

An Analysis of Noun Phrases in Motorcycle Brochures

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ABSTRACT

The main objective of this study is to analyze the use of noun phrase and identify noun phrases that are frequently used. The present study applied the theory of Greenbaum, S & Nelson, G (2002) which divides the structures into seven types: determiner + noun, pre-modifier + noun, determiner + pre-modifier + noun, noun + post-modifier, determiner + noun + post-modifier, pre-modifier + noun + post-modifier, and determiner + pre-modifier + noun + post-modifier. Since all of the data are in a form of a descriptive text, method of textual analysis applied to analyze the data. The result of the study showed there were 796 noun phrases found from 10 brochures and 2 additional descriptions and they were classified into determiner + noun (19%), pre-modifier + noun (29%), determiner + pre-modifier + noun (47%), noun + post-modifier (1%), determiner + noun + post-modifier (0,88%), pre-modifier + noun + post-modifier (0,75%), determiner + pre-modifier + noun + post-modifier (0,25%). The final result show that the most frequently noun phrase used is the category 3 with structure determiner + pre-modifier + noun (47%), and the second one is the category 2 with structure pre-modifier + noun (29%).

Keywords: noun phrase, determiner, modifier, brochures

INTRODUCTION

It is obvious that currently, many companies use the right promotional media to publicize information about their products, product lines, brands, or company (Pitaktrairat, et.al: 2021; Diffen.com:2021). Using media, the companies through the advertising agencies want to persuade and induce the readers, viewers, or listeners to take some action to buy the advertised products (Chand: 2021). Because it is used to persuade and convince the audiences, the use of language in promotional media must have a powerful influence over people and their behavior (Waiikotchawan: 2017).

The language contained in promotional media like brochures continues to develop. The development of the language includes the number of new words found and the structures of phrases that continue to grow because of the variations in the products offered and the types of promotional media used. Therefore, this study becomes an ideal way to identify the language structures, especially noun phrases in the Yamaha motorcycle brochures. This study aims to analyze the structure of noun phrase found in

motorcycle brochures from Yamaha Motorcycle Company and to identify the type of noun phrase that is frequently used

There are three underlying reasons for conducting this present study. Firstly, noun phrase is an interesting area to study because the constituent elements can be very simple or very complex. The simple noun phrase structure consists of a determiner and head while the most complex structure consists of a determiner, pre-modifier, head, and post modifier. Secondly, noun phrase is commonly used or found in a promotional text or brochure. It is also an essential element in the promotional text as it gives detail explanations, descriptions, or meanings to the sentences so that the readers will easily understand the information in the text, and of course, they can be attracted to purchase the product offered. Thirdly, analyzing the constructions of noun phrase is beneficial for the language development. The results of this study are expected to enrich the constructions of noun phrases, especially those found in promotional media such as brochures. Therefore, the noun phrase constructions found in this study can be used by advertising agencies to create a promotional text in their brochure.

In conclusion, analyzing the structures of noun phrase found in promotional brochures is interesting and essential to conduct since the development of a language structure that is always changing along with the development of creativity in advertising agencies, the types of promotional media, and the products offered.

THEORETICAL FRAMEWORK

1. Noun Phrase

According to Eastwood (2002: 177) “a noun phrase can be one word. It can also be more than one word. In a noun phrase there can be determiners, quantifiers and modifiers, as well as a noun.”

Nordquist (2009:1) mentions that a noun phrase is a phrase that plays the role of a noun. The head word in a noun phrase will be a noun or a pronoun. Swan (1980:22) stated that noun phrase (NP) is a group (e.g., article + adjective + noun) which acts as the subject, object, or complement of a sentence.

In conclusion, the noun phrase is a phrase that clearly explains the function of a noun in a sentence. In a noun phrase there can be determiners, quantifiers and modifiers, as well as a noun.

2. The Components of Noun Phrase

The structure of a typical noun phrase can be described as follows, with parenthesis indicating that these structure elements may be excluded (Greenbaum, S & Nelson, G.:2002).

(Determiner) + (Pre-modifier) + Noun head + (post-modifier)

Each structure element of a typical noun phrase is elaborated below.

Determiner

A determiner is a word placed before a noun/head noun to specify quantity (e.g., "one book," "many books") or to explain what the noun refers to (e.g., "my book," "that book," "the book"). Types of determiners are classified below.

- An article (a/an, the)
- A demonstrative (this, that, these, those)
- A possessive (my, your, his, her, its, our, their)
- A quantifier (common examples include many, much, more, most, some)

Modifiers

Modifiers are phrases that modify noun or pronoun. Modifiers take their position before and after the head noun in a noun phrase and modify the noun which gives additional meaning to it (Greenbaum, S & Nelson, G.:2002). In addition, there are two types of modifiers; those that precede the head noun are called pre-modifiers while those that follow it are post-modifiers.

Pre-modifiers

Pre modifier is modifiers which are placed after determiners or before the head of a noun phrase. Although adjectives are commonly employed as pre-modifiers, there are other types of pre-modifiers as well. The different types of pre-modifiers are mentioned

as follows.

1. Adjectives as pre-modifiers:

We had a pleasant holiday last week.

There were plenty of bright people before the castle.

Sabrina is a meritorious student.

2. Nouns as pre-modifiers:

Are the removal expenses paid by your company?

The passenger ship dropped anchor in the harbor.

3. Adverbs as pre-modifiers:

We had a very pleasant holiday last week.

She writes a few letters to her parents.

4. -ing participles as pre-modifiers:

Only a beginning student will find difficulty with Calculus.

The developing countries are doing well in garments business.

5. -ed participles as pre-modifiers:

Often the reduced price of everyday commodities are out of reach for the poor.

The defeated army were captivated in the prison.

His father is a retired English teacher.

6. Compound words as pre-modifiers:

We have just bought a brand-new car.

That is an out-of date dictionary.

The room is decorated with red-and-white-striped wallpaper.

Post-modifiers

Post-modifier is a word or a group of words that describes a noun phrase. In the other words, it can be in the form of word, phrase or clause. The different types of post-modifiers are mentioned as follows.

1. Adjectives as post-modifiers:

There is nothing new about these techniques.

They found her mother sick.

2. Adverbs as post-modifiers:

Can someone tell me a way out of it?

Can you find the road back?

3. Prepositional phrases as post-modifiers:

A white woman in jeans was watching me.

A ferryman with colorful toys was waiting in the station.

There must be a better way of doing it

The little boy is tired of hard work.

4. Relative clauses as post-modifiers:

I saw the boy who was going to the market.

They cleaned the room which was filled with dirt.

5. -ing participles clauses as post-modifiers:

A man wearing a grey suit left the office.

The people working in the IT business are often young.

Do you know any of those people sitting behind us?

6. -ed participle clauses as post-modifiers:

The question debated in the parliament yesterday was about the new tax.

The subject discussed in the book is difficult to understand.

7. -to infinitive clauses as post-modifiers:

I have got something to say to you.

I have nothing to share with him.

8. Appositive clauses as post-modifiers:

We were delighted at the news that our team had own.

Everybody will agree the fact that inflation is causing hardship.

3. The Structure of Noun Phrase

According to Greenbaum, S & Nelson, G (2002), there are seven possible structures of noun phrases which are mentioned as follows:

Determiner + noun

e.g., Those books

This example stated that a noun phrase can be formed by a determiner + a noun. The function of determiner on this example is to introduce the noun phrase.

Pre-modifier + noun

e.g., New books

The use of a pre-modifier on this example has a function as the modifier that precedes the head of a noun phrase or word that determines the meaning of a phrase and the modifier on this example is a word new.

Determiner + pre-modifier + noun

e.g., Some long books

This structure is combining a determiner and a pre-modifier before the noun to precedes the head of a noun phrase. A determiner on this example is a word some and the pre-modifier is a word long.

Noun + post-modifier

e.g., Books on astronomy

Different to the previous example, the modifier on this example comes after the head of the noun phrase. The use of a post-modifier is to give a specific information about the noun, and it is not necessary to complete the meaning. The post-modifier on this example is words on astronomy.

Determiner + noun + post-modifier

e.g., Some books on astronomy

This example is putting a noun in the middle of the support elements determiner and post-modifier. The determiner on this example is a word some, the noun is books and the post-modifier is words on astronomy.

Pre-modifier + noun + post-modifier

e.g., Popular books on astronomy

This example is putting a noun in the middle of the support elements pre-modifier and post-modifier. The pre-modifier is a word popular, and the post-modifier is words on astronomy.

Determiner + pre-modifier + noun + post-modifier

e.g., Some popular books on astronomy

This example is combining a noun with all of the supporting elements of the noun phrase, determiner, pre-modifier, post-modifier. A determiner on this example is a word some, the pre-modifier is a word popular, the noun is a word books and the post-modifier is words on astronomy.

4. Brochures

Based on the Cambridge Dictionary (2021), a brochure is a type of small magazine containing pictures and information on a product or a company. Another definition comes from Collins's dictionary (2021), a brochure is a magazine or thin book with pictures that gives you information about a product or service. According to Freeman (2021), a brochure is an informative paper document for advertising, which can be folded into a template, pamphlet, or leaflet. It is mainly used to introduce a company, organization, products, or services and inform potential customers or members of the public of the benefits. Smartdraw (2021) also defines a brochure as a common marketing tool used to advertise a service or product offering. It takes the form of a pamphlet or flyer that is used to distribute information about something. In conclusion, a brochure is an informative

paper document for advertising with pictures that gives you information about a product or service. It is mainly used to introduce a company, organization, products, or services and inform potential customers or members of the public of the benefits.

The process of writing brochures is a combination of skill, experience, and craft and it should be undertaken in a consistent and orderly manne (Singer: 2006). First, get to know your customers and their needs. Before writing, do produce a bulleted outline of the points that you are going to elaborate on. When writing the article, apply principles of effective writing: determine the tone of the piece; be consistent in your use of terms and avoid jargon, lengthy sentences, and hyperbole.

METHOD

This study applied document analysis method. According to Bowen (2009), document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic. In addition, this method was used to categorize, analyze, and interpret data of the study.

The subject investigated in this study is the noun phrases found in Yamaha Motorcycle brochures released in 2020 until 2021. The data were obtained from ten brochures of different Yamaha motorcycle types: MT-09, MT 09 SP, MT-10, MT-10 SP, MT-07, MT-03, MT-125, R1, R6, R3.

The data collection focuses on collecting and organizing ten Yamaha motorcycle brochures as data sources. The data of this study are noun phrases. To obtain the data, all brochures were scanned to find the noun phrases. After all noun phrases were collected, they were recorded in a notebook and save them as the data of this study. After the data were collected and recorded, the next step was data selection. The data to be selected are the data that meet the criteria as noun phrases. The last step is data analysis. In this step, the noun phrases that have been selected were analyzed to identify their structures. The purpose of this step was to answer the first research questions. After that, the percentage of the most noun phrase frequently used in the Yamaha motorcycle brochures was calculated to answer the second research question. The data were analyzed based on the theory on noun phase by Sidnet Greenbaum & Gerald Nelson (2002).

RESULT AND DISCUSSION

From the analysis, 796 noun phrases were identified from 10 brochures and 2 additional descriptions of Yamaha Motorcycle. The data were then categorized based on the structure of noun phrases proposed by Greenbaum, S & Nelson, G (2002). The structure is divided into seven types. The results of this study can be seen in the following table.

Table 1. The noun phrase calculation

No.	Brochure	The structure of Noun Phrase						
		1	2	3	4	5	6	7
		determiner + noun	pre-modifier + noun	determiner + pre-modifier + noun	noun + post-modifier	determiner + noun + post-modifier	pre-modifier + noun + post-modifier	determiner + pre-modifier + noun + post-modifier
1	The Dark Side of Japan	4	7	17	1	0	0	0
2	MT-10 SP	7	12	41	0	1	1	1
3	MT-10	13	15	29	1	1	1	0
4	MT-09 SP	19	22	53	1	2	2	1
5	MT-09	5	26	37	1	1		0
6	MT-07	12	27	40	0	0	1	0
7	MT-03	13	20	21	0	1	0	0
8	MT-125	17	30	44	3	1	1	0
9	Hyper Naked Collection	0	6	4	0	0	0	0
10	R1	20	22	37	0	0	0	0
11	R3	16	17	30	0	0	0	0
12	R6	32	30	28	1	0	0	0
TOTAL		158	234	381	8	7	6	2
PERCENTAGE		19,85%	29,40%	47,86%	1,01%	0,88%	0,75%	0,25%

Based on the table, three types of noun phrases are the most frequently used in the 10 motorcycle brochures. Each type is discussed as follows.

A. Type 1 (Determiner + Noun)

This type of noun phrase which are found in the 10 brochures is the type 1 with 158 times found. This type is formed by combining a determiner, and a noun.

For example:

1. the system
2. this moment
3. your motorcycle
4. more MT

From the examples above, there are four types of determiners found. They are the as an article, this as a demonstrative, your as a possessive, and more as a quantifier. Moreover, the words system, moment, R1M, boundaries, and R6 acted as the head noun.

B. Type 2 (Pre-modifier + Noun)

The second type of a noun phrase which are found in the 10 brochures is the type 2 with 234 times found. This type is formed by combining a pre-modifier, and a noun.

For example:

1. instant power
2. road-focused performance
3. handling agility

The words instant is an adjective, road-focused is a compound words, and handling is an ing-participles. Those words are examples of pre-modifiers found in the analysis and the words power, performance, and agility acted as the head noun.

C. Type 3 (Determiner + Pre-modifier + Noun)

The most type of a noun phrase which are found in the 10 brochures is the type 3 with 381 times found. This type is formed by combining a determiner, a pre-modifier, and a noun.

For example:

1. the damping system
2. this race-focused motorcycle
3. A small gas.

The determiner in these several examples is articles *a* and *the*, and a demonstrative *this*. The *ing*-participle *damping*, the compound nouns *race-focused*, and the adjective *small* acted as the pre-modifier, and the words *system*, *motorcycle*, and *gas* acted as the head noun.

CONCLUSION

Analyzing the use of noun phrase is the topic of this final project. This study aims to analyze the structure of noun phrase found in motorcycle brochures from Yamaha Motorcycle Company and to identify the type of noun phrase that is frequently used. This study used the theory of Greenbaum, S & Nelson, G (2002) which divides the structures of noun phrase into seven types: determiner + noun, pre-modifier + noun, determiner + pre-modifier + noun, noun + post-modifier, determiner + noun + post-modifier, pre-modifier + noun + post-modifier, and determiner + pre-modifier + noun + post-modifier. There were 796 noun phrases found and then they were classified based on Greenbaum and Nelson's theory to identify the structure of noun phrase used in Yamaha Motorcycle brochures. This study reveals that all types of noun phrase proposed by Greenbaum and Nelson are found. Moreover, there are three types of noun phrase that are frequently used in the brochures. They are determiner + pre-modifier + noun (381 noun phrases/47%), pre-modifier + noun (234 phrases/29%), and determiner + noun (158 phrases/19%).

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