

CHAPTER 4

FINDINGS AND DISCUSSION

4.0 Introduction

In this chapter, the analysis of the groups and phrase found in Malaysian billboard slogans in English is presented and discussed. The findings are presented with reference to the research questions of the study. The discussion of the findings will be in relation to the themes of the slogans. The slogans are categorized into seven themes, which are the Technology, Automotive, Lifestyle, Food and Beverage, Health Care, Places and Business.

Section 4.1 presents the analysis of groups and phrase in Malaysian billboard slogans with regard to the experiential meanings. A qualitative analysis has been carried in analyzing the groups and phrase. To further enrich the qualitative analysis, a quantitative treatment has been carried out too. This section is divided into 6 parts each to analyze the groups and phrase. Section 4.1 is divided into 4.1.1 on the theme, Technology, Section 4.1.2 on the theme, Automotive, Section 4.1.3 on the theme, Lifestyle, Section 4.1.4 on the theme, Food and Beverages, Section 4.1.5 on the theme, Health Care, Section 4.1.6 on the theme, Places and Section 4.1.7 on the theme,

Business. Following this, Section 4.2 presents an overview of the experiential meanings of groups and phrases found in the billboard slogans.

Section 4.3 presents the logical meanings and this section is divided similar to Section 4.1. Section 4.3.1 on the theme, Technology, Section 4.3.2 on the theme, Automotive, Section 4.3.3 on the theme, Lifestyle, Section 4.3.4 on the theme, Food and Beverages, Section 4.3.5 on the theme, Health Care, Section 4.3.6 on the theme, Places and Section 4.3.7 on the theme, Business. Each of the subsection discusses the findings in relation to the various types of slogans. Section 4.4 presents an overview of the logical meanings of groups and phrases found in the billboard slogans.

Following this, Section 4.5 presents a discussion of the findings in terms of ideational meanings expressed in the genre of billboard slogans. Lastly, Section 4.6 encapsulates the chapter.

4.1 Experiential meanings in Malaysian billboard slogans

This section focuses on the analysis of the experiential meanings through groups and phrase which addresses Research Question 1, that is,

What are the experiential meanings expressed in Malaysian billboard slogans?

The experiential meanings of the slogans are discussed in terms of Groups and Phrase, the Nominal Group, Verbal Group, Adverbial Group and Prepositional Phrase.

4.1.1 Experiential meanings in the theme, Technology

Twenty-five slogans (See Appendix 7(i)) from the data have been identified as referring to the theme, Technology. These twenty-five slogans have been analyzed according to the groups and phrase as mentioned in Section 4.1.

4.1.1.1 Nominal Groups

The Nominal Group (NG) contains six elements, namely, the Deictic, Numerative, Epithet, Classifier and Qualifier. Each of these elements has their own experiential function.

a) Deictics

The Deictic is the first element in the NG structure. In the theme, Technology, the Deictics are mainly the specific and non-specific determiners as shown in Table 4.1.

Table 4.1 Items functioning as Deictic in the theme, Technology

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	5	50.00
(ii) Possessive (determinative)	1	10.00
Non-specific Deictic		
(i) Total (positive)	3	30.00
(negative)	0	0.00
(ii) Partial (selective)	1	10.00
(non-selective)	0	0.00
Total number (n) of Deictics	10	100.00
Note: Percentage (%) = $\frac{\text{Number (n) of types of items}}{\text{Total number (n) of words in this segment}} \times 100$		
(The calculation of percentages is similar to all the groups and phrase)		

Figure 4.1 displays the Deictics (italicized) in the theme, Technology. The specific Deictics refer to the demonstrative determiners, which are ‘the’. The possessive Deictic refers to the word ‘World’s’. The non-specific Deictics is presented by the word ‘All’. The use of specific Deictic is more common compared to the non-specific Deictic

because it indicates the items in the immediate text. The Deictic ‘World’s’ has the connotation that the product is the best in the whole world.

T8. NG8	<i>the</i> Next
T19. NG17.2	<i>World’s</i> Slimmest
T23. NG26	<i>All</i> Expectations

Figure 4.1 Deictics in the theme, Technology

b) Numeratives

The second element of NG is the Numerative. The Numerative is realized by the word class numeral. In the theme, Technology, the Numeratives are the quantitative type, particularly the definite quantitative as shown in Table 4.2.

Table 4.2 Items functioning as Numerative in the theme, Technology

Types of Numeratives	Frequency Count (n)	Percentage (%)
Quantitative		
(i) definite	4	100
(ii) indefinite	0	0
Ordinative		
(i) definite	0	0
(ii) indefinite	0	0
Total number (n) of Numeratives	4	100

Figure 4.2 shows that the Numeratives (italicized) are in the form of digit and words such as ‘10’, ‘million’, ‘Only’ and ‘One’, which specify the figure. Numeratives help the readers to see the popularity of the product among the consumers.

T25. NG22.1	<i>10 million</i> reasons
T87. NG66	<i>Only One</i> Henickwon

Figure 4.2 Numeratives in the theme, Technology

c) Epithets

In the experiential structure of the clause, the Epithet comes after the Numerative element. The Epithets are divided into two, namely, the Experiential and Attitudinal Epithets. Table 4.3 shows that the Experiential Epithet is more prevalent compared to the Attitudinal Epithet.

Table 4.3 Items functioning as Epithet in the theme, Technology

Types of Epithets	Frequency Count (n)	Percentage (%)
Experiential Epithet	3	75.00
Attitudinal Epithet	1	25.00
Total number (n) of Epithets	4	100

The Epithets (italicized) as in texts T77. NG55 and T79. NG57 in Figure 4.3 are examples of experiential Epithets while the word ‘Best’ in text T36.NG30.1 is an example of attitudinal Epithet. Since Epithet refers to words pertaining to adjectives, the Epithets ‘Smarter’ and ‘Slimmest’ fall under the category of comparison. The Epithet ‘Smarter’ points out that choosing the product is an intellectual decision whereas the Epithet ‘Slimmest’ is a trigger word, which gives the feeling of being very slim.

T36. NG30.1	<i>Best</i> Coverage On All Highway
T77. NG55	The <i>Smarter</i> Choice
T79. NG57	The <i>Slimmest</i> Sensation

Figure 4.3 Epithets in the theme, Technology

d) Classifiers

The Classifier comes after the Epithet element in the experiential structure of the clause. The Classifiers can function as nouns, adjectives and verbs. In the theme, Technology, the Classifiers (italicized) function as nouns. The Classifier ‘Jet’ in Figure 4.4 has the connotation that the product could work at a very high speed whereas the Classifier ‘Shower’ indicates the sprinkling of water since it is associated with the product, heater. The Classifier ‘No.1’ indicates that the product holds the best quality among the other similar products.

T28. NG25	Powerful <i>Jet</i> Cooler
T80. NG58	<i>Shower</i> Heater
T91. NG70	<i>No.1</i> Pen Markers

Figure 4.4 Classifiers in the theme, Technology

e) **Things**

The element Thing comes after the Classifier in the experiential structure of the clause. The Thing is divided into four (4) types; the concrete entities, abstract ideas, qualities and emotions. Table 4.4 shows that the highest frequency count of Thing falls under the type of concrete nouns, especially the common nouns, followed by the proper nouns. Only two (2) words pertaining to the element of qualities and one (1) word each for the elements of abstract ideas and emotions are found in the theme, Technology.

Table 4.4 Items functioning as Thing in the theme, Technology

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	14	56.00
(ii) Proper Nouns	7	28.00
Abstract Ideas	1	4.00
Qualities	2	8.00
Emotions	1	4.00
Total number (n) of Things	25	100

Common nouns appear to be the majority, as the writers want to highlight the products and services that they are projecting. There are also some of the billboard advertisements with only the name of the brand, the proper nouns. Halliday and Matthiessen (2004: 325) observe that proper nouns “may consist of one word or many” and in the theme, Technology, the proper nouns (italicized) appeared on their own without being accompanied by any other elements of the NG as shown in Figure 4.5. In fact, brand name is the most commonly used marketing strategy in today’s world.

T19. NG17.2	World’s <i>Slimmest</i>
T83. NG63	<i>SHARP</i>
T86. NG65	<i>Panasonic</i>

Figure 4.5 Things in the theme, Technology

The Thing ‘Slimmest’ features the quality and the characteristic of the product in text T19. NG17.2.

f) Qualifiers

The Qualifier is the last element in the NG. The Qualifier, the experiential label for the post modifier, has the function of characterizing the Thing element. The Qualifier is expressed by the prepositional phrases, non-finite clauses or finite clauses.

Table 4.5 shows that there are seven (7) texts containing the Qualifier element. The prepositional phrases are found in four (4) texts. The non-finite clauses are found in two (2) texts while one (1) text contains a finite clause.

Table 4.5 Items functioning as Qualifier in the theme, Technology

Types of Qualifiers	Frequency Count (n)	Percentage (%)
Prepositional Phrase	4	57.14
Clause, non-finite	2	28.57
Clause, finite	1	14.29
Total number (n) of Qualifiers	7	100

Figure 4.6. shows that the Qualifier (italicized) functioning as the prepositional phrase in text T21. NG18.1 points towards the purpose of purchasing the product. The text in T36. NG30.1 indicates the preposition pertaining to location. The Qualifier ‘of imaging’ enhances the meanings of the Thing by providing more information of the product. The Qualifier in text T36. NG30.1 places great importance in attracting more and more people towards a particular service provided in the mobile service business.

T21. NG18.1	Ideas <i>for life</i>
T35. NG29	The essential <i>of imaging</i>
T36. NG30.1	Best Coverage <i>On All Highway</i>

Figure 4.6 Qualifiers in the theme, Technology

All the elements of the NG are found in the theme, Technology. The NG was able to bring out the experiential meanings of the slogans in the theme, Technology.

4.1.1.2 Verbal Groups

The Verbal Group (VG) is made up of the structure of finite plus predicator or sometimes only the finite.

Figure 4.1 shows, the VGs (italicized) in the theme, Technology are mainly the Finite or Event structures. The VG in each text below does not just end with an event but a Nominal Group (in text T8.VG5), an Adjectival Group (in text T38.VG15.1) and also an Adverbial Group (in text T41.VG18) complement them.

T8. VG5	<i>Inspire</i> the Next
T38. VG15.1	<i>Looks</i> Good Taste Even Better
T41. VG18	There's more to see

Figure 4.7 Finite or Event structure in the theme, Technology

In text T41. VG18, the contracted verb 'is' functions as a finite. The verb 'Inspire' is followed by a NG, which instigates the readers to purchase the product once again. The verb 'Looks' gives the impression of an action. However, when the verb 'Looks' is read within the text, the verb shows that the product appears to be of good quality. The Finite or Event structure mainly occurs in the initial position functioning as a predicate in the texts.

The Finite plus Event structure is shown in Figure 4.8. The finite here is called a finite verb while the event is known as a lexical verb. The finite verb 'Is' comes before the lexical verb 'Lost'. The finite verb is similar to the Deictic in the NG. Similarly, the lexical has the equal function as the Thing in the NG. The use of this Finite plus Event represents the central part of the lexical meaning. The VG in text T75. VG37 portrays that when one purchases the product, he or she would not lose anything for the money paid.

T75. VG37	Nothing <i>Is Lost</i>
-----------	------------------------

Figure 4.8 Finite plus Event structure in the theme, Technology

With the combination of other groups and phrase, the VG is able to convey the message of the products or services in more detail. In fact, the VG helps the other groups and phrase in making the slogans appropriately completed.

4.1.1.3 Adverbial Groups

The Adverbial Group (AG) functions as adjuncts in the structure of a clause. In terms of the experiential structure, the AG is analyzed from the types of Adverbial Groups serving as adjunct, mainly the circumstantial Adjunct and the modal Adjunct. Usually in the AG, an adverb functions as the Head.

There are two (2) adverbs functioning as Head in the theme, Technology. The Heads are the type of circumstantial adjunct, mainly the types of time and manner. Figure 4.9 shows that, the word ‘Even’ is an example of circumstance of Manner referring to the type of comparison while the word ‘Always’ is the type of circumstance referring to time. The circumstance of Manner gives the quality that makes the product a must to buy whereas the use of circumstance of time tend to be markers of what is thought important in making a choice.

T38. AG1	Looks Good Taste <i>Even</i> Better
T77. AG5	<i>Always</i> The Smarter Choice

Figure 4.9 Adverbial Group in the theme, Technology

The Adverbial Group provides the description as well as the degree of the products’ usage in the theme, Technology.

4.1.1.4 Prepositional Phrase

The Prepositional Phrase (PP) indicates a preposition as its Head. Usually the Head is not modified. However, in some texts, the Prepositional Phrases do have modifiers. And usually, a PP takes place as a modifier in a NG or a VG.

The PPs found in the theme, Technology refer to the Location, Extent, Manner and Matter circumstantial elements. Figure 4.10 provides examples of the Prepositional Phrases (italicized). The PP in text T21. PP4 indicates the element of circumstance of Extent. The use of the preposition ‘for’ plus a NG shows that the product is suitable for the entire life of the purchasers. The preposition ‘Beyond’ indicates that the product is ahead of all the other products. A NG complements the preposition ‘Beyond’ to bring out the meanings of the PP.

The preposition ‘of’, although is categorized as not a typical PP, in this text, it is a structure marker when it is combined with another group. Here the preposition ‘of’ refers to the circumstance of Matter.

T21. PP4	<i>Ideas for life</i>
T33. PP9	<i>Beyond All Expectations</i>
T35. PP10	The essential <i>of imaging</i>

Figure 4.10 Prepositional Phrase in the theme, Technology

The analysis shows that the PP expresses a variety of semantic relationships between its constituents and the other groups in shedding light to the meanings of the texts in context.

4.1.2 Experiential meanings in the theme, Automotive

Twenty-one (21) slogans (See Appendix 7(ii)) from the data have been identified as referring to the theme, Automotive.

4.1.2.1 Nominal Groups

The Nominal Group is found in sixteen (16) slogans in the theme, Automotive, All the elements of .NG are found in this theme.

a) **Deictics**

Table 4.6 shows the Deictics in the theme, Technology are mainly the specific and non-specific determiners.

Table 4.6 Items functioning as Deictic in the theme, Automotive

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	5	62.50
(ii) Possessive (determinative)	1	12.50
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	2	25.00
Total number (n) of Deictics	8	100.00

Figure 4.11 shows that the specific Deictic ‘the’ specifies the product directly whereas the Deictic ‘your’ affects the readers psychologically. The non-specific Deictic expressed by the article ‘a’ in text T7. NG7 indicates the product unequivocally as it is complemented by a proper noun, ‘Citroen’. Although, the Deictics are different, they place a great value on the products that are advertised.

T6. NG6	<i>the</i> Mini
T7. NG7	<i>a</i> Citroen
T10. NG10	<i>your</i> way

Figure 4.11 Deictics in the theme, Automotive

b) **Numeratives**

In the theme of Automotive, there is only one (1) type of Numerative, which is the quantitative type, particularly the definite quantitative as shown in Table 4.7.

Table 4.7 Items functioning as Numerative in the theme, Automotive

Types of Numerative	Frequency Count (n)	Percentage (%)
Quantitative		
(i) definite	2	100
(ii) indefinite	0	0
Ordinative		
(i) definite	0	0
(ii) indefinite	0	0
Total number (n) of Numeratives	2	100

The Numeratives (italicized) in Figure 4.12 are in the form of digits such as ‘7’, which specifies the seating capacity of the car while ‘2006’ indicates a specific year where the product became the preeminent car of that particular year. The Numeratives assist the readers to make a better choice in purchasing the product out of a vast choice available in the market.

T24. NG21.2	<i>7</i> seater SUV
T37. NG31.1	<i>2006</i> World Car Of The Year

Figure 4.12 Numeratives in the theme, Automotive

c) Epithets

The Epithets (italicized) in Figure 4.13 are the type of experiential Epithets in the theme, Automotive. The Epithet ‘Modern’ points out the product as an advanced product in the market. The Epithet ‘New’ is a common adjective. However, in the text, the connotation of the Epithet is, the product is the most recent car that has been developed especially for the consumers. Although an Epithet consists of a common word, it can enhance the purchasing of the products among the consumers especially in the theme, Automotive when it is complemented by other elements of the Nominal Group.

T1. NG1	<i>Modern</i> Tyre Senawang
T49. NG36	The <i>New</i> Savvy Built For You

Figure 4.13 Epithets in the theme, Automotive

d) Classifiers

There are eight (8) words functioning as Classifiers, where seven (7) of the words function as nouns whereas one (1) word functions as adjective as shown in Table 4.8.

Table 4.8 Items functioning as Classifier in the theme, Automotive

Types of Classifiers	Frequency Count (n)	Percentage (%)
Noun	7	87.50
Adjective	1	12.50
Verb	0	0.00
Total number (n) of Classifiers	8	100

In Figure 4.14, The Classifier (*italicized*) in text T24. NG21.2 functions as an adjective, which imparts information on the features of the product. In text T37. NG31.1, the noun ‘World’ makes the readers see the product as the excellent choice for that particular year. The Classifier ‘Forklift’ is a common noun directly indicating the type of trucks on sale in the market.

T24. NG21.2	<i>7 Seater SUV</i>
T37. NG31.1	2006 <i>World</i> Car Of The Year
T81. NG59	<i>Forklift</i> Trucks

Figure 4.14 Classifiers in the theme, Automotive

e) Things

Table 4.9 shows that the highest frequency count of Thing falls under the type of concrete nouns, especially the common nouns, followed by the proper nouns and one (1) word each for the elements of abstract ideas and emotions in the theme, Automotive.

Table 4.9 Items functioning as Thing in the theme, Automotive

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	11	55.00
(ii) Proper Nouns	8	40.00
Abstract Ideas	1	5.00
Qualities	0	0
Emotions	1	5.00
Total number (n) of Things	20	100

Common nouns appear to be the majority, as the writers want to highlight the products and services that they are projecting. Since this theme is based on Automotive, the proper nouns are also important in emphasizing the product. Figure 4.15 shows that the

proper nouns ‘Mini’ and ‘Citroen’ fall under different brands although they refer to similar products, the automobile. The use of the proper nouns regards the product directly, which implicitly enhances the image of the brands.

T6. NG6	the <i>Mini</i>
T7. NG7	a <i>Citroen</i>
T47. NG35	a <i>Passion</i>

Figure 4.15 Things in the theme, Automotive

In Figure 4.15, the Thing ‘Passion’ in text T47. NG35 expresses an emotional value, which connotes the feeling of excitement when one purchases the product.

f) Qualifiers

The Qualifiers in the theme, Automotive refer to the prepositional phrase and finite clause as shown in Table 4.10.

Table 4.10 Items functioning as Qualifier in the theme, Automotive

Types of Qualifiers	Frequency Count (n)	Percentage (%)
Prepositional Phrase	2	50.00
Clause, non-finite	0	0.00
Clause, finite	2	50.00
Total number (n) of Things	4	100

The texts featuring finite clauses (italicized) are shown in Figure 4.16. The Qualifier in text in T37. NG31.1 is a phrase consisting of a verb plus a prepositional phrase, which explicitly states the place where the products are manufactured. In text T37. NG31.1, the Qualifier refers to the type of car. As an audience, we are being told more about the preference of the car in the market. In fact, the text persuades the readers to visit a showroom. The Qualifiers assist to make the Thing element more clearly understood by the consumers.

T37. NG31.1	2006 World Car <i>Of The Year</i>
T78. NG56.1	Tyres <i>Engineered in Germany</i>

Figure 4.16 Qualifiers in the theme, Automotive

The elements of the NG are very helpful in conveying the meanings of the texts in the theme, Automotive, to the readers.

4.1.2.2 Verbal Groups

The analysis shows that the eleven (11) slogans related to the Verbal Group in the theme, Automotive, function as the Finite or Event structure.

Figure 4.17 shows the VG functioning mainly as the finite or event structure. Similar to the theme of Technology, the findings show that the VG does not just end with an event, but is complemented by a NG, AG and also PP.

T7. VG4	Nothing <i>moves</i> you like a Citroen
T10. VG6	<i>Drive</i> your way
T29. VG12	<i>Invented</i> for life
T30. VG13	<i>Stop</i> Oil Waste
T47. VG23	It's a Passion

Figure 4.17 Finite or Event structure in the theme, Automotive

Figure 4.17 shows the VG (italicized) are mostly on the action related to the products. For instance, in text T7. NG4, the verb 'moves' is associated to the action of motion as the slogan relates to the selling of an automobile. Correspondingly, the verb 'Drive' in texts T10. VG6 indicates the action of moving too. Experientially, both the VG have the same meanings but under different expressions.

In texts T47. VG23 the contracted verb 'is' functions as a finite. Although the verb 'is' does not connote isolated meaning, it helps to make the text comprehensible. The use of the verb 'Invented' connotes the meaning that the product is developed especially for the use of the consumers. Although the verb 'Stop' connotes a negative meaning literally, in this text, it signifies a positive meaning, which promotes saving oil. As most of the consumers look for the best product, this text would definitely catch the readers' attention.

Similar to the theme of Technology, this theme too has the Finite or Event occurring in the middle as well as in the beginning of the text. However, for the majority of the texts in the theme, Automotive, the verbs appear in the middle of the texts rather than in the final position.

4.1.2.3 Adverbial Groups

Since the Adverbial Group is not found in this theme, it will not be analyzed.

4.1.2.3 Prepositional Phrase

In the theme, Automotive, there are seven (7) slogans consisting of Prepositional Phrases (italicized) referring to the circumstance of Manner, Matter, Extent, Location and Cause.

In Figure 4.18, the first two texts have the preposition ‘like’, which is the circumstance of Manner indicating the element of comparison. Although the products are different types of cars, the slogans are similar, which highlight that their products cannot be compared to any other cars, as theirs are the best.

T6. PP1	Nothing sticks <i>like the Mini</i>
T7. PP2	Nothing moves <i>you like a Citroen</i>
T49. PP15	The New Savvy <i>Built For You</i>
T50. PP16	The Power <i>of Dreams</i>

Figure 4.18 Prepositional Phrase in the theme, Automotive

The third text has the preposition ‘For’ plus a noun ‘You’ which is the circumstance of Cause indicating that the products are meant for one’s life. In fact, this prepositional phrase emotionally attracts the readers’ attention. Text T50. PP16 has the preposition ‘of’, which is the circumstance of Matter. The preposition ‘of’ as a structure marker indicates that the product in text T50. PP16 is the best car for that particular year.

The PP provides information of the product through the use of its circumstances. As a matter of fact, PP assists in making the text more comprehensible among the readers.

4.1.3 Experiential meanings in the theme, Lifestyle

Sixteen (16) slogans (See Appendix 7(iii)) from the data have been identified as referring to the theme, Lifestyle.

4.1.3.1 Nominal Groups

Out of the sixteen (16) slogans in the theme, Lifestyle, there are thirteen (13) slogans consisting of the Nominal Group. All the elements of the NG are found in the theme, Lifestyle except for the element of Numeratives.

a) Deictics

Table 4.11 shows the Deictics are the specific determiners where two (2) of the Deictics are the demonstrative ones while three (3) of the Deictics are the possessive ones.

Table 4.11 Items functioning as Deictic in the theme, Lifestyle

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	2	40.00
(ii) Possessive (determinative)	3	60.00
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	0	0.00
Total number (n) of Deictics	5	100.00

Figure 4.19 shows that the specific Deictics ‘the’ points out the product directly in text T9. NG9. Similarly, the Deictic in text T95. NG72 denotes the quality of the

product. The Deictic ‘your’ in text T24. NG38 indicates a sense of belonging to the readers, which could attract the readers emotionally.

T9. NG9	<i>The Adventure Boot</i>
T24. NG38	<i>Your family shop</i>
T95. NG72	<i>The Original</i>

Figure 4.19 Deictics in the theme, Lifestyle

b) Numeratives

Since the Numerative element is not found in this theme, this element will not be analyzed.

c) Epithets

The Epithets in the theme, Lifestyle, are solely the experiential ones. Examples of experiential Epithets (italicized) are as shown in Figure 4.20.

T70. NG51	<i>Original Denim</i>
T89. NG68	<i>New Lewis Copper Jeans</i>

Figure 4.20 Epithets in the theme, Lifestyle

In text T70. NG51, the Epithet is framed with the word ‘Original’, which gives a certain descriptive value of the product. Briefly, it promotes the product as a genuine one. The Epithet in text T89. NG68 is a common word, which indicates the product is the latest in the market. The Epithets in this theme are endowed with information that gives a boost to the selling of the products.

d) Classifiers

The findings show that the Classifiers of the theme, Lifestyle function mainly as nouns as shown in Table 4.12.

Table 4.12 Items functioning as Classifier in the theme, Lifestyle

Types of Classifiers	Frequency Count (n)	Percentage (%)
Noun	8	100.00
Adjective	0	0.00
Verb	0	0.00
Total number (n) of Classifiers	8	100

The use of Classifiers helps to enhance the sale of the products that are in the market. Figure 4.21 shows that the Classifier ‘Cine’ is an abbreviation of the word Cinema while the Classifier ‘Fashion’ relates to a trend. The combination of both words as Classifiers induces the sense that the company provides services for Indian weddings with the style of costumes advertised in movies, which can really grab the attention of the brides and bridegrooms to be.

T2. NG2	<i>Cine Fashion</i> Indian Wedding
T12. NG12	<i>Korea</i> Colour Connection
T89. NG68	New <i>Levis Copper</i> Jeans

Figure 4.21 Classifiers in the theme, Lifestyle

The word ‘Korea’ is a proper noun indicating the place where the product is manufactured. In text T89. NG68, the word ‘Levis’ is also a proper noun indicating the brand of the product while the word ‘Copper’ connotes the meaning of something dull but the product ‘Jeans’ usually comes in many unique styles and dull colours. Thus, the Classifiers enhance the fashion of the product.

e) **Things**

Table 4.13 shows that the concrete entities, especially the common nouns have the highest frequency count of the element of Thing in the theme, Lifestyle. Similar to the theme, Technology and Automotive, it is noticeable that the common nouns draw attention to the products and services that they are advertising.

Table 4.13 Items functioning as Thing in the theme, Lifestyle

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	7	53.85
(ii) Proper Nouns	5	30.77
Abstract Ideas	0	0.00
Qualities	1	7.69
Emotions	0	0.00
Total number (n) of Things	13	100

In Figure 4.22, the Thing ‘Boot’ refers to a common noun, which explicitly states the product that is on sale. The proper noun ‘EVERHOME’ appear on its own because the company has already created its name in the market. Therefore, the product need not be explained in detail. The Thing featuring qualities is found in text T98. NG72. The Thing ‘Original’ indicates that the product is a genuine one. As consumers look for the best quality, the Thing ‘Original’ is enough to attract the attention of the readers.

T9. NG9	The Adventure <i>Boot</i>
T64. NG46	<i>EVERHOME</i>
T98. NG72	The <i>Original</i>

Figure 4.22 Things in the theme, Lifestyle

f) Qualifiers

The Qualifier in the theme, Lifestyle is the non-finite clauses only. Figure 4.23 shows that text containing the Qualifier (italicized) featuring non-finite clause is an adjective complementing the Thing.

T100. NG76	Your Home <i>Beautiful</i>
------------	----------------------------

Figure 4.23 Qualifier in the theme, Lifestyle

The Qualifier ‘Beautiful’ indicates that the product can make one’s dwelling attractive. The advertiser uses the word ‘Beautiful’ to create a sense of pleasure when one reads it. As a matter of fact, without the Qualifiers, the texts are incomprehensible.

The NG plays an important role in bringing out the experiential meanings of the texts in the theme, Lifestyle.

4.1.3.2 Verbal Groups

There are five (5) texts related to the Verbal Group in the theme, Lifestyle referring to the Finite or Event structure. Similar to the theme, Automotive, both Finite

plus Event structure and Finite plus Polarity plus Event structure are not found in this theme.

The findings show that NGs and AGs complement the VGs (italicized) in the theme, Lifestyle, as shown in Figure 4.24.

T42. VG19	There's more to see
T46. VG22	<i>Make</i> every short a Powershot
T94. VG42	<i>Make</i> it better
T98. VG43	Swiss <i>Made</i> Watches

Figure 4.24 Finite or Event structure in the theme, Lifestyle

The VGs in texts T94. VG42 and T98. VG43 end with Nominal Groups. The VGs in texts T42. VG19 and T46. VG22 end with Adverbial Groups. The above texts show that most of the Finites or Events occur in the initial and middle position.

The findings show that in the theme, Lifestyle, the verb 'Make' occurs in four texts even though in one text, the word 'Make' is in the Past Tense form, 'Made'. The use of this word probably induces the sense of satisfaction in the readers when they purchase the product. The use of the contracted verb 'is' in text T42. VG19 mirrors the text as a complete text. The VGs of the theme, Lifestyle, match perfectly with the context of the theme.

Similar to the themes of Technology and Automotive, the theme, Lifestyle, too, has the element of Finite or Event occurring in the middle as well as in the beginning of the texts.

4.1.3.3 Prepositional Phrase

There is only one (1) slogan consisting of Prepositional Phrase (italicized) referring to the Matter circumstance as shown in Figure 4.25.

T46. PP13	<i>Specialize in kitchen cabinet and wardrobe</i>
-----------	---

Figure 4.25 Prepositional Phrase in the theme, Lifestyle

This PP relates to the VG in this text. The contextual meaning of the text indicates that the preposition ‘in’ projects what the company is skillful at. Even though the preposition ‘in’ is usually associated with the circumstance of location, in this text the PP is in accordance with the advertiser’s intentions to promote the company’s skillfulness.

In general, the experiential meanings of the theme, Lifestyle are revealed through the resource of groups and phrase.

4.1.4 Experiential meanings in the theme, Food and Beverages

Thirteen (13) slogans (see Appendix 7(iv)) from the data have been identified as referring to the theme, Food and Beverages.

4.1.4.1 Nominal Groups

Out of the thirteen (13) slogans of this theme, there are seven (7) slogans consisting of the Nominal Group. All the elements of the NG are found in the theme, Food and Beverages.

a) Deictics

The Deictics are mainly the type of specific Deictics, especially the demonstrative type as shown in Table 4.14.

Table 4.14 Items functioning as Deictic in the theme, Food and Beverages

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	3	75.00
(ii) Possessive (determinative)	1	25.00
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	0	0.00
Total number (n) of Deictics	4	100.00

Similar to the theme, Lifestyle, the specific Deictics (*italicized*) in Figure 4.26 refer to the demonstrative determiners ‘the’ and a possessive noun ‘My’. The specific demonstrative determiner stipulates the product unequivocally in text T67. NG48. In text T40. NG32, the Deictic ‘the’ is considered as a particularizing word since it points specifically to qualities of the product. The Deictic ‘My’ sounds overly personal, indicating that the readers could enjoy a moment of pleasure when tasting the drink.

T40. NG32	<i>The</i> Difference
T60. NG43	<i>My</i> Vico Moment
T67. NG48	<i>The</i> Champion Cup

Figure 4.26 Deictics in the theme, Food and Beverages

The use of specific Deictics in the texts is transparently clear and explicable by the readers.

b) Numeratives

The Numerative element (*italicized*) is only found in one (1) text, which is a type of quantitative, particularly the definite quantitative as shown in Figure 4.27. The Numerative ‘only’ indicates that the product is the best among the others. The Numerative in this text shows that the advertiser is exaggerating the quality of the product. This kind of text captures the readers’ attention by some form of flattery in the written words.

T5. NG5	the <i>only</i> best
---------	----------------------

Figure 4.27 Numeratives in the theme, Food and Beverages

c) Epithets

Unlike the theme, Lifestyle, the Epithets in the theme, Food and Beverages are merely the Attitudinal one. The Epithet ‘Fine’ (*italicized*) in text T92. NG71.1 suggests that the chocolate is very delicate and mouthwatering while the Epithet ‘sheer’ in text

T92. NG71.2 gives the impression that the chocolate comes in a light and thin size. The Epithets harmonizes with the context of the theme.

T92. NG71.1	<i>Fine</i> chocolate for sheer indulgence
T92. NG71.2	<i>sheer</i> indulgence

Figure 4.28 Epithets in the theme, Food and Beverages

d) Classifiers

There is only one (1) word functioning as Classifier (italicized), which is a noun. Since this text relates to a beverage, the use of the Classifier ‘Champion’ in Figure 4.29 has two connotations. One connotes the meaning that the beverage has obtained a place in the market while the other connotation is one can become a champ after consuming the beverage. The connotation can vary as it depends on how the readers look at the text. However, in this text, the Classifier promotes the beverage as a nutritious drink implicitly.

T67. NG48	The <i>Champion</i> Cup
-----------	-------------------------

Figure 4.29 Classifier in the theme, Food and Beverages

e) Things

The concrete entities, particularly the common nouns have the highest frequency count of Thing in the theme, Food and Beverages as shown in Table 4.15. Only one (1) word each refers to the elements of qualities and abstract ideas.

Table 4.15 Items functioning as Thing in the theme, Food and Beverages

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	5	55.56
(ii) Proper Nouns	2	22.22
Abstract Ideas	1	11.11
Qualities	1	11.11
Emotions	0	0.00
Total number (n) of Things	9	100

In Figure 4.30, the Thing ‘difference’ is a common noun while the Thing ‘Vico’ falls under the category of a proper noun. The Thing featuring qualities is found in text T5. NG5. The word ‘best’ indicates that the product advertised is the excellent one. The word ‘indulgence’ in text T92. NG71.2 is an example of abstract element. This word indicates a sense of contentment when a person tastes the product, which is a chocolate.

T5. NG5	the only <i>best</i>
T40. NG32	The <i>difference</i>
T60. NG43	My <i>Vico</i>
T92. NG71.2	sheer <i>indulgence</i>

Figure 4.30 Things in the theme, Food and Beverages

f) Qualifiers

The Qualifiers in the theme, Food and Beverages comprises the prepositional phrase and non-finite clause. The highest frequency count of the Qualifiers is expressed by the non-finite clause and prepositional phrase as shown in Table 4.16.

Table 4.16 Items functioning as Qualifier in the theme, Food and Beverages

Types of Qualifiers	Frequency Count (n)	Percentage (%)
Prepositional Phrase	1	50.00
Clause, non-finite	1	50.00
Clause, finite	0	0.00
Total number (n) of Things	2	100

Figure 4.31 shows the Qualifiers (italicized) complement the element of Things in each text. The first text is identified as a finite clause, in which a relative noun can be inserted to represent the Qualifier as an attribute of the Thing. We can see that the advertiser will successfully reach his or her targets by touching the readers’ feelings towards health consciousness. Text T92. NG71.1 has the Qualifier functioning as a PP, which proposes that the product has a delicious taste.

T3. NG3	Milo <i>Go Further</i>
T92. NG71.1	Fine chocolate <i>for sheer indulgence</i>

Figure 4.31 Qualifiers in the theme, Food and Beverages

The experiential meanings of the texts in the theme, Food and Beverages, are clearly seen in the elements of the Nominal Group.

4.1.4.2 Verbal Groups

The analysis shows that in the theme, Food and Beverages, there are four (4) texts consisting of the Finite or Event structure, followed by two (2) texts pertaining to the Finite plus Polarity plus Event structure and one (1) Verbal Group pertaining to the Finite plus Event structure.

Figure 4.32 shows that in all the texts, the NG complements the VG (italicized) except for text T3. VG1 as the VG is complemented by an adjectival group. In the theme, Food and Beverages too, the Finite or Event occurs in the middle as well as in the beginning of the text. The verb in text T39. VG16 is in the form of a predicator indicating the action of eating. Thus, the verb is appropriately used in this context.

The text T3. VG1 has the verb ‘Go’, which is not related to the sense of drinking but indicates a sense of achieving something better in life whereas the verb ‘is’ in text T53. VG27 assists in making the text a complete text by indicating that the physical condition of a person is the prosperity of a person’s life.

T3. VG1	Milo <i>Go</i> Further
T39. VG16	<i>Bite</i> Me
T53. VG27	Health <i>is</i> Wealth

Figure 4.32 Finite or Event structure in the theme, Food and Beverages

The Finite plus Event structure is found in Figure 4.33. The verb (italicized) ‘will’ is a finite, while ‘do’ is an event. The use of the Finite ‘will’ makes the content of this text appear as a promise, a promise that the product will provide the best quality of rice. In this text, the NG is fronted to draw attention to the VG.

T5. VG2	When only the best <i>will do</i>
---------	-----------------------------------

Figure 4.33 Finite plus Event structure in the theme, Food and Beverages

Figure 4.34 shows that the texts have the finite in the contraction form. So to analyze the verbs, the texts are separated into Finite plus Polarity plus Event (bolded). Although the words are in the negative form, the words connote positive meanings, which indicate that the products are something that one should not miss.

G61. VG32	<i>Don't Hold Back</i> Do not Hold Back
G73. VG36	The Potato Chips You <i>Can't Resist</i> The Potato Chips You Cannot Resist

Figure 4.34 Finite plus Polarity plus Event structure in the theme, Food and Beverages

Unlike the other themes explicated above, the theme, Food and Beverages has all the types of Verbal Group, mainly the Finite or Event structure.

4.1.4.3 Adverbial Groups

The Adverbial Group is not common in this theme as there is only one (1) text pertaining to the Adverbial Group, namely, the Circumstantial Adjunct referring to time.

Although the text is only one, it has two (2) same adverbs (italicized) functioning as Heads as shown in Figure 4.35. This AG indicates that the product is forever fresh and healthy. By repeating the same adverb, the advertiser attempts to make the text more striking.

T66. AG5.1	<i>Always Fresher, Always Better</i>
------------	--------------------------------------

Figure 4.35 Adverbial Group in the theme, Food and Beverages

The AG serves to define the product more explicitly. In fact, the repetition of the word 'Always' attenuates the force of what the advertiser wants the readers to know.

4.1.4.4 Prepositional Phrase

There is only one (1) slogan consisting of Prepositional Phrase referring to the circumstance of Cause in the theme, Food and Beverages as shown in Figure 4.36.

T92. NG71.1	Fine chocolate <i>for sheer indulgence</i>
-------------	--

Figure 4.36 Prepositional Phrase in the theme, Food and Beverages

This Prepositional Phrase relates to the NG in this text. The contextual meaning of the text indicates that the preposition ‘for’ is connected with the circumstance of Cause, which elucidates the reason why the product is good to eat.

The experiential meanings of the texts in the theme, Food and Beverage were able to come out clearly through the resource of groups and phrase analysis.

4.1.5 Experiential meanings in the theme, Health Care

Ten (10) slogans (see Appendix 7(v)) from the data have been identified as referring to the theme, Health Care.

4.1.5.1 Nominal Groups

Out of the ten (10) slogans, there are seven (7) slogans consisting of the Nominal Group. All the elements of the Nominal Group are found in this theme except the Numerative, Epithet and Qualifier elements.

a) Deictics

The Deictics in the theme, Health Care, are the specific determiners, particularly the demonstrative determiners as shown in Table 4.17.

Table 4.17 Items functioning as Deictic in the theme, Health Care

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	3	100.00
(ii) Possessive (determinative)	0	0.00
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	0	0.00
Total number (n) of Deictics	3	100.00

Interestingly, Figure 4.37 shows that all the three (3) Deictics (italicized) use the same demonstrative determiners, which is ‘the’. The Deictic ‘the’ signifies the products directly. The Deictic in text T62. NG44 denotes the product as the best one among the others.

T4. NG4	<i>The Pocket Spring Specialist</i>
T57. NG41	<i>The Spinal Care Mattress</i>
T62. NG44	<i>The No.1 Brand</i>

Figure 4.37 Deictics in the theme, Health Care

b) Numeratives

Since the Numerative element is not found in this theme, this element will not be analyzed.

c) Epithets

Since the Epithet element is not found in this theme, this element will not be analyzed.

d) Classifiers

There are more Classifier elements compared to the Thing element in the theme, Health Care because in some slogans, there are two words functioning as Classifiers. Table 4.18 shows that the highest frequency of the Classifiers is the types of nouns, followed by the verb and the adjective.

Table 4.18 Items functioning as Classifier in the theme, Health Care

Types of Classifiers	Frequency Count (n)	Percentage (%)
Noun	7	70.00
Adjective	1	10.00
Verb	2	20.00
Total number (n) of Classifiers	10	100.00

The Classifier ‘Pocket’ (italicized) in Figure 4.38 functions as a noun indicating the type of mattress. In texts T52. NG38 and T57. NG41, there are three Classifiers. The first two Classifiers ‘No.1’ and ‘Anti Wrinkle’ are nouns whereas the second Classifier ‘Worldwide’ is an adjective. The advertiser points out that the product is globally the best to overcome the wrinkles on one’s face using these two Classifiers.

T4. NG4	The <i>Pocket</i> Spring Specialist
T52. NG38	<i>No. 1 AntiWrinkle Worldwide</i> Loreal
T57. NG41	The <i>Spinal Care</i> Mattress

Figure 4.38 Classifiers in the theme, Health Care

In text T57. NG41, the Classifier ‘Spinal’ is a noun, whereas the Classifier ‘Care’ is a verb. The two Classifiers specify that the product is manufactured particularly for human’s health. The Classifiers create the semantic relationship with the theme.

e) Things

Table 4.19 shows that the concrete entities, particularly the common nouns have the highest frequency count of Thing in the theme, Health Care.

Table 4.19 Items functioning as Thing in the theme, Health Care

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	6	85.71
(ii) Proper Nouns	1	14.29
Abstract Ideas	0	0.00
Qualities	0	0.00
Emotions	0	0.00
Total number (n) of Things	7	100

In the theme, Health Care, the nouns are important in highlighting the product as they deal with one's health. Figure 4.39 shows the Thing (italicized) in all the texts refer to common nouns except in text T52. NG38, which refers to a proper noun.

Even though, the word mattress is not indicated directly in text T4. NG4, the Thing 'Spring Specialist' particularly specifies the kind of mattress the company produces compared to the text T57. NG41, where the Thing 'Mattress' is directly stated. Probably, the advertiser may not want the readers to come up with different interpretations if the word 'Mattress' is left out in the text.

T4. NG4	The Pocket <i>Spring Specialist</i>
T52. NG38	No. 1 AntiWrinkle Worldwide <i>Loreal</i>
T57. NG41	The Spinal Care <i>Mattress</i>

Figure 4.39 Things in the theme, Health Care

In text T52. NG4 the advertiser introduced the product 'Loreal' directly including the function probably to differentiate the product that varies in the market. The name of the product helps the readers become familiar through its label. Most of the Things in the theme, Health Care point out the products explicitly, so that the readers are aware of the function of the products.

f) Qualifiers

Since the Qualifier element is not found in this theme, this element will not be analyzed.

4.1.5.2 Verbal Groups

The analysis shows that the three (3) slogans related to the Verbal Group in the theme, Health Care are solely the Finite or Event structure only.

Figure 4.40 shows that the Finite or Event occurs in the beginning of the texts. The VG in text T48. VG24 is complemented by a PP whereas in texts T54. VG28 and

T56. VG29 the Verbal Groups are complemented by the NGs. Although the Finite, ‘Look’ indicates an action of seeing, as a whole text, it gives the impression of being outstanding from every perspective if one consumes the product. On the other hand, the Finite ‘Advanced’ suggests that the company produces a highly developed product. In text T56. VG29, the Finite ‘Give’ is also an action indicating that the product provides more than what the consumers expected out of the product.

T48. VG24	<i>Look Great From Every Angle</i>
T54. VG28	<i>Advanced Cosmetic Procedure</i>
T56. VG29	<i>Give You More</i>

Figure 4.40 Finite or Event structure in the theme, Health Care

The above texts show that the Finites or Events are fronted in the texts and they express the information of the products or services clearly.

4.1.5.3 Adverbial Groups

There is only one (1) slogan pertaining to the Adverbial Group, namely, the Circumstantial Adjunct as shown in Figure 4.41. The Head in text T48. AG5.1 refers to a remarkable quality.

T48. AG5.1	<i>Look Great</i>
------------	-------------------

Figure 4.41 Adverbial Group in the theme, Health Care

The adverb ‘Great’ gives the impression that the product will make one look magnificent if they consume it. The use of the adverb heightens the effect of the product.

4.1.5.4 Prepositional Phrase

Similar to the themes, Lifestyle and Food and Beverages, there is only one (1) slogan consisting of Prepositional Phrase (italicized) in the theme, Health Care. The slogan refers to the circumstance of Location as shown in Figure 4.42.

T48. VG24	Look Great <i>From Every Angle</i>
-----------	------------------------------------

Figure 4.42 Prepositional Phrase in the theme, Health Care

This PP relates to the VG and AG in this text. The contextual meaning of the text indicates that the product makes one to look great from every perspective.

4.1.6 Experiential Meanings in the theme, Places

Nine (9) slogans (See Appendix 7(vi)) from the data have been identified as referring to the theme, Places.

4.1.6.1 Nominal Groups

Out of the nine (9) slogans of this theme, there are eight (8) slogans consisting of the Nominal Group. All the elements of NG are found in the theme, Places.

a) Deictics

The Deictics in the theme, Places are the specific Deictics as well as the non-specific Deictics as shown in Table 4.20.

Table 4.20 Items functioning as Deictic in the theme, Places

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	2	50.00
(ii) Possessive (determinative)	1	25.00
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	1	25.00
Total number (n) of Deictics	4	100.00

The specific Deictics ‘the’ signifies the places precisely. The Deictic ‘your’ inspires the readers emotionally that when the product is being purchased, the family bond gets closer meanwhile the non-specific Deictic, ‘an’ is the type of a partial non-selective Deictic, which denotes a place suitable for a family to live in.

T17. NG16.1	<i>an</i> idyllic haven for your family home
T17. NG16.2	<i>your</i> family home
T96. NG73	<i>The</i> Infrastructure University

Figure 4.43 Deictics in the theme, Places

b) Numeratives

The Numerative element (italicized) found in the theme, Places is the type of quantitative, particularly the definite quantitative as shown in Figure 4.44.

T16. NG15	<i>S3</i> Paradise Golf Resort
T27. NG24.1	<i>50</i> years of Nationhood

Figure 4.44 Numeratives in the theme, Places

The Numerative ‘S3’ in text T16. NG15 is a combination of an alphabet and a number, which stands for ‘Seremban 3’. The place has been numbered as such, as there are two other places with a similar name. The use of the digit ‘50’ in text T27. NG24.1 indicates the era of Nationhood. The first text is just advertising the place as a delightful place for golfers whereas the second text is a statement saying that Malaysia is an ideal place for holidaying as it has achieved its 50 years of independence peacefully.

c) Epithets

Unlike the theme, Food and Beverage, the Epithets in the theme, Places are the Experiential and Attitudinal ones as in Table 4.21.

Table 4.21 Items functioning as Epithet in the theme, Places

Types of Epithets	Frequency Count (n)	Percentage (%)
Experiential Epithet	2	66.67
Attitudinal Epithet	1	33.33
Total number (n) of Epithets	3	100

The experiential Epithet ‘International’ proposes that the Convention Centre is meant for Intercontinental meetings whereas the experiential Epithet ‘West’ states the position of the area situated in that particular town. The attitudinal Epithet ‘idyllic’

connotes the meaning that the place is peaceful and tranquil to live in. In fact, this Epithet expressively exerts a pull on the readers.

T14. NG14	<i>International</i> Convention Centre
T17. NG16.1	an <i>idyllic</i> haven for your family home
T65. NG47	<i>West</i> Lake Homes Kampar

Figure 4.45 Epithets in the theme, Places

d) Classifiers

The Classifiers (italicized) in Figure 4.46 are mainly the common nouns. The Classifier ‘Paradise’ signifies the place as ideal for golfers.

T16. NG15	<i>S3 Paradise</i> Golf Resort
T26. NG23	<i>Tiara</i> Beach Resort

Figure 4.46 Classifiers in the theme, Places

The Classifier ‘Tiara’ is a proper noun but functioning as Classifier because in the context, it refers to the name of the beach resort. Thus, the Classifiers create the semantic relationships with the theme, Places.

e) Things

Table 4.22 shows that the concrete entities, particularly the common nouns have the highest frequency count of the Thing element in the theme, Places. Although there are only eight slogans pertaining to the Nominal Group, the Thing element is ten because of the extra two Nominal Groups in the embedded clauses, which are found in the Qualifier element as in texts T17. NG16.2 and T27. NG24.2.

Table 4.22 Items functioning as Thing in the theme, Places

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	10	100.00
(ii) Proper Nouns	0	0.00
Abstract Ideas	0	0.00
Qualities	0	0.00
Emotions	0	0.00
Total number (n) of Things	10	100

The Thing ‘Centre’ is a noun referring to a place but the meaning of the word can only be perceived when it is read within the text. The Thing ‘Golf Resort’ explicitly tells the readers that the place is meant for golfers for the purpose of golfing. The Thing ‘haven’ indicates that the place is safe for one to live in. Similarly, the Thing ‘family home’ psychologically attracts the readers. The Thing ‘years’ states the duration since Malaysia achieved its independence. The thing ‘Lake Homes’ indicates that the residential area has a lake, which implicitly shows the advertiser emphasizing on a picturesque setting.

T14. NG14	International Convention <i>Centre</i>
T16. NG15	S3 Paradise <i>Golf Resort</i>
T17. NG16.1	an idyllic <i>haven</i> for your family home
T17. NG16.2	your <i>family home</i>
T27. NG24.1	50 <i>years</i> of Nationhood
T65. NG47	West <i>Lake Homes</i>

Figure 4.47 Things in the theme, Places

Here it is necessary to point out that similar to the themes discussed earlier, the common nouns draw attention to the products and services that are advertised in the theme, Places.

f) **Qualifiers**

The Qualifiers in the theme, Places are mainly the prepositional phrase and the non-finite clause as shown in Table 4.23.

Table 4.23 Items functioning as Qualifier in the theme, Places

Types of Qualifiers	Frequency Count (n)	Percentage (%)
Prepositional Phrase	2	100.00
Clause, non-finite	0	0.00
Clause, finite	0	0.00
Total number (n) of Things	2	100

Figure 4.48 shows that the Qualifiers (italicized) function as the prepositional phrase. The Qualifier ‘of Nationhood’ expresses the harmony of people living together

since the independence day in Malaysia. The Qualifier ‘for your family home’ links to the Thing element by suggesting that the area is a suitable place to live with one’s family.

T27. NG24.1	50 <i>years</i> of Nationhood
T17. NG16.1	an idyllic haven <i>for your family home</i>

Figure 4.48 Qualifiers in the theme, Places

The Qualifiers in the theme, Places, provides more information of the products or services advertised.

4.1.6.2 Verbal Groups

The analysis shows that two (2) slogans related to the Verbal Group in the theme, Places, are mainly the Finite or Event structure.

Figure 4.49 shows that the VG in text T69. VG33 is complemented by a NG whereas in text T93. VG41 the VG is complemented by a PP. The verb ‘Green’ connotes the meaning of being environmentally friendly. It encourages the readers to fill the surroundings with flora. The second text begins with the verb ‘Shine’ in the form of a predicate. Actually, the VG promotes Taylors College as being an excellent one.

T69. VG33	We <i>Green</i> The Earth
T93. VG41	<i>Shine</i> with Taylors

Figure 4.49 Finite or Event structure in the theme, Places

The VG, similar to the NG, assists in making the slogans appropriately completed. The Verbal Groups in the theme, Places correspond with the themes, Lifestyle and Health Care as both the themes only have the Finite or Event structure.

4.1.6.3 Prepositional Phrase

Three (3) texts consisting of circumstances are found in this theme. Figure 4.50 shows that the Prepositional Phrase ‘for your family home’ complements the NG within

the text whereas the PPs ‘of Nationhood’ and ‘with Taylors’ complement the VGs in both the texts.

The contextual meaning of the text indicates that the preposition ‘for’ functions as a cause circumstance suggesting that the place is ordained for one’s family. The preposition ‘of ’ functions as a matter circumstance, that points out the purpose of the celebration. The preposition ‘with’ functions as an accompaniment circumstance projecting that one can do extremely well in his or her studies when he or she enrolls in Taylors College.

T17. PP3	an idyllic haven <i>for your family home</i>
T27. PP6	Celebrating <i>of Nationhood</i>
T93. PP20	Shine <i>with Taylors</i>

Figure 4.50 Prepositional Phrase in the theme, Places

The PP in the theme, Places, brings out the experiential meanings of the texts by stating the purpose of the advertisements.

4.1.7 Experiential meanings in the theme, Business

Six (6) slogans (See Appendix 7(vii)) from the data have been identified as referring to the theme, Business.

4.1.7.1 Nominal Groups

In the theme, Business, there are five (5) texts pertaining to the Nominal Group. All the NG elements are found in this theme except the Numerative element.

a) Deictics

The Deictics in the theme, Business are the specific Deictics, especially the demonstrative determinative as shown in Table 4.24.

Table 4.24 Items functioning as Deictic in the theme, Business

Types of Deictics	Frequency Count (n)	Percentage (%)
Specific Deictics		
(i) Demonstrative (determinative)	2	66.67
(ii) Possessive (determinative)	1	33.33
Non-specific Deictic		
(i) Total (positive)	0	0.00
(negative)	0	0.00
(ii) Partial (selective)	0	0.00
(non-selective)	0	0.00
Total number (n) of Deictics	3	100.00

Figure 4.51 shows that the Deictic ‘The’ in text T13. NG13 determines the quality of the service the company provides, likewise the Deictic ‘The’ in T55. NG40 signifies the quality of food they produce. The Deictic ‘your’ in the texts inspires the readers that when a product is purchased from that particular company, the readers’ choice is decisive.

T13. NG13	<i>Your</i> Ultimate Choice
T22. NG19.1	<i>The</i> Trusted Name In Insurance
T55. NG40	<i>The</i> Fresh Food

Figure 4.51 Deictics in the theme, Business

b) Numeratives

Since the Numerative element is not found in this theme, this element will not be analyzed.

c) Epithets

Figure 4.52 shows that only an experiential Epithet (italicized) is found in the theme, Business.

T55. NG40	The <i>Fresh</i> Food
-----------	-----------------------

Figure 4.52 Epithets in the theme, Business

The Epithet ‘Fresh’ puts forward the idea that the food being sold is green and uncontaminated. The Epithet ‘Fresh’ itself can attract the readers as people only go for new and fresh food.

d) Classifiers

The Classifier (*italicized*) in Figure 4.53 functions as a verb, which indicates that one can count on the service provided by the company as the company has achieved a place in the market of business.

T22. NG19.1	The <i>Trusted</i> Name In Insurance
-------------	--------------------------------------

Figure 4.53 Classifiers in the theme, Business

f) Things

Table 4.25 shows that the concrete entities have the highest frequency count of Thing in the theme, Business.

Table 4.25 Items functioning as Thing in the theme, Business

Types of Thing	Frequency Count (n)	Percentage (%)
Concrete Entities		
(i) Common Nouns	4	80.00
(ii) Proper Nouns	0	0.00
Abstract Ideas	0	0.00
Qualities	1	20.00
Emotions	0	0.00
Total number (n) of Things	5	100

Figure 4.54 shows that the Thing (*italicized*) elements are mainly the common nouns except in text T13. NG13 where the Thing ‘Ultimate Choice’ has the features of quality element. The Thing ‘Ultimate Choice’ indicates that choosing a product of that particular company is the consumer’s final selection because the product seems to be incomparable with the similar products of other companies.

The Thing ‘Name’ points to the company’s stand in the market of insurance. Thus, it expresses that the company is renowned for its services in insurance. The Thing ‘Bungalows’ directly states what are put on sale. Besides, the Thing ‘Food’ indicates the product absolutely. Since the products in the theme, Business, are not something to

exaggerate with words, the advertisers point exactly to the products without inflating them.

T13. NG13	Your <i>Ultimate Choice</i>
T22. NG19.1	The Trusted <i>Name</i> In Insurance
T32. NG28	<i>Bungalows</i> for sale

Figure 4.54 Things in the theme, Business

g) Qualifiers

Equivalent with the theme, Places, the Qualifiers in the theme, Business, also consist of the prepositional phrases as shown in Table 4.26.

Table 4.26 Items functioning as Qualifier in the theme, Business

Types of Qualifiers	Frequency Count (n)	Percentage (%)
Prepositional Phrase	2	100.00
Clause, non-finite	0	0.00
Clause, finite	0	0.00
Total number (n) of Things	2	100

Figure 4.55 shows that the Qualifiers (italicized) in texts T22. NG19.1 and T32. NG28 function as the PP. The Qualifier ‘In Insurance’ advocates that the company can be trusted in the field of insurance while the Qualifier ‘for sale’ promotes that the bungalows are meant for the purpose of selling.

T22. NG19.1	The Trusted Name <i>In Insurance</i>
T32. NG28	<i>Bungalows for sale</i>

Figure 4.55 Qualifiers in the theme, Business

The Qualifiers in the theme, Business, illustrate the Thing element by imparting the appropriate information.

4.1.7.2 Verbal Groups

The analysis shows that the frequency count of the Verbal Groups is three (3) in the theme, Business. The Verbal Groups are solely the types of the Finite or Event structure and the Finite plus Event structure.

Figure 4.56 shows that the VG in text T84. VG40.1 is complemented by a PP whereas the AG complements the VG in text T84. VG40.2.

The verb ‘Bank’ denotes the meaning that by saving money in that particular bank, one can enjoy the benefits. The second text is an embedded clause of the first text. The VG of this text is appropriately used according to its theme and it clearly indicates that one can perceive the benefits ahead of what they have invested in that bank. In fact, the VGs uphold the experiential meanings of the texts.

T84. VG40.1	<i>Bank On Us To See Beyond</i>
T84. VG40.2	<i>See Beyond</i>

Figure 4.56 Finite or Event structure in the theme, Business

Figure 4.57 shows that text T99. VG44 has the contracted verb ‘are’ as the Finite and the verb ‘protected’ as the Event structure. Similar to the theme, Food and Beverages, the NG in this text is fronted to provide the readers with information of the product as well as to draw attention to the VG emotionally. The advertiser used the VG ‘are protected’ to insinuate that the purchaser’s life will be secured if one purchases the services provided by the company. This is an effective way of getting the reader’s attention towards the company’s services.

T99. VG44	<i>You’re protected</i>
-----------	-------------------------

Figure 4.57 Finite plus Event structure in the theme, Business

The VGs in the theme, Business make the texts as complete texts, which help the readers to see clearly the meaning conveyed by the texts.

4.1.7.3 Prepositional Phrase

There are three (3) slogans consisting of the Prepositional Phrases, which refer to the circumstances of Location, Cause and Matter in the theme, Business

Figure 4.58 shows that the PP (italicized) ‘In Insurance’ and ‘for Sale’ complements the NG in both the texts whereas the PP ‘On Us To See Beyond’ complements the VG in the text. The contextual meaning of the text indicates that the Prepositional Phrase ‘In Insurance’ functions as a circumstance of Matter suggesting that readers can rely on the Insurance Company for their future. The preposition ‘for’ functions as a circumstance of Cause, points out the purpose of the bungalows being advertised. The preposition ‘On’ functions as a circumstance of Location, projects a place, the bank, where one, can deposit their money for future investment.

T22. PP3	The Trusted Name <i>In Insurance</i>
T32. PP6	Bungalows <i>for Sale</i>
T84. PP18	Bank <i>On Us To See Beyond</i>

Figure 4.58 Prepositional Phrases in the theme, Business

Similar to the other themes, the PP has provided more information of the texts in the theme, Business.

Section 4.2. provides a summary of the experiential meanings of groups and phrase in the study.

4.2. Summary of the experiential meanings of groups and phrase in the study

The quantitative analyses of the data shows that all the Nominal Group, the Verbal Group, the Adverbial Group and the Prepositional Phrase are found in all the themes except in the themes Lifestyle, Places and Business, where the Adverbial Group is uncommon.

Table 4.28 shows that the Nominal Group (NG) has the highest frequency count of words compared to the other groups and phrase across the 100 slogans being analyzed. The most predominant theme for the NG is the theme, Technology (26.60%).

This is followed by the theme, Automotive (21.67%) and then the theme, Lifestyle (14.29%).

Table 4.28 Distribution of the experiential structure

Groups & Phrase Themes	Frequency Count of NG (n)	Percentages (%)	Frequency Count of VG (n)	Percentages (%)	Frequency Count of AG (n)	Percentages (%)	Frequency Count of PP (n)	Percentages (%)
Technology	54	26.60	10	24.39	2	40.00	5	23.81
Automotive	44	21.67	11	26.83	0	0.00	7	33.33
Lifestyle	29	14.29	5	12.20	0	0.00	1	4.76
Food and Beverages	19	9.36	7	17.07	2	40.00	1	4.76
Health Care	20	9.85	3	7.32	1	20.00	1	4.76
Places	25	12.32	2	4.88	0	0.00	3	14.29
Business	12	5.91	3	7.32	0	0.00	3	14.29
Total number (n) of each Group and Phrase	203	100.00	41	100.00	5	100.00	21	100.00
Note: Percentage (%) = $\frac{\text{Number (n) of each Group and Phrase in each theme}}{\text{Total number (n) of words in each Group and Phrase}} \times 100$								

The second predominant group is the Verbal Group (VG) with a total number of 41 occurrences. Table 53 shows that the VG is mostly found in the theme, Automotive (26.83%) compared to the other themes. This is followed by the theme, Technology (24.39%) and the theme, Food and Beverages (17.07%). In the other themes, the VG is not very commonly utilized.

The frequency count of the Adverbial Group (AG) shows that a total number of only five (5) occurrences are found in this study, mainly in the theme, Technology and Food and Beverages. In the themes Automotive, Lifestyle, Places and Business, the AG is not prevalent.

The most predominant theme for the Prepositional Phrase (PP) is the theme, Automotive. Similar to the AG, the PP is not very prevalent in themes such as Lifestyle, Food and Beverages, and Health Care. Though the other themes have this PP, the frequency count of the PP is very few compared to the theme, Automotive.

Figure 4.59 shows the distribution of experiential structure of groups and phrase found in the seven themes analyzed in the study. Each of the groups and phrase are shown in percentages to give a clear understanding of the experiential structure found in all the themes analyzed in the study.

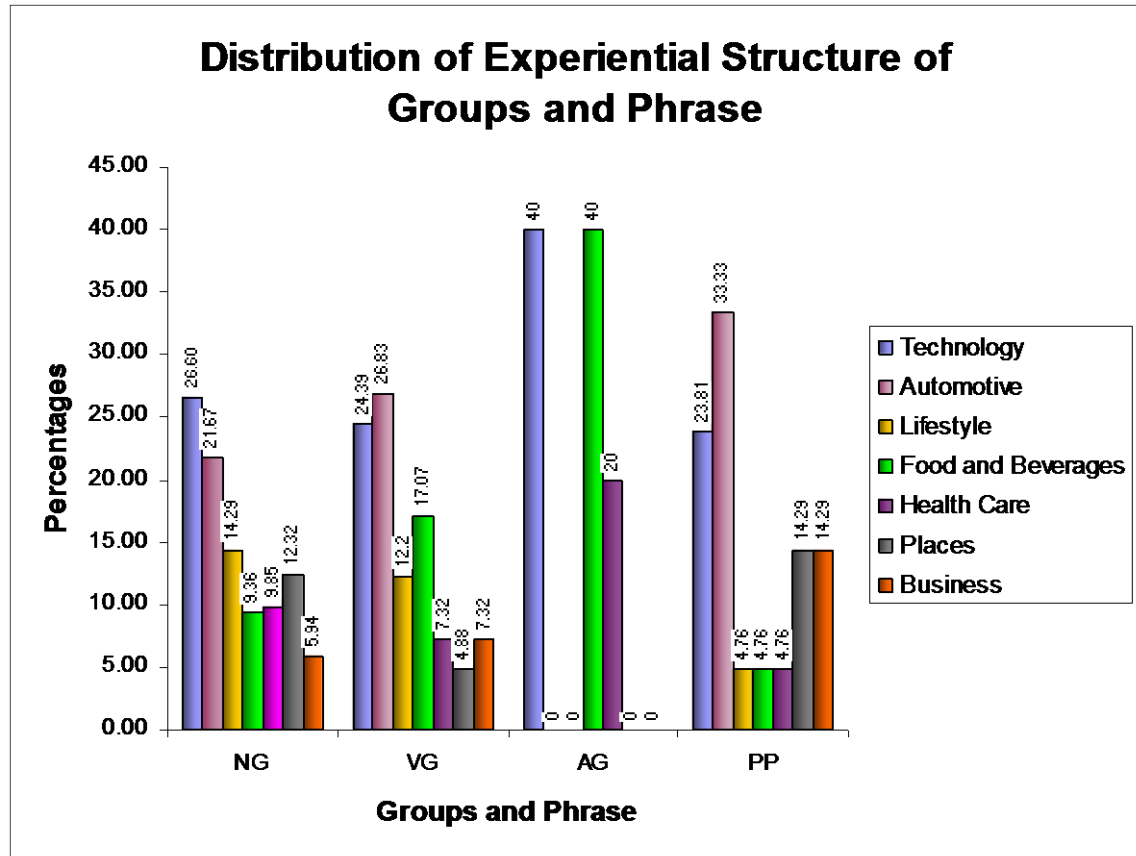


Figure 4.59 Distribution of Experiential Structure of groups and phrase found in the seven themes analyzed (in percentages)

The findings of the study reveal that the Nominal Group (NG) is the most predominant group found in all the themes because the whole clauses within the NG provide the information of the texts. As the theme of Technology introduces mainly concrete products, the NG is used widely to introduce the product explicitly to the consumers. Besides, an advertiser may find it necessary to have additional information

of a product for the purpose of persuading the readers to purchase the product and the use of NG is essential in the slogans.

Similarly the Verbal Group (VG) is also found in all the themes. The VGs are mainly consisting of verbs pertaining to Finite or Event structure. Most of the VGs relate to the actions pertaining to the themes. For instance, the Finite ‘Bite’ and ‘Taste’ explicitly correlates with the theme Food and Beverages. The secondary tenses are used limitedly in the slogans. The VG presents the event whereas the PP presents the circumstantial of the groups.

Besides the VG, the Prepositional Phrase (PP) also plays a pertinent role in bringing out the experiential meanings of the texts. Table 4.28 shows that the PP accounts for the highest percentage of occurrence in the theme, Automotive. The most dominant PP is the Circumstance of Matter, which describes the entity of the products. The second most dominant is the Circumstance of Location, which is concerned about location.

The Adverbial Group (AG) is the least used in the groups and phrase. The use of AG is infrequent in the genre of advertising. The AG usually provides the degree of emphasis to convince the readers to buy the product. However, readers are not usually impressed by the exaggerating words. Probably, this could be one reason why this group is not found in certain themes analyzed in the current study.

On the whole, to assist to sell something, the NG and the VG are used predominantly to advertise the products or the services compared to the AG and PP in the experiential structure. In all likelihood, the elements of NG assist in making the slogans complete and comprehensible to the readers because this group focuses on the

nouns, which is either name or state the product on sale. In fact, the elements of the NG depict the experiential meanings of the texts overtly. Similarly, the VG also frames the meanings of the texts according to the themes and this assists in making the slogans comprehensible to the readers.

4.3 Logical meanings in Malaysian billboard slogans

This section focuses on the analysis of the logical meanings through groups and phrase which addresses the Research Question 2, that is,

What are the logical meanings expressed in Malaysian billboard slogans?

4.3.1 Logical meanings in the theme, Technology

Twenty-five (25) slogans (See Appendix 7(i)) from the data have been identified as referring to the theme, Technology.

4.3.1.1 Nominal Groups

All the logical structures of the Nominal Group (NG) are used in the theme, Technology. Figure 4.60 shows that the logical structure consisting of Pre-Modifier + Head element drawn from the theme, Technology. The Pre-Modifier is introducing the Head with special elements or effects.

Index	Pre-Modifier	Head	Post-Modifier
T8. NG8	The	Next	
T19. NG17.2	World's	Slimmest	
T25. NG22.1	10 million	reasons	

Figure 4.60 Pre-Modifier + Head element in the theme, Technology

The logical structure consisting of Head element only, is found in Figure 4.61. The Head in text T83. NG63 is a proper noun, 'SHARP'. Text T21. NG18.2 and T76.

NG54.2 are examples of Heads using the common nouns. Since the proper noun has been in the market for a long time, it does not need any modifiers.

Index	Pre-Modifier	Head	Post-Modifier
T21. NG18.2		life	
T76. NG54.2		Watches	
T83. NG63		SHARP	

Figure 4.61 Head element in the theme, Technology

Figure 4.62 shows that the logical structure consisting of Head + Post-Modifier elements. The Post-Modifiers give extra information of the Heads. Without the post-modifiers the Head element only may not be able provide information to the readers.

Index	Pre-Modifier	Head	Post-Modifier
T19. NG17.1		Canon	World's Slimmest
T21. NG18.1		Ideas	for life
T76. NG54.1		Swiss	Made Watches

Figure 4.62 Head + Post-Modifier element in the theme, Technology

Figure 4.63 shows the logical structure consisting of the Pre-Modifier + Head + Post-Modifier elements. The use of the Pre-Modifier and the Post-Modifier adds details to the Head. The Pre-Modifier are the types of Epithet and Deictic in the two texts. The Head in text T36.NG30.1 is a common noun while in text T35. NG29, the Head is an adjective. The Post-Modifier is the type of PP for both the texts.

Index	Pre-Modifier	Head	Post-Modifier
T35. NG29	The	essential	of imaging
T36. NG30.1	Best	Coverage	On All Highway

Figure 4.63 Pre-Modifier + Head + Post-Modifier element in the theme, Technology

The Pre-Modifier and the Post-Modifier elements enhance the Head element of the Nominal Group in the theme, Technology.

4.3.1.2 Verbal Groups

Similar to the Nominal Group, the Verbal Group is also structured logically. In the Verbal Group, the logical structure deals with the system of tenses, which are the Past tense, the Present tense and the Future tense.

In the theme, Technology, the highest frequency count of the VG is found in the Finite featuring the Present Tense, followed by the Finite featuring the Past Tense. There is no element of the Finite featuring the Future tense in this theme.

Figure 4.64 shows an excerpt of texts pertaining to logical structure consists of Finite featuring Past Tense, Present Tense and Future Tense in the theme, Technology.

Index	Finite			Event
	Past	Present	Future	
T18. VG8		Make		
T75. VG37		Is		Lost
T76. VG38	Made			

Figure 4.64 Finite featuring Past Tense, Present Tense and Future Tense in the theme, Technology

The Finites featuring the Present Tense element are merely common words, which are used daily in one's life. The Finite featuring the Past Tense element in text T76.VG38 is also a common word. Most of the Verbal Groups in the theme, Technology comprises of action words, which are related to its context. The text in T75. VG37 is the type of text involving the passive form, which illustrates a combination of present and past tense as shown in Figure 4.65.

Is		Lost	
(present)	be...	-ed	(lose)
$\alpha\emptyset$		β	
present	passive		

Figure 4.65 Verbal Group in the passive form in the theme, Technology

Figure 4.65 shows that the Verbal Group has the combination of two tenses, the present (be) and the past (V-ed). This passive form proposes that the text is in a present

condition resulting from a past event. It means Present plus Past forms the passive Verbal Group (which means Present + Past = Passive Verbal Group). The logical structure of the text shows that the purchaser would benefit something if he or she purchases the product.

Since the theme, Technology, is related to current technologies, the Finite featuring the Present Tense has the highest frequency count in this theme.

4.3.1.3. Adverbial Groups

Similar to the Nominal and Verbal Groups, the Adverbial Group is also structured logically. The Adverbial Group, like the Nominal Group has the optional Pre and Post-Modifiers.

Figure 4.66 shows that two (2) texts containing the Head + Post-Modifier element in the theme, Technology.

Index	Pre-Modifier	Head	Post-Modifier
T38. AG1		Even	Better
T77. AG5		Always	The Smarter Choice

Figure 4.66 Head + Post-Modifier element of the Adverbial Group in the theme, Technology

The text in T38. AG1 shows that the Head ‘Even’ is complemented by an adjective as the Post-Modifier. The Head + Post-Modifier in this text indicate a comparison circumstance. The Head ‘Always’ in T77. AG5 is complemented by a NG, indicating the quality of the product. The examples of Head + Post-Modifier in Figure 4.66 show that there is a structural relationship between the Head and the Post-Modifier.

Since the use of AG is very limited, it could be observed that the Adverbial Group is uncommon in the genre of advertisement.

4.3.1.3 Prepositional Phrase

In the theme, Technology, there are five (5) texts pertaining to the Prepositional Phrase, mainly the NG plus the PP type and one (1) text with only the Prepositional Phrase.

Figure 4.67 shows that all the texts fall under the category of Nominal Group + Prepositional Phrase except in text T33. PP9 where there is only a PP. The Prepositional Phrase functions as a Post-Modifier for the NG is shown in the column of Actor. In terms of the logical structure, the PP is analyzed as a process of circumstantial element. The circumstantial elements in the theme, Technology are mainly the circumstances of Location. For instance, in Text T36. PP11, we can deduce the location where the product could provide its best coverage. Text T21. PP4 is the type of Extent circumstance, which explicitly tells the readers the product can be used for life time. Text T33. PP9 has the circumstance of Manner while the circumstance of Matter is found in text T36. PP11.

Index	Actor	Process	Circumstantial Element	
			Extent	
			Process	Range
T21. PP4	Ideas		for	life
			<i>Manner</i>	
T33. PP9			Beyond	All Expectations
			<i>Matter</i>	
T35. PP10	The essential		of	imaging
			<i>Location</i>	
T36. PP11	Best Coverage		On	All Highway

Figure 4.67 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Technology

The meanings of the text are expounded through the ordering of Prepositional Phrase in the texts.

4.3.2 Logical meanings in the theme, Automotive

Twenty-one (21) slogans (see Appendix 3) from the data have been identified as referring to the theme, Automotive.

4.3.2.1 Nominal Groups

The logical structure of the NG in the theme, Automotive is principally the Pre-Modifier + Head element, followed by the Head element only and then the Pre-Modifier + Head + Post-Modifier element. The Head + Post-Modifier element is found the least in this theme.

Figure 4.68 shows each of the Head has been introduced with the use of the elements in the experiential structure of the Nominal Group as Pre-Modifiers, which accommodates in making the product (Head) more eye-catching to the readers.

Index	Pre-Modifier	Head	Post-Modifier
T6. NG6	the	Mini	
T7. NG7	a	Citroen	
T10. NG10	your	way	

Figure 4.68 Pre-Modifier + Head element in the theme, Automotive

Figure 4.69 shows the logical structure consisting of the Head element only. The Head of each product is highlighted by the proper nouns except in text T50. NG37.2, the Head is an abstract noun. Stating the name of the product as in Text 63. NG45 is an effective way of introducing the product.

Index	Pre-Modifier	Head	Post-Modifier
T50. NG37.2		Dreams	
T63. NG45		Satria Neo	
T78. NG56.2		Germany	

Figure 4.69 Head element in the theme, Automotive

Figure 4.70 shows that the logical structure consisting of Head + Post-Modifier element. The Head element is complemented by the VG as the Post-Modifier, which provides further information of where the product has been manufactured.

Index	Pre-Modifier	Head	Post-Modifier
T78. NG56.1		Tyres	Engineered in Germany

Figure 4.70 Head + Post-Modifier element in the theme, Automotive

The logical structure consisting of Pre-Modifier + Head + Post-Modifier elements is shown in Figure 4.71. The Pre-Modifiers are the types of Numeratives and Classifier elements in the first text while the second text has a combination of the Deictic and Epithet elements. The Pre-Modifiers used in the texts could grab the readers' attention. The Heads are mainly the common noun in the first text and a proper noun in the second text. The Post-Modifier is the type of PP for the first texts, while the second text is the type of verb plus a PP. Text T37. NG31.1 asserts verifiable facts of the products.

Index	Pre-Modifier	Head	Post-Modifier
T37. NG31.1	2006 World	Car	Of The Year
T49. NG36	The New	Savvy	Built For You

Figure 4.71 Pre-Modifier + Head + Post-Modifier element in the theme, Automotive

The Pre-Modifier and the Post-Modifier also play a part in upholding the Head element of the Nominal Group in the theme, Automotive.

4.3.2.2 Verbal Groups

The Verbal Group of the theme, Automotive is mainly the Finite featuring the Present Tense, followed by the Finite featuring the Past Tense.

Figure 4.72 shows that the Finite featuring the Present Tense are mainly the action words. The verb-to-be 'Is' is used in text T47. VG23. The Present Tenses mainly

describe the facts of the products. It is interesting to observe that the VG in the Past Tense are a few but connote positive meanings in the theme, Automotive.

Index	Finite			Event
	Past	Present	Future	
T7. VG4		moves		
T15. VG7		moving		
T29. VG12	Invented			
T47. VG23		Is		

Figure 4.72 Finite featuring Past Tense, Present Tense and Future Tense in the theme, Automotive

The text T15. VG7 is in the form of present tense but functions as the secondary tense because it is expressed by the verb + ing form. Since the theme, Automotive is solely related to automobiles, the finite featuring the Present Tense has the highest frequency count in this theme

4.3.2.3 Adverbial Groups

There is no text pertaining to the Adverbial Group in the theme, Automotive. Therefore this group would not be analyzed.

4.3.2.4 Prepositional Phrase

In the theme, Automotive, seven (7) texts pertaining to the Prepositional Phrase, are mostly the NG plus VG plus PP, followed by the NG plus PP.

Figure 4.73 shows that four of the texts fall under the category of Nominal Group + Verbal Group + Prepositional Phrase. The PP indicating the circumstance of Manner is introduced using the preposition ‘like’ which shows a comparison. Explicitly, it gives the impression that the product is the best compared to the others.

Text T29. PP7 is a VG modified by a PP indicating the circumstance of Extent while text T37. PP12 has a NG modified by a PP indicating the circumstance of Matter,

which shows that the product itself is not the emphasis but the stand it has achieved in the market. The PP links to the Head of the NG and VG by specifying the head noun.

Index	Actor	Process	Circumstantial Element	
			Manner	
			Process	Range
T6. PP1	Nothing	sticks	like	the Mini
			<i>Extent</i>	
T29. PP7		Invented	for	life
			<i>Matter</i>	
T37. PP12	2006 World Car		of	The Year

Figure 4.73 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Automotive

In the context of Automotive, the Prepositional Phrases functions as a structure marker in the NG as well as the VG.

4.3.3 Logical meanings in the theme, Lifestyle

Sixteen (16) slogans (see Appendix 4) from the data have been identified as referring to the theme, Lifestyle.

4.3.3.1 Nominal Groups

Thirteen (13) slogans have been identified consisting of the Nominal Group in the logical structure. The NG comprising the Pre-Modifier + Head element is found the most, followed by the Head only element. There is only one text pertaining to Pre-Modifier + Head + Post-Modifier elements. The element of Head + Post-Modifier is not found in this theme.

Figure 4.74 shows that each of the Head has been introduced with the use of the elements in the experiential structure of the NG to give emphasis on the products being advertised. Looking at the Pre-Modifiers, the NG emphasizes on its point of references pertaining to the Head, which captures the readers' attention towards the products.

Index	Pre-Modifier	Head	Post-Modifier
T9.NG9	The Adventure	Boot	
T34. NG28	Your family	Shop	
T70. NG51	Original	Denim	

Figure 4.74 Pre-Modifier + Head element in the theme, Lifestyle

Figure 4.75 shows that the logical structure consisting of proper nouns, which address the brand of the products, highlight the Head elements. Since the brand names have already become household words, their popularity has grown and they do not need any modifiers to explain further.

Index	Pre-Modifier	Head	Post-Modifier
T64. NG46		EVERHOME	
T88. NG67		VINCCI	

Figure 4.75 Head element in the theme, Lifestyle

Figure 4.76 shows that The Pre-Modifier is the type of Deictic. The Head is a common noun. The Post-Modifier is the type of an adjective attributing the Head element. The Pre-Modifier and Post-Modifier are needed to make the Head more appealing to the readers.

Index	Pre-Modifier	Head	Post-Modifier
T100. NG76	Your	Home	Beautiful

Figure 4.76 Pre-Modifier + Head + Post-Modifier element in the theme, Lifestyle

The logical structure of the NG in the theme, Lifestyle, enriches the text through the use of Pre Modifiers.

4.3.3.2 Verbal Groups

The Verbal Groups of the theme, Lifestyle, are solely the Finite featuring the Present Tense as shown in Figure 4.77.

Index	Finite			Event
	Past	Present	Future	
T42. VG19		starts		
T46. VG22		Specialize		
T94. VG42		Colour		

Figure 4.77 Finite featuring Present Tense in the theme, Lifestyle

Since the theme, Lifestyle refers to current trend; the finite featuring the Present Tense makes the slogans more enthralling. The VGs in the texts relate to the context of the theme, Lifestyle.

4.3.3.3 Adverbial Groups

There is no text pertaining to the Adverbial Group in the theme, Lifestyle. Therefore this group would not be analyzed.

4.3.3.4 Prepositional Phrase

The Prepositional Phrase is less commonly found in the theme, Lifestyle. Figure 4.78 shows there is only one (1) Prepositional Phrase functioning as a Post-Modifier of the Verbal Group indicating the circumstance of Location. Here the Location is used to show what the company is expert at.

Index	Actor	Process	Circumstantial Element	
			Location	
			Process	Range
T46. PP13		Specialize	in	kitchen cabinet and wardrobe

Figure 4.78 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Lifestyle

Similar to the theme, Automotive, the PP links to the head, the VG by providing more information of the group in the theme, Lifestyle.

4.3.4 Logical meanings in the theme, Food and Beverages

Thirteen (13) slogans (see Appendix 7 (iv)) from the data have been identified as referring to the theme, Food and Beverages.

4.3.4.1 Nominal Groups

In the theme, Food and Beverages, there are nine (9) slogans consisting of the Nominal Group. The logical structure of the NG is mainly the Pre-Modifier + Head

element, followed by the Head only element. The Pre-Modifier + Head + Post-Modifier element is only found in one text whereas the Head + Post-Modifier element is not common in this theme.

Parallel to the theme, Lifestyle, Figure 4.79 shows each Head has been introduced with the use of the elements in the experiential structure of the Nominal Group. Looking at the Pre-Modifiers, the NG accentuates the Head element. The Pre-Modifier of the Head ‘Cup’ is a combination of a Deictic element and a Classifier element. Overall the Pre-Modifiers register the readers’ awareness of the Head element. They make the Head element to be more comprehensible for the readers.

Index	Pre-Modifier	Head	Post-Modifier
T5. NG5	The only	Best	
T40. NG32	The	Difference	
T67. NG48	The Champion	Cup	

Figure 4.79 Pre-Modifier + Head element in the theme, Food and Beverages

The Head element shown in Figure 4.80 is a noun. The Head is represented by the common noun ‘Health’, which directly states the focus of the text.

Index	Pre-Modifier	Head	Post-Modifier
T53. NG39.2		Health	

Figure 4.80 Head element in the theme, Food and Beverages

Figure 4.81 shows that the logical structure consists of Pre-Modifier + Head + Post-Modifier element. The Pre-Modifier is the type of Epithet element. The Head ‘chocolate’ is a common noun. The Post-Modifier is the type of PP. The Pre-Modifier and Post-Modifier enhance the logical meanings of the Head in context of the theme, Food and Beverages.

Index	Pre-Modifier	Head	Post-Modifier
T92. NG71.1	Fine	chocolate	for sheer indulgence

Figure 4.81 Pre-Modifier + Head + Post-Modifier element in the theme, Food and Beverages

Similar to the themes Technology, Automotive and Lifestyle, the Pre-Modifier + Head element is the predominant structure in the theme, Food and Beverages.

4.3.4.2 Verbal Groups

The Verbal Group of the theme, Food and Beverages is mainly the Finite featuring the Present Tense as in the themes, Technology, Automotive and Lifestyle. There is also a text with a Finite featuring the Future Tense.

Figure 4.82 shows that the logical structure consisting of Finite featuring Present Tense in the theme, Food and Beverages. The Finite ‘Balancing’ appears as the secondary tense in the Verbal Group even though it is not affixed with the auxiliary ‘be’ in this text. The Finite ‘Bite’ fits in the text by giving the logical meanings of the slogan.

Index	Finite			Event
	Past	Present	Future	
T20. VG9		Balancing		
T39. VG16		Bite		
T61. VG32		Don’t		Hold
T73. VG36		Can’t		Resist

Figure 4.82 Finite featuring Present Tense in the theme, Food and Beverages

Apart from that, the Finites in the form of negative polarity plus event are used in texts T61. VG32 and T73. VG36. The way in which the meanings of the texts are coded is interesting. The use of verb + polarity + event implies that the products are something that one will not disregard.

The text ‘will do’ in Figure 4.83 is the Finite featuring Future Tense. The Finite ‘will’ is linked with the Event ‘do’, which is a verb in the form of infinitive. Without the infinitive verb ‘do’, the Finite could not stand on its’ own to bring out the logical meanings of the text.

Index	Finite			Event
	Past	Present	Future	
T5. VG2			will	do

Figure 4.83 Finite featuring Future Tense in the theme, Food and Beverages

The Verbal Groups of the theme, Food and Beverages vary according to the texts. But the logical meanings of the texts are comprehensible as the Verbal Groups relate to the theme undoubtedly.

4.3.4.3 Adverbial Groups

In the theme, Food and Beverages the frequency count of the AG is two (2) though there is only one slogan pertaining to the Adverbial Group.

Index	Pre-Modifier	Head	Post-Modifier
T66. AG5.1		Always	Fresher
T66. AG5.2		Always	Better

Figure 4.84 Pre-Modifier + Head + Post-Modifier element of the Adverbial Group in the theme, Food and Beverages

Figure 4.84 shows both the Heads ‘Always’ are complemented by adjectives, ‘Fresher’, and ‘Better’ as the Post-Modifiers. In fact, the Head + Post-Modifier in these texts indicate the comparison circumstances.

The Adverbial Group is very uncommon in the theme, Food and Beverages. Since the products are concerned with one’s health, concrete words play a better role in bringing out the meanings of the products as readers would expect for the true facts of the products rather than the exaggerating descriptions of the products.

4.3.4.4 Prepositional Phrase

Similar to the theme, Lifestyle, there is only one (1) text pertaining to the Prepositional Phrase in the theme, Food and Beverages. Figure 4.85 shows that the Prepositional Phrase in text T92. PP19 functions as a Post-Modifier for the NG ‘chocolate’ by giving a reason for consuming the product.

Index	Actor	Process	Circumstantial Element	
			Cause	
			Process	Range
T92. PP19	chocolate		for	sheer indulgence

Figure 4.85 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Food and Beverages

The PP of the theme, Food and Beverages links the head to the NG by providing more information of the group as well as making the texts more attractive.

4.3.5 Logical meanings in the theme, Health Care

Ten (10) slogans (see Appendix 6) from the data have been identified as referring to the theme, Health Care.

4.3.5.1 Nominal Groups

The logical structure of the Nominal in the theme, Health Care is found in seven (7) texts. The highest frequency count of the NG comprises the Pre-Modifier + Head element, followed by one text pertaining to Head only element.

Figure 4.86 shows that each of the Head in the logical structure is complemented by NGs as the Pre-Modifiers. What stands out in the theme, Health Care is both the texts T52. NG38 and T62. NG44 have used similar NGs, which is ‘No.1’ as the Pre-Modifier. These Pre-Modifiers produce powerful descriptions that stress the products as the best products in the world. Meanwhile, the Pre-Modifier ‘The Spinal Care’ provides the purpose of the product.

Index	Pre-Modifier	Head	Post-Modifier
TG52. NG38	No. 1 Anti-Wrinkle Worldwide	Loreal	
T57. NG41	The Spinal Care	Mattress	
T62. NG44	The No.1	Brand	

Figure 4.86 Pre-Modifier + Head element in the theme, Health Care

Figure 4.87 shows that the Head element is a common noun. Without the Pre-Modifier, the Head does not make sense. When it is read within the text ‘Inspiring Life’, the meaning of the text is comprehensible.

Index	Pre-Modifier	Head	Post-Modifier
T71. NG52		Life	

Figure 4.87 Head element in the theme, Health Care

The logical structure of the Head + Post-Modifier element and the Pre-Modifier + Head + Post-Modifier element are not found in this theme.

As the texts relate to the theme, Health Care, the use of Pre and Post-Modifiers are needed to state clearly the kind of product being advertised.

4.3.5.2 Verbal Groups

The highest frequency of the Verbal Group in the theme, Health Care, is also the Finite featuring the Present Tense. There is also a text with a Finite featuring the Past Tense.

Figure 4.88 shows that the texts pertaining to logical structure consist of Finites featuring Past and Present Tenses in the theme, Health Care. The Finite ‘Look’ indicates the surface meaning of seeing but when it is put into the context; the Finite brings out the meanings of the text clearly. Although the Finite ‘Advanced’ is in the Past Tense form, it creates an image of the product as it progressed from the past till now, in the market of cosmetic products.

Index	Finite			Event
	Past	Present	Future	
T48. VG24		Look		
T54. VG28	Advanced			

Figure 4.88 Finite featuring Past and Present Tenses in the theme, Health Care

The VG has logically brought out the meanings of the texts in the context of Health Care through its logical structure.

4.3.5.3 Adverbial Groups

In the theme, Health Care, the AG is found in one text as shown in Figure 4.89. The Heads ‘Great’ is complemented by a Prepositional Phrase as the Post-Modifier.

Index	Pre-Modifier	Head	Post-Modifier
T48. AG4.1		Great	From Every Angle

Figure 4.89 Pre-Modifier + Head + Post-Modifier element of the Adverbial Group in the theme, Health Care

The use of AG is occasional in the theme, Health Care, probably because the product is mainly for health and the text should be only pointing out the true facts instead of exaggerating them with words.

4.3.5.4 Prepositional Phrase

There is only one text consisting of the Prepositional Phrase, which functions as a Post-Modifier of the AG ‘Great’ in the theme, Health Care. In this text, the Prepositional Phrase is the type of circumstance of Location that provides a location of perspective.

Index	Actor	Process	Circumstantial Element	
			Location	
			Process	Range
T48. PP14	Great		From	Every Angle

Figure 4.90 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Health Care

The PP links with the AG by providing more information of the group. Without the PP, probably the text would not be more appealing to the readers.

4.3.6 Logical meanings in the theme, Places

Nine (9) slogans (see Appendix 7 (vi)) from the data have been identified as referring to the theme, Places.

4.3.6.1 Nominal Groups

There are eight (8) texts consisting of the NG in the logical structure of the theme, Places. The NG that comprises the Pre-Modifier + Head element is found the most, followed by the Pre-Modifier + Head + Post-Modifier element while the lowest is the Head only element. There is no text pertaining to Head + Post-Modifier element.

Figure 4.91 shows that each of the Heads in the logical structure is complemented by NGs as the Pre-Modifiers. The Pre-Modifier in text T14. NG14 comprises two Classifiers, which state the name of the place. On the other hand, the Pre-Modifier ‘The’ is a Deictic element. Without the Pre-Modifiers, the Head may confuse the readers by giving space for various interpretations.

Index	Pre-Modifier	Head	Post-Modifier
T14. NG14	International Convention	Centre	
T69. NG50	The	Earth	
T96. NG73	The Infrastructure	University	

Figure 4.91 Pre-Modifier + Head element in the theme, Places

The Head element is found in one (1) text as shown in Figure 4.92. The Head in this text is a common noun. In the actual text, this Head is complemented by a VG. If the Head were to read without any modifiers, the readers would not capture the meaning of the text.

Index	Pre-Modifier	Head	Post-Modifier
G27. NG24.2		Nationhood	

Figure 4.92 Head element in the theme, Places

Figure 4.93 shows the logical structure of Pre-Modifier + Head + Post-Modifier element. All the Heads are complemented by the PPs as the Pre-Modifiers. If the Pre and Post-Modifiers are elliptic, probably the readers would not be able to comprehend the text. The Pre and Post-Modifiers in both the texts carry an emotional meaning which can attract the reader's attention.

Index	Pre-Modifier	Head	Post-Modifier
T17. NG16.1	an idyllic	haven	for your family home
T27. NG24.1	50	years	of Nationhood

Figure 4.93 Pre-Modifier + Head + Post-Modifier element in the theme, Places

The Pre-Modifiers and the Post-Modifiers play a part in making the Head element meaningful in the theme, Places.

4.3.6.2 Verbal Groups

Three (3) slogans have been identified referring to the VG in the theme, Places. The highest frequency of the Verbal Group is the Finite featuring the Present Tense.

Figure 4.94 shows that the texts pertaining to logical structure consist of Finites featuring only the Present Tenses in the theme, Places. The Finite 'Celebrating' is a secondary tense. The Finite 'Green' and 'Shine' are in the Present Tense to show the current actions that could be carried out.

Index	Finite			Event
	Past	Present	Future	
T27. VG10		Celebrating		
T69. VG33		Green		
T93. VG41		Shine		

Figure 4.94 Finite featuring Present Tenses in the theme, Places

The logical structure of the VG in the theme, Place enhances the place with the use of Present Tense.

4.3.6.3 Adverbial Groups

There is no text pertaining to the Adverbial Group in the theme, Places. Therefore this group would not be analyzed.

4.3.6.3 Prepositional Phrase

In the theme, Places there are three texts consisting of the Prepositional Phrase, which function as Post-Modifiers of the NG and the VG. The VG plus PP element has the highest frequency count of the PP, followed by the NG plus PP.

Figure 4.95 shows that the PP in text T17. PP3 functions as a Post-Modifier indicating the circumstance of Cause for the NG ‘an idyllic haven’. In texts T27. PP6 and T93. PP20 the PP functions as Post-Modifiers of the VG, namely the types of circumstance of Matter and Location. The circumstance of Matter indicates the reasons for celebration while the circumstance of Location depicts a place for one to do well in his or her studies.

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Cause</i>	
			<i>Process</i>	<i>Range</i>
T17. PP3	an idyllic haven		for	your family
			<i>Matter</i>	
T27. PP6		Celebrating	of	Nationhood
			<i>Location</i>	
T93. PP20		Shine	With	Taylors

Figure 4.95 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Places

The PP imparts more information of the group. Without the PP, the readers would probably not comprehend the text.

4.3.7 Logical meanings in the theme, Business

Six (6) slogans (see Appendix 7 (vii)) from the data have been identified as referring to the theme, Business.

4.3.6.1 Nominal Groups

In the theme, Business the NG comprising the Pre-Modifier + Head element is found the most while one text each is found in the other types of NG.

Figure 4.96 shows that the NG as the Pre-Modifier complements the Head. The Pre-Modifier consisting of Deictic and Epithet elements, highlights the Head by giving information of the product explicitly.

Index	Pre-Modifier	Head	Post-Modifier
T55. NG40	The Fresh	Food	

Figure 4.96 Pre-Modifier + Head element in the theme, Business

The Head element is found in one (1) text as shown in Figure 4.97. The Head in this text is a common noun. When readers read the text with only the element of Head, they would know what the text is about. However, without any modifiers, the Head could not provide extra information about which company is advertising it.

Index	Pre-Modifier	Head	Post-Modifier
T22. NG19.2		Insurance	

Figure 4.97 Head elements in the theme, Business

Figure 4.98 shows the logical structure of Head + Post-Modifier element. The Head is complemented by the PP as the Post-Modifier. The Post-Modifier indicates the purpose of the advertisement. Thus, if the Post-Modifier is elliptic, the readers would probably not figure out the meaning of the Head.

Index	Pre-Modifier	Head	Post-Modifier
T32. NG26		Bungalows	for sale

Figure 4.98 Head + Post-Modifier element in the theme, Business

The NG complements the Head element in Figure 4.99 as the Pre-Modifiers. The text has a Deictic element and a Classifier element. As for the Post-Modifier the text is complemented by a PP. Both the Pre and Post-Modifiers are needed to complete

the text into a meaningful text. Most likely, without both the modifiers, the Head would not be able to convey the message to the readers.

Index	Pre-Modifier	Head	Post-Modifier
T22. NG19.1	The Trusted	Name	In Insurance

Figure 4.99 Pre-Modifier + Head + Post-Modifier element in the theme, Business

The Pre-Modifier and the Post-Modifier elements enhance the Head element of the Nominal Group in the theme, Business.

4.3.7.2 Verbal Groups

There are three (3) Verbal Groups in the theme, Business. All the VGs in the theme, Business are the type of Finites featuring the Present Tense.

Figure 4.100 shows that text T99. VG44 is in the type of text involving the passive form. The function of the finite and event in this text shows that this passive form illustrates a combination of present tense and past tense. This passive form proposes that the text is in a present condition resulting from a past event.

Index	Finite			Event
	Past	Present	Future	
T84. VG40.1		Bank		
T84. VG40.2		See		
T99. VG44		are		protected

Figure 4.100 Finite featuring Present Tenses in the theme, Business

The logical structure of the Verbal Groups in the theme, Business is mainly the Present Tense, which enhances the meaning of the texts when it is read within the texts

4.3.7.3 Adverbial Groups

There is no text pertaining to the Adverbial Group in the theme, Business. Therefore this group would not be analyzed.

4.3.7.3 Prepositional Phrase

In the theme, Business there are three (3) texts consisting of the Prepositional Phrase. The NG plus PP element has the highest frequency count of the PP in this theme, followed by the VG plus PP.

Figure 4.101 shows the PP in text T84. PP18 functions as a Post-Modifier for the VG ‘Bank’ which states a location. The PP in texts T32. PP8 and T22. PP5 function as Post-Modifiers for the NG, namely the types of circumstance of Cause and Matter. The second PP states the purpose of the Actor being advertised while the last PP acknowledges what the company is famous for.

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Location</i>	
			<i>Process</i>	<i>Range</i>
T84. PP18		Bank	On	Us To See Beyond
			<i>Cause</i>	
T32. PP8	Bungalows		for	sale
			<i>Matter</i>	
T22. PP5	The Trusted Name		In	Insurance

Figure 4.101 Texts with Prepositional Phrase as Post-Modifiers, in the theme, Business

All the texts above show that the PP plays an important role in imparting specific information of the groups. Without the PP, the readers would probably not have a grasp of the texts.

Section 4.4 shows a summary of the logical structure of groups and phrase in the study.

4.4 Summary of the logical meanings of groups and phrase in the study

The logical structure of groups and phrase has been analyzed and described qualitatively in Section 4.3. In this section, quantitative analyses of the data shows that similar to the experiential structure, the Nominal Group (NG) in the logical structure has the highest frequency count of words compared to the other groups and phrase across the 100 slogans being analyzed. Table 4.29 shows that the NG is predominantly used in the theme, Technology (28.09%). This is followed by the theme, Automotive (22.47%) and then the theme, Lifestyle (14.61%).

Table 4.29 Distribution of the Logical structure

Groups & Phrase Themes	Frequency Count of NG (n)	Percentages (%)	Frequency Count of VG (n)	Percentages (%)	Frequency Count of AG (n)	Percentages (%)	Frequency Count of PP (n)	Percentages (%)
Technology	25	28.09	10	21.74	2	40.00	5	23.81
Automotive	20	22.47	12	26.09	0	0.00	7	33.33
Lifestyle	13	14.61	5	10.87	0	0.00	1	4.76
Food and Beverages	9	10.11	9	19.57	2	40.00	1	4.76
Health Care	7	7.87	4	8.70	1	20.00	1	4.76
Places	10	11.24	3	6.52	0	0.00	3	14.29
Business	5	5.62	3	6.52	0	0.00	3	14.29
Total number (n) of each Group and Phrase	89	100.00	46	100.00	5	100.00	21	100.00
Note: Percentage (%) = $\frac{\text{Number (n) of each Group and Phrase in each theme}}{\text{Total number (n) of words in each Group and Phrase}} \times 100$								

The second predominant group is the Verbal Group (VG). Table 4.29 shows that the VG is mostly found in the theme, Automotive (26.09%) compared to the other themes. This is followed by the theme, Technology (21.74%) and the theme, Food and Beverages (19.57%). The VG in the other themes is occasionally used.

The frequency count of the Adverbial Group (AG) in the logical structure is similar to the experiential structure. The AG is mainly used in the theme, Technology

and Food and Beverages. In the themes, Lifestyle, Places and Business, the Adverbial Group is not common.

The Prepositional Phrase (PP) is found mainly in the theme, Automotive. Similar to the AG, the PP is not very prevalent in the themes, Lifestyle, Food and Beverages, and Health. Although the other themes have this PP, the frequency count of the PP is very few compared to the theme, Automotive.

Figure 4.102 shows the distribution of logical structure of groups and phrase found in the seven themes analyzed in the study. The findings of the study reveals that in the theme, Lifestyle, the logical structure of the Nominal Group is the most predominant group found compared to the other groups and phrase.

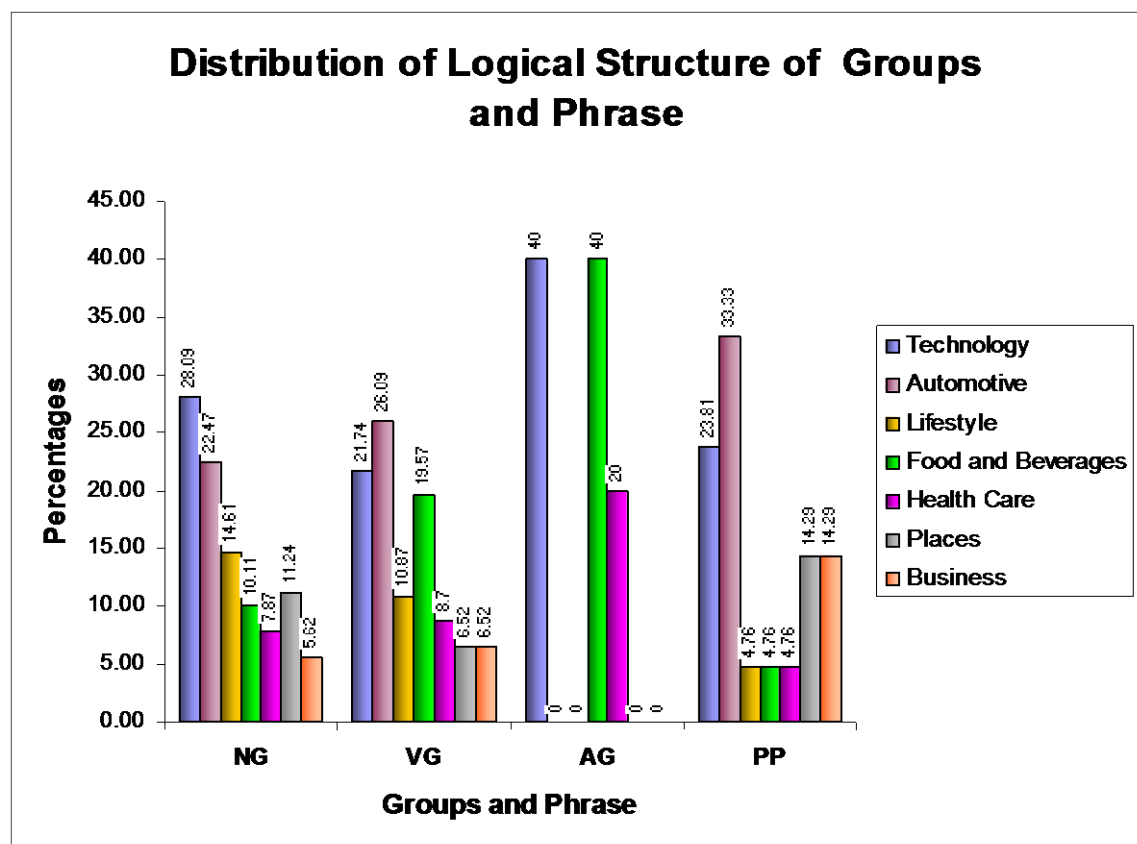


Figure 4.102 Distribution of Logical Structure of groups and phrase found in the seven themes analyzed (in percentages)

Having analyzed quantitatively, the results revealed that the Pre-Modifier + Head element has the highest frequency count of the NG compared to the other elements in the NG across the 100 texts being analyzed in this study. As Thompson (1996: 179) points out that “the nominal group is the grammatical unit which allows the widest range of meanings to be expressed”, the findings show that advertisers paid more emphasis on the Pre-Modifiers which could make the Head more appealing to the readers. In fact, the relationship of content between the Pre-Modifier and the Head makes the slogans more appealing to the readers’ eyes. Some advertisers only create the Head element, such as ‘Satria Neo’ ‘FUJIFILM’ and ‘Panasonic’ to draw the attention of the public towards the brand awareness.

The theme, Automotive has the highest proportion of the Verbal Group compared to the other groups and phrase. An interesting finding of the study is the analysis offers a unified account of the simple tenses, generally the Present Tense, which stresses the role of context in determining the choice and semantics of the themes.

The Adverbial Group is the most common group found in the theme, Technology although the frequency count of this group is lesser than the NG in this theme. The theme, Food and Beverages, as well as the theme, Technology also holds a high frequency of the AG compared to the other groups. In this study, the Head + Post-Modifier element is predominantly used compared to the other pairs of AG. It is interesting to note that the adverb ‘Always’ is very common in the study as the adverb intensifies the use of the products. The repetition of the adverb ‘Always’ in text T66. AG5 ‘Always Fresher, Always Better’ enforces the readers to remember this product

unconsciously. The objective of this text is nothing less than telling the quality of the product itself. The Post-Modifiers are largely the adjectives, which show the element of comparisons. The findings of the study show that the themes, Automotive, Lifestyle, Places and Business do not draw on the AG.

The Prepositional Phrase is highly found in the theme, Automotive. Similarly, the themes, Places and Business have a high frequency count of the PP compared to the other groups. The findings portray that the PP functions as the Post-Modifiers of the NG, which becomes a functional element of the group. In fact, the PP functions syntactically as circumstantial elements of all the groups.

In terms of the Logical structure, the Pre and Post-Modifiers create an impact on the readers by enhancing the qualities as well as the functions of the products or services. For instance, in text TG36. NG30.1, ‘Best Coverage on All Highway’, the Pre-Modifier of the Head ‘Coverage’ is represented by the Epithet ‘Best’ while the Post-Modifier is a Prepositional Phrase ‘on All Highway’. The Pre-Modifier in this text presents the quality of the Head while the Post-Modifier presents the place where this product could be used widely.

In some cases, the Head alone may stand on its own, as it has created a brand image in the market. However, some Heads need to be completed by other groups and phrase in order to bring out the meanings of the texts. This is done through the use of the experiential and logical structure of groups and phrase. Taken as a whole, in the logical structure of groups and phrase in the current study, the NG is predominantly used compared to the other groups and phrase as the elements of the NG unfurls the meanings of the texts, thereby making the texts rich with information.

4.5 Discussion of findings

The current study concerns the analysis of ideational meanings of the groups and phrase found in Malaysian billboard slogans. Seven themes are identified and analyzed to show how the experiential and logical meanings define the semantic relationships in the groups and phrase.

In terms of experiential meanings, the findings unveil that the Nominal Group (NG) is the most predominant group used in all the themes. As advertisements mainly function to introduce a product or a service, the NG, which consists of elements introducing the Thing, has many effects on the genre of advertisements. First, it is a means of conveying information of a product or service to persuade the readers to purchase the product. This is in line with O'Neill's (1995: 93) view that "By presenting a description of product benefits, ads convince the customer to buy the product." Other insights gained from the current study are the NG provides the advertisers a wide choice of vocabulary in imparting their messages to the readers and the NG also adds richness of information to the texts.

The findings also reveal that the Verbal Group is dominated by the Finite or Event structure. The advertisers attempt to move the readers through the meanings of texts expressed using the Finite or Event structure. This simple Finite or Event structure reflects the simplicity of the message found in the texts, which directly points out the actions related to the texts.

The findings regarding the Adverbial Group bring to light that the AG is occasionally used in certain themes such as Technology, Food and Beverages, and Health Care. As the language of advertisement frequently points to the facts of

products, the use of AG is infrequent. It is interesting to note that most of the AG is placed at the beginning of the texts, which enhances the meanings of the texts experientially. This concurs with Downing and Locke's (1992/2002:567) view that when the adverb is placed at the clause initial position, the meaning extends to the whole clause.

In line with the views expressed by Downing & Locke's (1992/2002) that a preposition ascertains a functional relationship between its complement and a group, the findings of the current study show that the PP is linked mainly with the NG and the VG. In fact, the PP further enriches the texts with experiential content.

In terms of the logical meanings, the Nominal Group, similar to the experiential meanings, seems to be the most preeminent group in this structure. It could be observed from the analysis that the use of the Pre-Modifier + Head structure appears to be the most common type of the NG in the logical structure. The word choice as Pre and Post-Modifiers in the NG convey the meaning of the texts logically. This finding is similar to Finegan's (1999:188) observation that "...the meaning of a sentence is simply the sum of the meanings of its words". The Head + Post-Modifier structure is rarely used because the Pre-Modifiers have strong effect on the Head compared to the Post-Modifier. In terms of modifiers, the preponderance of modification elements in the NG types has, therefore, occurred at the premodification.

As for the Verbal Group, the logical meanings are conveyed largely through the Present Tense compared to the other tenses. As advertisements affect the target readers strongly, the use of word choice in the Present Tense brings out the logical meanings of the texts in the themes analyzed. This is in line with Pennington's (1988:51/52)

observation that “the present tense gains a great deal of its meaning from the particular verbs and other features of the environment in which it occurs.”

The findings of the Adverbial Group in the logical meanings show that this group is found in the themes, Technology, Food and Beverages and Health Care. The AG is rarely used across the 100 slogans analyzed because it mainly functions as intensifying the meanings of the text rather than expressing the meanings. The advertisers know that consumers are quality conscious, therefore the facts of the product should be exposed rather than overemphasizing the product using intensifiers. This concurs with Thomas’s (1969: 16) statement that. “...what has to be sold is the quality of the commodity or service”. That could be one of the reasons why they use less AG in these types of texts.

The PP functions as Post-Modifiers of the other groups in this study. The Post-Modifier is vital in the texts as they provide extra information. In fact, they enrich the texts by arousing the readers’ interest in purchasing the products on sale.

As explained in the analysis, the elements of the groups and phrase do not act different from the context of the themes. In other words, the meanings of the texts are related to the themes.

In advertisements the used language is very important. In the current study, the advertisers’ choice of words in groups and phrase heightens the meanings of the texts and builds the image of the products, thus, drawing attention to the products on sale.

Recapitulating, all the groups and phrase are well utilized to bring out the ideational meanings of the texts in the seven (7) themes analyzed in the current study. Interestingly enough, in both experiential and logical structures, the NG was predictably

found to be the most predominant group used in all the themes to achieve the principal aim of advertising, as expressed by Crystal (1987) which is drawing attention to a product or service in order to sell it. Thus, the analysis of groups and phrase are likely to bear upon the patterns of meanings in the texts.

4.6 Chapter Summary

This chapter has covered the analysis of the groups and phrase in terms of ideational meanings across 100 Malaysian billboard slogans. The analysis and interpretation of the data were presented in terms of experiential and logical meanings. Chapter 5 will present a summary of the main findings and provide suggestions for future research on the language of advertisements.