/pricing involves...

Pricing refers to the process of setting a price for a product

Advertising is the paid promotion of goods, services, companies...

Advertising is regarded as a branch of commerce...

In today's highly competitive markets, the range of goods and services offered is enormous...

They study the market to find out consumers preferences...

... all the strategic objectives which will guide future action.

...may then be compared to other competitive brands

They form the so called marketing mix

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