

Joel Baker

MA TEFL

Core and Non-Cores in Advertising

Module Three Essay

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'Choose a short, authentic written or spoken text in English (about 200 words) and select at least 12 examples of collocations, including some fixed expressions. Discuss how you might use these examples to demonstrate to students the constraints on word combinations in English.'

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1 Introduction

In my hometown of Sagami Hara in Japan, there is a bright red sign in English at the local shopping mall which reads ‘LIFE SUPPORT’, followed by an arrow pointing down to a corridor of shops. One afternoon I found myself searching this floor of the mall, curious to perhaps find a medical clinic for exhausted shoppers or a life jacket store. Instead, all I found was a row of shops focused on fashion, hygiene, and electronic gadgets.

The meaning of the sign was to advertise the ‘support’ the mall’s shops could provide to the modern consumer’s lifestyle. When I see the words ‘life support’ in red in a public space, I expect something associated with the fields of medicine or rescue services. The context of where we read and hear language will often help shape the meaning we will eventually take from the words. But the sign also illustrates that collocation, the way that words fit and create meaning together, can be incredibly difficult to learn for a second language learner.

This assignment examines how core and non-core nodes in collocation are utilized in the field of advertising. Intuitively, it would seem that fixed expressions and significant collocations with non-core nodes would be

exploited in creative language because of their marked status in language.

Advertising would appear to be a field of language which would heavily utilize the collocation aspect of semantic prosody. But does this feature, the marked and unmarked division, and other general distinctions made between core and non-words words exist in the same way in collocation? In addition, does advertising, as a creative field, utilize collocations in a unique manner?

2 Literature Review

2.1 Collocation

2.1.1 Collocation and Meaning

Collocation is used to describe a group of words which occur repeatedly in a language (Carter, 1998: 51). Central to collocation is the concept of what words typically occur with other words (McCarthy, 1990: 14). Although statements of words co-occurring cannot be absolute, the words that typically co-occur with each other will affect each other's meaning.

When Firth coined the term 'collocation', he observed that words and ideas are not always one (1957). Words themselves do not independently always carry the meaning eventually acquired from language. Firth used 'night' as an example (1957: 196). Part of 'night's meaning is acquired through collocation

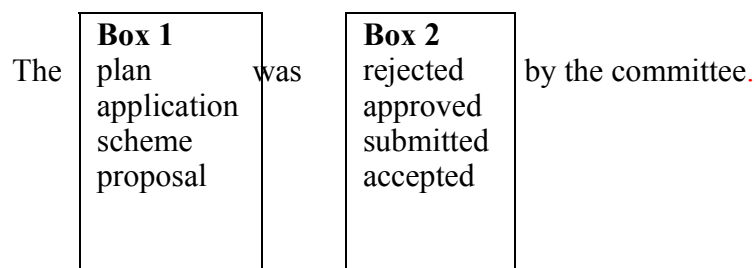
with the word (and idea) 'dark'. 'Dark' also acquires part of its meaning with its association with 'night'.

2.1.2 Restricted and Unrestricted Collocation

The two general types of collocation are restricted and unrestricted. Restricted collocation is when certain words occur almost entirely in the context of a narrow set of other words (Moon, 1997: 43). Unrestricted collocation is for words that have partnerships with a wide scope of other words. A grammatical word like 'the' would have such unrestricted collocation that to describe its collocation is somewhat useless. Advertising would seem to contain a high number of restricted collocations. The language use is creative which utilizes words with evaluative connotations and restricted collocation.

2.1.3 The Syntagmatic Axis and the Paradigmatic Axis

Firth noted that the process of acquiring the meaning of words from collocation is an abstraction at the syntagmatic level (1957: 196). McCarthy provided an example (1990: 16):



The syntagmatic axis is the horizontal relationship in the sentence. It is the collocational relationship existing between the words in Box 1 and Box 2. This relationship is observable between items arranged in text (McCarthy, 1990: 15).

The paradigmatic or vertical axis is the relationship between the words in each box. When a person is considering when to use either the word 'approved' or 'accepted', for example, he or she has to consider that these words' meanings are very closely related. These relations are called 'sense' relations and are the meaning of words in relation to other words in the vocabulary, as opposed to the denotation, the words' meaning in the real world (McCarthy, 1990: 16).

2.2 The Open-Choice and Idiom Principles

John Sinclair argued that lexical meaning is not isolated in just the lexeme, but that it is relevant to search for it in the 'extended units of meaning' (1996). For Sinclair, the idea of individual, independent words is not that relevant to the study of lexis and meaning. Sinclair's hypothesis was that units of meaning are largely phrasal, and that only a few words are selected independently of each other (1996).

There are two complimentary principles in Sinclair's theory explaining how we acquire meaning from language. The open-choice principle is based on the idea

that language text results from a large number of complex choices (Sinclair, 1991: 109). The only restraint on this is grammatical restriction. The idiom principle is far more pervasive and relies on the idea that it is clear that words do not occur randomly in text. The language user is more restricted in choice and has a large number of pre-constructed phrases available (Sinclair, 1991: 110). The idiom principle is not restricted to fixed expressions and can be extended over collocating words with several words in-between.

2.3 Semantic Prosody

Semantic prosody is one dimension of collocation, occurring when certain words or expressions collocate regularly with words that have either negative or positive connotation (Zethsen, 2006: 279). Zethsen provided the example of how the word 'cause' is usually followed by a negative term like 'problem' while the word 'provide' is usually followed by a positive term like 'service' (2006: 279). By choosing a certain word form, it can have negative or positive connotations by the words it is associated with and this extends throughout the whole unit of meaning.

2.4 Fixed Expressions

Language is often processed and acquired in chunks or groups of words (Moon, 1997: 42). These expressions, containing a high rate of collocation, number in

the hundreds of thousands for the fluent adult speaker of a language (Pawley and Syder cited in Widdowson, 1989: 132). Carter called these multi-word items ‘fixed expressions’ and created a list of types (Appendix A). There are two clines on which fixed expressions can vary: the scales of syntactic structure and semantic opacity (Carter, 1998: 71). The syntactic structure scale is the degree to which a fixed expression is ‘frozen’ as a sequence of words and semantic opacity is the degree to which a fixed expression can be interpreted on a word-by-word basis (Moon, 1997: 44).

One type of fixed expression is the idiom, characterized by being semantically opaque and sometimes frozen syntactically. Idioms appeal to writers of creative language because of their ability to be ‘unpacked’ by the reader into their literal elements (Carter, 2004: 117). This allows the reader to be actively involved in the process and opens up the word play of expanding meaning.

2.5 Register

Certain fixed expressions help in distinguishing a field of register like advertising. The vocabulary of a language is not simply a mass of unorganized items. Halliday (cited in McCarthy, 1990: 62) organized the features which restrict vocabulary use into the following:

Field – the subject matter and purpose of a message.

Tenor – the relationship between sender and receiver

Mode – the channel of communication.

It is the relationship between these factors which creates the register of the language (McCarthy, 1990: 61). The choice of vocabulary and fixed expressions is a large factor in register. What appear as synonyms can be distinguished on the register of language of the items (McCarthy, 1990: 62).

2. 6 Core / Non-Core Vocabulary

A core vocabulary is based on the idea that users of a language require items which allow for the facilitation of simple communication (Carter, 1998: 35).

The core meaning of words are the items considered to be the most basic and unmarked language. An example of the marked/unmarked use of language is in the phrases ‘How big was it?’ and ‘How little was it?’ (Carter, 1998: 35). The former contains the unmarked, the latter the marked because of its evaluative connotation.

Core meanings may have greater superordinateness, in that they possess generic rather than specific properties (Carter, 1998: 40). A core item may also possess the ability to substitute for other words more than non-core items (Carter, 1998: 38). In addition, the more core a meaning is, the less likely it is

to be restricted to culture-specific uses (Carter, 1998: 41).

It can be difficult to differentiate between a core and non-core item. A practical method is by a core/non-core continuum stretching from one extreme to the other. One crucial aspect in regards to collocation is the idea that the more core an item, the more unrestricted its collocation (Carter, 1998: 38). The unmarked, generic features of the core vocabulary should make the items more open to collocation with other words.

Non-core words are often more expressive and a source of creativity (Carter, 2004: 141). Advertising will often use marked language with greater evaluative and connotational force in order to appeal to the consumer (McCarthy, 1990: 14). Non-core words' marked status suggests that their collocations will be more susceptible to semantic prosody.

3 Methodology

3.1 The Field of Advertising

This assignment looked at collocation within the field of advertising. The answer for the question “What is advertising and its defining features?” is very difficult to directly answer (Cook, 2001: 9). Advertising and its language has become so pervasive in everyday life that at times it is difficult to tell what is

and what is not a piece of advertising. Advertising itself has changed over time, becoming less concerned about selling a product and focusing more on entertaining and appealing to the jaded consumer (Myers, 1994: 25).

3.1.1 Creativity in Advertising

Creativity is an essential element of advertising language. The creative manipulation of language and its patterning are integral to effective advertising (Carter, 2004: 18). In creative language, the reader is actively involved in the discourse by engaging and reacting to the text. Fixed expressions like idioms are often used to form creativity in language, especially in advertising (Carter, 2004: 21). The focus of the reader is brought to expressions that will seem unique or interesting.

3.2 The Land Rover Ad

The advertisement used was a two-page ad for the car manufacturer Land Rover from the September 2008 issue of Inc. magazine. I choose the collocations based on the idea that they are innate and known by native speakers as a whole as part of their language competency (Moon, 1997: 48). T-scores and MI scores were run on the Bank of English using the complete 450 million word corpus. T-scores are a statistical measurement used to measure the degree of confidence that two words occur together more than just by the

degree of chance (Clear, 1995). Mutual Information, or MI, measures how likely each word will occur with each other, based on the overall frequency of each individual word (Clear, 1995). MI was not used for this assignment in deciding collocation because of its unreliability. The Land Rover ad used some collocations with low-frequency words. MI's inconsistency lies in it awarding high scores for overall low frequency words (Clear 1995). Valid collocations were chosen based on a t-score equal to or greater than 2.0.

Core and non-core vocabulary items were selected according to the following set criteria: item labeled as core because most basic, neutral in a set of similar words; item labeled as core because it is unmarked; item labeled as core because of ability to substitute for other items in the same set of meanings; item labeled as core if it has a direct antonym. If difficulty with core criteria still persisted, collocation t-scores of the node were run and compared with another potential core word's scores. Restricted and unrestricted collocation was then compared. Items were labeled either 'core' or 'non-core' depending on characteristics of the sense of the word in the ad. Fixed expressions were labeled according to Carter's types of fixed expressions (Appendix A).

4 Results

The ad's text contains 203 words.

Figure 1

Land Rover Advertisement's Text Lines

(Mansueto Ventures LLC, 2008: 122-123)

Paragraph One

Line 1 There's only one
Line 2 way to find out if
Line 3 your vaccinations
Line 4 really work.

Paragraph Two

Line 5 2005-2006 Plateau of Tibet – Renowned explorer and
Line 6 conservationist Wong How Man relies on Land Rovers to
Line 7 redefine the real source of the Yangtze through some
Line 8 of Asia's harshest terrain. He also studies and preserves
Line 9 the rare Tibetan antelope at the calving ground which
Line 10 he was first to discover.

Paragraph Three

Line 11 A 60-year test drive. For six decades, Land Rover has
Line 12 been getting comfortable in places that aren't. That's
Line 13 because we torture-test them in a place called the real world.
Line 14 Designed to be the most capable vehicles on the planet,
Line 15 Land Rovers are trusted across all seven continents by
Line 16 explorers, relief agencies and peacekeepers.

Paragraph Four

Line 17 Miles from anywhere
Line 18 We design these vehicles
Line 19 with one thing in mind –
Line 20 purpose. So we don't waste
Line 21 effort on unnecessary
Line 22 adornments such as faux
Line 23 air intakes. Instead, we
Line 24 over-engineer where it
Line 25 matters so you can ford

Line 26	rivers and set 650 pounds
Line 27	of whatever on the tailgate.
Line 28	So before you head to a
Line 29	place where you need a
Line 30	booster shot, make sure
Line 31	you have the vehicle that
Line 32	doesn't. You can take a
Line 33	Land Rover through its
Line 34	paces today at your local
Line 35	Land Rover Centre.
Paragraph Four	
Line 36	ExtraordinaryDrive.com
Line 37	Land Rover
Line 38	Designed for the
Line 39	extraordinary

In total, 37 collocations were found in the ad with 20 containing core nodes and 17 having non-core nodes. Appendix B contains a full table of all the collocations.

Figure 2
Land Rover Advertisement's Collocations

Line Number	Collocation	T-score
1,2	one way	47.06
2	find out	128.85
4	really work	16.41
5	renowned explorer	X
5,6	explorer and conservationist	X
6	relies on	48.20

6,7	to redefine	16.63
7	real source	3.95
7,8	through some of	X
8	harshest terrain	X
8	studies and preserves	X
9	calving ground	X
10	first to discover	2.16
11	test drive	17.26
12	getting comfortable	3.40
13	torture test	X
13	in a place	180.17
13	real world	51.40
14	capable vehicles	X
14	on the planet	41.30
15	trusted across	X
15	seven continents	3.75
16	relief agencies	20.27
17	miles from anywhere	7.35
19	one thing in mind	19.88
20,21	waste effort	7.70
21,22	unnecessary adornments	X
24	over engineer	X
24,25	where it matters	7.62
25,26	ford rivers	X
27	of whatever	X
28,29	head to a place	X
Line Number	Collocation	T-score
30	booster shot	X
30	make sure	146.56
33,34	through its paces	22.16
37	land rover	37.03
38,39	designed for the extraordinary	X

Key to table:

[X] – corpus data not available (t-score limited to searching for scores over 2.0).

21 of the collocations had t-scores greater than 2.0, with 10 having core nodes, and 11 containing non-core nodes. A chi-square measurement was run and there was no significant difference between the number of core nodes and non-core nodes used in collocations with a t-score greater than 2.0 ($\chi^2 = 0.81$, Degrees of Freedom = 1, $P =$ greater than .25). There was also no significant difference found between the number of core and non-core nodes in Carter's types of fixed expressions. ($\chi^2 = 0.09$, Degrees of Freedom = 1, $P =$ greater than .25). Of the 21 significant collocations, 14 fit into Carter's scheme of fixed expressions: 8 semi-idioms, 5 stock phrases, and 1 catchphrase.

5 Discussion

5.1 Frozen and Non-Frozen Syntactic Collocations

5.1.1 Frozen Syntactic Collocation

'Test drive' is a syntactical frozen semi-idiom.

A 60-year	Box 1 test assessment examine appraise	Box 2 drive pilot motor run
-----------	---	--

The decisions for both boxes' paradigmatic axes are limited by the frozenness on the expression's horizontal syntagmatic axis. The Land Rover ad utilizes

this expression in suggesting that the vehicle has been tested for a long time, in the sentence ‘A 60-year test drive’.

5.1.2 Semi-Frozen Syntactic Collocation

The collocation ‘waste effort’ is a semi-frozen syntactical expression.

So we don't

Box 1 waste squander mispend misuse	Box 2 effort energy work toil
--	--

on unnecessary adornments...

The choices to be made paradigmatically are limited by the syntagmatic frozenness. The company uses ‘waste effort’ to express that it would not waste its time putting unnecessary adornments like faux air intakes on its cars. The other possible choices in Box 1, ‘squander’, ‘mispend’, and misuse’ create a more negative sense when collocating with ‘effort’. ‘Waste’ could also collocate with ‘energy’, but that would have the additional connotation of wasting natural resources, something a car maker would attempt to avoid.

5.1.3 Non-Frozen Syntactic Collocation

...Land Rover has been	Box 1 getting becoming growing	Box 2 comfortable relaxed content secure	in places that aren't.
------------------------	--	---	------------------------

The collocation ‘getting comfortable’ demonstrates when the choices made on the syntagmatic axis are completely open, only the paradigmatic, ‘sense’ meaning limits word choice. Other possible collocations include: ‘getting content’, ‘becoming relaxed’, and ‘growing secure’. All of these have meanings close to the collocation of ‘getting comfortable’. The decision was made for ‘getting comfortable’ because the expression suggests not as at ease as the other expressions.

5.1.4 Core and Non-Core Nodes

The Land Rover ad effectively utilizes both frozen and non-frozen syntactic collocations. There seemed to be no certain pattern in regards to the use of core and non-core nodes in frozen and non-frozen syntactic collocations. Carter suggested that core words are more adept at being able to substitute for other words than non-core words (1998: 38). In the ad, ‘real world’ and ‘on the planet’ are syntactically frozen collocations with non-core nodes. Core nodes

will not be able to substitute into the node position in these cases. Additionally, many of the non-frozen syntactic collocations possess core nodes, with non-core nodes being able to substitute into the node position. These include the semantically transparent expressions ‘real source’ and ‘getting comfortable’. This suggests that the distinction between core/non-core on the grounds of substitution is, at best, a muddled picture in regards to collocations.

5.2 Collocation in the Field of Advertising

Several of the collocations used in the Land Rover Ad demonstrate how fixed expressions help in determining the field of advertising. The concordance lines for the semi-idiom ‘test drive’ reveal use in the fields of both automobile journalism and advertising.

Figure 3

KWIC Sample Concordance Lines of ‘test drive’

```
your Acura dealer for a thorough test-drive. <p> Acura 3.2TL Premium
THE WILDCAT you've gotta&ellips; TEST DRIVE THE ALL NEW 1996 ONE-OF-A-KIND
    dealer and take it out for a test drive. You won't believe how far
be reckoned with. So come take a test drive today! <p> But HERSHEY PARK is more
    book. <h1> Saab free 24-hour test drive; Motoring World </h1> <b1> Mike
    I was the first journalist to test drive it. <p> The Mini One is a Mini for
```

One of the roles of ‘test drive’ in the Land Rover ad is to help to set the ‘field’ of automobile advertising for the reader. The expression is located in a prominent location, at the top of a paragraph. Additionally, it is used with the

words '60-year test drive'. The fixed expression helps set the tenor of the relationship between reader and advertiser, that Land Rover is an experienced car company. The core word 'drive' is semantically transparent, as the neutral describer of operating a car.

Another fixed expression which helps set the field of advertising is the semi-idiom 'really work'.

Figure 4

KWIC Sample Concordance Lines of 'really work'

<p>At last! Hiccup remedies that really work. Open to page 370. <p> Honey <!--prices--> <h> HOME OFFICES THAT REALLY WORK. </h> <p> Desk with side exercises and show how her routines really work. Tina lost 3 1/2 stone in 12 So here are the remedies that really work -- both for prevention and e-mail my reply. Aphrodisiacs that really work 09015 678 081 <p> How men can</p>
--

This collocation is associated with the field of health advertising, proclaiming the effectiveness of certain remedies. In the Land Rover ad, there is a medical sub-field within the text. Terminology like 'vaccinations' and 'booster shot' are utilized to suggest that the Land Rover is capable of accessing places which are so wild that they might be hazardous to the driver's health. 'Work' is a core node being used in a semantically transparent expression and is not fixed syntactically.

5.2.1 Core and Non-Core Nodes

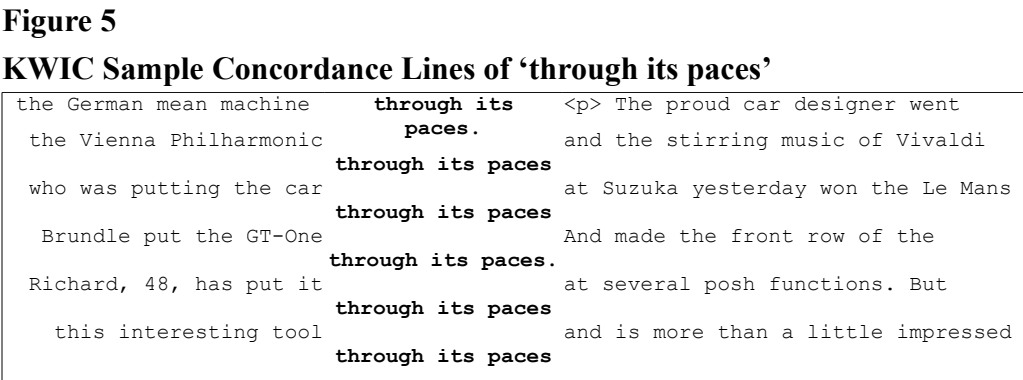
Both of the expressions used to help set the register of advertising utilize core nodes. ‘Test drive’ is a neutral expression to describe part of the procedure in purchasing a vehicle. ‘Really work’ is not neutral in tone, as it acts to describe something that is very effective. But, in an ad, the experienced consumer is used to seeing an expression like this. Land Rover might utilize this expression not only for its meaning but also to signal that it is an advertisement.

5.3 Semantic Prosody and Advertising

As a field for creative discourse, advertising would seem to be a rich source of semantic prosody. The Land Rover ad provides many examples, using many of its collocations to effectively create both positive and negative connotations.

5.3.1 Positive Semantic Prosody

The semi-idiom ‘through its paces’ reveals both a strong association with the field of automobiles and a positive semantic prosody.



The meaning of this collocation is to test or trial something thoroughly. The positive connotation seems to tie into the results being positive. The concordance lines illustrate how the collocation and resulting positive connotations affect the whole length of the expression. In the ad, the expression is used to spur the reader to action and to test the Land Rover at their local dealership. Within the familiar context of automobiles, the assumption is that the results will be positive.

When the stock phrase ‘on the planet’ is used in the context of ecology, it has a negative connotation. This meaning is on the actual planet of Earth. But the expression has a different meaning and connotation when used with a superlative, describing something or somebody which is the best ‘on the planet’.

Figure 6

KWIC Sample Concordance Lines of ‘on the planet’

<p>most wonderful soprano voice on the planet, and has the musical know-how and athletic footwear and apparel on the planet. It has a huge and ever-changing</p> <p>10 or 20 best speed players on the planet, 'he says. <p> His confidence stems</p> <p>is the best observing site on the planet, " says Anthony Stark, an</p> <p>the cleanest, healthiest rats on the planet, astronomer</p> <p>the most sophisticated music on the planet. short of germ-free status. A</p> <p style="text-align: right;"><p> Drummond: Mickey Hart is best</p>
--

In the Land Rover ad, this expression is used in the description of Land Rovers as ‘designed to be the most capable vehicles on the planet’.

5.3.2 Negative Semantic Prosody

The Land Rover ad also uses negative semantic prosody in creating discourse for the ad.

Figure 7

KWIC Sample Concordance Lines of ‘in a place’

<p>of nurture and dependence in a place sheltered from the world. When he on a vast scale in a place lacking adequate public transport. occurred more than 20 years ago, in a place where such barriers were once asked to build self-esteem, in a place that's been so neglected, even the money, you lose it, especially in a place like Brazil where inflation has</p>
--

The semi-idiom ‘in a place’ means either in a physical or non-physical space.

The concordance lines reveal negative semantic prosody, with the expression collocating with negative words like ‘dependence’, ‘lacking adequate’, and ‘neglected’. Land Rover ad uses this collocation to describe the ‘real world’, where they ‘torture-test’ the vehicle. This further creates the idea of the Land Rover as a tough car.

Another example of a collocation with negative semantic prosody is the stock phrase ‘real source’.

Figure 8**KWIC Sample Concordance Lines of ‘real source’**

scientists, therefore, the real source of aggression is not in the a partner it can become a real source of loneliness. Women are better gets to grips with is the real source of violence. She drops various on them to strike at the real source of planter power and privilege? One but, at the time, they are a real source of concern. My vibes regarding your
--

The meaning of this phrase is the actual origin of something, either physical or non-physical in nature. In the ad, the expression is used to describe the source of the Yangtze River, obviously located in an untamed part of Asia. Interestingly enough, the concordance lines reveal a gender difference in semantic prosody with ‘real source’. When in a sentence with a female name or pronoun, the connotation is much more negative than when used with a male name or pronoun.

5.3.3 Core and Non-Core Nodes

The results indicate that both core and non-core nodes of significant collocations are involved in semantic prosody in advertising text. This shows that advertisers are utilizing expressions, regardless of core or non-core status, to effectively convey semantic prosody. The other indication is that when core vocabulary enters into collocation relationships and fixed expressions, it loses some of the unmarked status that distinguishes it from non-core vocabulary.

This would further convey the feeling that fixed expressions present a real

challenge to the second language learner beyond being semantically opaque and syntactically frozen.

5.4 Creativity in Collocation

Carter argued that one of the reasons idioms and other fixed expressions are appealing to advertisers is because of their creative potential (2004: 117). In the Land Rover ad, there is no difference in creativity between collocations with core or non-core nodes. There is a contrast found, however, between typical and unusual collocations.

5.4.1 Highly Typical Collocations

The collocations with overall high frequency of usage were: ‘one way’ (14,139 total frequency), ‘find out’ (21,900), ‘in a place’ (80,942), and ‘make sure’ (22,783). All of these collocations have core nodes and are at least fairly transparent semantically but do not seem to go through the creative process of expanded meaning. The collocations are simply utilized as expressions.

The non-core node collocations with the highest overall frequencies were: ‘real world’ (4,383), ‘relies on’ (2,628), and ‘on the planet’ (3,134). Like the high frequency core nodes, they do not contribute to the process of expanded meaning.

5.4.2 Unusual Collocations

It is within the unusual, low frequency collocations where the creative process of ‘unpacking’ occurs. Three examples were ‘booster shot’ (10), ‘miles from anywhere’ (83), and ‘test drive’ (424). Part of the reason why the ad used ‘booster shot’ is what happens when the reader breaks down the expression to its constituent parts. ‘Booster’ suggests the concept of a boost of energy. Within the ad, the expression ‘booster shot’ has the meaning of a vaccination shot and the additional meaning of a shot of energy.

The phrase ‘miles from anywhere’ stands alone in the ad. It has greater evocation than an equivalent phrase like ‘in the middle of nowhere’. The use of ‘miles’ and ‘anywhere’ make it sound possible for the car to reach distant places. ‘Anywhere’ also has an appealing allure for a car driver, expanding the range of possible destinations. The expression ‘test drive’ also has expanded meaning. In the sentence ‘A 60-year test drive.’ it is partly used to express how long Land Rover has made cars. Additionally, when the phrase is broken down, it has the suggestion of being tested for 60 years.

6 Implications for the Classroom

6.1 Fixed Expressions

Fixed expressions present difficulties for the second language learner because of their fixed/unfixed syntactic nature and semantic opacity. They often must be memorized because of their non-compositionality (Moon, 1997: 57). Effectively teaching fixed expressions and collocation is limited to advanced students, because:

Collocations and idioms are of the greatest importance to the language learner; one of the things that distinguishes an advanced learner's language from that of a native speaker is that advanced learners often manifest grammatical correctness but collocational inappropriateness.

(Hoey, 2003:5)

Advanced learners will require much exposure to fixed expressions to learn about their unique characteristics. The core/non-core distinction used in this study illustrates the way collocation and fixed expressions can alter the character of their constituent parts, creating even greater confusion for the language learner. It also raises the question of the validity of a core vocabulary in collocations.

6.1.1 Corpus-Lead Learning

Using corpus-based activities for presenting collocations will help in students learning the fixed expressions, especially in situations when the syntactic rules are not known. Often, the learner will use these expressions with untypical tense or odd pluralization (Moon, 1997: 59). Using a corpus will allow the

students to see how the fixed expressions are actually used. For example, terms found in the ad like 'find out' and 'really work' are not so syntactically fixed, something which will come out in concordance lines.

Corpus learning will also assist learners in seeing how field dependent many collocations are. Car advertising is rich in unique collocations like 'test drive' and 'through its paces'. The vocabulary used will evoke the field in how it characterizes the tenor between participants in the discourse, and the mode of communication (McCarthy, 1990: 102). An effective method of teaching register is through comparing texts of different types and discussing inappropriate use of the lexis (McCarthy, 1989: 103).

6.1.2 Context-Enrichment

Helping the learners to develop their inference skills is crucial to learning the meaning of fixed expressions. The following is adapted from Honeyfield (cited in Carter, 1998: 211).

Figure 9**Context-Enrichment Exercise for ‘Booster Shot’**

1. I had a booster shot.	
a vaccination needle	_____
a vodka drink	_____
a family photograph	_____
2. I had a booster shot when I was a child.	
a vaccination needle	_____
a vodka drink	_____
a family photograph	_____
3. I had a booster shot when I was a child and the nurse was very kind.	
a vaccination needle	_____
a vodka drink	_____
a family photograph	_____

In regards to context, in step 1 the word cannot be guessed because all of the possible definitions are correct. Step 2 rules out the vodka drink and step 3

makes a vaccination needle as the only possible answer.

6.1.3 The Overuse of Fixed Expressions

Second language learners will often overuse certain fixed expressions. As the total frequency numbers for collocations revealed in the study (Appendix B), fixed expressions with core nodes have, at times, a far greater frequency rate than non-core node expressions. Some of non-core nodes used in the advertising had a specific, creative role. This is in agreement with Moon's suggestion that many marked items with non-core nodes have limited use in the English language (1997: 60). The following is a context-based exercise for the word 'way'.

Figure 10 Context Exercise

Keyword: way

Match these remarks and their responses

1. I wonder if this computer really works.
2. Wow, Bill looks great!
3. I just can't get this computer to work.
4. Excuse me, is this is the right way to the station?
5. Our next holiday isn't until February.
6. I didn't have time to drink coffee this morning.

1. That's a long way away.
2. He's really changed his ways.
3. There's only one way to find out.
4. Can I help in any way?
5. Don't worry, you can buy one on the way.
6. Yes, it's the right way.

(Adapted from Carter, 1998: 227).

This exercise shows how 'way' can be used in structures like fixed expressions.

It allows the learner to learn from the context around the word. It also helps the learner to see that usage can be formulaic and focuses attention on key structures and not just the individual words.

6.2 Semantic Prosody

All second language learners are at risk with semantic prosody because they are more vulnerable to the hidden intentions of language than native speakers (Zethsen, 2006: 290). Any piece of language will contain some sort of semantic prosody, but creative texts would be the richest source.

6.2.1 Core/Non-Core Vocabulary and Semantic Prosody

Comparison exercises between core and non-core vocabulary items' dictionary meaning and their use and meaning in collocation would be useful for advanced students. Again, using corpus results for discovery learning would be

beneficial. The students would be able to see the difference in meaning and connotation between a single vocabulary item and in collocation. The core/non-core distinction would be useful because of the dramatic changes the words take-on, especially in creative language use. Other genres containing vivid examples of semantic prosody would be poetry and creative writing, and political texts.

7 Conclusion

The results from this study illustrate that the distinctions between core and non-core vocabulary are not so strong when the words are used in collocations. Core words in collocation are not as neutral as single core items and are actively engaged in semantic prosody. Additionally, the idea that core words have greater substitution ability is somewhat lost in collocation as the expressions' syntactic frozenness seems to be more a important factor for when a word can be substituted. A creative field like advertising utilizes some core vocabulary within fixed expressions to help create the field of advertising, and employs unusual collocations for the reader to creatively unpack into their literal elements. Both core and non-core items were used in collocations with semantic prosody.

7.1 **Limitations and Further Study**

The selection of core vocabulary is certainly not a science and there were difficulties when presented with certain senses or types of core words which were more abstract. The standard collocation span was utilized for this study of four to the left and four to the right of the node. Although the standard, it would seem to catch a lot of collocations beyond just the fixed expressions examined in this study.

Further studies might be inclined to compare semantic prosody across fields in order to explore how prevalent it is beyond explicitly creative genres. Additionally, are core nodes as actively involved in semantic prosody when in collocation beyond the creative genres? More research is also required in how different types of fixed expressions are used in setting the register of different fields of language.

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Appendix A

Types of Fixed Expressions

(Carter, 1998: 67)

1. Idioms
 - i) irreversible binomials/
compound idioms
 - ii) full idioms
 - iii) semi-idioms
2. Proverbs
3. Stock phrases
4. Catchphrases
5. Allusions/Quotations
6. Idiomatic Similes
7. Discoursal Expressions
 - i) social formulae/clichés
 - ii) connectives; structuring devices
 - iii) conversational gambits
 - iv) stylistic formulae
 - v) stereotypes

Appendix B

Table of Land Rover Ad's Collocations

Line	Collocation	Date Checked	Node	Collocate	Frequency of Collocation	T-sc	MI	Fixed Expression Type	Core / Non-Core
1,2	one way	August 28, 2008	way	one	14,139	47.06	X	X	core
2	find out	August 28, 2008	find	out	21,900	128.85	2.95	semi-idiom	core
4	really work	August 28, 2008	work	really	1,996	16.41	X	semi-idiom	core
5	renowned explorer	August 28, 2008	explorer	renowned	7	X	X	X	core
5,6	explorer and conservationist	August 28, 2008	conservationist	explorer	0	X	X	X	non-core
6	relies on	August 28, 2008	relies	on	2,628	48.20	X	semi-idiom	non-core ¹
6,7	to redefine	August 28, 2008	redefine	to	497	16.63	2.00	X	non-core
7	real source	August 28, 2008	source	real	138	3.95	X	stock phrase	core
7,8	through some of	August 28, 2008	some	through	377	X	X	X	core
8	harshest terrain	August 28, 2008	terrain	harshest	0	X	X	X	non-core
8	studies and preserves	August 28, 2008	preserves	studies	0	X	X	X	non-core
9	calving ground	August 29, 2008	ground	calving	3	X	4.66	X	core
10	first to discover	August 29, 2008	discover	first	191	2.16	X	X	non-core
11	test drive	August 29, 2008	drive	test	424	17.26	2.63	semi-idiom	core
12	getting comfortable	August 29, 2008	comfortable	getting	62	3.40	X	X	core ²
13	torture test	August 29, 2008	test	torture	0	X	X	compound idiom	core
Line	Collocation	Date Checked	Node	Collocate	Frequency of Collocation	T-sc	MI	Fixed Expression Type	Core / Non-Core
13	in a place	August 29, 2008	place	in	80,942	180.17	X	semi-idiom	core
13	real world	August 29, 2008	world	real	4,383	51.40	X	stock phrase	non-core
14	capable vehicles	August 29, 2008	vehicles	capable	0	X	X	X	core
14	on the planet	August 29, 2008	planet	on	3,134	41.30	1.93	stock phrase	non-core
15	trusted across	August 29, 2008	trusted	across	4	X	X	X	core
15	seven continents	August 29, 2008	continents	seven	19	3.75	2.85	stock phrase	core
16	relief agencies	August 29, 2008	agencies	relief	427	20.27	x	X	core
17	miles from anywhere	August 29, 2008	miles	anywhere	83	7.35	X	stock phrase	non-core
19	one thing in mind	August 30, 2008	mind	thing	797	19.88	X	catchphrase	non-core

20,21	waste effort	August 30, 2008	effort	waste	86	7.70	7.70	X	non-core ³
21,22	unnecessary adornments	August 30, 2008	adornments	unnecessary	0	X	X	X	non-core
24	over engineer	August 30, 2008	engineer	over	0	X	X	X	non-core
24,25	where it matters	August 30, 2008	matters	where	321	7.62	X	semi-idiom	non-core
25,26	ford rivers	August 30, 2008	rivers	ford	0	X	X	X	core
27	of whatever	August 30, 2008	whatever	of	0	X	X	X	non-core
28,29	head to a place	August 30, 2008	place	head	0	X	X	stock phrase	core
30	booster shot	August 30, 2008	shot	booster	10	X	3.33	X	core
30	make sure	August 30, 2008	sure	make	22,783	146.56	5.11	semi-idiom	core
33,34	through its paces	August 30, 2008	paces	through	508	22.16	5.91	semi-idiom	non-core
37	land rover	August 30, 2008	land	rover	1,386	37.03	7.52	X	non-core ⁴
Line	Collocation	Date Checked	Node	Collocate	Frequency of Collocation	T-sc	MI	Fixed Expression Type	Core / Non-Core
38, 39	designed for the extraordinary	August 30, 2008	designed	extraordinary	0	X	X	catchphrase	core

Key to table:

[X] – corpus data not available (t-score and MI limited to searching for scores over 2.0) and no applicable Carter classification.

¹ Amount of collocations compared between ‘rely’ and ‘depend’.

rely - number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 1, between 49.99 and 30 - 1, between 29.99 and 20 - 2, between 19.99 and 10 - 23, between 9.99 and 5 - 54, between 4.99 and 2 - greater than 300.

depend - number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 2, between 49.99 and 30 - 1, between 29.99 and 20 - 3, between 19.99 and 10 - 16, between 9.99 and 5 - 77 between 4.99 and 2 - greater than 300.

² Amount of collocations compared between ‘comfortable’ and ‘relaxed’.

comfortable - number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 0, between 49.99 and 30 - 5,

between 29.99 and 20 - 4, between 19.99 and 10 - 39, between 9.99 and 5 - 147, between 4.99 and 2 - greater than 300.
 relaxed - number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 0, between 49.99 and 30 - 2,
 between 29.99 and 20 - 2, between 19.99 and 10 - 23, between 9.99 and 5 - 88, between 4.99 and 2 - greater than 300.

³ Amount of collocations compared between 'effort' and 'work'.

effort - number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 2, between 49.99 and 30 - 4, between 29.99 and 20 - 12, between 19.99 and 10 - 63, between 9.99 and 5 - 209, between 4.99 and 2 - greater than 300.

work - number of collocations with t-score higher than 100 - 1, between 99.99 and 50 - 13, between 49.99 and 30 - 29, between 29.99 and 20 - 47, between 19.99 and 10 - 174, between 9.99 and 5 - greater than 300, between 4.99 and 2 - greater than 300.

⁴ Amount of collocations compared between 'land' and 'earth'.

land- number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 2, between 49.99 and 30 - 6, between 29.99 and 20 - 13, between 19.99 and 10 - 109, between 9.99 and 5 - greater than 300, between 4.99 and 2 - greater than 300.

earth- number of collocations with t-score higher than 100 - 0, between 99.99 and 50 - 2, between 49.99 and 30 - 4, between 29.99 and 20 - 15, between 19.99 and 10 - 55, between 9.99 and 5 - 221, between 4.99 and 2 - greater than 300.