THE LEXICAL COLLOCATIONS USED IN FACIAL SKINCARE PRODUCT ONLINE ADVERTISEMENTS

BY

MISS PREEYANUCH LAKKAM

AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
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INDEPENDENT STUDY PAPER

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ENTITLED

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FACIAL SKINCARE PRODUCT
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ABSTRACT

The skincare market has expanded and is more competitive. Online advertisement has influenced society. Advertisers have to increase awareness of online advertisements and the one technique which may achieve that goal is collocation usage. Therefore, this study aims to examine the types and frequencies of lexical collocations used in facial skincare product online advertisements.

This study collected data from three valuable global skincare brands to investigate lexical collocations use in facial skincare product online advertisements. The data were analyzed by Benson's theory. The corpus was created with AntConc which is the program developed by Dr. Laurence Anthony.

The study's findings reveal that there are seven types of lexical collocations used in skincare product online advertisements. The most frequent lexical collocation type used in skincare product online is Adjective + Noun collocation pattern.

Keywords: Collocation, Lexical collocation, Corpus, Skincare, Online Advertisement

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CHAPTER 1
INTRODUCTION

1.1 Background

One significant English feature for learning English is using collocation. Collocation can help English learners use language fluently and naturally for nearly every native speaker (Howarth, 1998). Collocations are defined as two words or more words that combine or go together and help people use English more naturally (McCarthy & O'Dell, 2005, p.4-6). If English learners have knowledge of collocation well enough, it can lead to correctness of use of vocabulary.

Using collocations has an important role for creating advertisement. Collecting the right collocations will make writing more natural. Hoang (2010) said that using collocations can make advertising more attractive to customers. Choosing impressive words may convince customers to buy product (Fan, 2013) and collocation can create persuasive English advertisements (Watcharakaweesilp, 2013). Advertisers have to be careful about choice of words when writing persuasive advertisements. Thus, collocation knowledge, especially lexical collocation, can give more vocabulary data to advertisers and make them use words more effectively.

Collocation use is more important in studying skincare product advertisements because nowadays the skincare market has expanded and is more competitive. In 2017, the skincare market has expanded around the world. It has increased from 99.6 million dollars in 2012 to 127 million dollars in 2017. According to The Statistics Portal (2017), it is predicted that skincare market size will reach 154 billion dollars in 2021.

Moreover, online advertisement has influenced society. Most skincare brands use social media platforms to advertise their product. Advertisers have to increase online advertisement awareness and the one technique that may achieve that goal is collocation usage.

Therefore, this study will study the lexical collocation use in facial skincare product online advertisements. This study aims to examine the types and frequencies of lexical collocation used in facial skincare product online advertisements. This study collected data from three valuable global skincare brands to investigate lexical collocations used in facial skincare product online advertisements.

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1.2 Research objectives

(1) To investigate types of lexical collocations used in facial skincare product online advertisements.

(2) To examine frequencies of lexical collocation patterns in facial skincare product online advertisements.

1.3 Research questions

(1) How many types of lexical collocations are used in skincare product online advertisements?

(2) What are the most frequent lexical collocation patterns used in skincare product online advertisements?

1.4 Definition of terms

(1) Advertisement

The activity that persuades customers to buy a product or service through media channels such as magazine, television, radio and social media.

(2) Online advertisement

Advertisements that publish on internet platforms and deliver messages to convince the right customers.

(3) Description online advertisement

Messages that describe benefits of skincare product on official websites.

(4) Virtual Storefront

This is the online advertising that sells physical products directly to consumers by writing the description of a product or benefit of a product to persuade consumers.

(5) Skincare Product

Products that help people keep skin healthy, improve its appearance and relieve skin conditions.

(6) Collocation

Two words or more words that combine or go together and make people use English more naturally.

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(7) Lexical collocation

Collocations consist of verbs, adjectives, nouns and adverbs.

1.5 Significance of the study

Nowadays, the skincare market is more competitive. One strategy that can increase awareness from customers is advertisement. In this period, this is a digital world. Online advertisement has influence in society. People spend more time with social media. Many skincare brands create online advertisements released on online platforms. Moreover, collocation is important for using English. Using collocations can make advertising more attractive to customers (Hoang, 2010).

The result of this study can give collocation knowledge to English teachers who want to teach advertising language use in real life. Textbook writers also use this corpus to inform of word lists for teaching collocation in writing online advertisement. Moreover, the advertisers can learn information about authentic collocation to create skincare product online advertising effectively and can help writers to write advertising more naturally and like native speakers. Therefore, this present study will investigate collocation use in skincare product online advertisements

1.6 Scope of the study

This present study analyzed only three valuable brands of skincare in 2017 which were selected randomly. The data were collected from official brand websites that had web address ending with .com. The skincare product online advertisements focusing on facial skincare product online advertisements: cleanser, cleansing, toner, serum, and moisturizer were chosen. The online advertisements derived from descriptions of products published on official brand websites. They are “Virtual Storefront type of online advertisement”. This study used virtual storefront types because this type of online advertisement provides more texts that are enough for analysis. Moreover, this type can give authentic advertisement language from real brands in the skincare market. This research focused on lexical collocation patterns in facial skincare product online advertisements.

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1.7 Organization of the study

This present study is divided in to five chapters as follows:

Chapter one gives background of the study, research objectives, research questions, definition of terms, significance of the study, scope of the study, and organization of the study.

Chapter two reviews related theories of this study and relevant studies.

Chapter three explains the research methodology used in this present study. It included data sources, data collection and data analysis.

Chapter four will reveal results of lexical collocation used in skincare product online advertisements. The result will answer the research questions.

Chapter five will present the conclusion and discussion of the study and recommendation for future study.

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CHAPTER 2
REVIEW OF LITERATURE

This chapter reviews literature in four main areas; (1) Collocation, (2) Skincare advertisement language, (3) Online advertisement and (4) Relevant studies

2.1 Collocation

A collocation is a significant part of learning English because it is difficult to guess which words often go together. O'Keeffe, McCarthy, & Carter (2007 as cited in Firth, 1935) argued that "the meaning of a word is as much a matter of how it combines with other words in actual use as it is of the meaning it possesses in itself" (p.59).

Some collocations sound untrue to native speakers. For example, the adjective "quick" collocates with meal, not food. It looks strange if people say, "quick food". However, some collocations are not false but they are not natural. For example, "poverty causes crime" a native speaker may understand, but not usually. Native speakers may say "poverty breeds crime" (McCarthy & O'Dell, 2005, p.4-6). Therefore, learning collocation is important and can make learners use English vocabulary like native speakers.

2.1.1 Definition of collocation

The definition of collocation is still ambiguous (Nesselhauf, 2005, p.11). There are various definitions of collocation from experts in this field. Sinclair (1991) defines collocations as "the occurrences of two or more words within a short space of each other in a text" (p.170). Halliday and Hasan (1976) give a definition of collocation that "lexical items that regularly co-occur". Rundell (2010) also defines collocation that "the property of language whereby two or more words seem to appear frequently in each other's company". (p.vii) Moreover, Benson (1986) explains about collocation that English language and other languages have specific words that go together.

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2.1.2 Classification of collocation

There are three classifications of collocation used widely. Benson (1986) has divided collocation into two major types. There are lexical collocations and grammatical collocations.

The first type of collocation is lexical collocation. Benson (1986) explained that lexical collocation is different from grammatical collocation. It does not consist of grammatical parts. Lexical collocation consists of nouns, adjectives, verbs and adverb. There are seven major types. The types have been divided into 7 patterns; L1 to L7. Here are the types of lexical collocation.

L1 consist of Verb (denoting creation/activation) + noun/pronoun (or prepositional phrase). For example, compose music

L2 consist of Verb (meaning eradication and/or cancellation) + Noun. For example, break a code

L3 consist of Adjective + noun. For example, major problem

L4 consist of Noun + verb. For example, companies merge

L5 consist of Noun1 + noun2. For example, ceasefire agreement

L6 consist of Adverb + adjective. For example, happily married

L7 consist of Verb + adverb. For example, smiled proudly

The second type of grammatical collocation consists of noun, adjective or verb with major types. The types have been divided into 8 patterns; G1 to G8. Here are the types of grammatical collocation.

G1 consist of Noun + preposition. For example, kind of

G2 consist of Noun + to infinitive. For example, attempt to do

G3 consist of Noun + That Clause. For example, we read a book that…

G4 consist of Preposition + Noun. For example, in fact

G5 consist of Adjective + preposition. For example, tired of

G6 consist of Adjective + to infinitive. For example, easy to learn

G7 consist of Adjective +That Clause. For example, she was delighted that…

G8 consist of Verb + Preposition. For example, I believe in…

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Moreover, Hill (2000) has divided collocation into 4 types. There are Unique collocations, Strong collocations, Weak collocation, and Medium-strength collocations.

1.) Unique collocations refer to collocations the components of which are fixed. For example, shrug one's shoulders

2.) Strong collocations are not unique but strong in the meaning that they allow a very limited number of collocates. For example, rancid butter

3.) Weak collocations occur between two words and often co-occur with many words. They are easy to guess. For example, the word good is the weak collocation because this word co-occurs with many words such as a good girl, a good student, good furniture, good weekend etc.

4.) Medium-strength collocations are the ones, which are used with common words. For example, major operation

A.P.Cowie sees collocation as a type of word combination. He has divided word combinations into 4 groups (Nesselhauf, 2005, p.14):

1) Free combinations: All the elements of the word combination are used in a literal sense and the restrictions on replacement is based on semantic grounds. For example, drink tea

2) Restricted collocations: Some replacement of elements is possible and at least one element has a non-literal meaning. For example, perform a task

3) Figurative idioms: Substitution of elements is rarely possible. The combination has a figurative meaning but keep a literal sense. For example, do a U-turn

4) Pure idioms: Substitution is impossible and the combination has a figurative meaning which does not have a current literal meaning. For example, flying colours.

2.2 Skincare advertisement language

Skincare advertisements have been in the advertising world for at least a century. (Jones, 2010). Nowadays, the skincare market is more competitive. One strategy that

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is more powerful is advertisement. Skincare advertisement language is interesting to study because they have a specialized language (Marisa Diez Arroyo, 2013) that is different from other advertisements.

2.2.1 Definition of skincare advertisement language

The definition of skincare advertisement language is not clear enough. However, there are many studies examining skincare language advertisements and trying to explain what skincare advertisement language is.

According to Cambridge dictionary, the definition of skincare is "things that you do and use to keep your skin healthy and attractive". From this definition one can conclude that skincare means thing that can nourish skin to health and be good-looking. Cook (2001) states that advertisement can give information to convince and change opinions. Kaur, Arumugam & Yunus (2013) studied beauty advertisements in local English magazines from a critical discourse analysis perspective. The researcher concludes that "The advertisements promote an idealized lifestyle and manipulate readers to a certain extent into believing whatever that is advertised is indeed true".

Moeran (2010) argues that cosmetic and skincare advertisement language provides a symbolic commentary on, and idealized images of, fashion and beauty.

It may be concluded that skincare advertisement language is language that provides information about skincare and provides beautiful images of women. Moreover, skincare advertisement not only sells product but changes people's mind to believe in ideal women.

2.2.2 Characteristics of skincare advertisement language

Moeran (2010 as cited in Tambiah, 1968) writes that the characteristics of skincare advertisement language consists of 4 parts. First, headline is like a main topic of the product. The language use in headlines persuades readers or customers in short phrases. For example, Dazzling Eyes, Smashing Lashes, and Clean Sensation, and No Time to Shine (Revlon). Second, each headline consists of subheading, which gives information about details or problems of

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skincare products. For example, “At last, true colour and supreme comfort combined ... Long-lasting, hydrating lipstick” (Revlon). Third, copy is the body written part of advertisement, which provides more details of skincare products. For example, “Shades that don’t fade for eyes that wow—even 8 hours from now!” (Revlon), “For a look that’s perfectly flawless, ultimately natural” (Cover Girl) and “The gentle, easy to remove formula” (Cover Girl). Finally, every skincare or cosmetic advertisement has mantra at the end. Some people call that tagline, which announces why customers should buy products and ends with memorable language. For example, “The most unforgettable women in the world wear Revlon; Believe in beauty” (Lancôme), Because I’m/you’re worth it (L’Oréal) and For beautiful human life (Kanebo).

Moreover, skincare advertisement has specialized language that relates to skin. Advertisers often use scientific language in skincare advertisements. Díez Arroyo (2013) revealed that skincare products use scientific language as a convincing method in advertisements. Because skincare is a product that involves skin and is scientific, most advertisers use scientific terms to explain benefits of the product to customers. It can prove skincare product safety. Scientific vocabulary that is often used in advertisement is antioxidant, free radical, moisturization and skin’s natural barrier, etc. They are specific terms but can give advantages to advertisers. It can gain attention from costumers by telling surprising messages between skincare product information and science. Scientific language can show the reliability of a brand or product.

According to Jarl (2011), the kind of message or content usually used in skincare advertisements is information method. Most skincare brands use information of a product to persuade consumers to buy their products. Advertisers focus on using messages to appeal to positive emotion. It can make customers feel smart when they use skincare products.

Furthermore, skincare advertisement language can show the customer’s status or taste. Searing & Zeilig (2017) studied about cosmetic advertising and perception of aging female beauty. The researchers found language in skincare and cosmetic advertising is not the same as in the past. The vocabulary and

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language has become more creative. Moreover, skincare products appear as gorgeous items and can give pride and dignity to customers.

2.3 Online advertisement

Nowadays online advertising has significance to customers because most people usually take time with social media in daily life. Many companies are interested in broadening their company to online marketplaces. Internet users have increased from 1,024 million people to 3,578 million people in 2017 (Satatista, 2017). It shows that internet or online platforms have become more popular. Therefore, online advertisement is important in the marketplace.

2.3.1 Definition of online advertisement

Hendricks (2017) gives a definition of online advertising as that type of marketing message that shows up with the help of the internet. That means it could appear in a web browser, search engine, on social media, on mobile devices and even in email.

2.3.2 Types of online advertisement

Online advertisement can be divided according to various different criteria, for example type of advertising medium (text, image, audio or video) or according to where it is embedded (in a website, pop-up window or another video). There are two main classifications of online advertisement that relate to this present study. Prastalo & Sganga (2014) has divided online advertisement into 10 types as follows:

1.) Search advertising

Advertising that appears on search engines like Google or Bing. When users type a keyword into a search engine, the advertising will appear the first page of the search engine. This advertising can lead users to visit main websites of advertisers.

2.) Banners Advertising

Banners or display advertising is an advertisement displayed on a web page. This advertising consists of text, graphics, images, or video. This form of online advertising entails embedding an advertisement into a

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web page. It is intended to attract traffic to a website by linking to the website of the advertiser.

3.) Classified advertising

Classified advertising usually appears on newspapers online or online periodicals. They advertise a product or service in return for fee.

4.) Mobile advertising

Mobile advertising refers to advertising that is designed to show on a smartphone. The format of mobile advertising includes website, application and message.

5.) Digital video

Digital video is motion advertising and live streaming content.

6.) Lead generation

Lead generation is one strategy which generates interest from customers. Advertisers use lead generation to find new ways to engage customers and get heard about the needs of customers. Lead generation can be e-newsletter or social media advertisement. When users click advertisements, advertisers can get information from them by using lead generation strategy.

7.) Sponsorship advertising

Sponsorship advertising is a type of advertising where a company pays to be associated with a specific event. In fact, sponsorship advertising is very prevalent with charitable events. Besides charitable events, companies may sponsor local sporting teams, sports tournaments, fairs, and other community events. The idea is to get your name out and be viewed positively as a participating member of your community.

8.) Rich media

Rich media is a type of online advertising which includes features like video, audio, sound or other elements that encourage users to engage with the online content.

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9.) E-mail

E-mail advertising is sending e-mail with commercial content to persuade receivers to buy product or services.

10.) Interstitial advertising

Interstitial advertising is full-page advertising that appears before user transit from one website to another.

According to Josey (2009), the types of advertising that relate to types of online business is divided into six types:

1) Virtual Storefront

This is the online advertising that sells physical products directly to consumers by writing the description of products or benefits of products to persuade consumers. For example, www.amazon.com, which provides information of books on a website. Customers can read details and buy through websites.

2) Information brokers

This type of advertising is banner advertising that provides information of businesses to persuade consumers. The revenue comes from selling banner advertising on the websites or from a commission by directing buyers to sellers. For example, banner advertisements which appear on websites with small square shapes. That banner gives short information of products and can link buyers to websites of products or sellers.

3) Transaction brokers

Transaction brokers can save the users time and money by providing transaction options. For example, advertising of a business that appears on Google when customers search for their needed product. For example, www.lamer.co.th online advertisement that appears on the first page of Google when people search keyword “moisturizer cream”. People or customers can click this advertisement on Google and then the link of advertisement will lead customers to websites of products immediately.

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4) Online marketplace

A digital platform or digital marketplace where the seller and buyer meet. This space provides physical product along with product's information. Consumers can purchase product on this platform. For example, www.lazada.com, which is product sell website. Owner website and product can sell and customer can but product on website. That website is called "Online marketplace"

5) Content provider

This is content advertising that provides digital content such as articles, music, photos and video. The revenue is generated by selling content to sell advertising or selling advertising space on content websites. For example, www.prevention.com, which is online content. This website creates many types of contents such as health, food, mind-body and beauty. This website sells content by writing about product advertisements or advertorial content and sells advertisement on some space of the website.

6) Virtual community

This is a community online of people sharing similar interests, ideas, and feelings over the Internet or other collaborative networks. For example, advertising on Facebook. This advertising appears to laptop of people who have the same interest.

This present study uses virtual storefront online advertising for investigation. The data was collected from descriptions of skincare products that appear on an official brand website.

2.4 Relevant studies

There are several studies that examined collocation use in skincare product advertisements, beauty advertisement language, collocation use in online press releases, the lexical features of English advertisement and collocation use in food and beverage advertisements.

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Hoang (2010) investigates the syntactic and pragmatic features of collocations used in advertising hair care products in English and Vietnamese to point out the similarities and differences between them. The study collected data from hair care product advertising such as newspapers, magazines and the Internet, both English and Vietnamese. This study examined the syntactic and pragmatic features of collocation of "hair" in English and "tóc" in Vietnamese that are used in hair care product advertising to find similarities and differences of these collocations in term of syntax and pragmatics. Hoang concludes the findings of this study that syntactically, English and Vietnamese have different systems of grammar. Therefore, there are some features that cannot be found in the other. "The grammatical relationships are expressed by means of inflections while Vietnamese used function words or word order" (Hoang, 2010). Moreover, Vietnamese adjective collocate with "tóc" are compound words whereas in English there are more affix adjectives. Pragmatically, it was found that "collocation in advertisement adds functional aspects such as making comparison, arousing image, dealing with health, talking about light and shines and this pleases a variety of consumers" (Hoang, 2010) to persuade consumers with positive meaning.

Kaur, Arumugam & Yunus (2013) studied beauty advertisements in local English magazines from a critical discourse analysis perspective. This study focuses on using language in beauty advertisements and strategies employed by advertisers to manipulate and influence their customers. The data was collected from advertisements in two popular local women's magazines, Cleo and Women's Weekly. The results conclude that advertisers use a variety of linguistic devices. Moreover, the vocabulary used in beauty advertisements represents idealized lifestyle. Beauty advertisement in this study showed that how women should look to be acceptable as part of ideal women. In addition, there are scientific words used in order to show expertise of product. The highlight of these advertisements is how their product solves women's problems. For instance, using eye cream can reduce eye's wrinkles, eye bag, dryness and dark circle problems. This study revealed how advertisements in magazine create ideology of beauty by stereotyping how beauty products make a better life. The researcher summarized that "advertising language is used to control people's minds" (Kaur, Arumugam & Yunus, 2013). Advertisers use strategies to manipulate women to purchase products or for buying a way of life.

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Wei (2013) studies adjective and verb collocations and analyzed move pattern in online smartphone press releases. This study aims to identify the collocation patterns found in online smartphone press releases focusing on adjective + noun and verb + noun collocation, analyzing the sequences of moves pattern and examine purpose of adjectives use in online smartphone press releases. The corpus in this study consists of 230 online press releases of all new smartphones that were published from January 2008 to September 2012 from 11 companies. A corpus program AntConc was used to analyze the data. First of all, the researcher found the top 20 nouns by using keyword function of AntConc. All the words that refer to smartphone products were replaced with XXYY. Second, adjective and verb collocations were identified by using AntConc collocation identification function. Then, out of 230 press releases, five company press releases were analyzed for move patterns. This study found the top two most frequent adjectives were new and first. Out of top 18 adjectives, 13 adjectives are opinion adjectives. From the result, it can be concluded that "While giving information through frequent use of fact adjectives, Online smartphone press releases writers also use more verities of opinion adjectives to promote the product" (Wei, 2013) Consumers should be aware of reading online smartphone press releases because they not only give fact information but also persuade to promote their product.

Fan (2013) examined lexical features of advertisements. Nowadays there are many commercials and advertisements. In order to achieve high quality advertisement, advertisers have to use linguistic devices to gain customers attention. Therefore, this study analyzed lexical features from the following aspect: the use of homophones, adjectives, interrogatives personal pronouns, neologism and compounds. The result concluded that the lexical words in advertisements are necessary to create advertisements. It is art and persuades customers to buy products. The researcher pointed out that "advertisers are often careful about the choice of words to make it more competitive" (Fan, 2013).

Buakaew (2015) investigated collocation use in food and beverage advertisements. Researcher realized that collocation is important to learning English and advertisements too. It can persuade customers by using powerful words. Therefore, the researcher was interested in studying collocation use in food and beverage advertisements. There are three objectives that researcher wanted to study. First, the researcher investigated how

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collocation was used in food and beverage advertisement. Second, the researcher studied types of collocation and those frequently used in advertisements. Lastly, the researcher confirmed that each type of combination of words are separate of each other. The data was collected from the newspaper advertisements in 2012 and advertisements on the Internet from 2008 to 2012. The theory that analyses food and beverage advertisement is Benson et al.'s theory (1986). The results revealed that the type of collocations most used in food and beverage advertisements is lexical collocations. The researcher found that adjective plus noun was used most frequently.

These previous studies related to collocation use in advertisements, lexical features in advertisements, and the use of language in beauty advertisements. However, the collocations used in skincare product online advertisements have not been studied. This knowledge is important to advertisers and learners who need to use online advertising language productively. Therefore, this study investigated lexical collocation use in skincare products and focused on online advertisements. This present study analyzed data by adapting from Wei's (2013) study and Buakeaw's (2015) study framework.

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CHAPTER 3
RESEARCH METHODOLOGY

The following sections outline the methodology used in this study. This chapter presents data sources, data collection and data analysis and how to analyze skincare product online advertisements to find the types and the frequency of lexical collocation patterns.

3.1 Data sources

The language data in the present study derived randomly from descriptions of three famous skincare product online advertisements that meet the criteria. The criterion of selecting data is valuable skincare brands in 2017 according to www.brandirectory.com. This website ranks valuable brands around the world by calculating from finance, royalty and value of global brands.

3.2 Data collection

The data were collected from online advertisements published on the three famous brands' official websites during January 2016 – March 2017. The three skincare brands were randomly selected from www.brandirectory.com. The corpus in this study consisted of 190 pieces of facial skincare product online advertisements. There were 18,469 word tokens. The names of product and brands were removed for ethics. The skincare product online advertisements focused on facial skincare product online advertisements: cleanser, cleansing, toner, serum, and moisturizer. The main texts or copies of advertisements were only analyzed. All texts were saved as *txt file, readable in UTF-8 text format.

This study collected 190 skincare product online advertisements from only three popular skincare brands. Thus, it may not be generalizable to global products.

3.3 Data analysis

This study looked into the types of lexical collocation used in skincare product online advertisements and the most frequent collocation in each type. The methodology

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was adopted from Wei (2013) and Buakeaw's (2015) framework. The lexical collocation in this study was classified according to Benson's (1986) theory. Moreover, the corpus was prepared with AntConc which is the program that was developed by Dr. Laurence Anthony.

The procedure was as follows:

1. Open AntConc program

2. 190 files of skincare product online advertisements were inserted to the AntConc program. The Word list function was to gain content word to find collocations

3. The collocation function was used to investigate lexical collocation.

4. The data were checked for accuracy and defined types and frequent lexical collocations patterns in each type.

This study identified the content words by using wordlist function of AntConc program. Then types of lexical collocation were identified in order to answer research question number one that is "How many types of lexical collocation are there in facial skincare product online advertisements." After that the data were calculated into frequency of lexical collocations in each type in order to answer the research question number two "What are the most frequent lexical collocation patterns used in skincare product online advertisements?" All collocations were checked for accuracy by Oxford Collocation Dictionary (2009).

The types and frequency of lexical collocation patterns were calculated in order to see which type of collocation were used in skincare product online advertisements. The word collocates in this study were analyzed to find which collocation was used most in the authentic language of advertising.

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CHAPTER 4
RESULTS

The following sections present the result of the lexical collocation product use in skincare product online advertisements. First, the section first reports verb + noun/pronoun, followed by verb + noun, noun + verb, adjective + noun collocations, noun + noun, adverb + adjective, and verb + adverb collocation patterns. The last section presents the frequency of lexical collocations used in skincare product online advertisements.

4.1 Lexical collocation types

This section answers the research question "How many types of lexical collocations are used in skincare product online advertisements?". The results reveal that there are seven lexical collocation types used in skincare product online advertisements as follows:

4.1.1 Verb + noun/pronoun collocation patterns

Verb + Noun/Pronoun collocations consist of verbs denoting creation or activation followed by noun or pronoun (or prepositional phrase) for example, compose music, make an impression, come to an agreement.

Table 4.1 Verb + noun/pronoun collocation patterns (with the verbs denoting creation or/and activation) used in skincare product online advertisements

Rank	Verb + Noun/Pronoun collocation Patterns	Example	Frequency
1	clog pores	This sunscreen is Non-comedogenic which won't **clog pores**.	37

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Rank	Verb + Noun/Pronoun collocation Patterns	Example	Frequency
2	helps skin	Advanced Broad Spectrum SPF 50 sunscreen **helps skin** resist the first signs of aging.	14
2	leaves skin	This formula **leaves skin** more supple and smooth.	14
4	massage face	**Massage face** gently, avoiding contact with the delicate eye area.	11
5	leave skin	Oil-dissolvers go deep down to remove pore-clogging impurities and **leave skin** thoroughly cleansed with no heavy residue, so there's no need to rinse!	10
5	add water	Apply to your hands, **add water** and work into a lather.	10
7	pump cleanser	**Pump cleanser** into hands and work into a lather.	6
8	brightens skin	Advanced performing overnight moisturiser **brightens skin** tone and reduces dark spots over time for a brighter, more even complexion.	5
9	purify skin	These gentle micellar cleansing towelettes remove make up, effectively cleanse and **purify skin**.	4

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Rank	Verb + Noun/Pronoun collocation Patterns	Example	Frequency
9	refreshes skin	Oil-free Alcohol-Free Face Toner **refreshes skin** without stripping its own natural moisturizers, so you can get a clean, refreshing toning experience without the harsh drying effects of alcohol.	4

Table 4.1 shows verb + noun/pronoun collocation patterns with the verbs denoting creation or/and activation that are used in skincare product online advertisements. The result reveals that the frequency of verb + noun/pronoun collocation patterns occurs 218 times. The most frequent verb + noun/pronoun collocation pattern was clog + pores. It occurs 37 times.

4.1.2 Verb + noun collocation patterns

Verb + Noun collocation consists of verb which means eradication and cancellation follow by Noun. For example, break a code, reject and appeal, lift a blockade

Table 4.2 Verb + noun collocation patterns (with the verb denoting eradication or/and cancellation) use in skincare product online advertisements

Rank	Verb + Noun Collocation Patterns	Example	Frequency
1	reduce application	If excessive drying or peeling occurs, **reduce application** to every other day.	10

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Rank	Verb + Noun Collocation Patterns	Example	Frequency
2	cleanse skin	Pre-moistened facial cleansing wipes thoroughly **cleanse skin** of pore-clogging impurities, all with an uplifting blast of pink grapefruit.	9
3	removes makeup	Cleansing Lotion instantly **removes makeup** and hydrates skin in one step.	8
3	removes impurities	It **removes impurities** and excess oil from the skin.	8
5	prevent breakouts	This face wash for acne-prone skin contains maximum strength salicylic acid acne treatment to help clear and **prevent breakouts**.	4
6	unclog pores	The foaming gel helps to **unclog pores**, remove excess oil, and prevent new skin imperfections from popping up.	3
6	remove impurities	Plus, special mild purifiers gently **remove impurities** and reconditions skin.	3
6	fights breakouts	Our acne moisturizer **fights breakouts** and delivers oil-free hydration for oily or acne-prone skin.	3

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Rank	Verb + Noun Collocation Patterns	Example	Frequency
6	clears breakouts	Our oil-free face wash **clears breakouts** with an uplifting blast of pink grapefruit.	3
10	prevent skin	This facial cleanser contains special comforters which soothe and condition skin to help **prevent skin** irritation.	3

Table 4.2 shows verb + noun collocation patterns with the verbs denoting eradication or/and cancellation that are used in skincare product online advertisements. The result reveals that the frequency of verb + noun collocation patterns occurs 112 times. The most frequent verb + noun collocation pattern was reduce + application. It occurs 10 times.

4.1.3 Noun + verb collocation patterns

Noun + Verb collocation consists of noun followed by verb for example, bees buzz, lions roar, plane takes off.

Table 4.3 Noun + verb collocation patterns used in skincare product online advertisements

Rank	Noun + Verb Collocation Patterns	Example	Frequency
1	skin looks	**Skin looks** dramatically smoother.	25
2	skin feels	Instantly, **skin feels** refreshed, clean and clear.	15

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Rank	Noun + Verb Collocation Patterns	Example	Frequency
3	skin boost	**Skin boost** its natural production of line-plumping hyaluronic acid by 182% in just 3 days.	7
4	formula contains	The **formula contains** Beta Hydroxy which smooths rough, uneven skin making pores appear smaller.	6
5	sun increases	Spending time in the **sun increases** your risk of skin cancer and early skin aging.	3
5	toner helps	This **toner helps** soothe and soften skin	3
5	collection offers	**Collection offers** a rich and sensual formula infused with iris flower to firm, strengthen and intensely hydrate your skin.	3
5	cleanser removes	This micellar water face **cleanser removes** even waterproof makeup, purifies and revitalizes skin in one simple step.	3

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Rank	Noun + Verb Collocation Patterns	Example	Frequency
9	irritation persists	If **irritation persists**, or is too strong, use once a day, every other day, until your skin adjusts.	2
9	cleanser works	**Cleanser works** two ways to help improve the look and feel of your skin.	2

Table 4.3 shows noun + verb collocation patterns used in skincare product online advertisements. The result reveals that the frequency of verb + noun collocation patterns occurs 147 times. The most frequent noun + verb collocation pattern was skin +looks. It occurs 25 times.

4.1.4 Adjective + noun collocation patterns

Adjective + Noun collocation consists of adjective followed by noun for example, strong tea, warm regards, powerful engine. Some adjective can be identified by -ed endings for example, determined, excited, renowned.

Table 4.4 Adjective + Noun Collocation Patterns used in skincare product online advertisements

Rank	Adjective + Noun Collocation Patterns	Example	Frequency
1	dry skin	Naturally found in the skin, hydrating hyaluronic acid acts as a sponge for **dry skin**.	28
2	clean skin	**Clean skin** is healthy skin.	14

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Rank	Adjective + Noun Collocation Patterns	Example	Frequency
2	natural ingredient	Formulated with a Swedish **natural ingredient** blend and Vitamin E.	14
4	sensitive skin	If you have **sensitive skin**, use every other day for 1 to 2 weeks, working up to daily use.	13
5	facial cleanser	This **facial cleanser** contains special comforters which soothe and condition skin to help prevent skin irritation and over-drying.	12
5	lukewarm water	Rinse with **lukewarm water** and pat dry with a soft towel.	12
7	circular motion	For use as a part of your regular skin care routine, apply to wet or dry skin and massage gently on face with fingertips in a **circular motion**.	9
7	smoother skin	Now you can get **smoother skin** and visible results in just one week with our award-winning Rapid Wrinkle Repair Anti-Wrinkle Serum.	9
9	excess oil	A soap-free cleansing gel that works to eliminate **excess oil** and impurities.	8

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Rank	Adjective + Noun Collocation Patterns	Example	Frequency
10	facial contours	As you use it, **facial contours** appear more sculpted and defined.	7

Table 4.4 shows adjective + noun collocation patterns used in skincare product online advertisements. The result reveals that the frequency of adjective + noun collocation patterns occurs 590 times. The most frequent adjective + noun collocation pattern was dry + skin. It occurs 28 times.

4.1.5 Noun + noun collocation patterns

Noun + Noun collocation consists of noun followed by noun for example, a bouquet of flowers, round of applause, ceasefire agreement.

Table 4.5 noun + noun collocation patterns used in skincare product online advertisements

Rank	Noun + Noun Collocation Patterns	Example	Frequency
1	eye area	While conditioning and hydrating your **eye area**.	31
2	sun protection	It also provides superior **sun protection** against skin aging UVA rays.	17
3	night cream	A nourishing **night cream** that leaves thirsty skin feeling fresh and energised.	15
4	skin types	Dermatologically tested and suitable for all **skin types**.	14

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Rank	Noun + Noun Collocation Patterns	Example	Frequency
5	skin tone	Advanced performing overnight moisturiser brightens **skin tone** and reduces dark spots over time for a brighter, more even complexion.	12
6	eye makeup	It even removes waterproof **eye makeup** without soaps or oils that can sting or irritate the sensitive eye area.	11
7	day cream	A hydrating **day cream** that leaves thirsty skin soft, supple and refreshed.	10
8	acne treatment	Our acne face wash combines a powerful **acne treatment** and cleanser in one formula to treat and help prevent breakouts in one simple step.	9
9	surface skin	Glycolic Acid to accelerate **surface skin**.	7
10	acne medicine	Formulated with MicroClear, a patented technology proven to cut through oil quickly to speed **acne medicine** straight to the source of breakouts.	5

Table 4.5 shows noun + noun collocation patterns used in skincare product online advertisements. The result reveals that the frequency of noun + noun collocation patterns occurs 346 times. The most frequent noun + noun collocation pattern was eye + area. It occurs 31 times.

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4.1.6 Adverb + adjective collocation patterns

Adverb + adjective collocation consists of adverb followed by adjective for example, deeply absorbed, strictly accurate, completely satisfied.

Table 4.6 Adverb + adjective collocation patterns used in skincare product online advertisements

Rank	Adverb + Adjective Collocation Patterns	Example	Frequency
1	clinically proven	MicroClear is **clinically proven** to boost the delivery of acne medicine by unclogging congested pores and help get rid of pimples.	24
2	visibly younger	Black Iris Infusion, leaving your skin feeling softer, firmer and **visibly younger**.	4
3	naturally radiant	You can look **naturally radiant**, healthier and younger both today and in the future.	3
4	instantly soft	Gently exfoliates whiles boosting hydration for **instantly soft**.	2
4	nutritiously rich	This lightweight lotion is supercharged with a **nutritiously rich** micro-algae blend to help hydrate, control oil and minimize the look of pores.	2

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Rank	Adverb + Adjective Collocation Patterns	Example	Frequency
4	radiantly healthy	The power of 8. 8 days, 8 dimensions of **radiantly healthy** skin.	2
4	remarkably younger	You'll see a **remarkably younger**, revitalized look.	2
8	incredibly clear	You'll see **incredibly clear** and even-toned	1
8	positively radiant	Skin looks smoother, more even-toned, perfectly hydrated, powerfully protected and **positively radiant**.	1

Table 4.6 shows adverb + adjective collocation patterns used in skincare product online advertisements. The result reveals that the frequency of adverb + adjective collocation patterns occurs 51 times. The most frequent adverb + adjective collocation pattern was clinically + proven. It occurs 24 times.

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4.1.7 Verb + adverb collocation patterns

Verb + Adverb collocation consists of verb followed by adverb for example, affect deeply, argue heatedly, amuse thoroughly.

Table 4.7 Verb + adverb collocation patterns used in skincare product online advertisements

Rank	Verb + Adverb Collocation Patterns	Example	Frequency
1	rinse thoroughly	**Rinse thoroughly** with warm water.	22
2	massage gently	For use as a part of your regular skin care routine, apply to wet or dry skin and **massage gently** on face with fingertips in a circular motion before wiping off with a cotton pad or tissue, or rinsing with water.	19
3	use daily	You should **use daily** to reveal clearer skin.	18
4	absorbs quickly	This non-greasy formula **absorbs quickly** and contains no drying alcohol.	10
4	apply evenly	**Apply evenly** over face and neck every morning after cleansing.	10
6	works well	This moisturizer **works well** under makeup or over a serum.	7

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Rank	Verb + Adverb Collocation Patterns	Example	Frequency
7	apply daily	**Apply daily** to cleansed face and neck.	5
8	cleanses deep	It **cleanses deep** down into clogged pores dissolving dirt, oil and makeup.	4
8	penetrates deep	It **penetrates deep** into pores to help remove the dirt, oil and makeup that can cause breakouts.	4
8	sweeps away	It **sweeps away** dead surface skin and smoothes rough, uneven patches.	4

Table 4.7 shows verb + adverb collocation patterns used in skincare product online advertisements. The result reveals that the frequency of verb + adverb collocation patterns occurs 173 times. The most frequent verb + adverb collocation pattern was rinse + thoroughly. It occurs 22 times.

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4.2 The frequent types of lexical collocations

This section answers the second research question "What are the most frequent lexical collocation patterns used in skincare product online advertisements?" These results reveal the rank of frequent lexical collocations.

Table 4.8 The frequent types of lexical collocations used in skincare product online advertisements

Rank	Types of lexical collocation	Frequency	Percentage
1	Adjective + Noun	590	36.05%
2	Noun + Noun	346	21.14%
3	Verb + Noun/Pronoun (with verbs denoting creation or activation)	218	13.32%
4	Verb + Adverb	173	10.57%
5	Noun + Verb	147	8.98%
6	Verb + Noun (with verb eradication and cancellation)	112	6.84%
7	Adverb + Adjective	51	3.10%
	Total	1,637	100%

Table 4.8 presents seven types of lexical collocation found in skincare product online advertisements. The total was 1,637 lexical collocations. Moreover, results reveal that adjective + noun was the most frequent type of lexical collocation used in skincare product online advertisements. It occurs 590 times or 36.05%. The second rank was noun + noun collocation which occurs 346 times or 21.14%. The third rank was verb + noun/pronoun collocation which occurs 218 times or 13.32%. Adverb + adjective collocation was the least frequent. It occurs 51 times or 3.10%.

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CHAPTER 5
DISCUSSION, CONCLUSION AND RECOMMENDATIONS

The following sections present discussion of the result of lexical collocation used in skincare product online advertisements. The first section presents a summary of the study, followed by Chapter four. The next section presents discussion of the study. The last presents implication, conclusion, and recommendation for future research.

5.1 Summary of the study

5.1.1 Objectives of the study

This study aims to investigate types of collocation used in skincare product online advertisements and find the most frequent lexical collocation patterns used in skincare product online advertisements.

5.1.2 Source of data, materials, and procedures

The data was collected from three famous skincare product online advertisements that were published on official websites. Skincare brand websites were selected from www.brandirectory.com. This website ranks valuable brands around the world by calculating from finance, royalty and value of global brands.

The data was collected from three famous brands' official websites during January 2016 – March 2017. There are 190 pieces of facial skincare product online advertisements or 18,469 word tokens. The skincare product online advertisements focused on facial skincare product online advertisements: cleanser, cleansing, toner, serum, and moisturizer.

The freeware AntConc program version 3.4.4w was used to analyze data. This present study used AntConc program to find wordlists and collocations. Oxford collocation dictionary was used to check accuracy and define types and frequent lexical collocation patterns.

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5.2 Summary of findings

Using correct lexical collocations can help online advertisements be more persuasive. This study aims to study types and frequencies of lexical collocation used in skincare product online advertisements. Benson (1986) divided types of lexical collocations into seven types. There are Verb (denoting creation and activation) + Noun/Pronoun, Verb (denoting eradication and cancellation) + Noun, Noun + Verb, Adjective + Noun, Noun + Noun, Adverb + Adjective, and Verb plus adverb. In this study, types of collocation were classified according to Benson's (1986) theory.

The data in this study consist of 190 pieces of facial skincare product online advertisements. There were 18,469 word tokens. The data were inserted to Antconc program to identify types of lexical collocation and calculate frequency of lexical collocation.

The result reveals that there are seven types of lexical collocation used in skincare product online advertisements. The most frequent lexical collocation in each type is as follows:

1. The most frequent Verb (denoting creation and activation) + Noun/Pronoun collocation pattern was clog + pores. It occurs 37 times.

2. The most frequent Verb (denoting eradication and cancellation) + Noun collocation pattern was reduce + application. It occurs 10 times.

3. The most frequent Noun + Verb collocation pattern was skin + looks. It occurs 25 times.

4. The most frequent Adjective + Noun collocation pattern was dry + skin. It occurs 28 times.

5. The most frequent Adverb + Adjective collocation pattern was clinically + proven. It occurs 24 times.

6. The most frequent Adverb + Adjective collocation pattern was clinically + proven. It occurs 24 times.

7. The most frequent Verb + Adverb collocation pattern was rinse + thoroughly. It occurs 22 times.

This study also looked into the frequency types of lexical collocation. According to table 4.8 in chapter 4, the result reveals that Adjective + Noun collocation pattern is the

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most frequent to occur in skincare product online advertisements. This type occurs 590 times or 36.05%. Adverb + adjective collocation was the lowest frequency. It occurs 51 times or 3.10%.

5.3 Discussion

This study found seven lexical collocations in skincare product online advertisements. The most frequent lexical collocation is Adjective + Noun. It occurs 590 times or 36.05%.

Buakaew's (2013) work investigated both lexical and grammatical collocation in food and beverage advertisement. The results reveal that lexical collocations are more frequently used than grammatical collocation. Moreover, the study found seven lexical collocations in food and beverage advertisements. The most frequent lexical collocation is Adjective + Noun. It occurs 84 times or 45.90%. This is because adjectives are used for describing meanings and functions of products clearly. It is similar to this present study that Adjective + Noun collocation is the most frequently used in skincare product online advertisements.

Compared with Wei's (2013) framework, this is another study that investigated collocation in online press releases of collocation patterns. However, the study investigated only two types: Adjective + noun and Verb + Noun. The researcher studied only the top 20 in each type. The result revealed that Adjective + Noun collocation pattern in online press release is more frequent than Verb + Noun collocation pattern.

The result of the present study and previous study can show that Adjective + noun collocation pattern are often used in advertisement work. Wei's (2013) framework states that adjectives that occur in press releases can give both fact and information of products. For example, the result of Wei's study revealed that "new" and "first" are frequently used in online press releases. 'New' and 'first' are classified as fact adjectives, connote something modern and exciting and may serve to promote the product as well. In the present study, Adjective + noun collocation pattern also describes fact and opinion meanings too. For example, "dry skin" refers to the product that is suitable for people who have dry skin. "Healthy looking" refers to opinions that if customers use this product, they can get more beautiful skin.

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As a result, it may be concluded that Adjective + noun collocation patterns are frequently used in advertisements to describe information of products and persuade customer to purchase products.

5.4 Implications

This study can give lexical collocations to English teachers who want to teach advertising language that is used in real life. Textbook writers also use this corpus as word lists for teaching collocation in writing skincare product online advertisements. Moreover, the advertisers can learn information about authentic collocations to create skincare product online advertising effectively and it can help writers to write advertising more naturally like native speakers.

5.5 Conclusion

5.5.1 This present study found seven types of lexical collocation used in skincare product online advertisements according to Benson's (1986) theory.

5.5.2 Adjective + Noun collocation pattern is the most frequent type used in skincare product online advertisements because adjectives can describe fact and opinion meaning to persuade customers.

5.6 Recommendations for further study

Recommendations for further studies are as follows:

5.6.1 This present study only focused on three facial skincare product online advertisements. It would be better if future study will investigate more brands of skincare product online advertisements or include body skincare product online advertisements to be generalizable to a global product.

5.6.2 Future studies should analyze both grammatical and lexical collocations to compare differences and similarities.

5.6.3 Future studies should analyze meanings of collocation to find relationships between collocation and products.

5.6.4 Although online advertisement has been popular, print advertisement is still used for advertising. It would be more interesting if future study compares collocations between online and print advertisements.

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APPENDICES

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APPENDIX A

VERB + NOUN/PRONOUN COLLOCATION PATTERNS

Table 1 Verb + noun/pronoun collocation patterns (with the verbs denoting creation or/and activation) used in skincare product online advertisements

Rank	Verb + Noun/Pronoun Collocation Patterns	Frequency
11	reseal pack	4
13	detect technology	3
13	experience dryness	3
13	use a sunscreen	3
16	apply sunscreen	2
16	apply cleanser	2
16	brighten complexion	2
16	boosts hydration	2
16	boost radiance	2
16	controls oil	2
16	enlarge pores	2
16	enlighten collection	2
16	freshens tone	2
16	gives skin	2
16	helps balance	2
16	prepares skin	2
16	purifies skin	2
16	restore radiance	2
16	reseal package	2
16	revitalizes skin	2
16	smoothes texture	2
16	soften skin	2
16	smoothes skin	2
16	tightens pores	2

Ref. code: 25605921040373NJY

Rank	Verb + Noun/Pronoun Collocation Patterns	Frequency
16	treat acne	2
16	tightens pores	2
38	absorb oil	1
38	accelerate surface	1
38	adds radiance	1
38	advances technology	1
38	amplify collagen	1
38	balance skin	1
38	boost moisturizer	1
38	boosts skin	1
38	build moisture	1
38	controls surface	1
38	delivers results	1
38	enlighten serum	1
38	energises skin	1
38	entrap impurities	1
38	freshens skin	1
38	fortify skin	1
38	hydrates skin	1
38	improves elasticity	1
38	improve radiance	1
38	infuse skin	1
38	keep pores	1
38	maintain formula	1
38	make skin	1
38	massage serum	1
38	moisturizes skin	1
38	neutralize skin	1
38	nourishes skin	1

Ref. code: 25605921040373NJY

Rank	Verb + Noun/Pronoun Collocation Patterns	Frequency
38	prevent sun	1
38	protect skin	1
38	purifies oil	1
38	refines tone	1
38	replenish skin	1
38	restores firmness	1
38	restores hydration	1
38	restores radiance	1
38	restores skin	1
38	revitalize skin	1
38	smoothes wrinkles	1
38	soothes irritation	1
38	soothe skin	1
38	tighten pore	1
38	touch fingertips	1
38	treats acne	1
38	treat face	1
38	twist capsule	1
38	use serum	1
	Total	218

Ref. code: 25605921040373NJY

APPENDIX B

VERB + NOUN COLLOCATION PATTERNS

Table 2 Verb + noun collocation patterns (with the verbs denoting eradication or/and cancellation) used in skincare product online advertisements

Rank	Verb + Noun Collocation Patterns	Frequency
10	remove dirt	3
10	limit time	3
11	cleans skin	2
11	wipe face	2
11	clean face	2
11	eliminates oil	2
11	removes oil	2
11	reduces wrinkles	2
11	fights acne	2
11	eliminates breakouts	2
11	prevent blemish	2
11	removes dirt	2
11	reduces redness	2
11	eliminates breakouts	2
23	prevent sun	1
23	prevent irritation	1
23	extract oil	1
23	dissolve oil	1
23	clears oil	1
23	dissolve makeup	1
23	detoxifies pores	1
23	remove oil	1
23	remove makeup	1
23	reduce pimple	1

Ref. code: 25605921040373NJY

Rank	Verb + Noun Collocation Patterns	Frequency
23	reduce breakouts	1
23	minimize irritation	1
23	calms irritation	1
23	reduce breakouts	1
23	reduces wrinkles	1
23	reduces wrinkle	1
23	cleanse face	1
23	eliminates dirt	1
23	clears surface	1
23	reduce redness	1
23	clears blemishes	1
23	eliminates dirt	1
23	kills bacteria	1
23	kills breakouts	1
23	prevents blemishes	1
23	quench skin	1
23	reduce hyperpigmentation	1
23	inhibit melanin	1
	Total	112

Ref. code: 25605921040373NJY

APPENDIX C

NOUN + VERB COLLOCATION PATTERNS

Table 3 Noun + verb collocation patterns used in skincare product online advertisements

Rank	Noun + Verb Collocation Patterns	Frequency
11	cleanser works	2
11	cleanser purifies	2
11	cleanser contains	2
11	cream delivers	2
11	skin feel	2
11	cream hydrates	2
11	gel wash	2
11	moisturizer helps	2
11	serum leaves	2
11	serum helps	2
11	skin resists	2
11	skin adjusts	2
11	sensitivity develops	2
11	formula transforms	2
11	pores appear	2
11	cleanser works	2
27	oil clogs	1
27	formula works	1
27	formula uses	1
27	formula rinses	1
27	formula provides	1
27	formula provide	1
27	formula penetrates	1
27	formula refreshes	1

Ref. code: 25605921040373NJY

Rank	Noun + Verb Collocation Patterns	Frequency
27	formula leaves	1
27	formula improves	1
27	formula infused	1
27	formula boosts	1
27	formula absorbs	1
27	cleanser transform	1
27	cleanser melts	1
27	cleanser improves	1
27	cleanser clears	1
27	cleanser cleans	1
27	water purifies	1
27	serum infused	1
27	serum delivers	1
27	serum boosts	1
27	complexion looks	1
27	cream generates	1
27	cream nourishes	1
27	cream absorbs	1
27	moisture defenses	1
27	moisturizer uncovers	1
27	moisturizer provides	1
27	moisturizer enhances	1
27	moisturizer defends	1
27	moisturizer absorbs	1
27	gel relieves	1
27	gel boosts	1
27	grapefruit extract	1
27	texture reduce	1
27	formula leaves	1

Ref. code: 25605921040373NJY

Rank	Noun + Verb Collocation Patterns	Frequency
27	toner refreshes	1
27	lotion infuses	1
27	lotion fights	1
27	elasticity increase	1
27	formula penetrates	1
27	skin reveals	1
27	moisturizer gives	1
27	dullness disappears	1
27	moisture boost	1
	Total	147

Ref. code: 25605921040373NJY

APPENDIX D

ADJECTIVE + NOUN COLLOCATION PATTERNS

Table 4 Adjective + noun collocation patterns used in skincare product online advertisements

Rank	Adjective + Noun Collocation Patterns	Frequency
10	future breakouts	7
10	harsh chemical	7
10	natural skin	7
10	thin layer	7
15	affected area	6
15	greasy residue	6
15	high performance	6
15	soft towel	6
15	waterproof makeup	6
20	deep wrinkles	5
20	oily residue	5
20	pink grapefruit	5
20	radiant complexion	5
20	scientific breakthrough	5
20	simple step	5
20	superb results	5
20	wet skin	5
20	healthy skin	5
28	facial cleansing	4
28	facial cleansing	4
28	complex ingredient	4
28	healthy look	4
28	lightweight formula	4
28	lightweight gel	4

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
28	natural production	4
28	noticeable results	4
28	radiant complexion	4
28	rapid wrinkle	4
28	thirsty skin	4
28	smooth wrinkles	4
28	supple skin	4
28	oily skin	4
28	premature aging	4
28	natural moisture	4
28	visible signs	4
28	warm water	4
46	creamy formula	3
46	delicate eye	3
46	dry lines	3
46	even complexion	3
46	exposed areas	3
46	intense hydration	3
46	gentle cleansing	3
46	lightweight serum	3
46	lifted look	3
46	sensual formula	3
46	sensitive eye	3
46	soft skin	3
46	uneven skintone	3
46	unique formula	3
60	uneven skin	2
60	tired skin	2
60	stressed skin	2

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
60	refreshed skin	2
60	radiant skin	2
60	damp skin	2
60	beautiful eyes	2
60	brighter skin	2
60	clearer skin	2
60	clear looking	2
60	creamy lather	2
60	easy step	2
60	eternal beauty	2
60	exclusive booster	2
60	final residue	2
60	gentle formula	2
60	gentle cleanser	2
60	gentle cleansers	2
60	hydrated day	2
60	healthier looking	2
60	ightweight hydration	2
60	luminous complexion	2
60	natural collagen	2
60	natural nighttime	2
60	nutritious vitality	2
60	ordinary cleansers	2
60	premature ageing	2
60	prestige beauty	2
60	premature lines	2
60	powerful collection	2
60	radiant skin	2
60	radiant vitality	2

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
60	revitalized look	2
60	significant improvement	2
60	significant reduction	2
60	sensitive eyes	2
60	several times	2
60	stubborn wrinkles	2
60	superior moisturizer	2
60	superior protection	2
60	toughest makeup	2
60	visible results	2
60	visible firmness	2
60	visible wrinkles	2
60	unique combination	2
60	uneven tone	2
60	youthful complexion	2
107	smooth skin	1
107	shiny skin	1
107	regular skin	1
107	mature skin	1
107	ideal skin	1
107	intense dryness	1
107	flawless skin	1
107	firm skin	1
107	dramatic skin	1
107	delicate skin	1
107	damaged skin	1
107	beautiful skin	1
107	entire face	1
107	dry face	1

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
107	youthful look	1
107	sculpted look	1
107	new look	1
107	flawless look	1
107	stressful day	1
107	visible aging	1
107	unhappy skin	1
107	innovative formula	1
107	facial formula	1
107	exclusive formula	1
107	large pores	1
107	silky cleansing	1
107	stubborn acne	1
107	lightweight cleansing	1
107	deep cleansing	1
107	clear pores	1
107	fresh looking	1
107	youthful looking	1
107	mild cleanser	1
107	smooth skin	1
107	gentle foaming	1
107	gentle exfoliators	1
107	natural tea	1
107	natural replenishment	1
107	dry hands	1
107	dry face	1
107	dry areas	1
107	natural power	1
107	natural oils	1

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
107	natural moisturizing	1
107	natural moisturizers	1
107	natural barrier	1
107	intensive serum	1
107	facial serum	1
107	white moisture	1
107	sustainable moisture	1
107	intensive moisture	1
107	intense moisture	1
107	ideal moisture	1
107	dramatic moisture	1
107	smooth lines	1
107	white moisturizer	1
107	rich moisturizer	1
107	regular moisturizer	1
107	deep moisturizer	1
107	residual impurities	1
107	deep moisturizer	1
107	wet hands	1
107	dry hands	1
107	lifted appearance	1
107	fresh vitality	1
107	rich lather	1
107	silky lather	1
107	foamy lather	1
107	lightweight texture	1
107	lightweight lotion	1
107	visible age	1
107	rich moisturizing	1

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
107	rich moisturizer	1
107	rich gel	1
107	rich cream	1
107	visible irritation	1
107	first signs	1
107	maximum hydration	1
107	deep hydration	1
107	maximum results	1
107	even tone	1
107	exclusive blend	1
107	excess surface	1
107	natural power	1
107	scented toner	1
107	gentle toner	1
107	first toner	1
107	facial toner	1
107	powerful ingredient	1
107	visible irritation	1
107	visible aging	1
107	visible age	1
107	exclusive formula	1
107	powerful recovery	1
107	powerful benefits	1
107	vibrant radiance	1
107	immediate radiance	1
107	creamy texture	1
107	nutritious collection	1
107	waterproof formula	1
107	closed eyes	1

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
107	clear skin	1
107	large pad	1
107	protective barrier	1
107	natural barrier	1
107	excess sebum	1
107	intensive mask	1
107	circular movements	1
107	circular motions	1
107	harsh detergents	1
107	luxurious ingredients	1
107	silky lather	1
107	white moisturizer	1
107	essential soy	1
107	youthful firmness	1
107	mild redness	1
107	new vitality	1
107	fresh vitality	1
107	brilliant vitality	1
107	stressful cycle	1
107	high potency	1
107	special skin	1
107	special moisturizer	1
107	special comforters	1
107	airy foam	1
107	nutrient infusion	1
107	youthful glow	1
107	new glow	1
107	powerful essence	1
107	instant infusion	1

Ref. code: 25605921040373NJY

Rank	Adjective + Noun Collocation Patterns	Frequency
107	velvety primer	1
107	red bottle	1
107	dramatic skin	1
107	heavy residue	1
107	optimal absorption	1
107	super berries	1
107	charged formula	1
107	congested pores	1
107	crisp citrus	1
107	current breakouts	1
107	milky emulsion	1
107	exceptional speed	1
107	extraordinary cream	1
107	light texture	1
107	radiant health	1
107	humid weather	1
107	temporary indications	1
107	mature skin	1
107	powerful recovery	1
107	renewable resources	1
107	residual impurities	1
107	soluble protein	1
107	right way	1
	Total	590

Ref. code: 25605921040373NJY

APPENDIX E

NOUN + NOUN COLLOCATION PATTERNS

Table 5 noun + noun collocation patterns used in skincare product online advertisements

Rank	Noun + Noun Collocation Patterns	Frequency
10	combination skin	5
10	foaming cleanser	5
10	hydration level	5
10	skincare regimen	5
14	appearance of aging	6
14	gel cream	6
14	skin aging	6
14	skin cream	6
14	skincare expertise	6
19	appearance of dark spot	4
19	cream cleanser	4
19	face lotion	4
19	skin texture	4
19	traces of dirt	4
19	hydrating formula	4
25	acne cleanser	3
25	appearance of pores	3
25	cleansing oil	3
25	condition skin	3
25	face cleanser	3
25	face cream	3
25	face serum	3
25	night moisturizer	3
25	skin irritation	3

Ref. code: 25605921040373NJY

Rank	Noun + Noun Collocation Patterns	Frequency
25	surface oil	3
35	acne remedies	2
35	burst of hydration	2
35	burst of refreshment	2
35	booster serum	2
35	cream formula	2
35	cream texture	2
35	eye aging	2
35	eye serum	2
35	face moisturizer	2
35	foam cleanser	2
35	formula targets	2
35	gel cleanser	2
35	hydrating serum	2
35	moisturizing cream	2
35	moisture balance	2
35	moisture level	2
35	moisture loss	2
35	moisturizer targets	2
35	skin issues	2
35	skin discoloration	2
35	skin elasticity	2
35	surge of moisture	2
35	traces of face	2
35	source of breakouts	2
35	vitamin formula	2
60	complexion skin	1
60	skin toner	1
60	skin hydration	1

Ref. code: 25605921040373NJY

Rank	Noun + Noun Collocation Patterns	Frequency
60	skin exfoliation	1
60	skin barrier	1
60	skin allergens	1
60	face toner	1
60	face scrub	1
60	face oil	1
60	face mask	1
60	treatment oil	1
60	oil dissolvers	1
60	moisturizer formula	1
60	strength formula	1
60	classic formula	1
60	conditioning formula	1
60	cushioning formula	1
60	formula features	1
60	formula lathers	1
60	formula moisturizers	1
60	makeup removal	1
60	makeup particles	1
60	makeup pads	1
60	formula efficacy	1
60	formula conditions	1
60	cleansing routine	1
60	cheek wrinkles	1
60	forehead wrinkles	1
60	acne moisturizer	1
60	acne wash	1
60	night creams	1
60	eye areas	1

Ref. code: 25605921040373NJY

Rank	Noun + Noun Collocation Patterns	Frequency
60	cooling serum	1
60	illuminating serum	1
60	serum moisturizes	1
60	firming cream	1
60	hydrating cream	1
60	moisture mask	1
60	moisture magnet	1
60	moisture complex	1
60	appearance of wrinkle	1
60	complexion looks	1
60	gel formula	1
60	hydration levels	1
60	lather soap	1
60	surface cells	1
60	power of a cream	1
60	treatment lotion	1
60	moisture lotion	1
60	skin radiance	1
60	specialty skincare	1
60	defense barrier	1
60	face mask	1
60	traces of impurities	1
60	traces of makeup	1
60	melanin production	1
60	blast of grapefruit	1
60	formula features	1
60	skin allergen	1
60	vanity case	1
60	sense of satisfaction	1
	Total	346

Ref. code: 25605921040373NJY

APPENDIX F

ADVERB + ADJECTIVE COLLOCATION PATTERNS

Table 6 Adverb + adjective collocation patterns used in skincare product online advertisements

Rank	**Adverb + Adjective Collocation Patterns**	**Frequency**
8	freshly radiant	1
8	scientifically proven	1
8	refreshingly lightweight	1
8	lusciously rich	1
8	highly effective	1
8	truly sensitive	1
8	currently available	1
8	virtually flawless	1
8	exceptionally soft	1
8	visually perfect	1
	Total	51

Ref. code: 25605921040373NJY

APPENDIX G

VERB + ADVERB COLLOCATION PATTERNS

Table 7 Verb + adverb collocation patterns used in skincare product online advertisements

Rank	Verb + Adverb Collocation Patterns	Frequency
11	apply generously	3
11	looks dramatically	3
11	sweep away	3
14	clear away	2
14	melts away	2
14	look significantly	2
14	regenerates visibly	2
14	repair dramatically	2
14	rinses easily	2
14	purifies deep	2
14	saw significantly	2
14	washed away	2
14	wash gently	2
14	work quickly	2
25	apply liberally	1
25	apply nightly	1
25	flush thoroughly	1
25	cleanses gently	1
25	sweep gently	1
25	feels thoroughly	1
25	cleanse deep	1
25	deliver deep	1
25	infuses deep	1
25	work deep	1
25	felt instantly	1

Ref. code: 25605921040373NJY

Rank	Verb + Adverb Collocation Patterns	Frequency
25	reveals naturally	1
25	occurs naturally	1
25	look naturally	1
25	contains naturally	1
25	wipe away	1
25	whisks away	1
25	whisk away	1
25	rinses away	1
25	eases away	1
25	buff away	1
25	cleanses away	1
25	cleanse away	1
25	feels perfectly	1
25	help visibly	1
25	smooth evenly	1
25	massage evenly	1
25	wipes effectively	1
25	absorbs easily	1
25	stays intensely	1
25	massage well	1
25	moisturized deeply	1
25	penetrates deeply	1
25	wash deeply	1
25	absorbs easily	1
25	stay significantly	1
25	flush thoroughly	1
25	left refreshingly	1
25	massage lightly	1
	Total	173

Ref. code: 25605921040373NJY

BIOGRAPHY

Name	Miss Preeyanuch Lakkam
Date of Birth	November 30, 1991
Educational Attainment	2013: Thammasat University, Bechelor of Arts major in Thai
Work Position	Digital Marketing Executive Learn Coporation Co.,LTD
Work Experiences	Digital Marketing Executive Learn Coporation Co.,LTD Content Marketing ID ATTA Co., Ltd.

Ref. code: 25605921040373NJY